

Going home: Christmas vacation travelers vie for limited airline seating

By BOB LOGGAN
Of the Emerald

Airline seats are becoming harder to find as Christmas vacation approaches. Every Christmas, passengers from the Eugene area are turned away because they wait too long to make reservations.

Because approximately 30 per cent of the University's students are out-of-state, it is not surprising that Eugene suffers a shortage of airline seats at Christmas. Many students seek air transportation home, with Los Angeles and San Francisco popular destinations. As of last fall, 9.6 per cent of the University's 17,000 students were from California. Even if only a third of these students flew home, that is a sizeable number of passengers.

Greg Bronson, of Bronson Travel at 86 E. Broadway St., says it is not unusual to see Eugene's long-term airport parking lot crowded with cars bearing California license plates.

Only two airlines fly into Eugene — Hughes Airwest and United. Both fly Eugene-San Francisco — a route traveled heavily by passengers connecting to other flights. This traffic helps fill the already popular California flights. Eugene-Portland flights experience similar bottlenecks at Christmas.

According to Niki Lamb, travel agent for Eugene Travel, located on campus at 831 E. 13th Ave., Portland-Denver and Portland-Chicago flights are also filling fast.

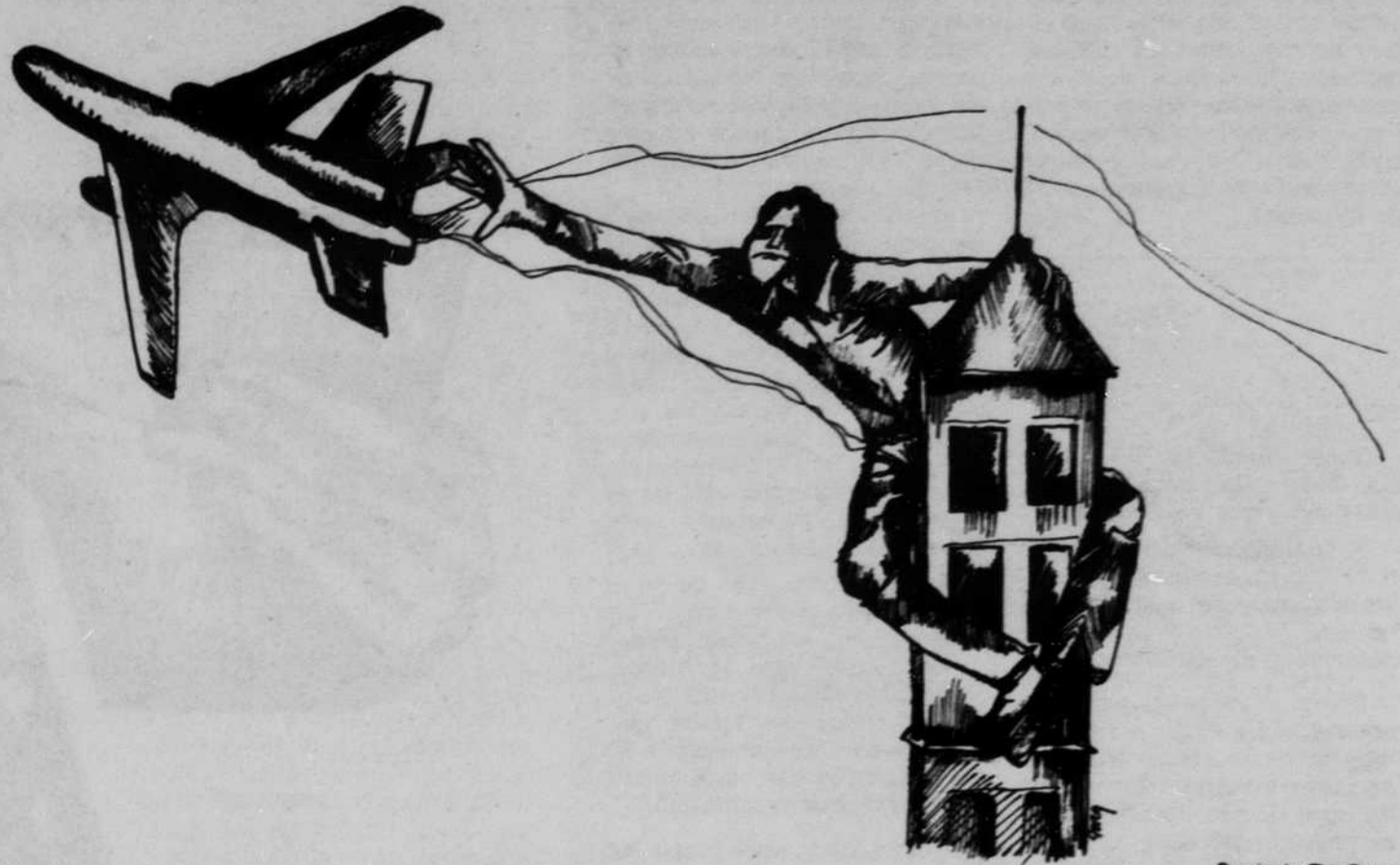
"Hawaii is another particularly full Christmas destination and has been for three months," remarks Lamb. Hawaii flights between Dec. 16 and Jan. 4 are full and people must now sign a waiting list for these flights.

Bronson says booking Hawaii flights for Christmas sometimes becomes a problem as early as April or May.

With the mad crush for Christmas flights, "the Eugene business community is especially hard hit," says Bronson. The large increase in pleasure/holiday travel at Christmas reduces the normal amount of seats available to the business people flying in and out of Eugene.

Ironically, flights booked solid for months takeoff with empty seats due to people who double-book flights or who are no-shows, according to travel agents.

In addition to the holiday rush, students may have a



Drawing by Tina Fong

hard time booking flights because of the various promotional fares available.

For example, because of the popular roundtrip "excursion fare" discount the roundtrip fare from Eugene to New York is \$323 instead of the standard \$404.

The roundtrip excursion fare stipulates that the length of stay be more than seven days but less than 30. Also, passengers must pay for their tickets within ten days of reserving their seats and that they reserve at least two weeks before departure. Because airlines can only sell a maximum of 35 per cent of the aircraft's seats at excursion prices, finding seats at excursion rates becomes increasingly difficult as holidays near.

A special fare being offered by Hughes Airwest for Thanksgiving flights is also causing a fast sell-out of

seats. The fare permits passengers to leave Thanksgiving Day and return Sunday. An example of the savings involved: regular roundtrip fare from Eugene to San Francisco is \$118. With the special rate, the fare is \$77 round-trip.

"The important thing is that students recognize the need to figure out their finals schedule and registration dates so that we'll know what dates to work around — and that they tell us soon," says Lamb.

If worse comes to worse and a passenger cannot reserve an airline seat, with or without a discount, he can always fly standby. No standby discounts exist here, but no-shows or last minute cancellations can provide unanticipated seats. The best remedy of course, is early reservations.

Hilyard's groceries fills needs of clientel

By SHELLEY DENEAU
Of the Emerald

Dear District Manager:

It has come to my attention that many people enjoy fruit juices in the afternoon. I would like to refrigerate juices, as well as soda pop.

Sincerely, Manager of Store #24

Dear Retail Operations Manager:

I sent forms 1129 and 1130 to your office three weeks ago regarding chilling more fruit juices and have not as yet received your answer.

Sincerely, Manager of Store #24

Three months later . . .

Dear Manager of Store #24:
Our office in Portland has received your recommendation and prefer space be reserved for soda pop, which yields a higher profit margin.

The Board of Directors

The above case is hypothetical, but the situation is not. It exemplifies the difficulties large chain stores have in satisfying their customers' needs.

But the gap between a store and its clientele can be narrowed by independent grocers, says Don Brooke who, with his wife Jeanette, operates the Hilyard St. Market, 1698 Hilyard St.

A few years ago when chilled fruit juices became popular all Don and Jeanette had to do was stock the cooler with a variety of juices. No hassle. Another time, two backpackers complained that the store didn't have a certain selection of dried fruits. The market responded with a full line of such foods.

"That's one of the advantages of being a small store," says Don. "We (independent grocers) can listen to our customers and quickly adjust to their needs."

When the Brookes opened their small grocery in 1946 where Don once worked as a teenager, all stores of that type operated on a delivery and charge account basis. The owner would fill out orders while the customer waited. But the Hilyard St. Market, by nature of its popularity, spawned the first self-service store in Eugene.

The store's services came to a temporary halt, however, when Don was called to duty by Uncle Sam in 1950. During his enlistment, Jeanette worked in a small grocery with her father. After the war, the Brookes had the chance to purchase the market, which they did.

Through the times, Don, who usually can be found wearing an array of unusual hats as he mingles with customers, has seen students changing.

"The younger generation is tired of mass production or any-

thing that looks like factories," he says. "They're individuals and expect even buildings to be individual, and we've got that."

Outside the store, a wagon wheel and horse hitch accommodate bikes and dogs. An emergency phone and bench make an oasis for weary travelers.

Inside, the sunlight streams through multi-colored stained glass windows. Directions and

free want ads line the bulletin board. One of Eugene's finest wine selections and an excellent choice of gourmet cheeses, as well as bike maps, stamps (at cost) and even hats for rainy football games add to the character of the market.

As for the future, Don sums it up by saying, "It's a two-way proposition; the area needs us and we need the area."

Candidates discuss environment

By TOM JACKSON
Of the Emerald

Eugene mayoral candidates Gus Keller and Neil Murray squared off for a discussion of environmental issues yesterday in a meeting sponsored by the Sierra Club in the EMU.

Both candidates centered their remarks and discussion around the issues of growth and transportation in Eugene.

Keller said he is a "strong proponent of new, non-polluting industry."

Oregon Daily Emerald

Keller, who is presently a member of the city council, said unemployment in Eugene will be increasing in the future, and that "you can't stick your head in the sand and hope it goes away." He explained that community goals include the creation of jobs. For this reason, he feels the city should seek out and encourage new industries to "build their factories and warehouses here," and "train our people."

Keller also feels that the downtown area should be augmented

by "major retailers." This, he feels, would attract more people to the core area.

Along with attracting more people downtown, Keller said he supports further parking facilities downtown.

Keller also feels that one way to improve the flow of traffic is to improve road access to downtown. He said that cars "piling up" is wasteful of gasoline and also pollutes the air.

Murray said he is "concerned (Continued on Page 23)

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