



German
AUTO SERVICE



**VWs-MERCEDES-BMWs
DATSUN-TOYOTA-AUDI**

Reliable service for your foreign car

342-2912

2025 Franklin Blvd.
Eugene, Oregon

'Streamlining' of bus service accelerates LTD's ridership

Although the Lane Transit District is offering fewer bus routes and less frequent schedules, more people are taking the bus, say LTD officials. "We are offering less service than a few years ago, but productivity is up," in terms of

bus ridership, says LTD Planning Administrator Ellen Bevington. Actual figures have not been tabulated yet, she says. In early fall, LTD "streamlined" its bus service, offering fewer but more direct routes, a

10-cent fare reduction and special tokens and passes. That service is proving itself worthwhile, she says.

"It's been a hectic fall but a successful one," Bevington says.

LTD has done some "fine tuning" to the system, but overall it's working well, Bevington says. The routes have succeeded in "getting people to work on time."

She notes, however, that the depressed economy causes some ridership lag. "People aren't traveling as much."

LTD Marketing Analyst Ed Bergeron says the University accounts for much of the service's success.

Bergeron says LTD's four top routes — No. 21 LCC/Harris, No. 11 Thurston, No. 31 City View-U of O and No. 25 Amazon — focus on the University. "Some of the strongest routes are University-related," he says.

The Christmas Shuttle service from the University to the downtown area proved worthwhile as well, Bevington says.

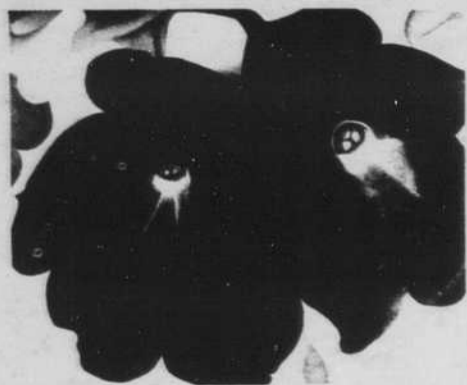
"We're going to be recommending that it be repeated," he says.

Bevington says LTD may ask merchants to subsidize the shuttle because many riders spent money shopping at the Downtown Mall or Fifth Street Public Market.

Several changes designed to provide earlier Sunday morning service and to improve Eugene-Springfield service to LCC and the University began Sunday.

Those changes include introduction of a new route — No. 19 Main Street the University.

Other affected routes are No. 21 LCC/Harris, No. 22 LCC Express, No. 24 Crest Drive, No. 44 Echo Hollow and No. 60A VRC/K-Mart routes. No. 17 Weyerhaeuser and No. 42 Bethel Drive routes were terminated.



SANTA FE
CHAMBER MUSIC
FESTIVAL THE FIFTH SEASON

July 1 - August 7, 1977

POSTER SALE

January 18-23

ALL POSTERS & FINE ART PRINTS
in the Book Department

Reduced 20%

*Large Selection

*Special posters reduced up to 50%

cash register sales only

UO
BOOKSTORE

13th & Kincaid
Mon-Fri 8:15-5:30
Sat 10:00-3:00

Textbooks 686-3520 • General Books 686-3510 • Supplies 686-4331

941 OAK STREET

Steven J

ACROSS FROM OVERPARK

FALL & WINTER

MEN'S & WOMEN'S CLEARANCE SALE

Mens

Graduation & Interview Suits

Up To 50% OFF

Women's

IZOD Shetland Sweaters

Reg. \$25.00 **NOW \$15.00**

Mens Flannel Shirts

Regular To \$60.00 **NOW \$19.00**

Shirts - Slacks - Shirts

Reduced up to 50%

CLOSED JAN. 17th & 18th
TO SET UP THIS

BIGGEST SALE EVER

SALE STARTS

TUES. JAN. 19th
7:30 A.M.

"BE AN EARLY BIRD"

**Don't Miss This Storewide Sale
on All Our Famous Brands**

VISA



JEFF RYDER

Trained in Roling and
Aston bodywork and
movement education

344-6488

Open 7 days

kinko's copies

4c self
service

- computerized Xerox
- reduction
- 2 sided copies
- binding
- lamination

344-7894
764 E. 13th



staff

The Oregon Daily Emerald is published
Monday through Friday except during
finals week and vacations by the Oregon
Daily Emerald Publishing Co.

News 686-5511
Advertising/Business 686-3712
Classifieds 686-4343
Production 686-4381

Editor
Sally Hodgkinson

Managing Editor
Gabriel Boehmer

News Editor
Harry Esteve

Assistant News Editor
John Healy

Photo Editor
Bob Baker

Graphics Editor
Max DeRungs

Editorial Page Editor
Cort Fernald

Sports Editor
Steve Spatz

Associate Sports Editor
Jeff Dickerson

Entertainment Editor
Matt Meyer

Night Editor
Brooks Dareff

Associate Editors:

ASUO
Dane Claussen

Community
Marian Green

Departments and Schools
Debbie Howlett

Features
Caroline Petrich

Higher Education
Ann Portal

Politics/Environment
Ron Hunt

General Staff:

Advertising Director
Darlene Gore

Classified Advertising
Sally Ojjar

Production Manager
Ann Peterson

Controller
Jean Ownbey