

Even more than its economic contributions, Gleason says the University "brings the area national recognition for its research and world recognition for events such as the Oregon Bach Festival. It's terrific to have a world-class institution in your city," he says.

In addition to the direct economic returns, the University environment attracts tourists and employees of high-tech industry, two groups the city seeks in their efforts to diversify the Eugene-Springfield economy.

The University sponsors several academic, cultural and athletic events such as lectures by nationally-known speakers, the Oregon Bach festival and Pac-10 football games, which are attractive to visitors.

The largest type of tourist income in this area is the convention industry. Conventions funnel \$9.5 million a year into the community and hotel sales. Convention directors actively solicit convention business, says Jamie Douglas, convention services manager at the Eugene-Springfield Visitors and Conventions Bureau.

Since University faculty members belong to various associations such as the National Association of Anthropologists and the Oregon State Bar, they are "instrumental to bringing conventions to Eugene," Douglas says.

Bureau representatives solicit faculty members so representatives can make convention presentations at the meetings. The representatives give information about hotel room rates, visitor attractions and transportation around the city.

The University also is a major draw for high-tech industry, such as Spectra Physics, a computer company which located in Eugene in 1979. Spectra Physics produces the asterisk-shaped laser scanners used at supermarket check-out counters. Its latest model is being used at the new West 11th Avenue Fred Meyer store, says John Griffith, product manager.

According to Griffith, the two criteria a high-tech company considers before moving into an area are a University with engineering and business schools, and the culture and quality of life in the area.

"What we got was a business school in Eugene and an engineering school in Corvallis," Griffith says.

James Reinmuth, dean of the business school, recruited Spectra Physics into Eugene and helped them make vital business contacts in the community, Griffith says.

Another advantage to having a University in the area is that interaction with University researchers provides intellectual stimulus for industry employees in creating new products. Also, Griffith says many of their employees are seeking masters degrees in business administration at the University.

University areas tend to have high educational standards in their primary and secondary

'The University's contributions are not only ephemeral, but in terms of dollars, too.'
— Barbara Edwards



school systems which are attractive to industry researchers with children.

Since the University provides so many economic returns to the community, why aren't more people being made aware of it?

According to Edwards, the primary mission of the University is to provide a facility for teaching

and research, rather than providing an economic uplift for the community.

"There is a value to the survival of an institution if people are aware of a significant economic impact, but I'd never want it to be the primary reason for being. To the community, I hope it is a pleasant and substantial by-product."

★ Street Faire September 21-23 ★

"FALL FASHION PREVIEW"
FOLKWAYS IMPORTS

★ Pre-season ALPACA & WOOL Specials ★
★ Super Summer Closeouts ★
★ Wardrobe & Dorm Accessories ★
From 5th Street Public Market's Import Shop

STUDENT SAVERS

Gordon Potato Crisp FISH STICKS 8 oz.	\$1.28	KRAFT AMERICAN SINGLES 12 oz. pkg.	\$1.89
Drive 'N Save SOFT MARGARINE 1 lb.	58¢	Echo Springs NON DAIRY CHOCOLATE DRINK. 1/2 gal.	\$1.49
Fresh FILLET OF PERCH	\$1.58 lb.	Fresh FRYER HINDQUARTERS	58¢ lb.
ASSORTED PORK CHOPS <i>Enter Drawing For Free Pork Loin</i>	\$1.38 lb.	Ground Fresh Daily REGULAR GROUND BEEF 100% Beef	98¢ lb.
OLD MILWAUKEE BEER 24/12 oz.	\$5.48 + dep.	5 lb. TRU-VALU FLOUR Reg. 89¢	1st 5 lb. Bag 48¢ good thru 9/21 - 9/27/83
Family Scott BATHROOM TISSUE Reg. \$1.15	1st 4-Roll Pkg. 66¢ good thru 9/21 - 9/27/83	SCOTT TOWELS Reg. 89¢	1st Jumbo Roll 48¢ good thru 9/21 - 9/27/83
GHIRADELLI FLICKETTES Reg.-Mint-Mini-Reg. 1.25	1st 12 oz. Pkg. 49¢ good thru 9/21 - 9/27/83	LIPTON TEA BAGS 100 ct - Reg. 3.09	1st Pkg. \$1.68 good thru 9/21 - 9/27/83

•EUGENE

2 CONVENIENT LOCATIONS—
 •2370 W. 11TH
 •3061 HILYARD

OPEN 8 A.M. 'TIL 9 P.M. MONDAY-FRIDAY
 OPEN 9 'TIL 9 SUNDAYS

AD EFFECTIVE 9/21 - 9/27/83

Bean of the Month

\$4.50/lb. Zimbabwe

Mugs Accessories
OPEN 7 DAYS
860 E. 13th Ave. 344-7894