

Celebration rekindles city businesses

By Michele Matassa
Of the Emerald

The barbecue smoke from the First Annual Eugene Celebration has cleared, and city officials and downtown merchants are hoping the three-day festival rekindled a flame that will continue to burn.

Several people involved with the downtown area and the "Celebration" admit that business hasn't been so hot, lately. But business apparently improved during the event as several booths sold out their merchandise.

Perry's on Pearl ran out of baked potatoes to stuff Saturday, after selling about 1,000 of them. They managed to find more for Sunday's crowd, however.

A souvenir and information shop at the mall's center fountain kept reordering T-shirts and mugs, trying to meet the crowd's demands. Kathryn Cox, in charge of souvenir sales, says she had to reorder T-shirts Thursday before the event started because the shop almost sold out as clerks set up the shop.

"The sales have been phenomenal. We're real pleased and now we wish we had more merchandise to sell," Cox says.

The city will establish a time in about two weeks when people can order items they were unable to purchase at the Celebration, she says.

Cynthia Wooten, a Eugene City Council member who coordinated the "53-hour weekend of fun," estimated Sunday that about 30,000 people already had wandered through the festival, seeing the sights, smelling and eating food and listening to music.

"This has just been a huge success. It's bringing Eugene Downtown out of the mothballs," says Ray Moreland, part-owner of Rosewater Deli. Moreland's food booth sold "close to 1,500 pounds" of spare ribs during the weekend.

Managers of the Danish Imports Center giftware and furniture store welcome the change of pace.

"The traffic has been fantastic. This has been a wonderful party for Downtown Eugene and for all of Eugene," says Charlie Fletcher, manager of the store's furniture department.

Marilyn Priore, manager of the giftware section, says the store may do things differently next year because they'll "know more what to expect." They might stay open later or increase staff or advertising, the managers say.

Celebration organizers and downtown merchants are



Photo by Ken Kromer

Red and Jean Currie of Myrtle Creek compete in the double-bucking competition during the first annual Eugene Celebration.

hoping the event will give new meaning to the jingle promoting "a special place: Eugene Downtown."

Wooten says a major goal of the project was "demonstrating the traditional nature of cities."

"For centuries, the heart of the city has been its downtown. Lively downtowns are essential to the development of cities," she says.

By providing an atmosphere comfortable for congregation, the celebration should help rebuild that liveliness, Wooten says.

Some liveliness was evident Sunday as spectators packed the Eugene Conference Center at the Hilton Hotel for a cake-baking contest.

The Excelsior Cafe took first prize with a sheet cake

made of butter, eggs, coffee and Ghiradelli chocolate with whipped-cream frosting. Several cakes included the University as part of their themes.

But food wasn't the event's only attraction.

The Celebration opened Friday night with a fireworks display at Skinner's Butte.

There was music for every taste imaginable: rock, jazz, reggae, Big Band and Dixieland, to name a few. Several shows were part of a free day of entertainment at the Hult Center for the Performing Arts, celebrating its first anniversary.

The University Children's Choir even performed on the mall, pleasing spectators as the choir sang "Eugene, Eugene, we celebrate you."

Convocation set for today

The University is celebrating the school year's opening this afternoon and students and the community are invited.

Convocation begins with a colorful faculty procession at 1:30 p.m. in the Memorial Quadrangle in front of the library. Afternoon classes are cancelled.

When University officials chose China-born and England-educated Peter Pouncey as the Convocation speaker, they didn't know he would soon be named president of Amherst College in Massachusetts.

The current Columbia University professor will speak on "Humanistic Imperatives in a Technological Society," and the problem of being human in a computer age, according to Robert Berdahl, dean of the arts and sciences college.

Convocation is an effort to "draw people into the intellectual level" and talk about central issues of our era, Berdahl says.

"Nowhere in their lives will (students) have the opportunity to ask these kinds of questions and have answers," he says.

Just as the graduation ceremony ends the school year for the University, convocation was created last fall to open the school year.

"This is a grand opportunity for people to realize we get educated as much outside of the classroom as inside," he says.

Convocation schedule on Page 4

Olum meets Salvadoran educator

By Brooks Dareff
Of the Emerald

Thousands of students are lugging their own chairs to makeshift classrooms in buildings scattered through San Salvador.

The students must contribute to the cost of rent, because the university's budget only covers teachers' salaries. Medical and engineering students look forward to using limited lab equipment — precious as gold here — much of which they have had to buy themselves.

But these inconveniences and expenses pale beside what awaits many students attending the University of El Salvador when they get to or out of class, said Manuel Parada, the university's president. Parada met with University Pres. Paul Olum, faculty, student representatives and the press Saturday as part of a nationwide trip to universities to explain the university's crisis, solicit written support from the University and start discussions about exchange programs.

A law school class doesn't start because the professor is one of three educators recently kidnapped and pronounced murdered by a paramilitary organization, Parada said. When another class breaks and students exit the building, several are grabbed by soldiers and detained at a prison as "subversives," he said.

Thousands of students survive the daily ordeal and graduate, but the equipment shortages and severely curtailed registration (60,000 students are waiting to enroll) delay their graduation dates.

And there is further delay for the latest graduating group because their degrees must be signed by the university's general secretary, who has been jailed since June. At the ceremony, the students are told, "You are receiving a diploma which itself

has been jailed," Parada said.

This is the current situation for students who have been denied access to their campus for more than three years, he says. The university has continued to function legally on a budget 25 percent of its former level since the university closed June 26, 1980.

The army — with helicopters, tanks and 900 troops — invaded the campus after government officials complained that it was a center of subversive activity. The American Embassy estimates that almost 50 people were killed in the attack.

Several people associated with the university were and continually are arrested, Parada says. He was jailed February 10, 1981, less than a month after being named university president.

Parada says his U.S. visit is part of his two-pronged program to obtain equipment and to achieve the reopening and general normalization of his university.

He estimated about \$25 million in damages to equipment — independent of building destruction — in the looting, sacking and burning that followed the takeover. Many volumes of books were sold — by weight — on the black market, Parada said.

Olum, who commended Parada's bravery and wrote a support letter (as did ASUO Pres. Mary Hotchkiss), told Parada that he would explore the possibility of sending books to the university and that "we will write."

Parada, who spoke in EMU Room 337 through interpreter Colette Craig of the linguistics department, acknowledged that the university opposes the government's policy to keep the university closed, but not the government.

"We oppose ignorance, not the government," he said.

The government said rebel weapons were

stored on the university campus. None were found by the army following the takeover, Parada said.

In January, El Salvador's legislature voted to reopen the university, but the executive branch has failed to fulfill the directive, demanding a guarantee that no student organizations except for athletics be allowed to exist for a period from six months to two years.

Parada said it would be impossible and unrealistic to enforce such a condition. Latin American universities have a tradition of "critical thought" and a status in military dictatorship countries as "the only bastion of free thought," he said.

Parada said an exchange of North American professors and students would have "an impact you could not imagine" on reopening the university. An agreement on an exchange of equipment, books, students and professors with a Los Angeles university has been made, he said.

The University of El Salvador recently received a six-ton shipment of books from Canada, which ironically looked like an armaments shipment, Parada said.

He said American faculty would be safe in the country because the government is "very careful with American officials."

Parada remained cautiously optimistic about a gradual normalization of his university. He said the university has graduated more than 2,700 professionals during the past three years and that the most recent registration was open, the first since the campus was occupied.

Parada said he is "very surprised" by the support he has received around the United States. He said, "We never imagined the kind of welcome we have received on university campuses," adding wryly, "And we did not come to conquer Rome."