

# New store puts 'byte' on computer 'washout'

By Michele Matassa  
Of the Emerald

In the midst of what experts are calling a national "washout" in the computer industry, it seems Eugene's end of the business is swelling, not caving in.

Next week's grand opening of the Byte Shop — Eugene's newest computer retailer — stands as evidence of local growth in the computer business.

The Byte Shop, located in Delta Village across from the Valley River Center, carries products by IBM, Texas Instruments, Compaq and North Star ranging from \$1,000 on up, says Bruce Anderson, sales manager.

The store's opening is part of a regional expansion by the Byte corporation, which currently runs six stores throughout Oregon and Washington, Anderson says.

The company is planning to open an additional 15 stores across Oregon, Washington and Idaho in the next two years, he says.

Why such an aggressive move to expand when industry leaders such as Osborne, Atari and Texas Instruments are facing hardship?

Atari and Texas Instruments have suffered losses in the home computer end of the business; losses even caused TI to close out their home computer line, Anderson says.

Stiff price competition, resulting in "a war to see who could survive who," is causing the financial woes of home computer lines, he says.

But product line isn't the only factor in success or failure of a computer business, Anderson says. Marketing and management play key roles in the success of the Byte company.

"As a local retail chain, we get the best of both worlds," Anderson says. The Byte company

utilizes a chain of local stores to capitalize on advertising and exposure over other retailers, but it also has the advantage of a centralized corporation when "clout" is needed to deal with manufacturers, he says.

Anderson also attributes the company's success to its emphasis on "support services," offerings such as hours of orientation for customers unfamiliar with the product they buy, basic introduction-level seminars for the general public and specialized software education classes.

These management bonuses provide an added advantage to companies who care to work them into their businesses, he says.

Bill May, manager of Eugene's Computer Store, 35 W. 8th Ave., agrees that sound management is the key to success in the computer industry.

"It's an infant industry and, like most infants, it needs toilet training. Many of the computer companies have not followed sound management practices," May says.

By offering quality products, support and education, Eugene's Computer Store should be able to withstand competition from the new Byte Shop, he says.

## Clarification

An article on a public hearing to discuss the rule banning alcoholic beverages from Autzen stadium in Tuesdays *Emerald* neglected to give the time and date for the hearing.

The hearing will be held Nov. 16 at 2 p.m. in room 101 EMU.

## Walk or pay a \$3 fine

Riding your bicycle through designated dismount areas on campus can mean getting to class earlier — but it can also mean a \$3 fine, according to Suzie Hunter, bike patrol officer.

Beginning Monday anyone caught riding on the sidewalk between Agate and University Streets, through the EMU Breezeway, through the Lawrence

Hall walkway or the sidewalk in front of Gerlinger Hall will be subject to a citation and fine, Hunter said.

These areas are designated for pedestrian use only, she said.

Citations and fines will also be given for failing to give pedestrians and disabled persons right of way in all areas of campus, having inadequate brakes, not having lighting equipment visible from 500 feet away at night and leaving the scene of a collision involving pedestrians, other bicycles or other vehicles, she said.

"In terms of bike accidents this year we've had quite a few. We just want to make it aware to them that the verbal and written warnings are over," Hunter said.

According to the new administrative rule, an estimated 3,000 bicycle riders use bicycles on campus, of whom perhaps ten percent might be cited and fined. The proposed fine is \$3.

## Correction

In the article entitled "Salvadorans find sanctuary in Eugene," the Eugene Friends Church was named as the group to offer shelter to the family. Actually, it was the Eugene Friends Meeting which provided sanctuary. The *Emerald* apologizes for any inconvenience this may have caused.

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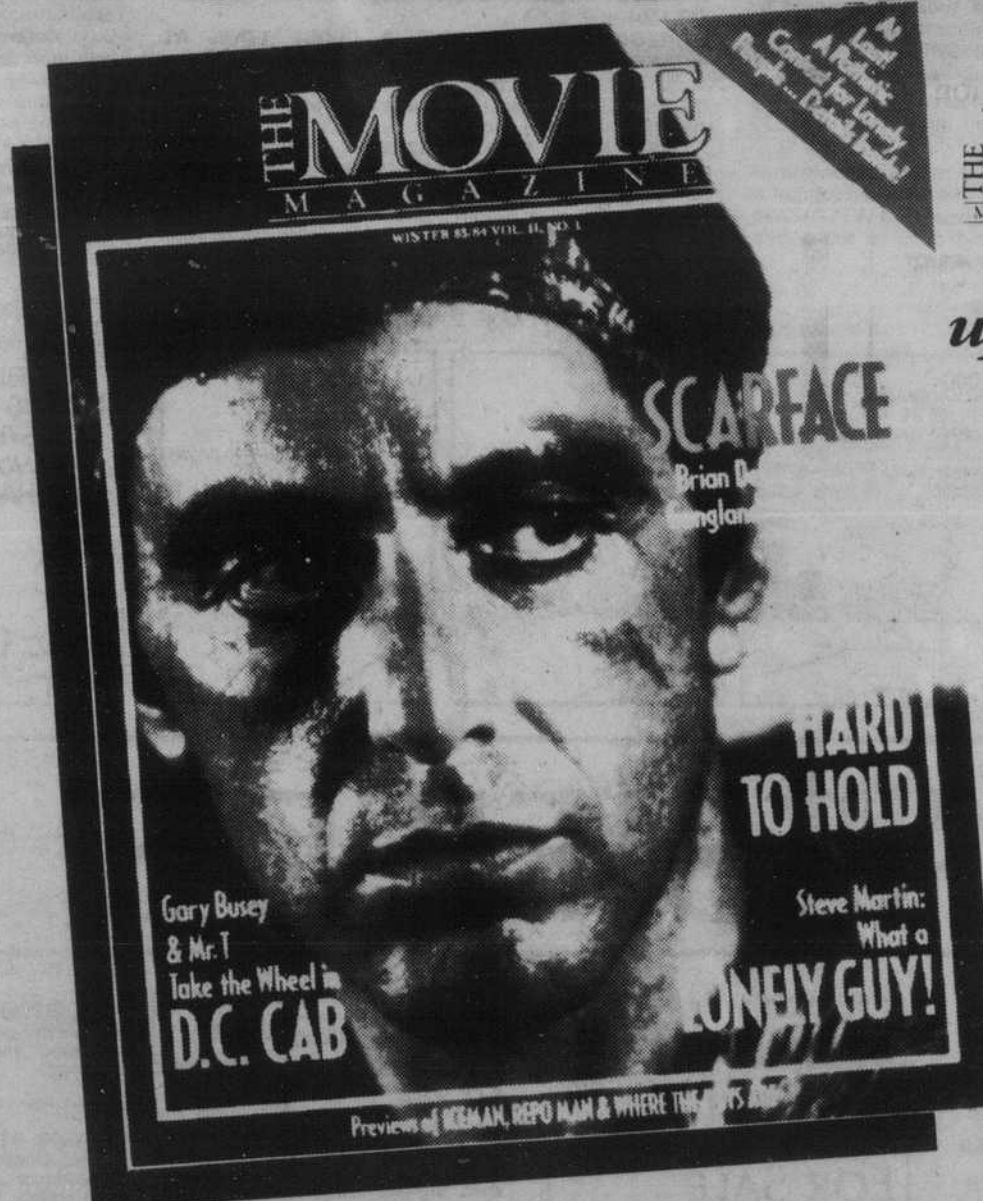
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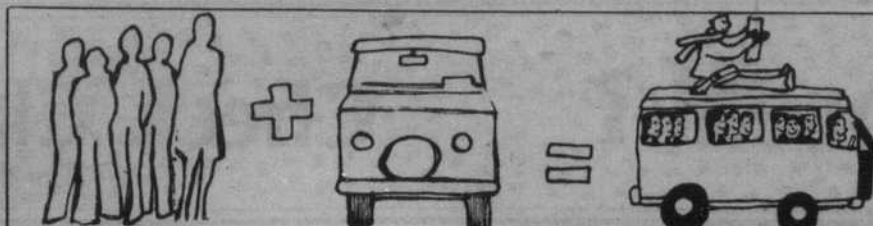
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