

# University Bookstore expands, remodels

By Chris Hazen  
Of the Emerald

Beginning fall term, University students will enjoy a larger, better organized University Bookstore that is "changing with the times," according to general manager Jim Williams.

This year's remodeling and reorganization is the long-overdue solution to improving the quality of the bookstore, including a clear need for more space, according to Williams.

"It came to the point that whenever we added a new product we had to drop another," Williams explains. "We evaluated our needs and set about solving our needs."

Besides having an additional 3,000 square feet of space, the "new" bookstore will combine school supplies with art and architecture supplies, have more complete departments overall, and feature an expanded electronics department, which will include computers and a stereo listening room.

New programs that were made possible by the alteration include "Cash Only" lines, year-round textbook buy-back, and a permanent place to take buyback-books and refund requests.

As part of a plan to simplify the administrative process, all offices are being moved to the back of the third floor.

Faced with the hectic environment of the peak buying periods of recent years, Williams would now like to make it as convenient as possible for customers to buy books during the most crowded times. Signs and banners around the store should help make it easier to find things.

"I feel really good about what's happening here," says Stacy Miller, a buyer for the bookstore. "There will be a better selection and it will be better organized."

Williams proposed the remodeling plans to the board of directors in December of last year. In his proposal, he set down two initial goals: more retail space and more effective use of retail space. But with the intention of better serving the needs of the University community in mind, remodeling offered a vehicle to improve the store both physically and internally.

The large windows on the east side of the bookstore are part of a plan to upgrade the overall aesthetic environment, both inside and outside, Williams says.



Photo by Michael Clapp

The inconvenience of construction will give way to a larger, better organized bookstore this fall.

The quarry-tile walkway that now divides the street-level floor is intended to draw a shopper's eyes to the back of the building, thereby showcasing more of what the bookstore has to offer.

"The new lobby area is going to be much more inviting," says Williams. "It's going to be very striking, as far as the appearance of the store goes."

Since it opened in 1920, in Chapman Hall, the bookstore has experienced an almost non-stop need for more space. In 1962, the store was relocated into the back of its present building. Only three years later, the corner portion was added, more than doubling the square footage at the time.

But in the mid 1970s, "the aisles started to get smaller and smaller," Williams says. "It became very clear that we need more space. In the late '70s and early '80s, it came to crisis proportions."

Williams sees the remodeled store as an opportunity to take advantage of the bookstore's strength, diversity of merchandise, and also as "a neat situation where we are responding to the needs of our customers."

After three months of construction, the bookstore should be in full operation by the time school starts.



## Welcome to the University of Oregon Residence Halls

If you're living with us,  
you're really living!

**Convenient  
Friendly  
Economical**

**University of Oregon  
Residence Halls  
Housing Office • Walton Hall • 686-4277**

