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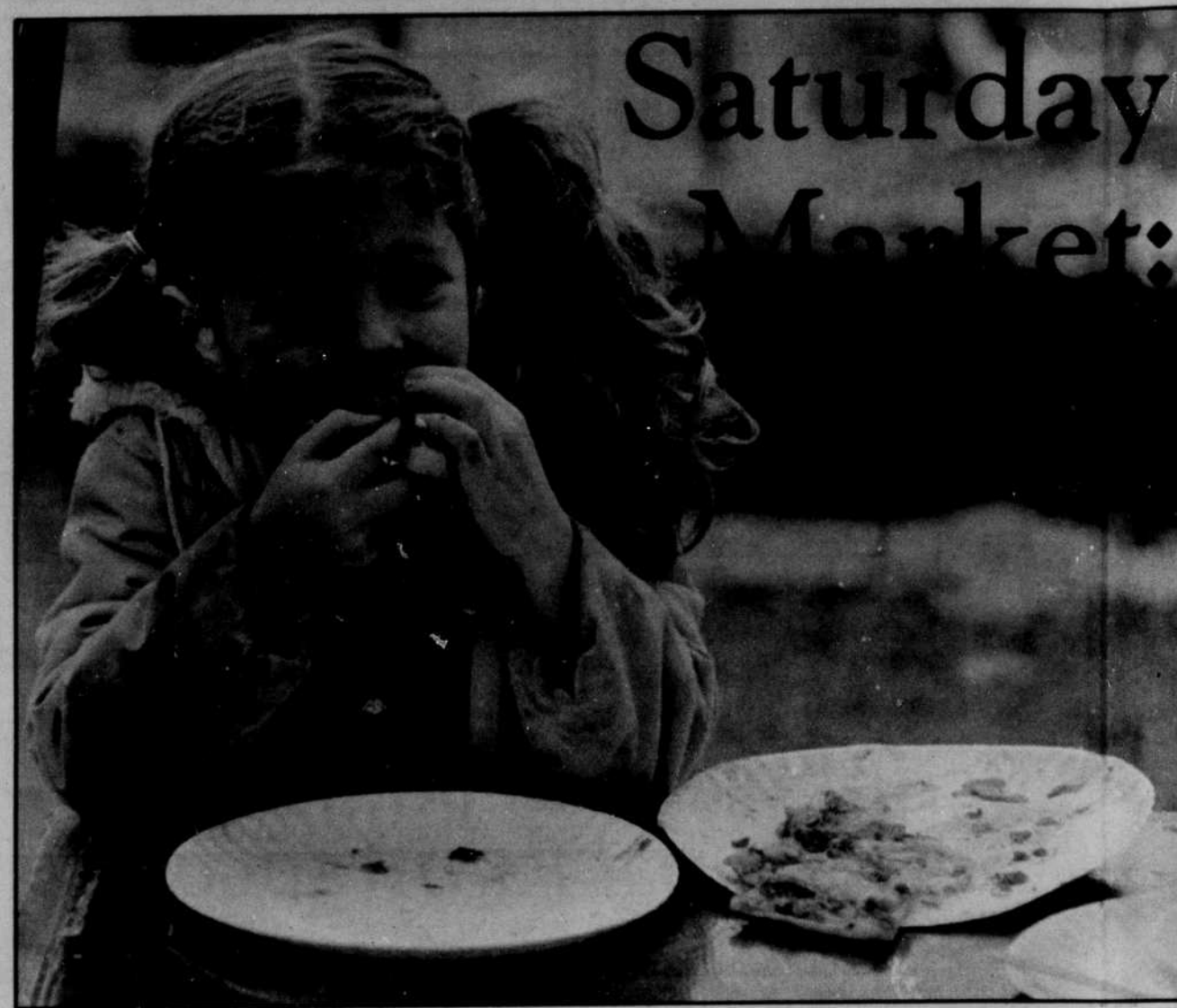
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**Saturday
Market:**

*a spawning ground for
new Eugene businesses*

By B.J. Thomsen
Of the Emerald

Eugene's Saturday Market is a familiar artists' haven in the community, providing incubator space for fledgling crafters and experienced veterans of the trade. It attracts from 3,000 to 8,000 people each weekend, depending on the Northwest's fickle weather.

But the market is more than that — home to about 100 merchants each Saturday, the inspiration for several West Coast markets patterned after it, a catalyst for crafters getting ready to launch their own businesses.

However, merchants agree that making a living solely from the market is difficult, and the person who can do it is the exception, not the rule.

This year marks the 17th season for the Saturday Market, held each Saturday at the corner of Eighth Avenue and Oak Street, tempting weekend browsers with a myriad of entertainment and crafts.

"It was the pioneering street market on the West Coast," said Doug Moore, former market director who peddles his wooden lamps, bellows and kitchen accessories each weekend at the market.

Eugene's Saturday Market precedes the Portland Saturday Market and most other

markets of its kind on the West Coast, he said.

Saturday Market traditionally has been a spawning ground for businesses in the community. A long list of established businesses in the Eugene area, including Terry's Hamburgers, The Monster Cookie Company, the Penguin Boutique and Jody Coyote Jewelry, have their roots firmly planted somewhere in the Saturday Market's past.

Most of the businesses located in the Fifth Street Public Market originated at the Saturday Market, Moore said. "They were the best the market had to offer."

Lou Elliot, who originally conceived and managed the Fifth Street Public Market, is also the creator of Portland's Yamhill Marketplace, which he modeled after the Fifth Street Public Market.

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At the Saturday Market, six-year-old Kimberly Buckingham (upper left) eats pizza, Richard Staner and Dick Stewart (lower left) play traditional American music, and Doug Moore (below) shows Joanna Stephanopoulos his wooden creations.

Photos by Maria Corvallis



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