

A Wholistic Approach To Healing

Chiropractic Care

- Preventive-Oriented Care
- Individualized Treatment
- Chiropractic Manipulation
- Therapeutic Massage
- Therapeutic Stretching

Hours: M-W-F 8:20-6pm Tue 1-6pm/Th 10am-6pm

Craig Balter D.C. Vip Short D.C.
Laura Adams D.C.

Our NEW Location!

342-4520

The Chiropractic Healing Center

492 East 13th (Next to the Bijou Theatre)



Photo by Jeff Paslay

East 19th Street Cafe, a McMenumins pub, is a favorite local watering hole for microbeer drinkers. The pub offers its own beers as well as several other Oregon microbrews.

FULL MEAL DEAL™



WE TREAT YOU RIGHT™

Dairy Queen® stores are proud sponsors of the Children's Miracle Network, a national network of hospitals for children.

© AM D.Q. Corp. 1990 TM Trademark AM D.Q. Corp. ® Reg. U.S. Pat. & TM Off. AM D.Q. Corp.

MICROBREW

Continued from Page 1D

Every weekend, and most weeknights, beer connoisseurs flock to local micro-watering holes, eager to wrap their hands around a frothy glass of their favorite homespun brew.

The widespread revolt has meant good business for microbreweries across the state and in Eugene. The two local McMenumins pubs — High Street and East 19th Street cafes — and Steelhead Brewery are serving microbrews as fast they can pour them.

Jenny Gomez, manager of High Street, said the microbrew phenomenon is a throwback to

the Prohibition era, when beers were brewed at pubs with natural ingredients and for immediate sale.

"It's good beer, and it's good-for-you beer," Gomez said.

Microbreweries began pouring suds in 1985, after an Oregon law was changed to allow small-scale production of non-pasteurized beers. At the time, microbrews accounted for less than 1 percent of beer sales in Oregon.

In 1991, 6 percent of all beer consumed in Oregon was produced by microbreweries. And with so many kegs rolling out the doors, there may be more macro than micro to these breweries.

"The beer and the growth of the breweries has been incredible," said Keith Mackie, general manager of McMenumins Breweries. "Right now, we are the fourth largest producer of microbrewed beer in the state."

Widmer looms as the giant among Oregon microbrewers. Last year, the Portland brewery produced nearly 500,000 gallons of liquid gold — a 52-percent increase over the previous year. The other major breweries

posted similar numbers, with McMenumins recording a 72-percent increase.

To meet the legal definition of a microbrewery, annual production must not exceed 60,000 barrels a year, with 31 gallons to a barrel. Microbreweries get tax breaks and do not have to pasteurize their beer.

Although it increases a beer's shelf-life, pasteurizing can dull flavor. Some microbreweries do pasteurize their beer, but McMenumins and Steelhead do not.

Mackie said because the beer is neither pasteurized or filtered, it requires tender loving care.

"We have to maintain very high quality standards," Mackie said. "That's why we don't sell our beer outside of our brewpubs. It's more of a perishable product without pasteurizing and filtering."

Most McMenumins beers can remain in storage no more than three months. But the beer is usually consumed long before that deadline.

Turn to MICROBREW, Page 16D

GREAT PRICES ON...



TREK USA MOUNTAIN BIKES

TREK USA 800

Reg. \$310-320 SALE **\$289⁹⁹**

TREK USA 820

Reg. \$350-360

SALE **\$329⁹⁹**

TREK USA 970

Reg. \$800

SALE **\$699⁹⁹**

TREK USA 990

Reg. \$1000

SALE **\$849⁹⁹**

Many other models to choose from



TREK USA REAR RACK

Reg. \$35 SALE

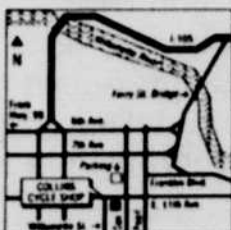
\$29⁹⁹



TREK USA LITE HELMET

Reg. \$35 SALE

\$29⁹⁹



Sale prices good thru Oct. 10, 1992

"Serving Cyclists for over 35 years."

CYCLE SHOP

60 E. 11th Ave. Eugene, OR
(503) 342-4878

10% STUDENT DISCOUNT EVERYDAY

with mention of this ad

On Everything In The Store:

- Clothing
- Hiking Boots
- Running Shoes
- Accessories

10-6 Mon-Fri 10-5 Sat, 11-4 Sun

RUN-PRO

Running • Walking • Hiking

525 High St. • 343-1842

SPRINGFIELD SCIENTIFIC SUPPLIES

Scales
Chemicals
Lab Equipment

9-6 Mon-Fri • 10-5 Sat
726-9176
1124 Main St.



Banyan Tree
natural fiber clothing

Infants • Children's • Adults

485 E. 13th • 485-0333
10-6 Mon-Sat • 12-5 Sunday