

MAGAZINE
PAMPHLETDOES NOT
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Mason Williams performs *Of Time And Rivers* flowing at the Hall Center. See page 12



The KZEL-Genesis 10th Anniversary & Big Food Boogie will unite three of Eugene's long-term progressive businesses, as well as three of Eugene's favorite bands.

BY PAUL OLLSWANG

Ten years ago the Genesis Juice Cooperative began by taking over a soon-to-go-under juice business that was started in a garage on Chambers Street. (And not in a phone booth in the back of a candy store, in the South Bronx. That's just a persistent rumor.)

Two ideas guided the formation of the co-op: 1) produce the paragon of juices and 2) run a business as if the workers were actual human beings, who "... lived, were loved, felt sunset's glow. . .", and not interchangeable juice-making drones.

In the co-op, each worker actually owns and runs the business. Every Tuesday night, for the last 10 years, the workerowners have met and decided, in detail, the workings of the business. There is no hierarchy; everyone has an equal voice in the matters discussed; the same people who drive the routes, wash the bottles, mop the floor, and squeeze the carrots, also decide how much raspberry should be put in the Honey-Raspberry Lemonade, and where to spend money on advertising. It doesn't seem as if it could ever work, but I've been there, and I've seen it. It really works. It's pretty impressive. Genesis is celebrating its tenth year, in a large warehouse, and the Portland market looks very promising.

Ten years ago KZEL-FM was the only station around broadcasting progressive rock. They did it from a concrete bunker behind a trailer court, near the Willamette River. John Napier did the morning show, playing music and haranguing, like an Old-Testament prophet, the Sodom of Lane County and the Gomorrah of Washington, D.C.

Today, when Genesis Juice delivers to Warehouse on West 11th, across the street is the spiffy new KZEL-FM headquarters, and once again, John Napier is doing the morning show.

Not only that, but as luck would have it (and the fates allow), 10 years ago, the WOW Hall had just avoided the wrecking ball twice. (The city first wanted the space to erect an asphalt parking lot, and later thought it would be a nice spot for a freeway ramp.) By 1977 the WOW Hall had become, officially, the Community Center for the Performing Arts. Today the WOW Hall is owned by the community it serves, and is chugging along, doing nicely, serving as the major place for benefits (of all kinds) in Eugene.

KZEL and the Genesis Juice Co-op will be celebrating their anniversary with an Industrial Strength Dance, Friday, May 8th, starting at 8 pm at the Community Center for the Performing Arts, 8th and Lincoln. The price is \$4, or \$2.50 if you bring two cans of food.

Continued on page 12

THE GENESIS 10TH ANNIVERSARY & BIG-FOOD BOOGIE



Big Food Boogie



Single Mary