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On the Oregon Trail

Primary '82 The Candidates

There's always one candidate who just doesn't fit in with the rest. This time it's Frank Peters — Portland restaurateur, former Oregon State University basketball player, former Portland Mavericks baseball manager, and, he hopes, future Oregon governor.

Sure, Peters has never held office. Sure, he has very little experience in the democratic process. Sure, he doesn't fit the typical image of a governor. One might ask him, "Are you serious?"

Sure, he's serious. "I've been on the campaign trail for four years," Peters says. "For the first three years, people didn't take me seriously. Well thank heavens they didn't, because they had the chance (to stop me) before. Now it's too late."

"If I lose, I don't intend to stay in the state. I'm not going to be a political person running for office year after year. This is my big shot."

Peters began his quest for the governor's office in 1978, by setting out on what he calls "the Oregon Trail." His campaign strategy is the same today as it was when he first began: visit as many taverns in the state as possible and talk with the people who "really know what's going on."

On the trail, he's travelled around the state three times — visiting dozens of towns and dropping in on countless bars.

Peters' most recent strategy is to lure potential voters with extravagant campaign parties. These aren't the typical campaign parties with hors d'oeuvres and fruit punch. At a "Frank Peters for Governor" party, beer is served, and rock music helps it flow freely.

The biggest party Peters expects to throw this year is on May 12 — an "assembly of electors" bash at Portland's Marriot Hotel. Its purpose is to draw 1,200 signatures from the partiers, enough to get Peters' name on the Multnomah County general election ballot.

"The theme of the whole damned Marriot party is, 'Do I have the right to run for governor?' I'm not asking people to vote for me," Peters says. "I'm just asking them to give me the right to run."

Peters chose to run as an independent because, "The (Democratic and Republican) parties are like little social clubs. If you don't act right, you can't play."

He's able to accomplish, as an independent candidate, some things not normally allowed within the two-party system, Peters says. For instance, he plans to get a high school student and a college student on the ballot as independent candidates for the House of Representatives.

"I'm trying to unite pluralities," Peters says. "I want high schools and colleges to be represented in government by people who are involved in them."

Peters formed his platform only

two weeks ago, and he claims it holds the answers to most of Oregon's problems.

To secure more funding for higher education, Peters would unite the business community with the state's universities. Instead of businesses using the Economic Development Commission to determine market reactions to their products, he would have universities do the work. Taxpayers' money spent on the Economic Development Commission would be directed to colleges and universities instead.

"Most universities are doing that kind of work anyway," Peters says. "And they're probably doing a better job than the Economic Development Commission could do. Why not combine the two (business and higher education) so all can benefit?"

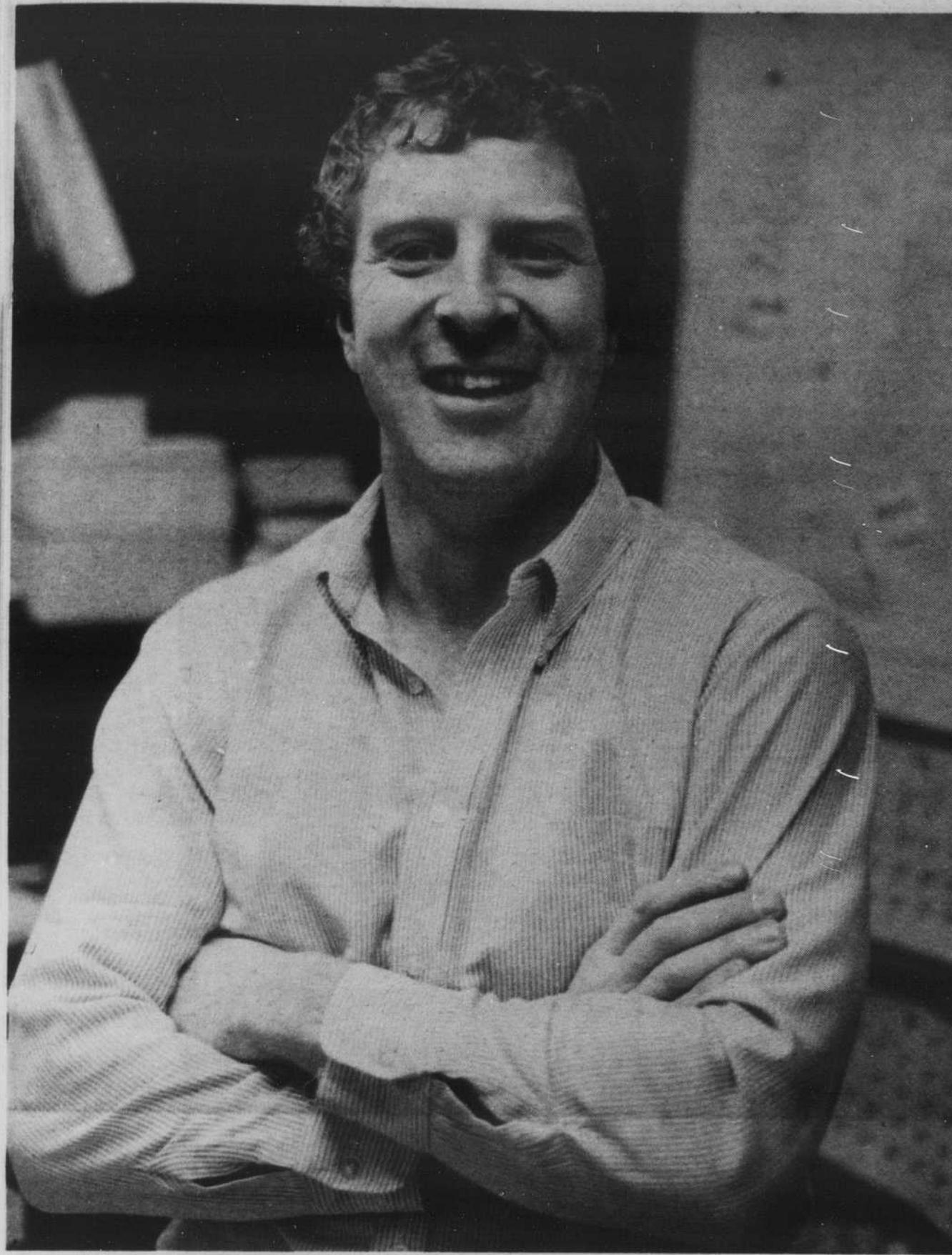
Peters' cure for the ailing economy comes in two parts: a focus on small businesses and high technology industries, and an emphasis on tourism.

Oregon has many marketable goods, Peters says. By creating incentives for the growth of small businesses and high-technology industries, jobs would be generated and again money would flow into the state, he says.

"All I'm saying is that if I were governor, I could make the state some money. It's not hard to make a profit in this state — we've got some really nice things. It's not like we're South Dakota or something."

Also, Peters would create a sales tax aimed at tourists. The state would collect a sales tax throughout the year, then divide the money up equally between all those who vote in the Nov. 4 Oregon general election. The state would collect revenue from the interest throughout the year, and the tax rebate would encourage voters to turn out at the polls, he says.

"It would benefit the poor the most. They would tend to spend less but still receive an equal share of the rebate. Of course, the tourists who spent their money here wouldn't see any of it, because they can't vote in Oregon. We'd get to split it for ourselves."



Frank Peters

Since Oregon already has a property tax, the sales tax would be less than it is in Washington state, Peters adds.

Peters says he would also "sell" Oregon to tourists if he became governor. "We're not able to control the high interest rates, that's why the timber industry is suffering," Peters says.

"So why not sell things like Mt. Hood, the coast, and the Shakespearean Festival. If we can't

cut the damn trees down, let's bring people in to look at them."

Although Peters is different than other candidates for governor, he honestly believes he is going to win the election.

"The people will ultimately make it happen," Peters says. "If the people don't care, then I won't get elected and it will be the same old Salem."

"I can win with only 36 percent of the vote. I could take votes from any of the candidates, depending on

how I want to stand on the issues. Even if I don't win — which I fully intend to do — I may be the most influential person in the race."

Peters may or may not be the most influential candidate, but he certainly doesn't fit in with the other image vendors.

Story and photos by
Chris Courtner

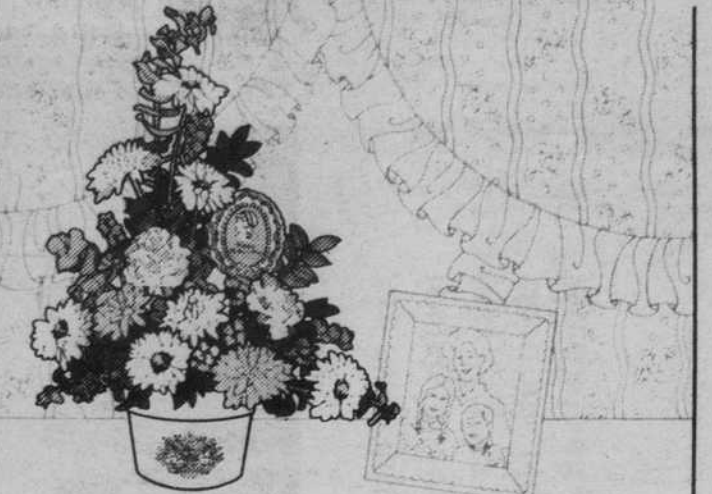
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