

- Architecture reviews, Page 4
- PPPM program, Page 4
- Entertainment, Page 7
- Ski Club action, Page 12

Oregon Daily Emerald

Friday, December 9, 1988

Eugene, Oregon

Volume 90, Number 71

Shelter offers an alternative

Homeless mothers find place to stay at new Opportunity Shelter

By Greg Hough
Emerald Reporter

At 8 a.m. Thursday, the new emergency Opportunity Shelter in Eugene began another fascinating day.

Staff checked in at the makeshift office near the makeshift dining room and makeshift bedrooms. One could see small, rambunctious children sporting about, their mothers, armed with admonitions, bearing down on them.

The shelter opened on schedule the day before Thanksgiving, at the site of the old Opportunity Center owned by the Eugene 4-J School District. It is the result of a whirlwind effort among city and county administrators in Lane County, plus a number of area businesses, to deal with a recent serious shortage of space for homeless families.

The emergency Opportunity Shelter is budgeted to run through April, with reassessment due in March, according to Don Kostur of Eugene Emergency Housing.

Two basketball hoops face each other above the dining room area, apparently remnants of the Opportunity Center days. At breakfast time moms and kids pour themselves bowls of cereal. A pile of 20 single mattresses rests in one corner of the room, near a Douglas Fir that's beginning to look like a Christmas tree. On a nearby table are toys for the children.

"Which mom dumped the cornflakes here?," one mom yells from near the refrigerator and microwave. "That's gross!"

Some of the kids in the shelter have gone off to school, and things are relatively quiet at this moment.

"Dinner's a lot noisier," says one mom.

The building is warm and dry and clean enough, and a general feeling of goodwill and cooperation seems to pervade. The shelter, according to director Yaqim Sliwinski, is "a miracle."

But Sliwinski, who came to the shelter after working as an advocate counselor for Eugene Emergency Housing, warns of public complacency toward the shelter.

"Every family here is in crisis," he said.



Photo by Tim Neff

Marylou Long and her daughter Arleen have stayed at the Opportunity Shelter since Thanksgiving, after a year of moving from shelter to shelter in various cities.

"The process of becoming homeless does damage emotionally and physically, especially to the children. It's easy to pass by here and think how great it is that we've pulled together to do something about the (homeless) situation. But the work doesn't end when they come in here; it only begins."

Many of the mothers have come with their kids to the Opportunity Shelter after running from a shattered domestic situation, according to shelter resident Marylou Long.

"We're people who've been in the same boat," Long said. "They all know what I've been through and I know what they've been through."

What Long says she's been through is not

Turn to Shelter, Page 11

Cologne ad sparks protest campaign

By Frale de Guzman
Emerald Associate Editor

"It reappeared last year — a bottle of Mexicali Musk Cologne buried for over a hundred years. And inside, they found the grinning, sombrero-ed worm known to the people of Mexicali as 'Loco Louie.' The worm with the mystical power to drive women crazy."

Some say Loco Louie descended from ancient Aztec gods. Some call him 'Don Worm,' believing he is the re-incarnation of the Latin lover Don Juan.

But all agree that no woman on earth can resist Loco Louie. Or the man who wears his Mexicali Musk Cologne."

— The Legend of Loco Louie, Mexicali Musk ad

This seemingly innocuous ad for Mexicali Musk, a new cologne for men, is gaining widespread attention and is the source of a letter writing campaign.

According to Maria AnaChristensen, director of

the Chicano/Latino Student Union (MEChA), the Mexicali ad promotes numerous racial and derogatory stereotypes offensive to women and members of the Latino culture.

The ad promotes the misconception of the Mexican male machismo, Christensen said. It appears to state that "Mexican males are more sexual in some ways."

In addition, the ad campaign's emphasis on the powers of a mythical worm makes it seem like Latin men have ties to the occult, she said.

It prominently displays a photograph of a white male nailed to the wall by overly excited women "unable to resist the scent of Mexicali Musk" and also features Loco Louie, a "grinning sombrero-ed worm" with mystical powers.

"It's racist and stereotypical," Christensen said. And "the references made to the Latino culture is mocking and derogatory."

Turn to Campaign, Page 11



Photo by Tim Neff

Student for the Ethical Treatment of Animals members turned out in force at Johnson Hall to protest animal research at the university.

Students protest animal research

More than 50 people bearing placards and signs turned out Thursday in front of Johnson Hall for the first in a series of animal rights protests.

"This is just the beginning," Students for the Ethical Treatment of Animals (SETA) Coordinator Brigette Leach said. "We're not starting off very big, but we're hoping it snowballs."

The protest stems from the University's refusal to answer allegations about its animal research program, put forth by the People for the Ethical Treatment of Animals (PETA) to the National Institute of Health.

According to Leach, SETA is lobbying for three concessions from the university. In addition to getting the University to respond to PETA's allegations, SETA wants a student to be put on the University's Institutional Animal Care and Use Committee, and a primate currently in the research program to be released into a sanctuary.

The sanctuary request is in memory of the macaque monkey Martha, according to a SETA release. Martha was killed, according to SETA, "at the University of Washington pursuant to a secret agreement with the University of Oregon."



Wagon Train

Elizabeth Alcott, Bo Boucher, Billy Martin and Genna Shershun set out with their classmates from the Early Childhood Center to help move the center's belongings to its new location.

Photo by James Marks