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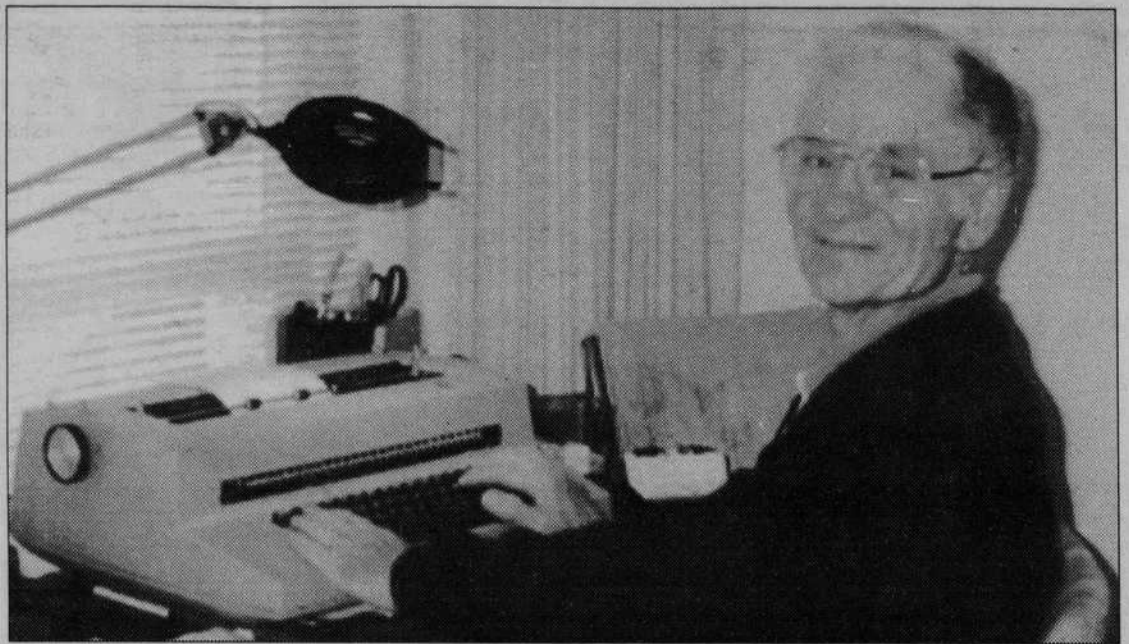
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Courtesy Arthur Golden

Arthur Golden, 78, sits at his typewriter with a view from his 10th floor Eugene apartment. He writes about 20 letters per week.

## 'Goldenisms' inspire many

■ One Eugene resident demonstrates the power of words to get things done

By Serena Markstrom  
Oregon Daily Emerald

When I got to the 10th floor of Lincoln Towers, an apartment complex largely inhabited by the elderly, Arthur Golden took my coat, then started telling me about the paintings on the wall, the books on the shelves and the photos on his dresser.

"Everything has a story," Golden, 78, told me.

If Golden weren't there to narrate, I wouldn't know that he got most of his artwork as gifts directly from the artists. I also couldn't see that he got almost every-

thing around the immaculately tidy apartment for free or at a discount.

"I live more frugally than anyone," he said proudly. "But I have the best."

From the \$95 pillow he got for free, to his hi-tech Bose stereo system on which he saved \$600, everything he owns has a story behind it — a story that begins with a letter.

Arthur Golden writes about three

letters per day. He writes to politicians, athletes, alcoholics, new mothers, fifth-graders and Chief Executive Officers. And they write back.

"Mail excites me tremendously," said the former realtor-turned-ice cream man-turned-freelance motivator.

If something or someone is on his mind, he'll share his thoughts with whomever they concern.

"I feel close to people when I write," he said. "Words are gorgeous."

Indeed. He facetiously told a group at Serenity Lane, where he often speaks at Alcoholics Anonymous meetings, that he thinks he may be the only person who gets sexually aroused from buying typewriter ribbon.

"Think of all the words in that ribbon," he said, not hiding his excitement at the thought.

He's always written letters. When he was a teenager in Pennsylvania he kept track of his pen pals. When he got married, he wrote to his parents every Wednesday. In 1950 he wrote a letter to President Harry Truman. The response is framed on his wall.

"No one, not even the president of the United States, has the right not to return correspondence," Truman wrote.

From his apartment, Golden can

see most of the city. The Eugene public library is immediately below, and farther east, Prince Lucien Campbell Hall sticks out of the landscape like an unwanted nose hair, even above the morning fog.

And from his orange and green plaid chair, he composes letters on a beige typewriter. On a nearby table, a rubber band holds together a stack of note cards. They are "Goldenisms," the jokes and inspirational quotes that he includes with each letter.

A second stack is of photos. Some are of flowers and rainbows, but most are of sunsets that he recorded on his 35mm camera through the window of his apartment. He also includes one of these happy pictures with most of his letters.

Not all of the letters are complimentary. One of his passions is fighting the death penalty. He has written to nationally syndicated columnists, political science and law professors and former Oregon Gov. Mark Hatfield.

His main challenge to them: name one person of affluence who has ever been executed. Most come up blank, but they write back.

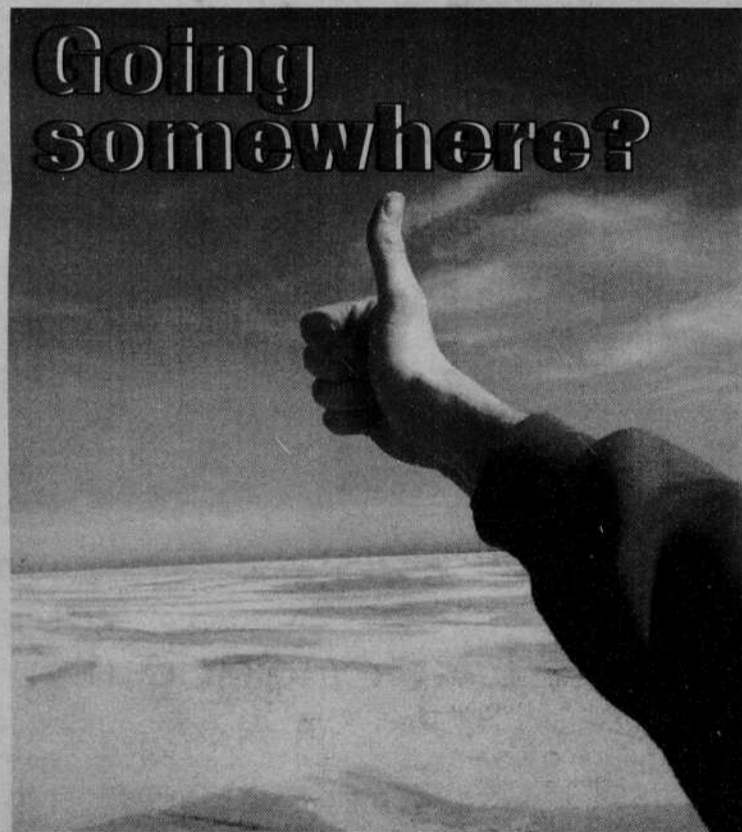
When something does not make sense to him, he'll go straight to the top and find out why. He wrote to Waldenbooks CEO Greg Josefourez to tell him he doesn't think there is

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