

# Davis: Albertsons does disservice to customers by pulling mag

Continued from page 5

cause of an article entitled "Vagina 101."

The article contains information on yeast and urinary tract infections, vaginal discharge and pubic hair, along with three illustrations of the female privates.

The company's Intermountain Division made the decision to remove the magazine in 12 western states, including the Beaver State (good one, huh?).

Danielle Killpatrick, Oregon public affairs director for Albertsons, told an Arizona newspaper the store received complaints about the article, but did not release any details as to who made the original complaint.

We can only suspect that the complaint came from shoppers who found the material offensive, especially those shopping with children or young teens.

It forces me to point out the obvious: Don't walk down the aisle.

If I listened to every person on 13th Avenue, I'd be a hot-dog-eating, frat-partying, joke-telling (some guy was selling a political joke book for \$3) kid who subscribes to the newspaper for \$10 a trimester, has a cell phone plan for \$45 a month, goes to church every Sunday and supports gay and lesbian rights.

And unlike those on 13th Avenue, the magazine doesn't scream, "Hey, I saw you trying to get away!" It just sits there.

If consumers don't want to see "explicit" material in their gardening magazine, get the subscription by mail. And make sure little Billy or Suzy doesn't run off to aisle three.

The company likely received complaints from two old ladies, so we can't blame the consumer in general. The store is at fault for this idiotic decision.

I applaud Albertsons for pulling trash off of the racks, but it's a weak effort.

Yes, I called it trash. There's a reason most of these magazines are called guilty pleasures.

However, Seventeen defended itself by upholding the article in a statement, saying its staff is dedicated to writing on topics that concern its readership.

Why discriminate in what trash you sell?

While the store does not sell Playboy or Penthouse, a visit to the Coburg Road Albertsons found FHM, Maxim, Stuff, GQ and Esquire. Magazines aimed at a younger audience included CosmoGIRL!, Teen Vogue and Teen People. A Women's Health cover contained a teaser on the cover that read, "Get What You Want In Bed."

Albertsons is not consistent in what it does and does not sell.

Left on the shelf is soft-core porn, but out goes an edition of Seventeen. The store also does not sell hard-core pornographic magazines.

No matter how trashy Seventeen

is, at least the magazine was trying to educate young females on their body and health.

The situation brings to mind Wal-Mart banning FHM, Maxim and Stuff in 2003.

At least the superstore did something right — kind of. Wal-Mart wasn't as choosy as Albertsons in their decision making. Wal-Mart also banned Sports Illustrated swimsuit edition, Penthouse, Playboy, Playgirl and a 2001 issue of InStyle.

Since the stores have decided to become our censors, both should go a step further. Why not stop all sales of condoms, douches and tampons? Let's throw in baby diapers just to be safe.

Not only does Albertsons show inconsistencies in what type of magazines they sell, they can't even decide where to blackball the magazine.

Albertsons has 2,300 stores in 31 states.

Why is the issue still on the shelf in the East? Apparently we are just a bunch of prudes in the Northwest.

As a private entity, the store can sell whatever it wants, but it's violating the philosophies of the modern grocery store: to provide products to its customer.

The chain, founded by Joe Albertsons in 1939, is based in Boise, Idaho.

According to the Albertsons Web site, "Joe's original philosophy of giving the customers the merchan-

dise they want ... still applies today."

Like the newspaper must always think of its readers, a grocery store must think of its customers. The newspaper industry can't deny readers vital information. In the same sense, a grocer should not deny its customers certain products.

At the very least, Albertsons officials should let consumers know why they are not providing certain products and should be consistent in their management decisions.

If they really want to help us out, get some more checkers up there.

tdavis@dailyemerald.com

buy sell trade

take the cost out of your costume!

Buffalo EXCHANGE  
New & Recycled Fashion

131 E. 5th Ave (between Oak & Pearl) 687-2805 BUFFALOEXCHANGE.COM

Lilit's Lair  
LUNCH • DINNER • SPIRITS

- Full Late-Night Dinner Menu
- Full Bar and Organic Mixers
- Wireless Internet

Free Pool on Mondays!

Monday – Thursday 11 a.m. to 10 p.m.  
Friday and Saturday 11 a.m. to 12 p.m.  
\* Closed Sundays \*

453 Willamette St. (541) 484-3391

Emerald City Fall  
Bridal Show  
October 8 & 9, 2005 • Igne Events Center • Eugene

Show hours  
Sat. 10-5; Sun. 11-5  
Fashion shows  
Sat. 11:30 & 3:00  
Sun. 12:30 & 3:00  
Admission \$7

Huge Discount Gown Sale  
Enter to Win a Honeymoon to the Adobe Resort

Sponsored by:  
The Register-Guard  
Springfield News  
KEZI 9 abc  
KROQ 9

oregonweddingshows.com  
photo by firstclassvideos.com

## CELEBRATE INDIGENOUS SOLIDARITY DAY

Conscious Unity for Our Common Survival

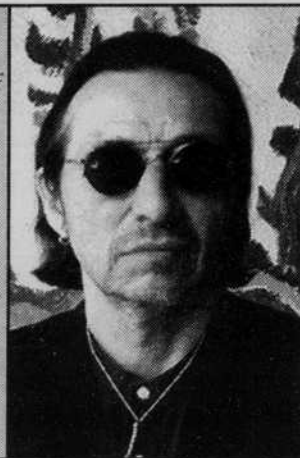


### Wilma Mankiller

is an activist, former principal Chief of the Cherokee Nation. Her books include *Mankiller: A Chief and Her People*, and *Every Day Is A Good Day*. She is the Wayne Morse Center Chair & visiting scholar.

### John Trudell

is an acclaimed activist, spoken word poet, musician, film actor, co-founder and former chairman of the American Indian Movement; author of *Stickman*, composer of *Bone Days*.



Monday, October 10, 2005

University of Oregon

#### EMU Amphitheater:

10 a.m. - 12 noon: Music and Art  
3 p.m. - 5:30 p.m.: Community Speakers  
5:30 p.m. - Poetry by John Trudell

#### EMU Ballroom:

7:00 p.m. - 8:30 p.m.  
Public leadership conversation between John Trudell and Wilma Mankiller

All events presented by the Native American Student Union, Wayne Morse Center for Law & Politics, Ethnic Studies and the Multicultural Center

All Welcome: Free Event

Contact: 541-346-3723 • 541-346-4207