UPPER LEFT EDGE VOLUME 2 NUMBER 11 FEBRUARY 1994 UPPER LEFT COAST PRODUCTIONS PO BOX 1222 CANNON BEACH OR 97110 - 503-436-2715

Do what you do Don't do what you don't Be what you'll be Be what you'll be CYRICS From 'EUPHORIA' BY ROBIN REMALLEY OF HO Yoly Modal Raunders Don't be what you won't

FEBRUARY

The shortest month, the grey before the hesitating sun starts to warm the growing number of hours in the days. Business is slow. We are always amused reading the business page at this time of year, when the experts note with some alarm that construction has been in a slump since November. "Experts" have never tried roofing in the winter; they seem to think farmers should plant on the first and harvest on the fifteenth. It is as if the weather, the seasons, and the people conducting the business, don't really exist; just the numbers. And if the numbers don't line up in neat even rows, then this is bad and something must be done.

Lately to our delight we have seen folks in business who tell the "experts" to "go... bother someone else"; they are busy, thank you, very much. Business, like our headline, "Do what you do, don't do what you don't, be what you'll be, don't be what you won't", is a very personal thing. A lot of times it is a dream that someone is trying to make real, for themselves or their family or their community.

The Edge is such a dream, and we are proud to say it is starting to come true. We are, as you will notice, getting more crowded with stuff. We are beginning to be accepted in the community; we are for the first time printing the Municipal Memo. This may seem irrelevant to our readers in Portland, Eugene, Newport, Florida, or New York, but read it anyway — you might find the same things going on where you are. And maybe you won't but you might be able to make them happen, or in some cases prevent them from happening.

We have recently had the privilege of being asked to speak to the journalism class at Seaside High School, and were delighted with the young people we met. We hope we didn't shock them too much. We are also proud to say that some of our regulars are getting noticed. The humble Ms. Sally's Wildlife on the Edge can be seen in the Panache section of the Daily Astorian twice monthly. Mr. Burgess' Zodiac has been picked up by Inkfish (out of Waldport) and a little shopping rag in Seattle with a 27,000 circulation (not bad). (Oh, while we are tooting Uncle Mike's horn we are proud to announce that he is also the winner of the Northwest Chapter of the Society of Professional Journalists, Feature Writers Award!)

Also, we are pleased to welcome Doug

Marx to the ranks. Doug is currently publishing his first book of poetry and will have an article in this month's Harper's.

So, do we seem to be somewhat defensive, or trying to live up to some pretty high standards? Yes. Why?, you may ask. Well, two things; one a letter from a guy who made assumptions about who and what we here at the Edge are all about; he put us in a box we didn't fit. It made us cranky. He assumed incorrectly that we are some kind of selfless hippies playing "Newspaper". And, more importantly, anti-business! Anti-development! What?! Can't he read, can't he see? We are a business, we survive on the support of business. We just aren't the kind of business that fits into one of his boxes.

The second and better thing is a book that came into Jupiter's Rare and Used Books (Open Daily from about 10 till close to five. We buy and sell used books, rare books and keep a fire going in the winter). The book is called "Body and Soul" by Anita Roddick, and it tells the story of The Body Shop, a multi-national corporation that sells natural "cosmetics" (not a word Ms. Roddick is fond of). So, it was a slow day at the store; did we mention business is slow? and there was a 800 number on the dust jacket so we called. We told our story to a very nice woman and she suggested we call a person in North Carolina, so we called; a very nice woman in North Carolina said that we had a nice story and we should call New York, so we called; we told our story to a very nice woman, and she suggested we call San Francisco; and there we spoke to a very nice woman who suggested we speak to a man who wasn't there right then, and promised he would call us back. Now we have all done this "Telephone surfing" either coast to coast or within a corporation, and it is silly and expensive, but we have Earthtones long distance service so we minimize guilt. So, anyway, he called me back. He was a very nice man, we told him our story about getting the book in the store and about how we publish the Edge and about our concerns with the environment and human rights and how slow business was. He was very nice and listened (he probably has Earthtones long distance too) and said he would have the local folks at the shops in Portland and Clackamas get in touch. And then within a few days a big envelope arrived with all kinds of stuff about Body Shops and how they work, including how much money they make and where they spend it. (We wonder if we will ever see EXXON's books?) Anyway, we were inspired



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7 Mon	9:32	9.0	11:01	7.6	6 Sun	2:22	3.3	3:52	0.
8 Tue	10:27	9.1	11:46	8.0	7 Mon	3:32	3.1	4:44	-0.
Q Wed	11:16	9.1			8 Tue	4.31	2.7	5:30	-0.
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BASEBALL

Spring training begins this month.

Once again the pitchers try their arms and see if they will last another year, or if they are good enough to make it to the majors. The batters, the fielders check their reflexes. The managers check the line-up and try to see a penant there Once again the seasons change, and "Play Ball" is heard in America. Once again the Cub fans wonder, "Could this be the year?"



by the success the Body Shop has had by doing what they thought was right and not what the experts told them to do. Experts seem to know a lot about things and not very much about life.

Inadvertently, as usual, we have lived up to our headline. As you may have noticed we are a tad later than usual, and though our "theme" this month was supposed to be business, we have wandered all over the map. We could have stressed out and met our deadline and yelled at our contributors to get their stuff in on time. But, we decided we would rather do it better, and enjoy our time putting the paper together. We find that like our headline this month, we can only do what we do, and be what we can be.

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