

Editorial

Now & Then

Well, let's start right off with the tough stuff. As our constant readers will recall, last month we asked for our readers' thoughts on Real Estate Ads. And yes, they do have thoughts!! And being our readers they are not what you might have guessed. Several locals here at "The Beach of a Thousand Wonders" encouraged us to "take the money, we would rather have Edge readers than Oregonian or L.A. Times readers move here." And we received a rather interesting letter from a former real estate person who flatly states, "It would be wrong." Don't you just love these folks; not a stereotype in the crowd. So, who calls about an ad but a real estate company located on the Long Beach Peninsula. They had just seen The Edge for the first time in July, and didn't happen to read the editorial, but loved the paper and wanted to take an ad. Is it a flaw in your character if moral dilemmas make you giggle? So, we decided, let's do it and see what it's like. (See results below.) We can rationalize, if we must, that the ads are for someplace other than here, and they seem like nice folks. But as the ex-earth salesperson asked, "What about our stand on Sahallie?" Well, even people in the real estate profession have agreed that they believe Sahallie is a bit much.

Finally, what it comes down to is whether we as "true believers" will live or die on our principals; or will we sell out for the first handful of silver that is offered? Our answer, unlike the question, is not black or white, yes or no, or them and us. The letter writer who said, "it would be wrong" also mentioned that on first sight he was ready to "hate" The Edge, but found that we were not what he thought we were and he now thinks we have a superior product, one that serves the community as well as the region. And if a former real estate person can change his mind about us, it would be small indeed of us to not give a current real estate person the opportunity to change our minds about them. And, of course (the other shoe), the money helps; but the survival of the Edge doesn't depend on it. So, keep those cards and letters coming, dialogue is the only thing that is going to work.

P.S.

The policies and content of the Edge will not be dictated by the advertisers, or the readers; as always, "It's our paper, and we will do whatever we want. If you don't like it start your own damn paper!" But, we like hearing from you anyway. Love & Kisses. Rev. Billy

FIREWOOD

Immediate Delivery
(503) 368-6457

When Possible Burn Dry Wood

The Wood you bought last year, Burn this year.
The Wood you buy this year, Burn next year.

CLIFF ERDMAN

More Stuff

A slight but important point was brought to our attention about our story on the Bull Run Watershed by Dr. Joseph Miller. What the good doctor is trying to do is get and keep people out of the Watershed and designate it a Research Natural Area. "... real protection would retain an existing option for all Bull Run and Little Sandy inhabited watersheds to be designated as Research Natural Areas. ..." "It should be uninhabited", he states. "Bull Run and 4/5th of the Little Sandy watersheds were uninhabited and had been, in fact, scarcely even entered by white men, when President Harrison, in 1892, declared the Bull Run Reserve closed to entry. A study of Research Natural Area needs in the Pacific Northwest found that what is really needed is one that will include an entire watershed."

Let there be no doubt, Dr. Miller wants to keep people out of the purest drinking water in the country, and to study how a really good watershed works, so we will know what it takes to restore damaged ones, and at the same time ensure safe, pure drinking water for our grandchildren, as our grandparents were wise enough to do for us. Please join The Edge in supporting Dr. Miller's fight to save Bull Run.

Philip Thompson

architect

Personalized custom designs for your unique site.

architecture & environmental planning
25925 N.W. St. Helens Rd., Scappoose, OR 97056
(503) 543-2000

Another correction; It was pointed out by our friend Phil Thompson that we referred to him as a Landscape Architect in a previous issue. We do know that he is also a "real architect" (meaning he designs houses, does remodeling, etc.) and is very good at it. We must be forgiven because though very intelligent, well educated, and successful, he just doesn't look or act like the typical yuppie architect we tend to expect. Phil wears cowboy boots, almost constantly, and even suits fresh from the dry cleaners seem to rumple up immediately upon contact with his body. He is also the co-author of one of our favourite books, an out of print guide to small out-of-the-way taverns in Oregon. So we tend to forget he is a "pro". Sorry, Phil.

The Upper Left Edge is a monthly Broadsheet (approximately 12"x 21") publication with a current distribution of 5,000. It is circulated throughout the Oregon and Washington coastal communities and many larger metropolitan areas. As stated in the upper left corner of the Edge flag, it is Free to the vast majority of its readership; though there is a rapidly increasing number of subscribers worldwide. Now in its third year of continual growth, The Upper Left Edge relies on advertising funds to keep it in print.

Advertising rates are as follows:

Business Card Size Ad	\$30.
1/16th approx. 3 x 5	\$35.
1/8th approx 4 x 7	\$50.
1/4th approx. 6 1/2 x 9	\$100.
1/2 page	\$150.
Full page	\$300.
Back page	\$400.

... per month. Payment is due the 15th of the month prior to the issue in which the ad is to appear. Camera ready art is requested. We are usually on the streets by the first weekend of the month.

Please call (503) 436-2915 for further information; ask for Billy or Sally.

A woman came in the bookstore last month; she asked how we get our subjects for the editorials. We flippantly explained that we tended to drink first and write editorials later. As usual it was the wrong thing to say. She wanted to talk about Measure 11. You've seen the commercial, if you have television. A police officer saying that there will harsh penalties for juvenile offenders. "The gloves are off." And the mind's eye conjures up visions of young punks, flashing gang signs, being disarmed, busted and locked up for more than the week-end. Start showing the kids that if you act like an adult criminal you will be punished as one. Good idea? Sure, to a point. It seems the woman's seventeen year old son was fatally stupid one evening; he had been drinking, he got behind the wheel and someone died. He is facing 10 years. To get a good lawyer the mother is facing ten grand, up front.

We, as our readers may know, do not support prohibition, and abhor the automobile, and agree that drinking and driving is possibly the greatest danger our population faces. That being said, we would take the young man's driver's license away, for life. We would sentence him to a boot camp, and put several years of community service on his dance card. But 10 years mandatory for a seventeen year old with a clean record who will remember that night for the rest of his life; in Oregon State Prison, which houses more gang members than it can hold? No, we don't think that is going to do much for the juvenile crime problem, the prison problem, the budget problem, or any other problems you can name. Thankfully we have found that sounder minds such as Multnomah County District Attorney Schunk, who has the ability to decline to prosecute a minor as an adult if circumstances warrant it, will be able to prevail.

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1-800-349-5446

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Kent Ruth

UPPER LEFT EDGE

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UPPER LEFT EDGE SUBSCRIPTION

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MAILING ADDRESS: _____



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GOOD FOR A YEAR'S READING OF THE EDGE