

THE DAILY ASTORIAN

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Water under the bridge



Compiled by Bob Duke

From the pages of Astoria's daily newspapers

10 years ago this week — 2005

The Astoria coffee shop owner who lost a lawsuit to Starbucks, potentially making her liable for hundreds of thousands of dollars in trial costs, may not have to pay the coffee giant's legal fees after all.

Sam Buck was ordered to change the name of the downtown Astoria coffee house she named after herself when a federal judge ruled last week that it diluted Starbucks' trademark.

On Monday, a Starbucks representative said the company never planned to ask Buck to cover its legal costs.

"It's not about David and Goliath," said May Kulthol, manager of media relations for Starbucks Coffee. "We try to deal with these types of situations amicably to come to a good conclusion for both parties. The defendant is not required to pay legal fees nor did we seek damages from her."

Dismal Nitch officially became the newest addition to the Lewis and Clark National Historical Park today with the announcement that 154 acres of land surrounding the historic Lewis and Clark site has been purchased by a national conservation group.

Washington Congressman Brian Baird announced the transaction this morning at Fort Vancouver National Historic Reserve.

A Virginia company wants to turn Yaquina Bay into its West Coast base for scrapping old ships, raising the question of whether Newport wants to trade environmental hazards for jobs.

The company confirmed it also has looked at Astoria, where other firms have considered similar operations at North Tongue Point in prior years, raising significant environmental concerns.

Organizers of the Haystack Rock Awareness Program spoke to 67,218 beach visitors in 2005, with a record number of 700 visitors in an hour.

"This was a rather stressful day, actually," Program Coordinator Shelley Parker said to laughter at the Cannon Beach City Council meeting Tuesday.

50 years ago — 1965

Last gap in the Astoria bridge was closed at noon Wednesday.

American Bridge Division completed placing Span 167 in position at that time, completing an operation that began at Tongue Point about 8 a.m. When tugs took the towering, barge-mounted span in tow for its trip down river to the bridge site.

The span fitted properly into the studs on Piers 167 and 168 which anchor its two ends.

This was the 11th span to be barged into position on the bridge. All have fitted perfectly.

The left hand photo above, taken from an Oregon highway department boat on the river, shows the tugs with the span, towering on a falsework substructure, arriving at the bridge about 9:30 a.m.

At right the span is almost in place, nearly ready to drop down on the two piers.

The 352-foot span, a deck truss which carries the roadway on its top, was assembled at Tongue Point after panels had been formed at Vancouver, Wash.

The 400-ton span is 98 feet above zero tide and 119 feet at the high end. The truss itself is 35 feet high.

After the tugs had swung the barges so that the pier was approximately in position, lines were run from each of the four corners of the complex of barges to the two piers. The span was moved into exact position by manipulation of these lines.

A brisk easterly wind and light chop on the river added to the task of maneuvering the lofty structure, one of the highest spans ever floated into position this way in the history of bridge building.

Once in exact position, the span was lowered by jacking down the supporting falsework substructure.

Work was done on an incoming tide. High tide was about 12:30 p.m., half an hour after the span was in place.

Representatives of Portland television stations were here to film the procedure.

75 years ago — 1940

Astoria's new shark fishery suffered its first loss Monday night when the 53-foot trawler Treo, one of the "high boats" of the fleet, sank in a heavy sea off the southwest edge of Peacock spit.

Captain George Moskovita, owner and skipper of the former Seattle purse seiner, David Willis engineer and Harold McPeak, cook, were picked up by the Ilwaco trawler Washington as the boat sank under their feet about 10 o'clock Monday night.

The Tourist No. 3 of the Astoria-North Beach Ferry company ran aground on Welch's sands in the worst pea-soup fog of the year Monday afternoon when the compass failed on the boat's 4:30 p.m. trip from the north shore.

The big, white ferry slid onto the sands at about half-low tide in a strong ebb; and she was firmly aground until Captain Fritz Elfving backed her off at high tide about 3 a.m. today. There was no damage. One trip was canceled.

WASHINGTON — The house today passed and sent to the White House a bill extending the time for constructing a bridge over the Columbia River near Astoria, Ore.

A look ahead to 2016's biggest battle

There was a rumbling of the earth on the North Coast last month, but it wasn't the Cascadia quake.

Instead it was a chamber of commerce presentation in Seaside. Local members, including Cannon Beach Chamber of Commerce Executive Director Court Carrier, heard from state business leaders warning of a likely 2016 state ballot measure, Initiative Petition 28.

Some people call it the "gross receipts tax," others call it "an alternative to the minimum corporate tax to the largest corporations doing business in Oregon."

You might not even pay much attention to it, unless you're a \$25 million corporation.

These could be taxed on 2.5 percent of their gross Oregon sales. Proponents say it will add \$5.3 billion over two years to the state's general fund, and help fund education and infrastructure.

"We feel that this is important because our schools are underfunded," Melanni Rosales of Our Oregon said last week from Portland.

Because of funding gaps, schools are laying off teachers, trimming school days and class-sizes are swelling. "We have the third-largest class size in the country and fourth-lowest graduation rate," Rosales said. "There are clear examples of why we need to do things to bring revenue back, and raising the minimum taxes for the biggest corporations doing business in the state is the most viable solution."

Their opponents, like the pro-business group Grow Oregon NOW, call this an "extreme proposal" that would "force local businesses to pass on the costs of the tax in the form of higher prices for everyday items."

From Salem to Seaside

At the November meeting, local chamber members heard a representative of Grow Oregon NOW call the initiative "the largest tax increase in state history," with damage to our economy, job losses and higher prices for Oregon businesses and consumers."

"This is highly polarized," Sen. Betsy Johnson, D-Scappoose, said last week. "I think the business community will come out in unified opposition to the gross receipts tax. I think the unions that are under Our Oregon will support it. I have publicly said I think it's bad for Oregon."

Johnson said she fears the tax will drive Oregon businesses to neighboring states.

"When do we load up the existing businesses with such a burden that we kill the golden goose?" Johnson asked. "We haven't had a business correction in some time, and if the cyclical nature of recessions holds true, we're going to be due for an adjustment here shortly."

How the Islamic State makes radicals

By DAVID BROOKS
New York Times News Service

After the terrorist attack in San Bernardino, some people's minds flew to the materialistic element of the atrocity — the guns that were used in the killing.

But the crucial issue, it seems to me, is what you might call the technology of persuasion — how is it that the Islamic State is able to radicalize a couple living in Redlands, California?

What psychological tools does it possess that enable it to wield this far-flung influence?

The best source of wisdom on this general subject is still *The True Believer*, by Eric Hoffer, which he wrote back in 1951. Hoffer distinguished between practical organizations and mass movements. The former, like a company or a school, offer opportunities for self-advancement. The central preoccupation of a mass movement, on the other hand, is self-sacrifice. The purpose of an organization like the Islamic State is to get people to negate themselves for a larger cause.

Mass movements, he argues, only arise in certain conditions, when a once sturdy social structure is in a state of decay or disintegration. This is a pretty good description of parts of the Arab world. To a lesser degree it is a good description of isolated pockets of our own segmenting, individualized society, where some people find themselves totally cut off.

The people who serve mass movements are not revolting against oppression. They are driven primarily by frustration. Their personal ambitions are unfulfilled. They have lost faith in their own abilities to realize their dreams. They sometimes live with an

SOUTHERN EXPOSURE

By
 R.J.
 MARX



'I think the left is getting leftier and the right is getting rightier.'

State Sen.
 Betsy Johnson
 D-Scappoose

It could become "impossible to recruit" new corporations to Oregon in the future, she said.

The state spent "all this money to recruit Intel, with all kinds of tax incentives, and now we treat them like a chew toy, a punching bag for more tax revenue."

Johnson acknowledged that the funds are much needed in Salem.

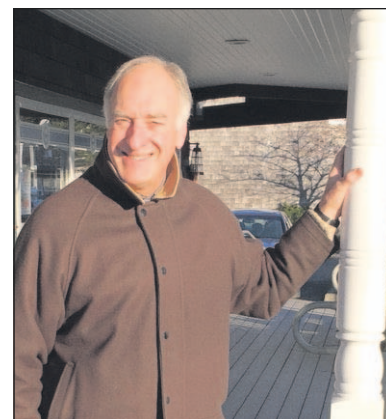
"Absolutely, but do we need \$5 billion in taxes sucked out of businesses right now?" Johnson asked. "And what would really be done with that \$5.2 billion? Would we perhaps be better off designating where that should go rather than just be stuffing it back in the general fund? Would it really go to the things we need: emergency bridge and building upgrades for people in the tsunami zone, quality education initiatives that would improve our graduation rates and competitive edge?"

'A scary deal'

"It's a scary deal, when you look at the impact it will have on Oregon," said Court Carrier at last week's Cannon Beach Chamber of Commerce coffee meeting. "There will be about a \$5 billion impact flowing into the coffers of the general fund, and there's no designated way for them to spend it. Let's say Safeway gets hit with a \$25 million plus tax, are they going to do sit back and absorb it? No, they're going to pass it along to everyone in their chain of supply, including the consumers. If the wholesale food supplier Sysco gets hit for food and beverage, we'll all get hit."

Along with an increased minimum wage proposal, Carrier said, smaller hotels like many in Cannon Beach would be forced to scale back their staffing and minimize employees, hiring fewer and doing more with the staff they do have.

The Cannon Beach Chamber of



R.J. Marx/The Daily Astorian
Chamber of Commerce Director Court Carrier and others are concerned a tax on gross receipts could harm the state's economic competitiveness and hurt the "little guy."

Commerce, which is not affiliated with the Oregon State Chamber of Commerce, is prohibited from taking political stances. Carrier said Initiative Petition 28 could change everything. He plans a review of chamber bylaws at the Dec. 15 Cannon Beach Chamber of Commerce meeting.

"We're already advocating for schools and affordable housing," Carrier said. "We're a business organization. I understand why we shouldn't use clout to advocate for political offices, but when it comes to business and livability issues in general, that's something where we have to have a place in the table."

"We will share this information with members," he added. "We will not tell them how to vote."

Averting a 'train wreck'

Whether the proposed initiative is a sincere attempt to bolster the state's quality of education or a partisan political battle writ large, it's not quite clear.

It's unlikely that multi-million-dollar corporations are going to desert Oregon. It's also uncertain whether this is most sensible way to raise \$5 billion. Right now, millions are headed just for the legislative fight, and it's guaranteed to be bruising.

"I think the left is getting leftier and the right is getting rightier," Johnson said. "The place in the middle where most thoughtful Oregonians are is disappearing. It's been my experience growing up as a native Oregonian, most Oregonians are laissez-faire on the social stuff, I don't care who you sleep with, I just don't want to hear about it. We're pretty fiscally conservative, we want to create an environment where business flourishes. Business has been portrayed as the enemy and fair game for raising taxes."

"If I were queen, your editorial would be a clarion call to the governor to use her convening power to see if we can stop this train wreck," Johnson added.

Tsunami anyone?

R.J. Marx is *The Daily Astorian's* South County reporter and editor of the *Seaside Signal* and *Cannon Beach Gazette*.



David Brooks

unrelieved boredom. Freedom aggravates their sense of frustration because they have no one to blame but themselves for their perceived mediocrity. Fanatics, the French philosopher Ernest Renan argued, fear liberty more than they fear persecution.

The successful mass movement tells such people that the cause of their frustration is outside themselves and that the only way to alter their personal situation is to transform the world in some radical way.

To nurture this self-sacrificing attitude, the successful mass movement first denigrates the present. Its doctrine celebrates a glorious past and describes a utopian future, but the present is just an uninspiring pit. The golden future begins to seem more vivid and real

than the present, and in this way the true believer begins to dissociate herself from the everyday facts of her life: Her home, her town, even her new child. Self-sacrifice is an irrational act, so mass movements get their followers to believe that ultimate truth exists in another realm and cannot be derived from lived experience and direct observation.

Next mass movements denigrate the individual self. Everything that is unique about an individual is either criticized, forbidden or diminished. The individual's identity is defined by the collective group identity, and fortified by a cultivated hatred for other groups.

There's a lot of self-renunciation going on here. Ironically the true believer's feeling that he is selfless can lead to arrogance and merciless cruelty. It can also be addictive. If the true believer permitted himself to lose faith in his creed then all that self-imposed suffering would have been for nothing.

These movements generate a lot of hatred. But ultimately, Hoffer argues, they are driven by a wild hope. They believe an imminent perfect future can be realized if they proceed recklessly to destroy the present. The glorious end times are just around the corner.

This kind of thinking is fantastical. "In the practice of mass movements,"

Hoffer continues, "make-believe plays perhaps a more enduring role than any other factor." The fanatics stage acts of violent theatricality, acutely aware of their audience. They dress up in military costumes. They rent mysterious black SUVs. Shooting a bunch of unarmed innocents couldn't be more pathetic, but they play it with all the theatrical drama-turgy of a Hollywood action movie.

Hoffer summarizes his thought this way, "For men to plunge headlong into an undertaking of vast change they must be intensely discontented yet not destitute, and they must have the feeling that by the possession of some potent doctrine, infallible leader or some new technique they have access to a source of irresistible power. They must also have an extravagant conception of the prospects and potentialities of the future. Finally, they must be wholly ignorant of the difficulties involved in their vast undertaking. Experience is a handicap."

The big thing that has changed in the past 60 odd years is that you don't actually have to join a mass movement anymore. You can follow it online and participate remotely.

The correct response is still the same, however. First, try to heal the social disintegration that is the seed-bed of these movements. Second, offer positive inspiring causes to replace the suicidal ones. Third, mass movements are conquered when their charisma is destroyed, when they are defeated militarily and humiliated. Then they can no longer offer hope, inspiration or a plausible way out for the disaffected.

The glorious end times are just around the corner.