

Adult Magazines Number High, Draw Few

by Cynthia Stowell

Adult reading material. Dirty magazines. Pornography. Whatever you choose to call it, Dan Macy's got it. And he may have it in more variety and quantity than any other Central Oregon merchant.

At least it is more visible. Displayed along perhaps the heaviest traveled thoroughfare in Warm Springs - the route to the post office boxes - more than thirty adult titles mingle brazenly with the Ladies Home Journal and Western Horseman.

Most bypassers do not even take note. But there are a vocal few who object to the easy availability of such titles as Eros, Chic, Escapade and Swank.

Although more difficult to pinpoint, there is also a segment of the population that quietly appreciates the impressive selection, and buys - or steals - enough of the material to encourage Macy's store to continue stocking it.

Macy's philosophy is simple. "They're there if they want them and if they don't want them, by God, they can pass them up. But they sure as hell don't have the right to tell other people what to look at."

ADULT MATERIALS NOT THE MOST POPULAR

Over 230 different magazines crowd the rack, a collection that is notable even without the adult offerings, which account for fifteen percent of the total.

There are magazines for hobbyists, children, women, car nuts, the fashion-conscious, gossip gossipers, celebrity followers, adventurers, puzzlers and science fiction freaks. Not one news magazine could be found on the rack or on the invoices.

But there are enough adult titles to keep local appetites more than satisfied. But the entertainment is largely for men. Only two magazines and an annual calendar could be considered women-oriented.

The adult selections range from the widely tolerated Playboy to the more eyebrow-raising Variations (For Liberated Lovers). Some are in brown wrappers, some used to be, and others make no attempt to "cover up." They are all within sight and reach of youngsters.

Says Macy, "It's up to parents to manage or instruct their children" with regard to such material. Clerks at the store report that kids show little interest in the adult fare, displaying far more interest in the adjacent comic book rack. They can't remember any kids ever trying to buy an adult magazine, but they admit that some may get slipped under jackets and out the door.

Apparently enough are sold to adults to keep them coming from the distributor, Western Periodicals in Eugene. Macy explained that he leaves it up to Western to determine the inventory based on sales.

Adult magazines are not the best-sellers, according to Macy. The "True" series (True Romance, True Experience) sell the most rapidly, with gossip and screen magazines close behind. Sports and horse-related periodicals are also popular. "Girly" magazines fall about midway in the popularity scale, he said.

According to Western Periodical manager Dave Pearsall, new magazines that are offered by the national distributors are

automatically added to a retailer's stock, if they fall within existing categories. A retailer can request that particular titles not be delivered but Macy has chosen to let sales dictate his selection.

"If I were blue-nosed enough I could write in and say 'Don't send me anymore Hustler; but as long as adults in the area see fit to buy what's on the rack, by God we'll carry them,' remarked Macy.

HOW DO THEY DO IT OFF THE RESERVATION?

Other stores in Central Oregon have slightly different approaches to buying and selling adult reading material. Madras, Redmond and Bend are served by the Bend News Agency. Manager Stan Lakefish explained that adult magazines are not delivered unless specifically requested by a retailer. Some retailers, however, said they didn't know what they were getting until they arrived.

In Madras a store with a selection of adult materials comparable to Macy's could not be found. Ahern's seems to have the largest and most visible collection. The convenience market on the north end of town carries about ten titles, most of which are out on the rack. A few are kept under the counter, a common practice in Central Oregon.

Bob's Thrifty Foods sells all of its seven adult titles under the counter. "I don't feel it's right for kids to handle them," said Bob. "In the last few years they've gotten pretty gross."

Just across the reservation boundary, Rainbow Market sells only two titles - Playboy and Penthouse. The Bend News Agency sends them an assortment of adult titles but "we send them all back," said a clerk. "You can't have them out where the kids can get to them," she said.

Macy indicated that Cent-wise Drugs in Redmond had the same selection as his, but when contacted by phone the Cent-wise manager claimed he had nothing but Playboy and that was "on the top shelf, in the back."

For those who are reluctant to patronize Macy's because they feel community eyes are upon them, a trip to Bend may be necessary to satisfy their need for erotic materials. And even there it is doubtful that the selection will be as large as in Warm Springs. One Stop Market stocks twenty titles, all out in the open but set off a bit from the other magazines, according to the manager.

Another collection that size or bigger could not be found, but rumor has it that Callahan's Texaco Station south of town has a healthy inventory.

THE LAW DOESN'T APPLY

While stores in Central Oregon are subject to at least two state laws restricting the sale or display of obscene materials, Macy's Store need not worry about state law. Nor is there a tribal ordinance having to do with obscenity.

Distributors are quick to point out however that none of their materials are "obscene" as defined by law or they wouldn't be carrying them. But store clerks avoid selling their adult fare to children in due respect to ORS 167.080 which makes the displaying of obscene materials to minors a Class A misdemeanor.



GOOD SELECTION - Macy's Store has the best collection of adult magazines around - mixed right in with the family fare. Some object to their display, most walk right by. Spilyay Tymoo Photo by CDS

COMMUNITY LEADERS OBJECT

Whether laws exist on the reservation or not, some local residents are "turned off" by Macy's colorful merchandise, and the store owner of forty years has received a few gentle suggestions and not so gentle appeals.

"I've got enough preachers down my neck," said Macy when first approached on the story. He can remember at least one crank letter and a pastor's wife whose complaints were loudly registered. "But no one comes directly to me," he said.

Predictably, Warm Springs', two pastors had nothing positive to say about the renowned rack. Said Presbyterian minister Bob Griffen of the adult literature, "It supports the social fabric that makes objects of people - one of the things that contributes to the disintegration of families. It reflects society's attitude toward sexuality - that women are things to be used and abused."

"Having the magazines in the public view lends an air of appropriateness when they are not appropriate at all. I think it is less than responsible for Mr.

Macy to sell them."

Baptist minister Allen Elson, who says he has spoken to Macy many times in the past, and as recently as this week, echoes Griffen's sentiment. "The magazines teach young people an ethic opposed to family life. We live in a sex-saturated society and I don't see why our families can't be protected in a small community like this by not having free access to such materials."

Elston said he recognizes the freedom of choice, but worries about the magazines being so easily available to children. He added that he prefers to approach the problem positively by helping people find replacements for their desire for pornography.

Speaking as the local chapter president of the North American Indian Women's Association, Ceci Smith said of the magazines, "They're not worth the paper they're printed on. If the community is stressing the education of its children then it should promote educational materials rather than that garbage."

Parenting Committee member Lyle Rhoan remarked, "Dan

could work something out if there was enough pressure from the community. I think it's in bad taste to have those magazines out in the open with kids standing around."

But Rhoan added, "If they had a good sex education course in the schools the kids wouldn't mess around with those magazines."

SHOPPERS DON'T FEEL STRONGLY

The typical Macy's shopper or post office patron does not have particularly strong feelings one way or another about the merchandise. About equal numbers of women and men were asked their opinion about the availability of adult magazines in the store as they entered and left the premises during a recent lunch hour.

Almost half the women said they didn't care one way or another. Of those who felt uncomfortable, about half said they wouldn't mind if they were kept behind the counter, as apparently they once were, so kids could not get their hands on them. The remainder were strongly opposed to the presence of such material in the store. "They're awful, ridiculous and stupid," exclaimed one young mother. "My kids come in and look at them and get all excited. Under the counter would be better but out would be best."

Men's answers ranged from "That reminds me, I forgot to pick up this month's issue" to "They should be a bit more discretely situated." But about half said the magazines didn't bother them. In fact so blasé were they that it was difficult to find men who admitted to even looking at them.

Men's opinions were split similarly to the women's although their objections tended not to be as fierce. The common rallying point was "the children," while a laissez-faire attitude prevailed with regard to adults.

As one woman said, "We shouldn't expose small children to it. I myself buy Playgirl but I'm an old lady!"

Meanwhile, Macy seems largely unaffected by public opinion and is neither proud nor ashamed of his "X-rated" merchandise.

"I never assumed the role of Solomon," he said, adding, "I believe that everybody has a right to do, say, read or buy whatever they want."

So the adult magazines come and go every month while the great preponderance of people pass them by on the way to their mailboxes, rarely acknowledging Macy's gold mine. It is, after all, the best selection of adult magazines around - if that's what turns you on.

Anna Wewa (Continued from Page 3)

High school counselor Ron Pinkham said Anna was one who laughed often and easily. She had been visiting Pinkham everyday for the last couple of weeks, he said, and was usually with her two close friends - the two girls who were reportedly with her when she collapsed.

Although Wewa had been tardy to classes recently "she was straightening up," said the counselor and "didn't act as if she had any personal or emotional difficulties."

Pinkham said he has been doing a great deal of drug counseling at the school, especially with regard to sniffing. He has warned students of the dangers and often describes extreme examples of what can happen with prolonged sniffing. He said he even counseled Anna on the subject, although she never indicated she had a problem.

According to a local merchant, the substance believed to

have killed Wewa has been selling briskly since Christmas, apparently the object of a new fad. Pinkham said the correction fluid is not used in business classes at the school but can be found in the office. A quick check after the incident revealed that none was missing.

Funeral arrangements have not been finalized for Anna, who was the daughter of Jazzie Wewa of Warm Springs and Eugenia Wewa of Pendleton.