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**RAIN**

ECO-NET

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# RAIN

VOLUME I, NUMBER 9

JUNE, 1975



*RAIN* is a publication of Eco-Net, an environmental education network funded by the Hill Family Foundation and an Environmental Education Grant from the U.S. Department of Health, Education and Welfare. The office is at the Environmental Education Center, Portland State University, Portland, Oregon 97207. Director: Don Stotler.

*Energy Center / Oregon Museum of Science and Industry*  
4015 S.W. Canyon Rd.,  
Portland, Or. 97221  
503-248-5900 or 248-5920

Linda Craig, Lee Johnson, Mary Lawrence, Shabtay Levy, Rusty Whitney, Rck Siewert

*RAIN / Environmental Education Center*  
Portland State University  
Portland, Or. 97221  
(Room 317, Lincoln Hall)  
229-4692

Anita Helle, Lee Johnson, Steve Johnson (editor), Mary Wells (layout, design)

*Environmental Education Center*  
Portland State University  
Portland, Or. 97207  
(Room 373, Lincoln Hall)  
229-4682

Randi Krogstad, Don Stotler

Cover Photo: Skip Roache  
Typesetting: Irish Setter



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Mark Musick  
Julie Seltz  
Randy Skoog  
Michael Wells

#### CORRECTIONS FROM *RAIN* I, 8:

- 1) Only One Earth: correct address Pennsylvania State U. Rm. 312, Old Main Bldg. University Park, Pa. 16802
- 2) Synerji: correct cost \$3.50 each rather than \$10/yr. (two issues) which is the rate for institutions.

## Multnomah County Fair

Dear Rain Reader:

During the 1975 Multnomah County Fair, Multnomah County and a variety of environmental organizations will be cooperating on a special feature of that Fair: a non-commercial environmental awareness demonstration area.

Exhibits and displays will attempt to show people how they can easily and economically incorporate sound environmental attitudes and actions on an everyday basis. Demonstrations and exhibits on home canning techniques, cooperative food buying, alternative energy sources such as solar heating and methane generators which people can install by themselves, recycling and alternative transportation modes, are some examples of what you might see.

The Fair is donating a 20,000 sq. ft.

barn—obviously lots of room. We'd like anyone to join us who can. There's work for individuals on many of the planned exhibits; organizations may initiate ideas on their own. We need your ideas soon! Commercial exhibitions are also being invited to tie into the environmental theme.

The Fair dates are July 29 to August 3 at the Jantzen Beach Exposition Center. We'll be right next to the Midway/Concession area.

Please call Dave Legg with ideas, questions or suggestions, at 248-5236.

See you at the Fair.

Anita Helle  
The Environmental  
Education Center  
229-4682

## FREE SPACE

**The Institute for Local Self-Reliance** is looking for someone with a "solid natural science background" for full time work in a wide variety of urban agriculture projects: roof top gardens, basement aquaculture, integrated food, waste, energy systems. Subsistence salary (\$300/month). Contact: Gil Friend, Institute for Local Self-Reliance, 1717 18th St., NW, Washington, D.C. 20009.

**THE DALLES Natural Foods & Dry Goods**, 314 Court Street, The Dalles, Or. 97058 (503-298-1906) is working

on a natural foods distributing network, to serve the farmers co-ops and natural foods stores in the N.W. and Idaho. Interested in contacting farmers, other co-ops, truckers who might want to be involved.

**Do you know of any group interested in the UN Conference in '76** as a forum for information exchanging and network growth. If so, I am attempting to facilitate such a gathering and will likely be the official organizer for an environmentally appropriate technology conference/exhibition and would like to hear from them. Greg Allen, RR2 Stella, Ontario, Canada.

**Pipe needed for hydro electric system** (probably pelton wheel). Ideas? Sources? Contributions? Contact Bob Ness, Institute for Alternative Futures, 2376 E Walker Valley Rd., Mt. Vernon, Wash. 98273.

**TRANSPORTATION PLANNER!** The Design Cooperative of Arkansas, a Little Rock based Community Design Center, is seeking someone capable of reviewing and evaluating current transportation proposals for the Metro area. Also involved would be preparing energy consumption models for proposed & alternative transportation plans and developing a public education program on transportation systems/planning. Salary \$55/wk plus free comprehensive medical and travel. For more info contact Jim Samsel (501) 376-9117, 1424 Center, Little Rock, Ark. 72202

- 3) P. 23 of last month's *RAIN* was Networks Bibliography.

There will be a N.W. Media gathering June 27-29. Radio, Video, HAM, & Networks. Contact:

Brian Livingston  
c/o Willamette Valley Observer  
454 Willamette St.  
Eugene, Ore. 97401

In July Oregonians for Nuclear Safeguards begin their petition for nuclear safeguards drive, an act which would regulate future nuclear power plants for the state of Oregon. Local project address:

Project Survival  
5161 N.E. Wisteria Dr.  
Portland, Ore. 97213  
or call: 223-3801

# AGRICULTURE · FOOD

**M Bar W Ranch**  
 Leslie Wildesen  
 19537 NE 174th St.  
 Brush Prairie, Wash. 98606

We are the M Bar W Ranch, just north-east of Vancouver. We specialize in organic products for the organic gardener: red worms for increasing soil aeration (even in terrariums and other small indoor gardens or rooftop vegetable gardens) and nice rich compost in large or small quantities. We are also looking for people to grow worms for us. Brochures and price lists on request.

**Buying Clubs**  
 Ron Long  
 1722 N 46th  
 Seattle, Wash. 98103

Ron Long and Heidi Boddling of Seattle's Metrocenter YMCA have written and published an excellent booklet on how to join up with neighbors to form a cooperative food buying club (or food conspiracy if you prefer). It doesn't seem to have a title (our copy doesn't have one, at least), but it does have some very good suggestions on organizing, ordering, bookkeeping; most everything a group would need to know to get started right. 22 pages, and they need a dollar if you have one.

Almost half of U.S. households (47 percent, or approximately 33 million, had some kind of vegetable garden in 1974. The primary reason given for planting a vegetable garden is economic, the Gallup survey revealed. Of all new gardeners surveyed in 1974, 46 percent gave "helps budget/saves money" as the most important reason. Sixteen percent gave "for fun/joy of it" as the most important reason. In third place was "better tasting food," given by only 7 percent as the most important reason. The Gallup survey showed that the proportion of young people under age 30, and those with a college education who had vegetable gardens increased by 13 percent between 1971 and 1974. Among white households there has been a 9 percent increase in the proportion with vegetable gardens, while virtually no change has occurred among non-white households. Participation by families with incomes under \$4000 declined by 3 percentage points in the three-year period 1971-1974. There has been a 17 percent increase in the proportion of professional households with vegetable gardens.

**Nutrition Action**  
 Center for Science in the Public Interest  
 1779 Church St.  
 Washington, D.C. 20036

Seems that Food Day was an idea whose time had come. We've heard directly and indirectly about numerous projects that got their initial push through the Food Day activities.

The Center is going to keep people in touch via *Nutrition Action* newsletter at \$10/yr.

Published for Food Day, also by CSPI, is *Food for People, Not for Profit*, Ballantine Books, \$1.95. Recommended as a guide to the politics and economics of food distribution in America.

A couple of years ago CSPI published *Nutrition Scoreboard*, your guide to better eating. \$2.50. A very interesting analysis/scoring of foods we eat, along with introductory material on vitamins, minerals, additives, etc.

**City People's Book of Raising Food**  
 Helga, William Olkowski  
 Rodale Press  
 33 E Minoer  
 Emmaus, Pa. 18049

\$4.95. With usual Rodale quality, a good holding hand book for city dwellers.

**Options, newsletter of the Corvallis Universalist Food and Famine Study Group**  
 302 Conifer NE  
 Corvallis, Or. 97330

Group working locally to encourage lower energy use lifestyles, public awareness of world food production & problems.

**Methods of Agricultural Land Preservation**, William H. Gray  
 Cooperative Extension Service  
 Washington State University  
 Pullman, Wa. 99163

Feb. 1975 (EM 3906). Single copies free. Review of existing and proposed alternatives with evaluation of pros and cons. (Suggested by Mark Musick)

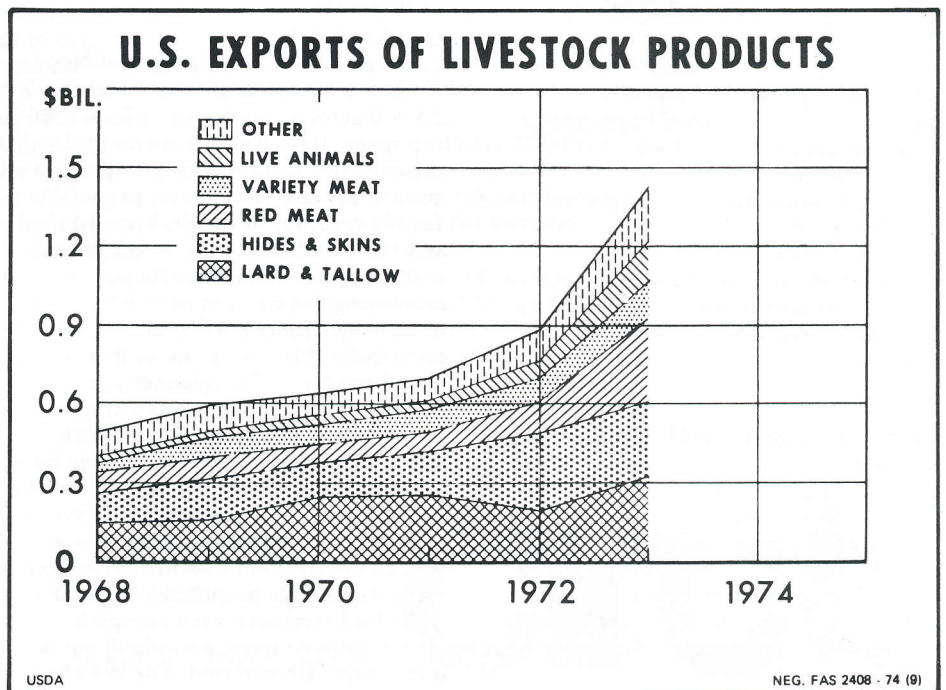
**The People's Land**, ed. Peter Barnes  
 Rodale Press  
 Organic Park  
 Emmaus, Pa. 18049

\$6.95. Establishing that more than 60% of the private land in this country is owned by only 5% of the population, *The People's Land* presents historical, contemporary and regional perspectives on land holding patterns in the U.S. and explores in some depth some of the possible alternative institutions and policies that can create a more equitable system of land tenure: co-ops, farmworkers' unions, anti-corporate farm laws, land trusts, and many others. (Suggested by Mark Musick)

**1974 Handbook of Agricultural Charts**  
 Agriculture Handbook No. 477  
 U.S. Dept. of Agriculture  
 Washington, D.C. 20250

Almost a textbook on charts in general. 160 pages of them, with attached in detail data on things like: quantities of pesticides used by farmers; sources of U.S. food; net out migration from farms; market shares for hamburger, lean ground beef and soy ground beef. You can also purchase photo slides of the charts for about 30¢ each.

Continued on page 4



## AGRICULTURE/FOOD

Continued from page 3

### North American Survival and Homesteading Association

Box 4077, Station A  
Toronto, Ontario M5W 1M4 Canada  
They distribute a unique collection of how to and survival books, pamphlets. You can either buy or borrow. 650 books. 25¢ for a catalog.

### Earthbooks Lending Library Lewis & Sharon Watson Sweet, Id. 83670

Like NASHA, a lending library with option of buying books. How to type books, *Mother Earth*, *Whole Earth Catalog* books, for farmers, rural dwellers, etc. Write for catalog and price details.

"Community Gardens" is a free 18-page pamphlet produced by the Hunger Action Center describing Seattle's P-Patch program, sample guidelines, etc.

Susan Jamison

Hunger Action Center  
Evergreen State College  
Olympia, Wash. 98505  
(206) 866-6695

The most recent *Tilth* newsletter has several enlightening pages on farmers' markets and community gardens, especially for contact/resources in Washington.



### Regional Agriculture Land Use Technical Study, Central Puget Sound Region. March 1974, \$8.00.

Librarian,  
Puget Sound Governmental Conf.  
216 1st Ave. S  
Seattle, Wash. 98104

Straightforward, clearly written, authoritative resource on agricultural land use trends in King, Kitsap, Snohomish Counties, (Suggested by Mark Musick)

### Food Conspiracy Cookbook, Lois Wickstrom

101 Productions  
834 Mission St.  
San Francisco, Ca. 94103  
\$4.95. How and why to form food co-ops, buying clubs, etc. How to keep up the bookkeeping; how to start, organize, purchase, find food, etc. (Suggested by Mark Musick)

### How to Grow More Vegetables, John Jeavons

Ecology Action of Mid-Peninsula  
2225 El Camino Real  
Palo Alto, Ca. 94306  
\$4.00. We reviewed this earlier on several recommendations—just reminding you. It is a thorough, detailed study and workbook on the French intensive method of agriculture. Of obvious importance, especially to city dwellers, producing four times more vegetables per acre and using 1/2 the water and 1% of the energy consumed in commercial agriculture. (Data from Richard Merrill, New Alchemy Institute West and Michael J. Perelman, Asst. Prof. of Economics, Calif. State College). And if you're not gardening, then get it if you love well-done books. The green and brown is simple and striking.

## ARCHITECTURE

*Architecture for the Poor: An Experiment in Rural Egypt*, by Hassan Fathy, 1973, 272 pgs., \$10.95 from:  
University of Chicago Press  
5801 Ellis Ave.  
Chicago, Ill. 60637

Earth plus water equals mud; mud, hands & sun equals brick; brick plus local craftsmanship plus cooperative building ("barn-raising") equals housing, community & rural rehabilitation. Use of indigenous materials, native traditions in design, and a de-professionalized, non-homogenizing architecture work to create a humane environment. How to make mud bricks, the wind catch for natural ventilation and ancient vaulting techniques.

### City Roofs

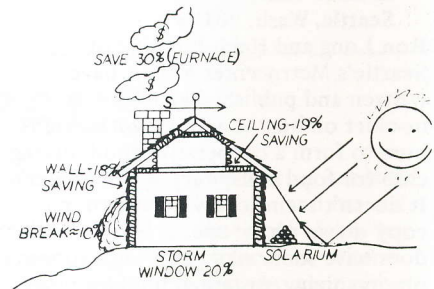
Captivated by the discovery that New York city alone has approximately 20,000 acres of potentially usable rooftop space, Haus-Rucker—a non-profit urban design and research group—is coming up with imaginative proposals for the rooftops of hotels, brownstones and other building types. In conjunction with Cooper Union, Haus-Rucker, Inc. is studying the city's most exhilarating urban edge, under a National Endowment grant. The groups aims, first, simply to raise the urban planner's consciousness about rooftops. To this end a guidebook is being prepared which tells the rooftop planner everything he needs to know—from economics, insurance and fire law to floor systems, anchoring systems and history. For a block association in Greenwich Village, Haus-Rucker has proposed a day and night Mediterranean oasis complete with espaliered trees, a windmill and a picturesque Roman ruin. The associa-

tion represents 25 brownstone buildings with connecting rooftops whose illumination was financed by a \$15,000 grant from New York city, as a deterrent to burglars. (*Design & Environment*, 19 West 44th Street, New York, N.Y. 10036, Winter 1974)

### Solar Energy, Pacific NW Buildings, John S. Reynolds

Center for Environmental Research  
School of Architecture & Allied Arts  
University of Oregon  
Eugene, Or. 97403

We ran a chart from this revised edition just published, but somewhere lost the entry (See *Rain* No. 8, p6). Principal changes from 1st edition include more careful prediction of average insulation on tilted surfaces—redrawn graphs, etc. Also sketches of both Henry Mathew (Coos Bay, Or.) and Erich Hoffman (Surrey, B.C.) solar heated homes. \$3.



### Nomadic Tipi Makers Star Route Box 41 Cloverdale, Or. 97112

An excellent example of small scale, "invisible" industry. They sell 400 hand-made tipis a year. Write for catalog. (L.D.)

### Lodge Owner Society Newsletter The Lodge Owners Society P.O. Box 7 Rockerville, S.D. 57703

50¢. An association and communications network among tipi dwellers. Tipi consumer reports, "sew-it-yourself" kit info, places to set up, pow wows.



**Residential Energy Consumption: Single Family Housing, Final Report No. HUD-HAI-2, by Hittman Assoc., Inc. March 1973, 174 pgs., \$2.10 from:**  
 Superintendent of Documents  
 U.S. Government Printing Office  
 Washington, D.C. 20402

Without changes in life-style, 21 to 35% energy savings possible, depending on design modifications which take 1 to 5 years for pay-back. Latest in application of building mechanical system computer programs to the American home: air changes, infiltration, stack effect, internal load, solar gain and loss. Hittman, with Dubin-Mindell-Bloome (NYC), is one of few engineering-architectural firms in the nation with practical energy conservation results in the 40-60% range for office buildings. This study shows that 10-20% energy savings is child's play.

## AUDIO VISUAL

Northwest Media Project  
 P.O. Box 4093  
 Portland, Or. 97208  
 (503) 223-0626

Has recently published a description of programs available. The programs are selections of local film & video artists and include: Oregon Potpourri; Recollections of Time Past; Living Wet; For

Young People; Inner Space and Stimulus. Rental for the programs, of between 2 and 10 films & tapes in each, is from about \$50 to \$110. (Could see these programs fitting into local environmental education programs)

**The People Look at Public Television, 1974, by Jack Lyle, 66 pgs., \$1 from:**  
 Office of Communication Research  
 Corporation for Public Broadcasting  
 1111-16th St., NW  
 Washington, D.C. 20036

Excellent primer on the structure and nature of what once was called "educational TV;" fine map of national interconnection system; covers nature and growth of audience, PTV and minorities, children's programs, the future; a bibliography and station list.

## COMMUNITY

**Neighborhood**  
 29 Middagh St.  
 Brooklyn Heights, N.Y. 11201  
 Formerly *The Township*, to begin publication in the fall. Sponsored by the Institute for Neighborhood Studies. The integration of decentralization, ecology, consumerism, neighborhood self-government and self-reliance. Brooklyn particulars too, with events, best buys, hot news flashes.

**Neighborhood Power: The New Localism, by David Morris, Karl Hess, 1975, 180 pgs., \$3.45 from:**  
 Beacon Press  
 25 Beacon St.  
 Boston, Mass. 02108

This book is very important, by people doing what they talk about. Should be on your bookshelf along with *Sharing Smaller Pies, Ecotopia, The Energy Primer*, and *Small Is Beautiful*. David works with Gil Friend and Jim Taylor at the Institute for Local Self-Reliance, 1717 18th St., NW, Washington, D.C. 20009. Write to ILSR for info on their forthcoming *Self-Reliance* magazine. Karl is with Community Technology, 1901 "Q" St., NW, Washington, D.C. 20009, which publishes *Science in the Neighborhood*, a local energy, gardening, urban self-sufficiency, tool-use monthly. Hess's autobiography, *Dear America*, is available in most bookstores and was reviewed in May *Time* magazine

**Revenue Sources of Oregon Cities**  
 Bureau of Gov. Research & Services  
 University of Oregon  
 Eugene, Or. 97403  
 \$3.00. Federal payments now constitute 20.8% of Oregon's cities revenues compared with 8.3% five years ago and 3.1% 10 years ago. This is a comprehensive breakdown of revenues for most cities and towns in Oregon.

Continued on page 8

CIRCT, the Center for Innovation and Research in Cable Television, is an outgrowth of the ECO-NET video project of the Environmental Education Center and OMSI. We receive funding from the Northwest Area Foundation to develop new methods of community-based programming on local cable television systems.

Currently we are providing assistance to school and community groups using half-inch video gear to originate programs on one cable system in Portland and are working with the operator of the other major system in the city to create a locally-accessible channel on that cable by summer's end.

We share space with the Center for Urban Education (one of our co-sponsors, along with OMSI, the City of Portland and the Portland Public Schools) and are working together on a number of current productions, including local ethnic history tapes, a "how-to" tape on oral history and one on improving communication on neighborhood-to-neighborhood and neighborhood-to-city levels.

CIRCT will be available as an exchange center for cable and video information on both a local and regional basis. A print and microfiche library accessible to anyone interested in cable television and video uses is planned—some print materials and videotapes are currently available. The Cooperative Video Catalogue produced by ECO-NET is one item now available through CIRCT. Anyone who would like a copy or has information to share for an updated, revised version can contact us at the address or phone number below. (A catalogue of video users in Oregon is currently available from the Bulletin Office, OSU Industrial Building, Corvallis, Oregon. Copies are also available through CIRCT.)

center for innovation and research in cable television

Local showings of video works at CIRCT will begin at 8:00 PM, July 7, with a series of eight Monday night viewings of films and tapes exploring parallel themes. The series is sponsored by CUE and further information is available from Steve Schneider, 0245 SW Bancroft, Portland, Oregon 97201.

We are located in the old Dekum Building in downtown Portland. Our address is:

Room 315, The Dekum  
 519 SW Third Avenue  
 Portland, Oregon 97204  
 (503) 223-3419

Anyone who would like to share more information about video and cable television or who would like to use our space and equipment for meetings or videotape playback can contact us directly.

Another item of interest: The May 5 issue of the *New Yorker* includes "Video Visionary" which includes a biography and interview with Nam June Paik along with a history of video as an art form.

(Tom Kennedy and Charles Auch)

# PEOPLE'S YELLOW PAGES

"Education has been thought of as taking place mainly within the confines of the classroom, and school buildings have been regarded as the citadels of knowledge. However, the most extensive facility imaginable for learning is our urban environment. It is a classroom without walls, an open university for people of all ages offering a boundless curriculum with unlimited expertise. If we can make our urban environment comprehensible observable, we will have created classrooms with endless windows on the world." (Yellow Pages of Learning Resources)

*People's Yellow Pages* falls right through the dictionary world net so I'll improvise: "A book, sometimes published periodically, listing names, addresses and functions of groups, agencies, individuals, associations, who offer services either to selected groups or the general public, deemed essential or enlightening by the editors. (Origin: *People's Yellow Pages, Vocations for Social Change*, 353 Broadway, Cambridge, Ma. 02139)

See also: *Whole Earth Catalog*, Sears & L.L. Bean catalogs, directory, information access, Polk City Directory, bulletin board, classified advertising, free, phone book."



## *People's Yellow Pages* Vocations for Social Change Cambridge, Ma. 02139

1975 edition now in process. Boston is a pretty civilized place with much to offer other regions, and their listings are not exclusively Boston area.

## *People's Yellow Pages* P.O. Box 31291 San Francisco, Ca. 94131

That they can deal with the bay area is beyond me, but they are into their fourth issue, and each one slowly increases the coverage. Due out July 1. \$3 by mail.

## *People's Yellow Pages* 1365 Hooper Ave., N.E. Atlanta, Ga. 30307

## *People's Yellow Pages* c/o Rick Bensinger 1001 10th St. Boulder, Colo. 80302

## *People's Yellow Pages* New Schools Workshop 76 Exchange St. Portland, Maine 04111

## *Whole City Catalog* Synopsis 4307 Locust St. Philadelphia, Pa. 19104

A catalog librarian's delight. Through layout, simple geographic keys, choice headings, the catalog comes close to making a city observable.

"This catalog provides access to information. It is a community revival manual. Through sharing information, we gain power. By using it, we can return the control of communities to those who live and work within them. Through our lack of awareness and involvement we have lost this control. We have allowed, and in fact encouraged, the institutionalism of our lives. Our direction must now be away from dependence on large institutions and toward direct participation in solving problems and building self-determined communities."

Most recent one \$1.95. Another due out soon.

## Other Cities:

Chapel Hill, N.C., *Access: To Resources for People in Chapel Hill*, P.O. Box 1005, Chapel Hill, N.C.

*Cleveland People's Yellow Pages*, 3617 Detroit Ave., Cleveland, Ohio 44113.

*Denver People's Yellow Pages*, 1460 Pennsylvania Ave., Denver, Colo. 80203.

Eugene: *Contact: A Directory of Community Information Resources* Special Libraries Association, University of Oregon, Eugene, Or.

*Kansas City People's Yellow Pages*, P.O. Box 10067, Westport Station, Kansas City, Mo. 64111.

*Madison, Wi. People's Yellow Pages*, Communications Network, 953 Jennifer St., Madison, Wi. 53703.

*Milwaukie Alternatives*, 2211 E Kenwood Blvd., Milwaukee, Wi.

Minneapolis, Minn: *Changes*, 3406 First Ave, No. 2, Minneapolis, Minn. 55406.

*Montreal People's Yellow Pages*, Egg Press, P.O. Box 185, Station G, Montreal, Canada.

New Haven: *Contact*, 266 State St., New Haven, Conn. 06510.

New York: *People's Yellow Pages*, New York Switchboard, 133 W. 4th St., New York, N.Y. 10012.

North Carolina: *Carologue: Access to North Carolina*, P.O. Box 3337, Durham, N.C. 27702.

Portland: *Chinook Centrex*, 4312 SE Stark, Portland, Or. 97215. (Now c/o Rain office. Out of print)

Princeton: *Aleph: Princeton Wholebook*, 48 University Place, Rm. 405, Princeton, N.J. 08540

Seattle: *People's Yellow Pages*, c/o OPEN, Northwest Information Network, Box 5599, University Station, Seattle, Wash. 98105.

Spokane, Wa.: *University Year for Action*, Eastern Wash. State College, Cheney, Wash. 99004.

St. Louis: *Living's II: A Guide to the Other St. Louis*, 6246 Delmar St., St. Louis, Mo. 63130.

Vancouver, B.C.: *B.C. Alternative*, Alternative Community Group, 1520 W 6th Ave., Vancouver, B.C. Canada.

Washington, D.C.: *Red Pages*, Washington Area Free University, 1724 20th St. NW, Washington, D.C. 20009.

## In Process:

Bellingham, Wash., c/o New Vocations Program, Fairhaven College, Bellingham, Wash.

Idaho, North, P.O. Box 8367, Moscow, Idaho 83843.

Ozark Yellow Pages, c/o L.I.O.N., Joel & Sherri Davidson, Pettigrew, Ark. 72752

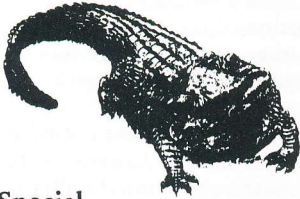
## National:

*Source Catalog*, Source Collective, P.O. Box 21066, Washington, D.C. 20009. Three editions: Communications \$1.75; Communities/Housing \$2.95; Health \$5.95. (excellent resources)

*Somewhere Else: A Living Learning Catalog*, Swallow Press, 1139 S. Wabash Ave., Chicago, Ill. 60605. \$3.25.

*Spiritual Community Guide*, Spiritual Community Publications, P.O. Box 1080, San Rafael, Ca. 94902. \$3.50.

*Organic Directory*, Rodale Press, Emmaus, Pa. 18049. \$2.95 (health food/natural food outlet (etc.) directory)  
*New Schools Exchange*, Pettigrew, Ark. 72752. (directory of 900 "alternative" schools)



**Special:**

**Prisoner's Yellow Pages**

**Outmates**  
 P.O. Box 174  
 Storrs, Ct. 06268

By state hundreds of groups working with prisoners. Literature, job assistance, etc.

**Alternative Christmas Catalog and Alternatives Periodical**

P.O. Box 20626  
 Greensboro, N.C. 27420

The catalog is a directory to small scale, often non-profit making crafts people, and resource listings of places and ways to celebrate Christmas while spending less money and resources.

**The New Woman's Catalog**

Coward McCann & Geoghegan, Inc.  
 Berkley Publishing Co.  
 200 Madison Ave.  
 New York, N.Y. 10016

\$5.00. A very large blend of Whole Earth Catalog and PYP.

**New Directions for Veterans**

P.O. Box 865  
 Lawrence, Kan. 66044

In process. Sections on education and learning. Changes needed in the VA, men's consciousness, spiritual growth, veterans in prison, a nationwide skills-ideas-friendship exchange network. Write to Lawrence Morgan.

**Circling the City**

Junior League of Portland  
 222 SW Harrison, Suite 9  
 Portland, Or. 97201

A 68-page guide for handicapped in Portland, describing ramp access at public buildings, size of doorways, restroom, dining access.

**Bit Better**

c/o 146 Gt. Western Rd.  
 London, England

A very odd one. It measures 8 x 13. Print kind of looks like mimeo. Order seems like they were cleaning up desks. But lots and lots of information, including access to other countries' English speaking access journals, etc.

**National Directory of Hotlines & Youth Crisis Centers**

National Exchange  
 51 37th Ave. N.E.  
 Minneapolis, Minn. 55421

\$3.00. There are hundreds of them. (Last one I saw was two years ago, so may be outdated)

**Vocations for Social Change**

5951 Canning St.  
 Oakland, Ca. 94609

A bulletin board for a variety of volunteer and paying opportunities in social change situations. (Donation for subscription)

**Gay Yellow Pages**

Renaissance House  
 Box 292, Village Station  
 New York, N.Y.

\$5/\$10 for 4 issues. Quarterly.

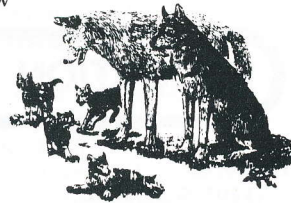
**The Vancouver Book**

109-525 Seymour St.  
 Vancouver, B.C. V6B 3H7  
 Canada

To be published in March 1976. The table of contents to this effort seems to have marvelously associated place, access catalog and yellow pages, a whole systems outline of the City of Vancouver. Could be used as a guide for thinking through resources of most communities. (Write to me if you wish a copy of contents, to save Chuck Davis, editor, for catalog work.)

There are other ways to find out about a city and in the process make your own red phone book/index card file—or maybe you can put all your cards into one basket, or at least a friend's or neighbor's.

Important: we know more than we think we know



**General Guides:**

**GEE! Group for Environmental Education**

1214 Arch St.  
 Philadelphia, Pa. 19107

They have produced excellent material on making cities observable. *Yellow Pages of Learning Resources* is an idea book about how to utilize resources in a city as learning tools. *Making the City Observable* is a catalog of a traveling exhibit of perceptual tools for making a city's processes and networks visible. Many other publications. Write for list.

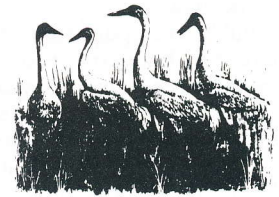
**Reference Books: A Brief Guide**

Enoch Pratt Free Library  
 400 Cathedral Street  
 Baltimore, Md. 21201

\$1.25. Along with *Finding Facts Fast* (reviewed in this issue) you should be able to find your way into a library's best resources.

**Putting Together a People's Yellow Pages**

Vocations for Social Change  
 353 Broadway  
 Cambridge, Ma. 02139  
 50¢



**Some Hints:**

1) Grab some things with indexes (such as a Sears catalog, phone company yellow pages, Dewey Decimal catalog, other People's Yellow Pages, Whole Earth Catalog). Make a list of which things you want to find out about.

2) Take stock of what you do know, with help of friends and a map of the area you're working with.

3) Find out what resource guides exist. Check with local United Good Neighbors—is there a social service coordinating agency? Hotline and crisis centers often have extensive file systems. Think of the various agencies that may have compiled lists for "in office" use. (It is best to assume there is a list, maybe partial or outdated, for most any subject you're trying to access.) Easter Seal Society, Welfare, Community Health Nursing Associations, Legal Aid, are all likely to have lists and/or directories.

4) Library. That is where you'll find lots of what you need. Make a list of periodicals/newspapers in your area by checking in the library (double check by touring any bookstore, etc.) If possible, subscribe to several and clip and index. And don't forget newsletters. Many are free or near free and will help keep you up to date.

Also at the library, go through reference book section finding such things as state manufacturing guides, checklist of state publications, other national and local directories. (If your library is small, ask the librarian about the state library or inter-library loan.)



## PEOPLE'S YELLOW PAGES

Continued from page 7

5) City-County-State Government phone directories break down bureaucracies into individual job titles. This can be a great aid to finding out who knows what.

6) Outline what radio and television programs (obviously the news) are likely to point you to other resources.

7) Use mailed questionnaires only when necessary. They are not always productive, and it is important to be exposed in person to surprises—finding gate keepers who know the city like the back of their hand (or just one subject or geographic area).

8) Use public transportation. Map out some routes. Take tape recorder. Try for example recording every sign you see. Take it back to friends and see what they know about the places.

9) Bookstores. Check them out. Especially in recent years, there have been many city guides published, e.g., guides to restaurants, second hand stores, places to go. . . .

10) Universities. Often directly through departments, or action programs (like University Year in Action) there's much compiled information about your region. Find out about special study areas and what research might be going on related to your accessing search—especially contact: sociology, urban affairs, population research, educational activities offices.

11) Federal Information Centers. Every contact I've had with this network of federal employees has been positive. Somehow have managed to find people who love to figure out the bureaucracy. (Also get a copy of U.S. Government Organization Manual, U.S. Government Printing Office, Washington, D.C. 20402. \$5.75).

12) Polk City Directory. Used to be before phones they published the only directory to businesses and residents. Still useful. Listings tend to be more extensive than phone book. (Available in libraries).

13) Historical Societies. In order to know what a thing is you should know

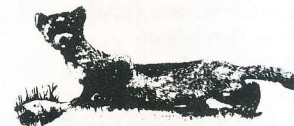
what it has been. Nothing stays the same.

14) Planning Agencies. Especially in recent years most areas have comprehensive planning associations. They and county/city bureaus of planning are likely to have a valuable, pretty unique collection of local environmental and urban resources, often in map and geographic or subject area studies.

15) Bulletin Boards. Figure out where some important ones are. Laundromats, schools, and watch the printed bulletin boards—the various advertising & classified advertising vehicles.

16) With you and by the phone, keep track of specialties' private languages, e.g. abbreviations.

17) Ask people if they've seen anyone walking around with index cards who seems to know a little about everything—and who just keeps showing up.



## COMMUNITY

Continued from page 5

### *Urban Homesteading: Process and Potential*

**National Urban Coalition**  
2100 M St., NW  
Washington, D.C. 20037

\$2.50. A good overview of homesteading programs in Philadelphia, Baltimore and Washington. Also: "Urban Homesteading" by Dee Wedemeyer, in *Nation's Cities*, Jan. 1975, which includes personal accounts by homesteaders. (L.D.)

### **American Revolution Bicentennial Commission of Oregon**

P.O. Box 1399  
Portland, Or. 97207  
(503) 229-4805

The bicentennial effort in Oregon is organized on the local level with a committee in each of the 36 counties and two confederated Indian tribes. Each area develops its own program and submits programs for approval and official recognition. Some of the programs funded to date include: Portland Poetry Festival (\$500); Traveling exhibit photos of historical sites in Oregon; Portland Comm. College (\$500); Collection of history by oral methods, Siuslaw Pioneer Museum (\$950); Atlas of Oregon, University of Oregon (\$1,000); Restoration of Steinbeck log cabin, Aurora Colony Historical Society (\$1,500); Televised program on history of blacks in Oregon, PBS (\$3,962). Write for more details and application to commission;

### **Eugene Community Sustaining Fund** P.O. Box 340 Eugene, Or. 97401

Now in its second year of supporting various community organizations from monies gotten from groups and individuals by a kind of informal volunteer tax (sometimes just donations). Last year \$2,300 was given to a range of things including: community school, switchboard, women's center, rape prevention center, youth hostel, Willamette Valley Observer. The administrative overhead for the program has to be an all time low, 3.3% or \$76.00. Write for an outline of how it works.

## EDUCATION

### *Zephyros*

1201 Stanyan St.  
San Francisco, Ca. 94117

They've been producing unique classroom material for several years, in series of very inexpensive publications. "De-school Primer" including: Time Machine; 30 Minute Sex Book; A Bill Board; Your City Has Been Kidnapped (very good utilization of city as classroom) Finding Community (outlining kind of OSPIRG research techniques). Number 14 is about games and includes the materials developed by the New Games Tournament people. Oversized newsprint and large weird graphics—from middle ages to post 1990). Write for publications list.

### **Oregon Museum of Science & Industry** 4015 SW Canyon Rd. Portland, Or. 97221 (503) 248-5900 or 248-5920

The summer schedule is out and very impressive in range of classes, lectures, field trips, in-service and college credit programs. Includes things like: economical nutrition; introduction to fly-fishing; the physics of waves; organic gardening; field trips to various places. Field trips include: Portland on foot, Tri-Met bus rally, Oregon coast, Steens Mountains. If you're anywhere near Portland, ask for the catalog. It might change your summer.

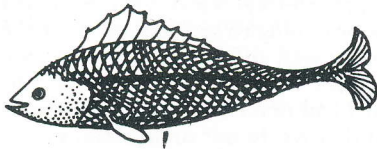


### **University of New Hampshire** Division of Continuing Education 6 Garrison Ave. Durham, N.H. 03824

A very interesting range of informal summer courses, including "Windmills, Solar Energy and other energy sources," taught by James Logan. (Energy Information Center)

**Coastal Environmental Assessment  
Huxley College of Environmental  
Studies  
Bellingham, Wash. 98225  
(206) 676-3520**

The course will be informal and will be "upside-down" in the sense that the field work will come at the beginning and subject coverage will follow, to build an appreciation of the observations. An integrated theme project will be studied on an accessible site threatened by at least five major proposals. Contact: William C. Summers.



**Living Lightly at the Oregon Museum of Science and Industry, July 6-12.**

The OMSI Energy Center is holding a week of classes, demonstrations, and discussions on the theme of Living Lightly. Tom Bender, author of *Sharing Smaller Pies* (Rain No. 7) also wrote the monograph "Living Lightly" which describes the basis of the week's events. You'll want to mark these dates on your calendar and call OMSI Energy Center, 248-5920, for further information.

Discussions: 7:30 p.m.

Sunday, July 6: **Living Lightly**, Tom Bender and Lane DeMoll.

Monday, July 7: **Community Recycling—Two Viewpoints and Two Plans**, Richard Duncan, author of the Ore Plan, and Jerry Powell, Portland Recycling Team, compare methods and philosophies.

Wednesday, July 9: **Compromises—What's Possible**, Bob and Shirley Coffin. Coffins live in Beaverton raising much of their own food and throwing away nothing. They'll describe one way to live lightly.

Friday, July 11: **Energy Efficient Architecture**, Tom Bender and others. Natural heating and cooling, using landscaping, solar design.

Classes for adults (various times, registration is necessary):

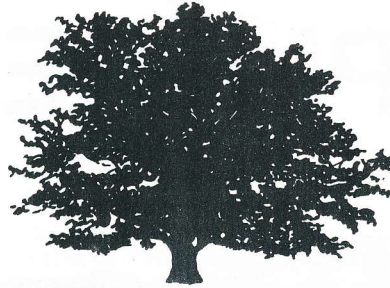
Home Insulation  
Choice, care and Maintenance of Wood Stoves

Alternative Energy  
Grains and Legumes  
Food Preservation  
Organic Gardening  
Building Greenhouses

Classes for children (various times, registration is necessary):

Baking Bread  
Alternative Energy  
Tri-Met Bus Rally

All week in the museum there will be wood stoves, recycling information, alternative energy discussions, food preservation gear and more.



**Western Forestry Center  
4033 SW Canyon Rd.  
Portland, Or. 97221**

12 tours this summer—1 and 2 days to places like: Bull Run Watershed (Aug. 20), Weyerhaeuser Mills (Aug. 23), Willamette Greenway by boat (July 19), Windriver Nursery (Sept. 10). Cost varies from \$8 to \$75.

**Environmental Studies Center  
University of Oregon  
Eugene, Or. 97401**

Working on survey of University of Oregon students, in search of EE curriculum needs; improvement of information sharing; survey of state, county and other agencies and organizations in Oregon for present and possible relations between community resources and environmental education program; production of video programs to link community and university in problem solving tasks.



**Alternative Energy Resources in Maine and Northern New England**, by C.W. Crotty, F. Solotaire, 1975, 22 pgs., \$1.25 from:

Allagash Environmental Institute  
Center for Research & Advanced Study  
Univ. of Maine at Portland-Gorham  
96 Falmouth  
Portland, Me. 04103

Compilation of sources and resources for people interested in supplying their energy requirements from renewable sources. Sections: Research & Instruction, General Assistance, Suppliers, Alt. Energy Houses and Reading List. Good intro to NE coast energy network.

**Santa Cruz Energy Cooperative  
P.O. Box 66959  
Scotts Valley, Ca. 95066**

Workshops, information exchange through newsletter going to 300 who attended a spring fair. Just forming. Loosely associated with Autonomous Dwelling Collective (which is now called Alternative Sources of Energy Collective).

**"Nightwall" by Steve Baer, 1975  
Zomeworks Corp.  
P.O. Box 712  
Albuquerque, N.M. 87103**

\$6.00 for a minimum order of 20 magnetic window glass clips with which to create your own styrofoam beadboard panels to insulate your large picture windows at night (get ready for next winter) and save money on fuel bills. Represents the kind of simple excellence and common sense for which Steve is justly famous and which government grants never seem to elicit. Superior to drapes, storm windows or double glazing for energy conservation. Do-it-yourself with clips and plans (buy bead board locally) or have Z-Works fabricate them for you. Free brochure on request.

**World Energy Strategies: Faults, Issues and Options**, Amory Lovins, Friends of the Earth & Ballinger, Publishers, \$4.95. A survey of potential benefits, possible ways to reduce waste and consumption. Very dense in information and on a world-wide scale.

**The Princeton Windmill Program**, by T.E. Sweeney, AMS 1093, March 1973, \$1.00 from:

Princeton University Forrestral  
Campus Library  
P.O. Box 710  
Princeton, N.J. 08540

Sail-wing development now being manufactured by Grumman. For details, write:

Maureen Emmerich  
Energy Programs  
Grumman Aerospace  
Bethpage, N.Y. 97402



**Energy Conservation Alternatives to Nuclear Power: A Case Study**, Robert F. Mueller, July, 1973.

Planetology Branch  
Goddard Space Flight Center  
Greenbelt, Maryland 20771

Mueller shows that construction of a 2,200 megawatt nuclear power plant could be avoided through cutting back on resistance heating & excessive lighting. (M.M.)

# PLACE



Rugged promontories and coves north of Whalehead Cove. (Ore. Hwy. Div. photo)

"... we are extremely deficient in regional knowledge—that as invaders here, who have never stayed in any one place long enough to develop a sound sense of how things work and be able to move through the seasons with fairly accurate knowledge of what's going on within a given region at any given time of year and to know how your own life and food production is related to that."

Gary Snyder  
Earth Geography booklet

If you stay in one place long enough you either continue to figure out the place's special qualities or you get bored. It may take some of us longer than others (maybe because of our habit of fixing, finding, figuring out things out of context) but we can if we stand still long enough to hear the idea that each place is murmuring about.

Look at it this way: dodge cars at a carnival (or next to the natatorium in an Oregon coastal town); boredom like the curbs and other dodge cars, in the dodge car arena of life.

Of course as well as dodging boredom and seeking quality, we may want to seek the life giving and avoid the life taking. And we will want to make and/or use shelters (from hats to homes). And we'll keep our dodge car in good order, properly fueled—so we can get the hell away from boredom when it grates our

nerves. We talk about the day we're going to jump the curb and by mental engines alone effortlessly transport ourselves through meadows, clouds and feelings.

Now you don't want to know about everything around you all the time so you think and feel in patterns, networks, generalities.

Everyone is quite willing to show you their patterns, networks and generalities, but only if you know how to ask the right questions. "If we ask something without knowing what the possible answers are, then we have not really posed a question. We have instead requested help in formulating a question." (Energy and Information, *Scientific American*, Sept. 1971)

When you don't know and what you know, and don't know what others know about what you don't know, it is more likely that decisions you make will be more expensive to both you and the environment.

The highway/television network sometimes makes it difficult to hear a place's idea (quality or essence) murmuring.

Regionalism seems like an odd fitting piece: how can we float into a sense of place (which is sometimes associated with tradition, provinciality, conservatism); and simultaneously comprehend our relation to a "global village" and

the earth. ("Viewed from the distance of the moon, the astonishing thing about the earth, catching the breath, is that it is alive . . . it has the organized, self-contained look of a live creature, full of information, marvelously skilled in handling the sun." Lewis Thomas, *Lives of a Cell*)

Maybe the relationship is hinted at by P.D. Ouspensky: "It was an ordinary copper ash-tray. Suddenly I felt that I was beginning to understand what the ashtray was, and at the same time, with a certain wonder and almost fear, I felt that I had never understood it before and that we do not understand the simplest things around us.

"The ash-tray roused a whirlwind of thoughts and images. It contained such an infinite number of facts, of events; it was linked with such an immense number of things. First of all, with everything connected with smoking and tobacco. This at once roused thousands of images, pictures, memories. Then the ash-tray itself. How had it come into being? All the materials of which it could have been made? Copper, in this case—what was copper? How had people discovered it for the first time? How had they learned to make use of it? How and where was the copper obtained from which this ash-tray was made? Through what kind of treatment had it passed, how had it been transported from place to place, how many people had worked on it or in connection with it? How had the copper been transformed into an ash-tray? These and other questions about the history of the ash-tray up to the day when it had appeared on my table.

"I remember writing a few words on a piece of paper in order to retain something of these thoughts on the following day. And next day I read: "A man can go mad from one ash-tray." (*A New Model for the Universe*)

A sense of region/place is mostly transported through history by word of mouth; in song; through visual arts, humor, folk wisdom (where most all of our incredibly vivid clichés come from); and some people have institutionalized and even manufactured local traditions (towns and themes); but I think I see a new pattern through the following groups & publications to either define/inventory particular regions, or locate the methods of perception of place. (One could also easily find artists, musicians, film & video groups with the same sensitivity to place.)

"Our Promised Land," *Southern Exposure*, Vol. II, No. 2 & 3, 225 pages, \$3.50 (\$8 for four issue subscription).

P.O. Box 230

Chapel Hill, N.C. 27514

The South is one of the last regions in the country where the land is still acknowledged to be the foundation of all life. There are closer ties to an agrarian past than in other areas. A large percentage of the population still clings to their rural land. It is one of the few places where urban sprawl has not completely taken over. At least not yet. As in so many things, the South is taking steps toward the same destructive acts that the rest of the country has already made. Yet at the same time, there are projects and individuals in the South which could help establish directions for the nation.

The issue includes 65 pages of research information on ownership of Southern land. The growth of agribusiness and oil, coal and timber companies is documented. Feature articles describe a 5,700 acre cooperative family community in Georgia, North Carolina's Graham Center, where Southern poor farmers are being taught organic farming techniques, the loss of black-owned land, Appalachian Mountain development, Indian lands, urban alternatives. (Steve Hoffius, Carologue)

**Local Energy, Bolinas Hearsay News**

Shelter Publications

P.O. Box 179

Bolinas, Ca. 94924

First issue just out. About hometown energy, "about production of our physical basics—food, shelter; heat/power/mechanics—as close to home as possible." Contents include: Meet Your Neighbors, Tide Tables, Bob and His Friend, Gardening on the Pacific Slopes, Bolinas Energy, Bob & Sabena's Windmill, Buildings Without Architects. \$2/issue.

**Ozark Digest**

P.O. Box 549

Eureka Springs, Arkansas 72632

\$5/yr. From the same people who produced the Ozark Access catalogs (which are still available, and one of the best regional access catalogs I've seen, \$5 a set). Some contents: The Basic Urban/Rural Conflict; Planning a Child's Garden; a really nice monthly calendar; Ozark Drinking Water Still Pure; Monument at Buffalo River is One Man's Gift to Ozarks.

**Topophilia, A Study of Environmental Perception, Attitudes & Values, Yi-Fu Tuan, Prentice Hall, \$5.50.**

Topophilia or "love of place," traces

the borderland between perception and environment through discussions of maps, ethnocentrism, visitor and native, challenge of harsh environments, cyclical time and linear time, the automobile city: Los Angeles. . . .

"The earth's surface is highly varied. Even a casual acquaintance with its physical geography and teeming life forms tells us much. But the ways in which people perceive and evaluate that surface are far more varied. No two persons see the same reality. No two social groups make precisely the same evaluation of the environment. The scientific view itself is culture-bound—one possible perspective among many."

**An Everyday History of Somewhere, as written down by Ray Raphael, Alfred A. Knopf, 1974, \$7.95.**

A very nice informal history of people and places in Northern California. Including natural history. Fine pen and ink illustrations. (L.D.)

**Briarpatch Review, a journal of right livelihood & sharing-based economics**  
330 Ellis St.

San Francisco, Ca. 94102

"Briarpatch society consists of people learning to live with joy in the cracks. And especially, if you see yourself as part of a group that is more committed to "learning how the world works" than to acquiring possessions and status, then you must be a briar."

Content-wise, Briarpatch reminds me of *Vonulife*, which was published until recently between Grants Pass, Oregon and north of San Francisco, as a vehicle of communication between local nomads. The briarpatch feels and looks almost hobbit or Brer Rabbit-like: a kid's neighborhood mimeo newsletter grown up and done in water colors. Good nitch.

**Earth Geography Booklet, 12, 13, 14**

Io Publications, \$3.50

370 Mitchell Rd.

Cape Elizabeth, Maine 04107

These three issues, Economics, Technology & Celestial Influence; Regions & Locales; and Space, through poems, interviews, essays, photos, journals, circumscribe a sense of place recognizable by both poet and scientist.

"... in terms of efficient and elegant associations of natural systems, the sort that men are going to have to, and want to, live in the long run (if there's going to be a condition of harmonious growth rather than outrageous growth) requires this kind of knowledge: that people have to learn a sense of region, and what is possible within a region, rather than indefinitely assuming that

a kind of promiscuous distribution of goods and long range transportation is always going to be possible . . . since the energy resources apparently won't be there, quite likely won't be there." (Gary Snyder, from interview)

**Maine Times**

41 Main St.

Topsham, Maine 04086

This unique, one-man-started, environmental issues (mostly) newspaper you can find quoted all around the country, even though it is predominantly about Maine.

**Earth Journal**

Minnesota Geographic Society

1501 S. 4th St.

Minneapolis, Minn. 55404

A bi-monthly with some emphasis on the North Country. From geography to the tao and back to plants and geography; living on a small planet. \$3/yr, 50¢ an issue.

**Foxfire Projects**

IDEAS

1785 Massachusetts Ave. NW

Washington, D.C. 20036

There are over 20 magazines produced in high schools around the country more or less modeled after the Foxfire, Rabun Gap-Nacoochee high school format: transcribed interviews with people carrying on regional or rural traditions. The concept is broadened to include urban environments with such publications as *Cityscape*, produced by Western High School in Washington, D.C. For listing of all projects, write to IDEAS.

**Place Magazine**

P.O. Box 2708

Menlo Park, Ca. 94025

No longer publishing; back issue may still be available; the three or four issues I saw were excellent attempts to define regional sensitivities, love of place; as *Rolling Stone* called it, "The *National Geographic* of the counter culture."

**High Country News**

140 N Seventh St.

Lander, Wyo. 82520

\$10/yr. A unique blend of environmental issues affecting Idaho, Montana, Wyoming, Utah and Colorado, and sensitivity to defining an area's common concerns, traditions, unique life support systems.

**PLACE**

Continued from page 11

**Living in the Ozarks**Joel & Sherri Davidson  
Pettigrew, Ark. 72752

\$5/12 issues. A reader-initiated exchange of information about living in the Ozarks; doing more with less via good mimeograph, and minimum overhead.

**Old Glory, Warner Paperback Library, \$4.95.**

The oral history movement? In large book format a survey of grass roots history groups around the country; with detailed information on doing interviewing, historical preservation, researching your local neighborhood, region, state. It is subtitled: a pictorial report on the grass roots history movement and the first hometown history primer.

**Erwin Raisz Maps**130 Charles St.  
Boston, Ma. 02114

If you think you know what your area looks like by looking at gas station maps you've been looking at the wrong patterns. An Erwin Raisz map, classical land form/topographical type, almost makes you feel like you're looking down from an airplane and there's no wind.

**LAND REFORM**

We mentioned the following groups before; but lest you forget, here are some of the best sources of information on land trusts, land reform, etc.

**Trust for Public Land**82 2nd St.  
San Francisco, Ca. 94105

Similar to the Nature Conservancy (see *Rain* No. 1). They have training programs for people involved in learning how to buy or donate land for public use. Huey Johnson, Director.

**Small Towns Institute**P.O. Box 517  
Ellensburg, Wash. 98926

Publish *Small Town*, devoted to establishing small towns as viable alternatives to urban sprawl.

**Center for Rural Studies**1095 Market St., Rm. 418  
San Francisco, Ca. 94103

Probably the best source of information on land reform movement in the U.S. Infrequent publication, *People and Land*, and, recently, *A Bibliography on Land Reform in Rural America*, \$1.25.

**Nature Conservancy**1800 N Kent St.  
Arlington, Va. 22209

With offices in many parts of the country, they acquire and hold land in trust for public use. Local programs in regional inventories of unique places.

**International Independence Institute, Inc.**West Road, Box 183  
Ashby, Ma. 01431

Many publications about land reform, economic decentralization, creation of viable rural economics. The *Community Land Trust: Guide to a New Model for Land Tenure in the United States* (\$3.50) is a good introduction to the subject.

**Center for Rural Affairs**P.O. Box 405  
Walthill, Neb. 68067

A newsletter and magazine (*People and Land*). Helping to define the issue of mid-west farming America, though much of the material is useful beyond those confines.

**THE NORTHWEST**

Either because we are in the Northwest or because the sense of region is growing in these parts, there are many sources and networks of place/people. Most of the resources have been listed previously.

**Smallholder**General Delivery  
Argenta, British Columbia, Canada**Landward Ho**Rt. 1, Box 9A  
Scio, Ore. 97315

Back to the Land.

**Tilth**P.O. Box 2382  
Olympia, Wash. 98507**Wayside Journal**P.O. Box 163  
Centralia, Wash. 98531

\$3.50/yr. Mentioned in latest *Tilth* newsletter as a source of "back to the land," and how to do it information.



Mack Arch, at the southern end of Mack Reef

**Scattered Showers/Partial Clearing**P.O. Box 301  
Cosmopolis, Wash. 98537

\$1/yr. Also mentioned in latest *Tilth* newsletter. Grays Harbor/Pacific County area news.

**Northwest Passage**P.O. Box 105  
Bellingham, Wash. 98225

One of the best community-oriented newspapers to come out of the "underground" newspaper era.

**Willamette Valley Observer**454 Willamette St.  
Eugene, Or. 97401**Planet Drum**P.O. Box 31251  
San Francisco, Ca. 94131

North Pacific Rim consciousness.

**BC Alternative**c/o Alternative Community Group  
1520 W 6th Ave.  
Vancouver, B.C., Canada**Pacific Search**715 Harrison St.  
Seattle, Wash. 98109**Sometimes A Great Notion**Ken Kesey  
Bantam Books

Comes close to finding the Northwest.

"Along the western slopes of the Oregon Coast Range . . . come look: the hysterical crashing of tributaries as they merge into the Wakonda Auga River . . .

The first little washes flashing like thick rushing winds through sheep sorrel and clover, ghost fern and nettle, sheering, cutting . . . forming branches. Then, through bearberry and salmonberry, blueberry, the branches crashing into creeks, into streams. Finally, in the foothills, through tamarack and sugar pine, shittim bark and silver spruce—and the green and blue mosaic of Douglas fir—the actual river falls five hundred feet . . . and look: opens out upon the fields.

Metallic at first, seen from the highway down through the trees, like an aluminum rainbow, like a slice of alloy moon. Closer, becoming organic, a vast smile of water with broken and rotting pilings jagged along both gums, foam clinging to the lips. Closer still, it flattens into a river, flat as a street, cement-gray with a texture of rain. Flat as a rain textured street even during flood season because of a channel so deep and a bed so smooth: no shallows to set up buckwater rapids, no rocks to rile the surface . . . nothing to indicate movement except the swirling clots of yellow foam skimming seaward with the wind, and the thrusting groves of flooded bam, bent taut and trembling by the pull of silent, dark momentum . . .

**ENERGY**

Continued from page 9

**Managing Our Resource Environment**  
 New Hampshire Coop. Extension  
 Service  
 University of New Hampshire  
 Durham, N.H. 03824

James Logan sent us a copy of the spring edition that has some nice stuff from the *Energy Miser's Manual* (owner-built, low budget ways of conserving energy). Brief introduction to solar energy collecting, other energy conserving stuff. Hope other extension services can follow suit.

**Maine Methanol Project** has been abandoned for uncertain reasons. A collection of papers outlining the research done is available from the Governor's Office, Augusta, Maine 04330. "Collected Working Papers on the Production of Synthetic Fuel from Wood."

**State Energy Organizations: A Catalog**  
 National Energy Information Center  
 Federal Energy Administration  
 Federal Building  
 Washington, D.C. 20461

Free. Activities, publications, personnel in all 50 states.



**Windpower State-of-the-Art Book** is now in process. If you have information which others should know about, write:

Derek Taylor  
 Rational Technology Unit  
 Architectural Association School  
 of Architecture  
 34-36 Bedford Square  
 London WC1B

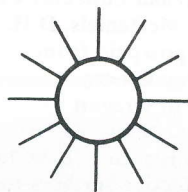
Derek requests information on machines (type, output, power transmission, storage system, uses), construction kits and plans (prices), design and consulting services and fees, and publications.

**Energy Book #1: Natural Sources & Backyard Applications**, by John Prentis, 1975, 112 pgs., \$4.25 from:

Running Press  
 38 S. 19th St.  
 Philadelphia, Pa. 19103

A very good compilation which teams well with *The Energy Primer* to fill the gaps in both. Contains longer, more introductory articles than *EP* and is definitely for the beginner. If you've gotten ASE for a few years, *EP* is more appropriate. Excellent for junior and senior high school teaching. Well laid-out and eminently readable.

**Solar Energy**



**Solar Energy Technology: State of the Art Annotated Bibliography** by Dr. Evelyn Sinha, B. McCosh, May 1975, 92 pgs., \$18.00 from:

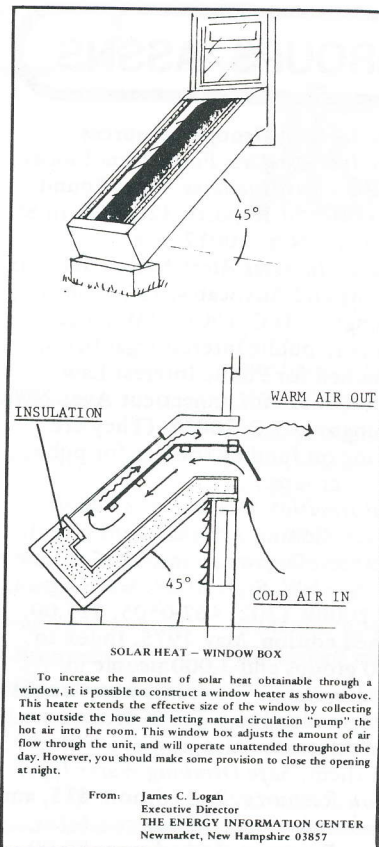
Ocean Engineering Information  
 Service  
 P.O. Box 989  
 La Jolla, Ca. 92038

573 informative abstracts of world solar literature, selected on the strength of scientific and technical engineering information content essential to advancing further study. Intended as an interdisciplinary guide; helpful to people who enjoy "do-it-yourself" projects. Recommended for high school and college science libraries, especially as an acquisitions guide.

**Solar Heating Systems** by Jonathan Sands, 1975, 46 pgs., from:

Kalwall Corp.  
 1111 Candia Road  
 Box 237  
 Manchester, N.H. 03105

From basic solar facts to illustrated solar water heaters, a straight-forward primer.



To increase the amount of solar heat obtainable through a window, it is possible to construct a window heater as shown above. This heater extends the effective size of the window by collecting heat outside the house and letting natural circulation "pump" the hot air into the room. This window box adjusts the amount of air flow through the unit, and will operate unattended throughout the day. However, you should make some provision to close the opening at night.

From: James C. Logan  
 Executive Director  
 THE ENERGY INFORMATION CENTER  
 Newmarket, New Hampshire 03857

"The Sun Can Heat Our Homes—Even in the North," by Richard A. Mirth, in Vol. 6, No. 3, pp. 3-10, of *The Northern Engineer* Univ. of Alaska Institute of Arctic Environmental Engineering College, Alaska 99701

Problems and potential of solar energy in Alaska by a registered professional civil engineer; contains Seattle, Spokane solar heating analysis for comparison with Alaskan communities.



**Survey of Solar Buildings**, by Robert Gray and Steven Baker, 1975, 115 pgs., \$2.50 postpaid from:

Center for Environmental Research  
 University of Oregon  
 Eugene, Or. 97403

Excellent U.S. map locates 50 solar buildings, detailed information on each is presented in a standard format for easy comparison, in addition to a sketch, comments and bibliography on each structure. Includes both Pacific Northwest solar homes and therefore should help end our "solar inferiority" complex. Let's fill that map with dots until it's black! Future supplements are planned.

**Solar Heated Buildings: A Brief Survey**, June 1975, 110 pages, \$8.00 postpaid from:

William A. Shureliff  
 19 Appleton St.  
 Cambridge, Mass. 02138

9th edition contains data, drawings on over 135 buildings. Incomparable. Now a directory or compendium since Bill is eager to hear about buildings he can include. As an obvious information node, if Bill had access to toll-free 800, Watts or Scan phone lines, he would encourage the National Plan for Solar Heating & Cooling more than 20 government grants, and more cheaply. Is there anyone in ERDA, FEA, ISES or SEIA who understands such a non-redundant, common sense idea? We need regional solar energy info centers, not these national boondoggles in one state. After all, as with agriculture extension services (land-grant colleges) solar energy is in direct relation to site specific factors such as climate and latitude.

**SOLAR ENERGY**

Continued from page 13

*Solar Energy and the Flat Plate Collector*, by Francis de Winter, June 1974, 29 pgs., free from:

Copper Development Association  
405 Lexington Avenue  
New York, N.Y. 10017

An extremely useful annotated bibliography which clues one in to solar collector invention and development history, generally accepted (i.e., experimentally proven) design principles for different types of collectors which grew out of such experimentation; economic factors, relation of solar panel to solar radiation available. A lot in a few pages.

*Solar Thermal Electric Power Systems, Final Report, Vol. 1, Executive Summary*, by Colorado St. Univ. and Westinghouse Electric Corp., Nov. 1974, 40 pgs., free from:

Dr. S. Karaki  
Solar Energy Applications Lab  
Colorado State University  
For Collins, Colo. 80523

Contains brief summaries of procedures, results, conclusions and recommendations. A 7-meter diam. Fresnel reflecting collector is found to have the best potential in a distributed collector system. The distributed collector and tower-heliostat systems are found able to produce electricity at costs between 2 and 3 cents per KWh<sub>e</sub> for plant sizes ranging from 20 to 300 MW<sub>e</sub> (1/4 of Trojan Nuclear at Rainier, Ore.). This study concludes that the belief that solar plants should be as large as fossil or nuclear plants is incorrect and that solar plants connected to an existing electrical grid are cost competitive with conventional plants when built 20 to 300 megawatts in size. Boardman-Umatilla is sunny and has lots of BPA electrical wires, and so does Soap Lake-Moses Lake-Grand Coulee. Vol. II, "Systems Studies & Economic Evaluations," is \$5.00; Vol. III, "Appendices" (details), is \$10.00.

*Solar Water Heating in South Florida: 1923-1974, and Lending Institution Attitudes Toward Solar Heating and Cooling of Residences*, NSF-RA-N-74-190, by Scott, Melicher and Scigliampaglia, 169 pgs., \$2.45 from:

Superintendent of Documents  
U.S. Government Printing Office  
Washington, D.C. 20402

Much-needed history, clearly graphed explanations of economic payoff (time relative to different levels of initial investment (installation cost) versus rising fuel costs, why owners-nonowners, contractors and bankers like and dislike solar systems.

*Enhanced Solar Energy Collection Using Reflector-Thermal Collector Combinations* by D.K. McDaniels, D.H. Lowndes, 20 pgs., \$.75 postpaid from:

Solar Energy Center  
University of Oregon  
Eugene, Or. 97403

Theoretical derivation of the help available from reflective surfaces to solar collectors, based on Henry Mathew's use of an aluminum foil horizontal rooftop reflector and a nearly vertical collector at his Coos Bay, Oregon, home. Summary: Reflector increases solar radiation available to collector by 1.2 to 1.7 times, averaging 1.5 times what would be collectable by solar panel alone. Abbreviated version will be published in a future issue of *Solar Energy* magazine.

**GROUPS / ASSNS****Public Interest Groups, resources:**

*Public Interest Law Firm: New Voices for New Constituencies*. Ford Foundation, Office of Reports, 320 E. 43rd St., New York, N.Y. 10017. Free

*Public Interest Alert Newsletter*. Tax Analysts and Advocates, 732 17th NW, Washington, D.C. 10017. (May issue lists many public interest legal firms.

Council for Public Interest Law. Suite 420, 1250 Connecticut Ave., NW, Washington, D.C. 20036. (They are working on funding sources for public interest groups.)

*Information Resources for Public Interest*. Comm. Advancement of Public Interest Organizations, 1875 Connecticut Ave NW, Suite 1013, Washington, D.C. 20009, (202) 462-0505, \$15.00. Revised edition, May 1975. Index to 3,000 groups and 3,000 people involved in public interest issues. Groups are encouraged to write to arrange trade of publications. Also now available from them: *Safe Drinking Water Information Resource*, 2nd edition, \$15, and *Federal Advisory Committee's Information Resource*, 2nd edition, \$2.00.

Environmental Works  
402 15th Ave. East  
Seattle, Wash. 98112  
(206) EA 9-8300

Located in Earth Station 7, an old fire station, along with the Country Doctor Clinic, and co-operating community, and the Community Design Center, with whom they share space and goals. Forums, teacher workshops on urban environment; publication of Factfiles on organic gardening, noise pollution, preparing a garden site (donation requested). Also currently working on solar energy research. The CDC provides architectural design and physical planning advisory services, have repair clinics, design and develop community facilities.

**INFORMATION**

*Project Cyclops: A Design Study of a System for Detecting Exterrestrial Intelligent Life*, by NASA/Stanford/Ames Research Center, 1971 Summer Faculty Fellowship Program, 243 pgs., Report No. CR-114445, free from:

Dr. John Billingham  
NASA/Ames Research Center,  
Code LT  
Moffett Field, Ca. 94035

Obvious from title, outrageous and yet not all that fantastical; microwave detector antenna dishes in a desert region, listening hopefully for wisdom from an advanced culture; a beacon saying "We're here and Waiting, Please Say Hello." Skip the equations. Look at the pictures.



*Life From 8 to 5, A Report on Job Satisfaction Among Employed Oregonians*.

Oregon Bureau of Labor  
1400 SW 5th  
Portland, Or. 97201

A survey of 850 employees (from the Portland area) finding only about 17% of the Oregonians dissatisfied with their jobs. The survey includes other breakdowns: blue collar vs. white collar; desire of material vs. non-material rewards. Recommends a permanent committee on job quality.

Continued on page 18

# ROUGH DRAFT V



## CREATIVE INSTABILITY

### WHY CREATIVE INSTABILITY?

*A dissonance  
in the valence of Uranium  
led to the discovery*

*Dissonance  
(if you're interested)  
leads to discovery*

W. C. Williams, *Paterson IV (On the Curies)*

Historians seem to have been particularly intrigued by the dissonant moments in history—those moments when things can go either way, the nearly magical moments of instability and creativity that make all the difference. Hippolyte Taine, the French historian, saw in Napoleon's life the perfect example of what it means to seize and to live such great moments. In other instances, crucial discoveries and insights seem to occur in a much less dramatic context: while daydreaming, for instance, the mind wandering in and out of an open window, to the bright day and the green world.

# 速

is the Chinese character for "crisis," the moment of creative instability which, taking many forms, often precedes great insight, as well as disaster. This ambiguity is expressed in the Confucian Book of Changes, the *I Ching*, by the concept of "moving lines." Pushed to its limits, the broken line [- -] changes to a solid line [-]. Similarly, the solid line changes to the broken. Thomas Kuhn claims that throughout the history of science great discoveries are precipitated by crisis; old theories, proving inadequate, give birth, under stress, to new theories.

The phrase "creative instability" here connotes, rather than defines, the condition under which social and institutional changes are likely to occur, and the condition in which some moments distinguish themselves from the countless undistinguished moments of history. Roughdraft V is concerned with the advantages of the untuned spheres; the ways in which dissonance creates opportunities for the evolution of ideas as well as society.



## I. CREATIVE INSTABILITY IN ART . . .

*Disorder is the condition of the mind's fertility.*

Paul Valery, *A Course in Poetics*

One often hears that artists are unstable and disorganized people. Certain twentieth-century artists have sensed the intimate relationship of creative dissonance to art. In the work of some of these, art holds up a mirror to the uncertainty and the disorder which is often found in life.

Frank Kermode, in a study entitled *The Sense of an Ending*, observes that a process called "decreation," an encounter with dissonance, precedes creation—the actual forming of a poem or a painting. This process can be illustrated in the contrast between fiction's beginnings and endings and life's instability. Outside the world of fiction, meaning and value are contingent upon thousands of factors—the weather, the body, the unconscious and conscious mind. Inasmuch as fiction grows out of these contingencies, it imitates life. But as soon as the plot is superimposed, and these events are given a necessary significance, the world of fiction is handing us lies. Hence, the curious "flatness" of Jean-Paul Sartre's *Nausea*, or the "new novels" of Alain Robbe-Grillet, where the narrative surface lacks plot, or the impression of beginning and ending. Reality has no plot, only a kind of perceptual condition of crisis in which beginnings and endings are indistinguishable.

In the work of avant-garde composer John Cage, the compulsion towards brutal honesty about the creative process results in an aggrandizement of its chancey aspects. Cage proposes an art born of chance and indeterminacy, in which every effort is made to extinguish the artist's personality. "Instead of the accumulation of masterpieces, he urges a perpetual process of artistic discovery in daily life," says critic Calvin Thomas (*The Bride and the Bachelors*). "There are no catastrophes. The purpose of art was not to say something, but to allow people to experience life as it is, as fully as possible." Cage includes a lot of silence in his pieces; once he threw the *I Ching* to determine what the notes would be in a piece. At Columbia University he set nine radios on stage and played them simultaneously on different musical channels. For Cage, "decreation" is the art itself.



## II. . . AND SOCIAL CHANGE:

*Every hour something new is unburied in the great bran pie.*

*Meanwhile the hats bob up and down; the door perpetually shuts and opens. I am conscious of flux, of disorder; of annihilation and despair. If this is all, this is worthless. Yet I feel, too, the rhythm of the eating-house. It is like a waltz-tune, eddying in and out, round and round. The waitresses, balancing trays, swing in and out, round and round, dealing plates of greens, of apricot and custard, dealing them at the right time, to the right customers. The average men, including her rhythm in their rhythm ('I would take a tenner; for it blocks up the hall') take their greens, take their apricots and custard. Where then is the break in this continuity? What the fissure through which one sees disaster? . . . Here is the central rhythm; here the common mainspring. I watch it expand, contract; and then expand again.*

*The Waves, Virginia Woolf*

Largely because of the information explosion and its ancillary technology, we seem to be living in an age of perpetual crisis and transition; in addition psychoanalysis has made us increasingly aware of the constant crises raised in the psyche. How is our increased awareness of creative instability visible in our institutions as well as our private lives? What new forms of social behavior will develop from this awareness? How does the individual adjust to a new social paradigm based on instability?

Thomas S. Kuhn's *The Structure of Scientific Revolutions* provides a well-known framework for considering these questions. Kuhn's suggestion is that an evolution of paradigms, "constellations of belief, values, techniques shared by members of a given community" accounts for the progress of scientific history. Thus, the image of man descended from ape is the dominating image for the concept of evolution, while  $E = mc^2$  is the symbol for Einstein's theories of relativity.

By extension, there are paradigmatic shifts in social history as well, shifts which are sometimes directly influenced by the scientific paradigm. The Social Reform Acts passed

by the British Parliament in the nineteenth century reflected the idea of societal evolution; human societies were believed to be improvable. Similarly, the growth of learning centers to link institutions and to enable persons to develop individualized learning styles reflects a belief in the relativity of educational philosophies and individual needs.

To some extent, *creative instability* describes the *weltanschauung* of our age: one in which values are often irreconcilable, vast information banks are capable of continually changing our perceptions of the world, and the walls of institutions are widening to include the streets and neighborhoods. Because of the tremendous influx of information, post-paradigm periods and pre-paradigm periods seem to be overlapping. New discoveries are made almost before we have a chance to believe in the old ones. Social organizations and units, from the family to the community, respond by taking on new forms which in many cases seem to be temporary ones, devoted to continuous change.

**COLLECTIVES** are a response to the breakdown of the nuclear family structure, where homogeneous values prevail. Collective living offers individuals the opportunity for multiple value perceptions within the common context of everyday life. A friend of mine recently said, when the subject came up, "You know, I've never seen anything good come out of a collective. They just always break up." An important feature of the collective is that it doesn't *have* to be permanent. A high value is placed on changing relationships, not just permanent ones.

The process of naming illustrates certain aspects of the collective. Briarpatch Trust, a community development collective; Edcentric, a collective publishing group; Another Mother for Peace, an anti-war group; several Food Conspiracies, Tilth, an agriculture information group, and Workforce, an alternative job counseling group, are examples of names which generate group energy and provide individual temporary common identities—even though the group may change its name again within a few years. Naming rituals such as baptism and marriage are traditional cultural evidence of the possibility for creative changes in the personality.

**PLANNING:** The community planning process, with its citizen participation emphasis, is preoccupied with a central question: how can the potential for radical change be institutionalized? How can we make it possible for a comprehensive plan to say one thing today and another tomorrow, when people change their minds? Shouldn't a plan be firm yet responsive? In Portland, the response is a continuing dialogue, a state of creative tension between neighborhoods and city hall. The neighborhood by-laws provide a basis for political process; the city charter provides the authority which recognized the role of citizens in that process.

**DE-SCHOOLING:** The implication of Ivan Illich's phrase is perhaps, as William Irvin Thompson suggests in a new book (*Passages About Earth*), to challenge the chief secular institutions and to "separate the authority of the mind from the power of the educational system." (p. 50) In that way the creative dialogue between schools and community is

maintained. Furthermore, community centers within institutions become a third ground on which students are permitted to find their own ways to learn, drawing from resources of self and community. Centers provide a field of interplay out of which new creative projects and ideas are generated.

#### **THE INDIVIDUAL-INSTITUTION RELATIONSHIP:**

The critical separation of authority from power within the structure of community is illustrated by such figures as Ralph Nader, Buckminster Fuller, Alan Watts and Paolo Soleri. The following which these men have is not enforced by the power of an institution; rather theirs is authority based upon self-purpose and, to some extent, self-sacrifice. Thompson suggests that such men are following the tradition of monks in the Dark Ages, by moving to the edge of the society. But Thompson adds that the individual as institution must go even further, by becoming a member of the community of the spirit.

*"Consciousness is like an FM radio band; as long as one is locked into one station, all he hears is the information of one reality; but if through the transformation . . . he is able to move his consciousness to a different station on the FM band, then he discovers a universe beyond matter in the cosmic reaches of the spirit. (p. 51)*

New communities, exploring spiritual as well as material evolution, no longer merely "offbeat" or "occult" groups, express one of the major directions of creative instability for the future.



### **III. CREATIVE INSTABILITY AND ORGANIZATIONAL CHANGE:**

LET SLEEPING DOGS LIE  
DON'T MAKE WAVES  
DON'T ROCK THE BOAT  
SORRY, I CAN'T HELP YOU . . . THAT ISN'T MY  
DEPARTMENT  
DON'T BE A TROUBLEMAKER

These common cliches have their potency in their appeal to a closed, safe existence without dissonance. Yet if new ideas are to develop, if organizations are to evolve, creative instability will be an essential part of the growth. The following is a list of signposts which can serve as checklist to your organization's creative instability, as well as a guide to stimulating creativity.

**LAUGHTER:** Is your organization laughing? Strange as it may sound, laughter is a major indicator of the creative health of an organization. Arthur Koestler (*Act of Creation*) illustrates the way in which laughter is produced by a bi-association of two matrixes, a situation in which things as they are become something else also. For example, as in the statement: "Our spacemen, Mrs. Lampport fears, are heading for the lunar bin." (p. 64) Laughter requires two conditions. First, a relative security, and second, the ability to think objectively, to separate a reasoned from an emotional response. (p. 63)

**CREATIVE OPPOSITION:** Do members of a group enter into open dialogues with groups holding opposing views? Someone in our office once said that when he enters a meeting room, he tries to find a seat directly across from the person in the room who holds an opposite point of view. This move increases tension, but it also increases the possibility of discovery, innovation, compromise solutions and syntheses of opinion.

**CONSTRUCTIVE CRITICISM:** Do people openly express points of disagreement with each other on a face-to-face level? One of the most detrimental organizational problems is created when members go behind the backs of other members to express their displeasure. The process of change (which is the point of the objection) bogs down in slights and personal injury. In *Ecotopia* (a science fiction novel which depicts a part of the United States seceding from the Union in order to build a better society) one of the most startling examples of cooperative, constructive criticism is illustrated when a man walks out into the kitchen of a restaurant to complain about overcooked eggs. He asks everybody, including the cook, to taste them, over their wild objections. Finally, after much noise and open bickering, the woman admits she's just too busy to do a better job. Other employees gather around, hugging her and offering to relieve her load. Similarly, the Chinese also make use of a dialectical mode of cooperative criticism which they call "criticism/self-criticism," a purging and a relieving of group tensions through constructive means.

**EXPAND OBJECTIVES:** What happens when your group's objectives seem to be changed by the process of meeting the goals? Most journeys begin with a set of basic intentions or goals. Almost always, our own goals lead us off the projected path and into new territory. Don Koberg and Jim Bagnall, in *The Universal Traveler*, shared some suggestions about how to springboard from fresh ideas into fresh objectives:

*If each new discovery is fed back to broaden our objectives, then the newly broadened objectives will guide us into ever-new territory as a chain reaction. In the end, those objectives which have been expanded as far as possible can become the specifications for the improved performance. . . .* (p. 55)

**FREEDOM FROM FEAR:** Recently at the Environmental Education Center we overheard an interesting conversation coming from under the scaffolding. Two young girls were arguing about something, and one of them asked, "Why are you laughing?" The other observed sagely, "If I laugh at you, you'll laugh at me."

*Fear is the major limitation on creative activity. We're afraid of being laughed at, of being called a fool, of making mistakes, of being wrong, of looking stupid. Breaking "fear habits" in a group can be a major step toward admitting creative tensions into your social environment.* (p. 106, *The Universal Traveler*)

**CURIOSITY:** Extending the scientific paradigm we know as the theory of relativity to the realm of social behavior, Don Stotler has explained the "observed and the observer" concept as a model for explaining creative instability. If boundaries are limited by fear, they are opened up by curiosity: "This may be based on removal of barriers to permit a free flow of people, or it may be based on mutual help." (p. 00, *The Self-Learning Society*) He ventures still another hypothesis, which lies at the heart of our questions about creative instability: "Very likely the culture which can generate *the most ideas in the least time and put them to the most productive use* will prevail in the future." (p. 00)

Break some fear habits:

- a. Don't answer the phone the next five times.
- b. Try to spend an entire day without making one excuse or apology.
- c. Talk with that person you have been afraid to talk with.
- d. The next time someone says something which is outrageous to you (something bigoted or insulting or fallacious), put it straight by speaking out against it. "Remember that everything which you experience and which is not rejected is automatically accepted."
- e. The next boring lecture you attend can be made less boring if you ask lots of questions and make sure that a few of them are "off the subject."
- f. Try to imagine what kind of a challenging life you would lead if you lost some security such as your job, parents, health or religion. After getting over the shock, how would you survive?

From *The Universal Traveler* by Don Koberg & Jim Bagnall, 1972, William Kaufman, Inc., Los Altos, Calif.

## FEEDBACK

We've received a bunch of comments on Roughdrafts by now, and would like to share some, in return.

Several requests for reprints in bulk quantity, or permission to reprint portions in another publication. The Environmental Education Center will make additional copies of any of the drafts.

Now that we've experimented a little, some things seem more clear: what Roughdrafts are attempting to do is provide individuals and organizations with cross-institutional, networking and idea-producing strategies . . . trying to look toward the long-run, the twentieth century and new kinds of institutions, like community centers, rather than the past.

### *Feedback on Centers*

An editorial comment by someone who's asked to remain anonymous says "Centers should say to the visitor, 'here's what you can do' rather than 'look what we've done'". . . Laura Williamson, whose new job with the Oregon Student Public Interest Research Group is student projects director, has often pointed out the central, most important tensions which face adhocracy centers. Questions to ask, if you're starting one: Are centers administrative and organized entities or are they *places* and *sites* whose value is in the people and events which can use the facility. Is a center an activist organization in any way, or is it a passive entity which needs to be *used*? . . . Another way to gain community support, Laura added, is through 1) forming an advisory council—as a source of ideas, information and feedback, while the staff makes decisions and sets policy and (2) by forming a Board of Directors who can bolster prestige, make important connections and assist in fundraising. . . . The Environmental Education Center is currently working with an "adhocracy form" of management . . . we'll let you know how it works out.

### *Funding*

We got quite a few requests on this one . . . the YWCA is now making use of it in writing proposals . . . Recent experience with Arts Commissions

suggests to me that funding procedures may differ quite a bit, depending on the foundation and the discipline. Following explicit directions and getting help from someone who reviews proposals is the best bet.

### *Brainstorming*

The State Environmental Education Advisory Board and LCDC got together on a brilliant use of the technique: Question posed: "What is the role of environmental educators in land use planning?" The result was a land use curriculum kit and some Earth Celebrations . . . Various alternative names for brainstorming have turned up . . .

try Brainsquashing? Brainmashing? . . . Also see the best source on the subject (one I left out) *Universal Traveler* (bibliography in "Creative Instability" list).

### *Networking*

Intriguing response from Gilbert A. Shibley, at Lawrence University, suggests some editing of the paragraph on that topic in the Roughdraft:

"In a sense the original model is the nervous system, triggering or modulating muscle activity by virtue of its special skills of communication and integration, and depending on sensory and nutritional input from other systems."



## A RESOURCE INDEX Related to Creative Instability

*The Bride and the Bachelors*, Calvin Thomas, Viking Press, New York, 1962.

Title taken from Marcel Duchamp's painting, in which it is shown that art is inexhaustible. Also critical notes on John Cage, Robert Rauschenberg, Merce Cunningham, Jean Tinguely, masters of the avant-garde of the sixties.

*Ecotopia*, Ernest Callenbach, 1975.

Banyon Tree Books  
c/o Bookpeople  
2940 Seventh Street  
Berkeley, Ca. 97410

*Ecotopia* is the only current piece of science fiction I've run across which properly deals with a utopian vision based upon an ecologically sound society. Commercial products are almost entirely biodegradable. How to preserve room for change within a steady-state economy? A character replies: "The system provides the stability, and we can be erratic within it."

*The Five-Day Course in Thinking and New Think*, Edward DeBono, Basic Books.

DeBono, author of *Lateral Thinking in Business Management*, has also written guides with exercises to stimulate creative, non-linear thinking.

*Neighborhood Power: The New Localism*, David Morris & Karl Hess, 1975.

The Institute for Policy Studies  
Washington, D.C.

Neighborhood awareness, neighborhood power, neighborhood self-sufficiency. The effect of this book is to make us feel that neighborhoods are a viable political entity for the future.

*Passages About Earth*, William Irwin Thompson, 1973.

Harper & Row  
10 East 53rd St.  
New York, N.Y. 10022

Same general tenor as *The Edge of History*, with emphasis on contemporary spiritual searches as they play

themselves out in the "new planetary culture." Distinction's a little murky; even the specific examples of the generalizations seem abstract.

*The Sense of an Ending*, Frank Kermode, 1965.

Oxford University Press  
New York, N.Y.

An important book which hasn't received enough widespread attention. Fiction produces an analogue to theories about life in Shakespeare's time, as well as in modern literature, new beginning and ending devices were developed to reflect the world of uncertain beginning and ending.

*The Structure of Scientific Revolutions*, Thomas S. Kuhn, 1970.

University of Chicago Press  
Chicago, Illinois

Separates the history of science into paradigmatic periods, pre-paradigm periods, post-paradigm periods. The theories propose a foundation for the philosophy of science.

*The Systems Approach*, C.W. Churchman, Delta Books.

Systems theory problem-solving introduction.

*The Universal Traveler: A Soft-System Guide to Creativity, Problem Solving and the Process of Reaching Goals*, Donkoberg & Jim Bagnall, 1972.

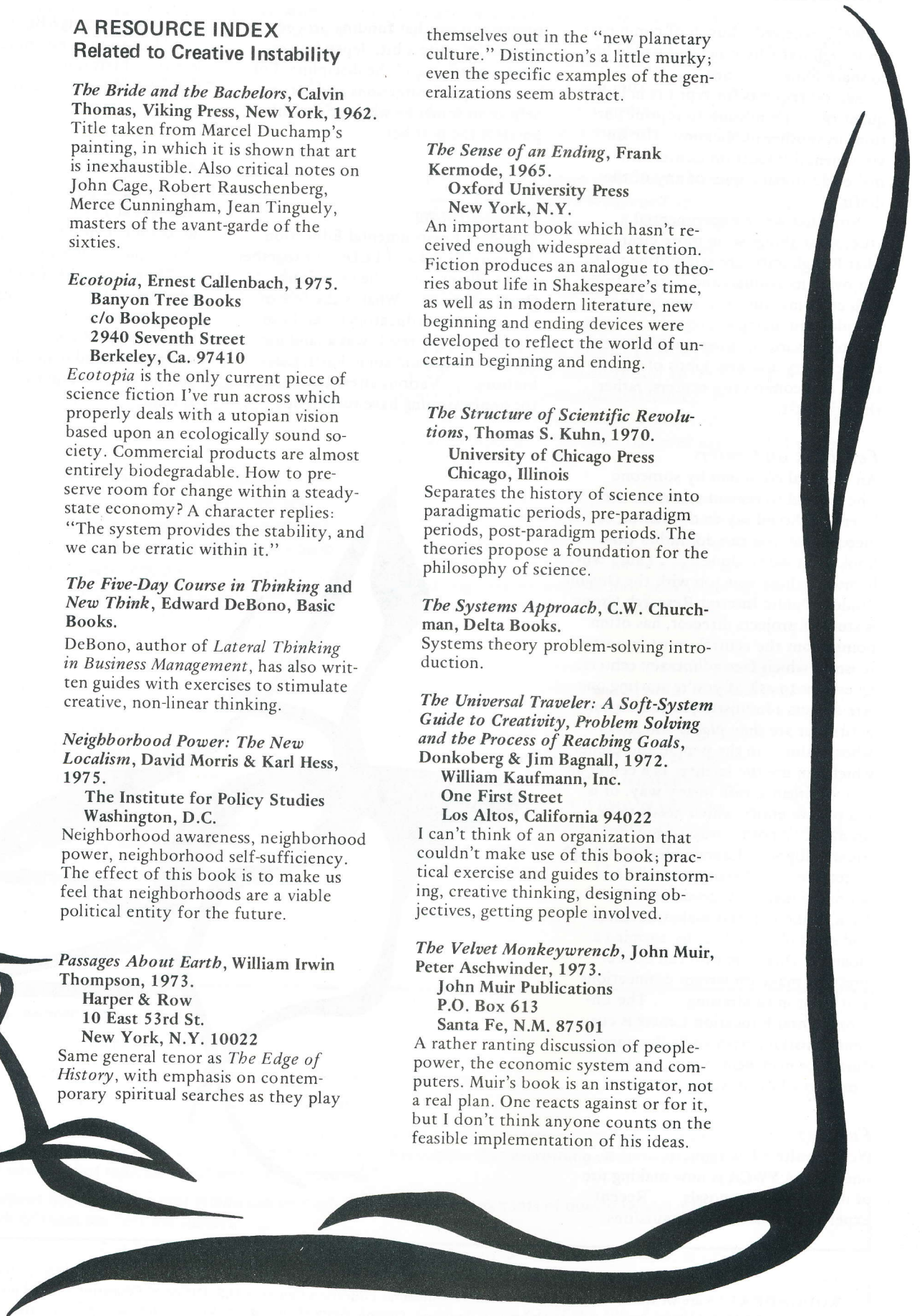
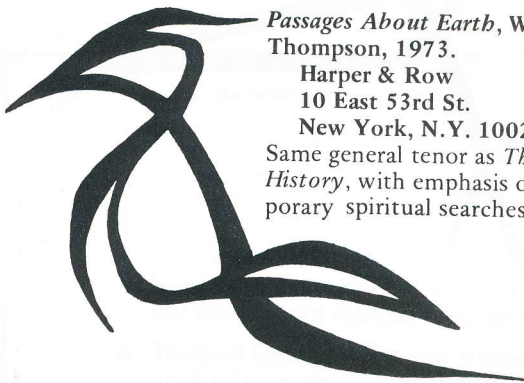
William Kaufmann, Inc.  
One First Street  
Los Altos, California 94022

I can't think of an organization that couldn't make use of this book; practical exercise and guides to brainstorming, creative thinking, designing objectives, getting people involved.

*The Velvet Monkeywrench*, John Muir, Peter Aschwinder, 1973.

John Muir Publications  
P.O. Box 613  
Santa Fe, N.M. 87501

A rather ranting discussion of people-power, the economic system and computers. Muir's book is an instigator, not a real plan. One reacts against or for it, but I don't think anyone counts on the feasible implementation of his ideas.



# HOW CREDIT UNIONS WORK

1. Each member pays a small initial membership fee to cover operating expenses.

2. Each member deposits money as into a savings account.  
• individual savings are insured up to \$40,000  
• the money can be withdrawn at any time  
• no checking services are available

3. Interest is usually paid to members at an agreed upon rate (corresponding to both normal savings interest and the normal bank profit).

4. Loans are made only to members, on agreed upon terms (including interest and payback schedules). These loans are approved by a Credit Committee (composed of members of the credit union), or a loan officer (an employee appointed by the credit committee).

5. The members elect an Executive Board to handle general policy matters, and a Supervisory Committee, which does periodic procedural checks and audits, reporting to the membership and the National Credit Union Administration.

There are several categories within which to establish the required "common bond" for a Federal Credit Union.

1. Occupational—basically any 200 people who are employed by the same employer. These have traditionally been the most common forms, e.g. Salem School District Teachers, Oregon State Employees, etc.

2. Associational—300 people who share membership in an organization "whose activities develop common loyalties and mutual interests." It cannot be an organization formed only for a credit union. The guidelines say that at least 200 members should live within easy commuting distance from the office. Members of professional or trade organizations, housing, consumer or producer cooperatives, religious groups or community action groups can form this type of credit union. A feminist credit union is being set up in Massachusetts whose members belong to one of several organizations, including Women's Cooperative, the Women's Political Caucus, and the Governor's Commission on the Status of Women (all of which are easy to join).

3. Residential—300 people residing "within a well-defined geographical area who have a community of interests, activities and objectives."

Once a common group is identified, they must decide on general policy and by-laws, and then must meet with their regional or state representatives (depending on the type of credit union) to begin approval procedures.

For more information, write:  
**National Credit Union Administration**  
Washington, D.C. 20456

or

**Edward T. Bernhoft, Director,**  
Region VI  
760 Market Street, Room 809  
San Francisco, Ca. 94102

As a means both to get local credit unions going in the Northwest and to provide credit union services to people who don't have access to a local credit union, we are interested in setting up a credit union of *Rain* and *Tilth* members.

This kind of Credit Union would make funding possible for starting small-scale, labor-intensive local businesses, as well as making loans to members for personal needs. As enough people become members from a local area, we intend to SEED a whole series of neighborhood credit unions. The power of numbers is important — \$20 of savings by 1000 people makes available \$20,000!

- I am interested in joining a Credit Union.
- I am interested in HELPING TO SET UP a Credit Union.
- I am interested in starting a Credit Union in my own neighborhood or organization.

(Neighborhood or Organization)

- I have had some experience with (or know of) other Credit Unions which I would be willing to share.
- I belong to the following organizations:  
\_\_\_\_\_ *Rain* \_\_\_\_\_ *Tilth* \_\_\_\_\_ Others

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Please send to: Tom Bender/Lane deMoll  
FULL CIRCLE  
760 Vista Avenue S.E.  
Salem, Or. 97302

### Letter from Senator Bob Packwood:

The environmental efforts of the Northwest are well established and highly respected in the Congress. During the course of a week I will often have three to four hundred inquiries on a great array of environmental issues.

In recent months a great number of people have become vitally concerned over the threats posed to our environment due to increased demands for energy and resources. This alarm is not without justification or merit, for it shaped the environmental movement of years past and will continue to fuel the public interest in our world's fragile ecology.

To remain fully aware of your interest in our country's environmental programs and legislation, the exchange of information and opinions is essential. The issues affecting our health and well being are complex and develop quickly. The more you are aware of these chan-

ges, the better I can respond. . . .

I want to keep you entirely aware of what's taking place inside the Congress affecting you and our environment. The Editors of your publication have been extremely helpful in this regard.

By filling out the coupon and sending it to my Portland Office, I will be pleased to keep you up-to-date on many environmental areas. Periodically I will send you copies of my statements on the Senate Floor and general comments on pending legislation and ask for your thoughts.

In addition, when preparing testimony that I will give before Senate Committees, I would like to solicit your views and plan on sending an occasional questionnaire to you covering numerous environmental issues.

Thanks for your consideration. I hope to be writing to you soon.

Cordially, Bob Packwood.

Send to: Senator Bob Packwood, P.O. Box 3621, Portland, Ore. 97208

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Publication \_\_\_\_\_

# Solar Manufacturers,

Sun Systems, Inc.  
P.O. Box 155  
Eureka, Ill. 61530  
Attn: Dr. Y.B. Safdari  
(309) 467-2435

Sun Water Co.  
1112 Pioneer Way  
El Cajon, Ca. 92020  
Attn: Mr. Horace McCracken  
(714) 442-4742

Sunworks, Inc.  
669 Boston Post Road  
Guilford, Conn. 06437  
Attn: Mr. Everett M. Barber, Jr.  
(203) 453-6191

Tranter, Inc.  
Platecoil Division  
735 E. Hazel Street  
Lansing, Mich. 48909  
Attn: Mr. R.S. Rowland  
(517) 372-8410

U.S. Solar Corp.  
6407 Ager Road  
West Hyattsville, Md. 20782  
(301) 422-7333

Unit Span Architectural Systems, Inc.  
6606 Variel  
Canoga Park, Ca. 91303  
Attn: Mr. Abe Grossman  
(213) 884-6212

Westinghouse Electric Corp.  
Research and Development  
P.O. Box 1693  
Baltimore, Md. 21203  
Attn: Mr. J.A. Stoops, Mail Stop 997  
(301) 765-1000

Wilicon Corp.  
Ocala, Fla. 32670  
(904) 732-2550

W.R. Robbins & Son  
1401 N.W. 20th St.  
Miami, Fla. 33142  
(305) 325-0880

Youngblood Co., Inc.  
1085 N.W. 36th St.  
Miami, Fla. 33142  
(305) 635-2501

Zomeworks Corp.  
P.O. Box 712  
Albuquerque, N.M. 87103  
(505) 898-2366

## Low Temperature Collectors, Non-Rigid Frame

Burke Rubber Co.  
2250 S. 10th St.  
San Jose, Ca. 95125  
(408) 297-3500

FAFCO, Inc.  
138 Jefferson Dr.  
Menlo Park, Ca. 94025  
Attn: Mr. Ralph von Schneider  
(415) 321-6311

Fun & Frolic, Inc.  
P.O. Box 277  
Madison Hts., Wisc. 48071  
(313) 394-1560

Helio-Dynamics, Inc.  
518 S. Van Ness  
Los Angeles, Ca. 90052  
(213) 384-9853

Solar Energy Applications, Inc.  
220 E. Washington St.  
Phoenix, Az. 85000  
(602) 244-1822

Solar Energy Co.  
Deerwood Drive  
Merrimack, N.H. 03054  
(603) 424-4000

Sundu Co.  
3319 Keys Lane  
Anaheim, Ca. 92804

## Hot Water Storage Tanks

Ford Products Corp.  
Ford Products Road  
Valley Cottage, N.Y. 10989  
(914) 358-8262  
\*solar hot water storage tanks

## Differential Temperature Control Systems

Rho Sigma  
5108 Melvin Ave.  
Tarzana, Ca. 91356  
\*differential temp. solar control  
systems

## Heat Exchangers

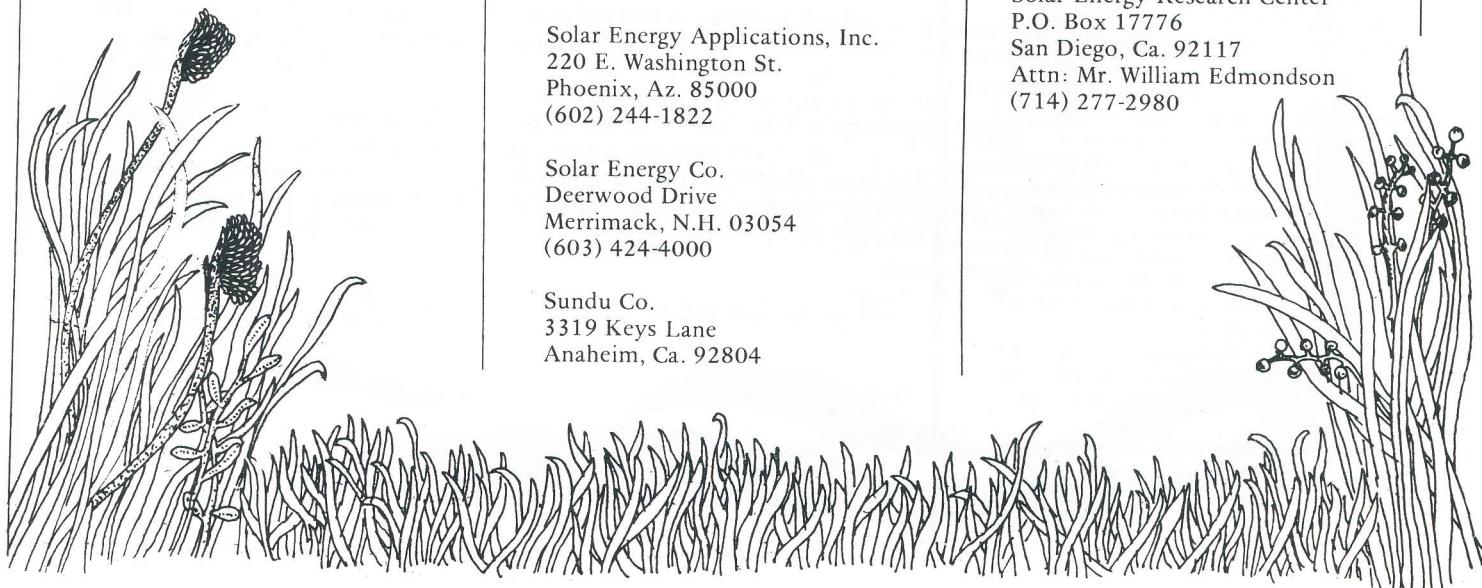
Spiral Tubing Corp.  
533 John Downey Dr.  
New Britain, Conn. 06051  
\*\*"Turbotec" heat exchanger  
tubing

## Medium Temperature Collectors Rigid Frame

AAI, Inc.  
P.O. Box 6767  
Baltimore, Md. 21204  
Attn: Mr. Irwin (Wynn) Barr  
(301) 666-1400

American Solar Energy Corp.  
2960 Westwood St.  
Las Vegas, Nev. 89102  
(702) 735-7229

Beasley Solapak  
Solar Energy Research Center  
P.O. Box 17776  
San Diego, Ca. 92117  
Attn: Mr. William Edmondson  
(714) 277-2980



# Equipment, & Suppliers



Beutel's Solar Heater Co.  
1527 N. Miami Ave.  
Miami, Fla. 31136  
(305) 371-1426

Corning Glass Works  
Special Products Dept.  
Lighting Products Division  
Corning, N.Y. 14830  
\*tubular collector

CSI Solar Systems Division  
12400 49th Street North  
St. Petersburg, Fla. 33732  
(813) 527-4561

E & K Service Co.  
16824 74th Ave., N.E.  
Bothell, Wash. 98011

Ecotope Group  
Box 618  
Snohomish, Wash. 98290  
Attn: Mr. Evan Brown  
(206) 794-8503

Edwards Engineering Co.  
101 Alexander Avenue  
Pompton Plains, N.J. 07444  
Attn: Mr. Ray Edwards  
(201) 835-2808

Emerson Electric Co.  
8100 W. Florissant  
St. Louis, Mo. 63136  
Attn: Mr. William C. Nusbaum  
Y-P, Advanced Technology  
(314) 553-2000

Energex Corp.  
5441 Paradise Road  
Las Vegas, Nev. 89119  
Attn: Mr. Alfred Jenkins  
(702) 736-2914

Energy Systems, Inc.  
634 Crist Dr.  
El Cajon, Ca. 92021  
(714) 440-4646

Enthone Division  
American Smelting & Refining Co.  
P.O. Box 1900  
West Haven, Conn. 06510  
(203) 934-8611

Fred Rice Productions, Inc.  
6313 Peach Avenue  
Van Nuys, Ca. 91401  
(213) 786-3860

Free Heat  
P.O. Box 8934  
Boston, Mass. 02144

Garden Way Research  
P.O. Box 66  
Charlotte, Vt. 05445  
Attn: Dr. Douglas Tff, Dir.  
(802) 425-2137

Gaydart Industries  
7735 Old Georgetown Rd.  
Bethesda, Md. 20014  
(301) 656-8334

Gaylord Moncada  
Product Designer  
4762 N.W. 4th Street  
Miami, Fla. 33126  
(305) 443-6626

General Electric Co.  
Energy Systems Program  
Valley Forge Space Center  
P.O. Box 8661  
Valley Forge, Penn. 19101  
Attn: Mr. D.L. Kirkpatrick  
(215) 962-4318

Grumman Aerospace Corp.  
Advance Base Programs, Plant 25  
Bethpage, N.Y. 11714  
Attn: Mr. J. Mockovciak  
(516) 575-7062

Hadley Solar Energy Co.  
Box 1456  
Wilmington, Dela. 19899  
(302) 655-4835

Helio Associates, Inc.  
8230 E. Broadway  
Tucson, Az. 85710  
(602) 886-5376

Helio-Dynamics, Inc.  
518 S. Van Ness  
Los Angeles, Ca. 90052  
(213) 384-9853

Hitachi America, Ltd.  
437 Madison Ave.  
New York, N.Y. 10022

Honeywell, Inc.  
Systems and Research Center  
2700 Ridgeway Parkway  
Minneapolis, Minn. 55413  
Attn: Mr. Roger Schmidt  
Mr. Jerry Moylan  
(612) 331-4141 x4078

International Solarthermics Corp.  
Box 397  
Nederland, Colo. 80466

Inter-Technology Corp.  
Box 340  
Warrenton, Va. 22186  
Attn: Mr. Norris L. Beard,  
Marketing Director  
(703) 347-7900

Itek Corp.  
Optical Systems Division  
10 Maguire Road  
Lexington, Mass. 02117  
Attn: Dr. John Cummings  
(617) 276-5825

Kalwall Corp.  
1111 Candia Road  
Manchester, N.H. 03105  
Attn: Mr. Ron Hernstorf  
(603) 627-3861

Materials Consultants, Inc.  
2150 S. Josephine St.  
Denver, Colo. 80202  
(303) 722-8258

Northrup, Inc.  
2208 Canton Street  
Dallas, Tex.  
Attn: Mr. Lynn L. Northrup, Jr.  
(214) 741-5631

Olin Brass  
Roll-Bond Division  
E. Alton, Illinois  
Attn: J.I. Barton, Marketing Mgr.  
(618) 258-2443

People/Space Co.  
259 Marlboro St.  
Boston, Mass. 02109  
(617) 261-2064

Phoenix of Colorado Springs, Inc.  
P.O. Box 7246  
Colorado Springs, Colo. 80933  
Attn: Mr. Douglas M. Jardine, Pres.  
(303) 633-2633



**SOLAR EQUIPMENT**

Continued from page 17

Physical Industries Corp.  
P.O. Box 357  
Lakeside, Ca. 92040  
(714) 561-1266

Piper Hydro  
2895 E. LaPalma  
Anaheim, Ca. 92806  
(714) 630-4040

Powell Brothers, Inc.  
5903 Firestone Blvd.  
South Gate, Ca. 90280  
(213) 869-3307

P.  
P.P.G. Industries  
1 Gateway Center  
Pittsburgh, Penn. 15222  
Attn: Mr. Richard R. Lewchuck  
(412) 434-2645

Raypak Inc.  
3111 Agoura Road  
West Lake Village, Ca. 94015  
(213) 889-1500

Revere Copper & Brass, Inc.  
Research & Development Center  
Box 151  
Rome, N.Y. 13440  
Attn: Mr. William J. Heidrich  
(315) 338-2022

Reynolds Metals Torrance  
2315 Dominguez St.  
Torrance, Ca. 90508  
Attn: David J. Laudig, Plant Mgr.  
(213) 328-7420

Rogers & McDonalds  
3003 N.E. 19th Dr.  
Gainesville, Fla. 32601  
(904) 377-7883

Sol-Therm Corp.  
7 West 14th Street  
New York, N.Y. 10011  
Attn: Mr. Itamar Sittenfeld  
(212) 691-4632

Solantec, Inc.  
1035 E. Peachtree Street  
Lakeland, Florida 33801  
Attn: Mr. James E. Orr  
(813) 686-5053

Schultz Field Enterprises  
6986 LaJolla Blvd.  
La Jolla, Ca. 92036  
(714) 454-1312

Skytherm Processes & Engineering  
2424 Wilshire Blvd.  
Los Angeles, Ca. 90057

Solar Energy Co.  
P.O. Box 614  
Marlboro, Mass. 01752

Solar Energy, Inc.  
171 Belmar Blvd.  
Avon Lake, Ohio 44012  
(216) 933-5000

Solar Energy System, Inc.  
70 South Chapel Street  
Newark, Del. 19711  
Attn: Dr. Karl W. Boer  
(302) 731-0990

Solaron Corp.  
4850 Olive St.  
Denver, Colo. 80022  
(303) 289-2288

Solar Power Corp.  
930 Clocktower Parkway  
Village Square  
New Port Richey, Fla. 33552

Solar Systems, Inc.  
P.O. Box 744  
Tyler, Tex. 75701  
Attn: Mr. John L. Decker  
(214) 592-0945

Solar Water Heater Co.  
10021 S.W. 38th Terrace  
Miami, Fla. 33165  
(305) 221-4611

Sol-R-Tech  
Quechee Construction Co.  
The Trade Center  
Hartford, Vt. 05047  
(802) 295-9343

Suhay Enterprises  
1505 E. Windsor Rd.  
Glendale, Ca. 91205

Sun Source  
Subsidiary of Daylin, Inc.  
9606 Santa Monica Blvd.  
Beverly Hills, Ca. 90210  
Attn: Mr. David L. Collins  
(213) 878-3211

**INFORMATION**

Continued from page 14

*Where Do I Go From Here With My Life?* by John C. Crystal and Richard N. Bolles, 1974, 253 pgs., \$7.95 soft cover from:

Seabury Press  
815 2nd Ave.  
New York, N.Y. 10017

A very systematic, practical and effective life/work planning manual for students of all ages, instructors, counselors, career seekers and career changers.

John is preparing a videotape expanding on the subject of "Understanding the World of Work." If you desire such a tool or have ideas about what such a tool should consist of, write him at 6825 Redmond Drive, McLean, Va. 22101.

**Encyclopedia of Associations**

Gale Research Co.  
Book Tower  
Detroit, Mi. 48226

What on Earth are we doing? Looking through the 14,000 entries is a sound lesson in grouping/community and networks. Daughters of the King, National Jogging Assoc., Better Light, Better Sight Bureau, Grinding Wheel Institute, Wood Tank Assoc., Purple Plum Assoc., Society of Flavor Chemists, Titanic Enthusiasts of America . . . not sure what all filters they use, but it is a large information base; useful for locating interest and information as well as a metaphysical wonder. Vol 1 costs \$55, Vol. 2, Geographic and Executive Index, is \$38, and the quarterly supplement is \$48. Most libraries have copies.

**China Books and Periodicals**

West Coast Center  
2929 24th St.  
San Francisco, Ca. 94110  
(415) 282-2994

Source for all books on China, including periodicals. Send for publications list. (L.D.)

**Youth Programs and Services Directory**

Metropolitan Youth Commission  
1220 SW 5th Ave., Rm. 408  
Portland, Or. 97204  
(503) 248-4005

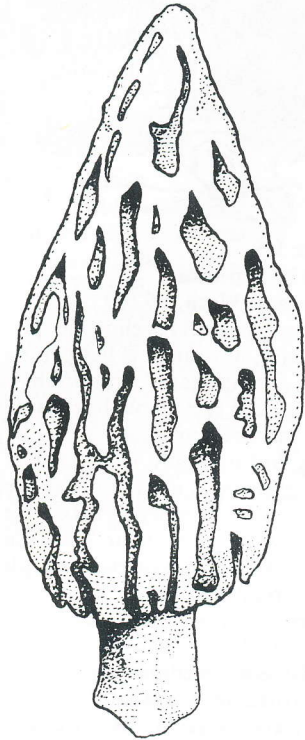
\$1.00. 150 pages of services directed (very widely) at youth: day care, abortion & family planning; crisis intervention; recreation, employment, housing, legal aid, social & political groups . . .

**Finding Facts Fast**

Alden Todd

William Morrow &amp; Co. 1972

\$2.50. For price and sensitivity to a range of users, this is one of the best introductions to reference tools. It reminds you of common sense routes to information resources, picking out the most widely useful texts. You'll need other access tools when really digging into local resources, but for what generally can be found in many libraries, this is a good guide.



**Healing Yourself**, by Joyce Preusky, 64 pgs., \$1.50 softcover, from: Country Doctor Clinic  
402 15th Avenue East  
Seattle, Wash. 98112

Full of feel-good graphics, a friendly, precious preventive medicine guide to colds, teeth, asthma, herbs, babies, skin, diet, birth control, pregnancy, vitamins; recommends other books in each area. Quick-glance index. \$1.50 helps support the community clinic.

**LAND USE**

Evergreen Land Trust Association  
P.O. Box 311  
Clear Lake, Wash. 98235

Evergreen Land Trust is hopping/running now with 8 staff persons working to pull things together to create land-based alternatives. Persons willing to donate land or put it in trust are welcome. I'm working with them part-time, other persons include Becky Deryckx (Tilth),

Henry Boothe, Pat Coburn (wrote supertanker/oilspill book on Puget Sound), Dave Whitridge (legal beagle/attorney-after-passing-the-bar), Tom Strotkamp (Skagit Design Service/architect), Jim Anderson (media specialist), Bobbi Baker (public administration background), Joyce Siniscal (information/librarian/engineering), Dave Erickson (print design/etc.) and a cast of incestuous relationships. Anyhow, the trust has the information resources now (particularly legal) to really give people a hand with either setting up their own trusts, setting legal precedents for land reform issues, or working with people who wish to put their land in trust. (Bob Ness)

**MEDIA**

Road Apple Press  
Rt. 1, Box 778  
Winlock, Wash. 98596  
(206) 785-3379

They publish delightfully "downhome" (but professional) books. One especially of interest is *The Vegetable Garden Displayed*, a reprint of a 1940s vegetable garden: how to do it, published by the Royal Horticultural Society, London. Of course, some of the information is not perfectly appropriate, but generally good stuff, and some techniques I've not seen elsewhere. 300 photos. A good book to hold. \$2.50. Ask about other publications. They will also help people publish worthwhile materials/resource tools and help on occasion train people in the use of offset press techniques.

New Directions Radio is a growing network of ham radio operators originally initiated by Copthorne McDonald. There are roundtables, regular exchanges of information. For example, on alternative sources of energy. One northwest member publishes a newsletter: Mitt Nodacker (WA 7TFE), New Directions Radio, P.O. Box 8557, Pocatello, Idaho 83209.



**Who Takes Out the Garbage in DC and Prospectus for a Self-Sustaining Neighborhood Centered Community Development Corporation for Collection and Recycling of Household, Apartment and Business Waste**

Neil N. Seldman  
Institute for Local Self-Reliance  
1717 18th NW  
Washington, D.C. 20009

Outline similar to Rich Duncun's "Ore Plan" (and the centers in Portland using decentralized waste collection: Sunflower and Fisher & Everett). Good preliminary for people in other cities wanting to do cost comparison studies of forms of collection and recycling.

**NETWORKS**

**Fuel Economy Annotated Bibliography**  
Traffic Engineering & Safety Dept.  
American Auto Association  
8111 Gate House Rd.  
Falls Church, Va. 22042

This 15-page descriptive bibliography surveys materials on both large scale fuel economy as well as individual application.

**POPULATION**

Population Reference Bureau, Inc.  
1755 Massachusetts Ave., NW  
Washington, D.C. 20036  
(202) 232-2288

Through the population education program here at PRB, we try to serve as a central bank of information and materials for secondary school teachers. *Interchange*, the population education newsletter, is now distributed free on request to teachers. The newsletter informs teachers about new materials and programs being developed in the field. In addition, the lead essay of each issue focuses on population in relation to other topics such as women, transportation, energy, or aging. The activity sketch is geared to the lead essay for classroom use.

*Options: A Study Guide to Population and the American Future*, is available in bulk for a 50¢ shipping fee. This 75-page guide can be used independently or in conjunction with the U.S. Commission report and film on *Population and the American Future*.

In addition, we offer a special teacher membership to PRB for \$5. Through this membership teachers receive *Population Bulletins*, *PRB Reports*, and the annual *World Population Data Sheet*, as well as *Interchange*.

(Judith R. Seltzer)

**POPULATION**

Continued from page 19

Some 3,166,000 babies were born alive in the U.S. in 1974, an increase of about 25,000 births (or 1 percent) over 1973, when 3,141,000 live births were recorded. The birth rate of 15 births per 1,000 population was nearly 1 percent higher than the 1973 rate of 14.9 per 1,000.

This is the first time since 1970 that America has recorded an increase in births. In fact, except for the two-year period between 1968 and 1970, the nation's birthrate has been declining steadily since 1961.

The 1974 increase in live births was accompanied by the lowest infant death rate in history. Approximately 52,400 babies died before their first birthday in 1974, a death rate of 16.5 per 1,000 live births. This rate is 6.8 percent lower than that recorded in 1973, when 55,300 babies died, and represents a continuing trend toward improved infant survival.

Our overall death rate also dropped last year. There were an estimated 1,933,000 deaths recorded in 1974, 44,000 fewer than in 1973.

**Greenpeace Experimental Farm**

Denman Island, B.C.  
Canada, VOR Ito

Ten week living-working-study program. Post secondary school level. Applied ecology, organic gardening, design/construction of houses, uses of tools. (May well be past registration deadline by time you read this.)

**Native American Studies: The Squash-Blossom Project**

Evergreen State College  
Olympia, Wash. 98505

Seminars in: native American Sacred Ceremony; Traditional Native American Food; Song and Dance; and, through a grant from the Hunger Action Center, the raising of food on 15 acres for the poor of Thurston County. (Registration was May 30)

**Living Learning Center  
Southern Oregon College  
Ashland, Or. 97520**

I was packing myself to go there at the same time as I was writing the rural skills/low energy schools and projects list, which just proves we forget some of the things closest to us.

30 to 50 students living/learning/working together, with an organic garden, putting together workshops, forums (like recent May Day Festival) on alternative sources of energy, lane use, recycling, etc. Halfway between Washington and San Francisco. Write for brochure.

**Outback Project**

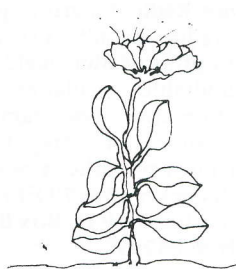
c/o Fairhaven College  
Bellingham, Wash. 98225

Two windmills (mostly done), organic gardening, animal husbandry, methane digester in process, indigenous plants/food; low energy lifestyles, microbiology, options for independent studies. Examination of indigenous cultures in relationship to future culture design. Hydroelectric/pelton wheel design in process. Contact: Bob Ness, Tom Thornton, Jim Hildt.

**Here's a self-sufficiency school to add to your list:**

Tom McMillan  
Mendocino Community College  
Ukiah, Ca. 95482

(Eleanor McCallie, Simple Living Project, American Friends Service Committee, 2160 Lake St., San Francisco, Ca. 94121)



**RECYCLING**



**Recycle US**

E1419 Marietta  
Spokane, Wash. 99207

Since Buttercup Recycling Center closed after Expo, not much is happening with recycling in Spokane. Aluminum cans and trays and recyclable bottles have a steady market, and paper is still being bought, but no one is interested in collecting glass or bi-metal cans at present. Steve Marble, president of Recycle US, is active with the Organic Food Co-op, and he says a group of their people may get into recycling later.

Marble and other members of Recycle US are involved in various garden projects. He is a coordinator of the Community Garden sites, available on city park and private lands. Michael McClure, vice-president, is co-director of the Earthlife project at the former Folklife Festival Expo site. Elinor Nuxoll, secretary, is one of the Master Gardeners sponsored by the County Extension Service. This year the Master Gardening Booths are set up at city and county libraries where gardeners are encouraged to seek advice.

The Master Garden program was developed in three counties in Washington (King, Spokane, Pierce) in response to increased demand on county extension horticulturalists. Master Gardeners are given a 55-hour intensive workshop and licensed by the state.

Elinor Nuxoll has maintained a library of recycling information and frequently answers phone calls from people who have seen her "Buttercup" PRs in the past, and are still saving their goodies even though there are no takers at present.

People interested in recycling are urged to get in touch with her before the summer solstice meeting, which includes election of officers. Dedicated people are urgently needed to replace "drop-out directors." (Elinor Nuxoll)

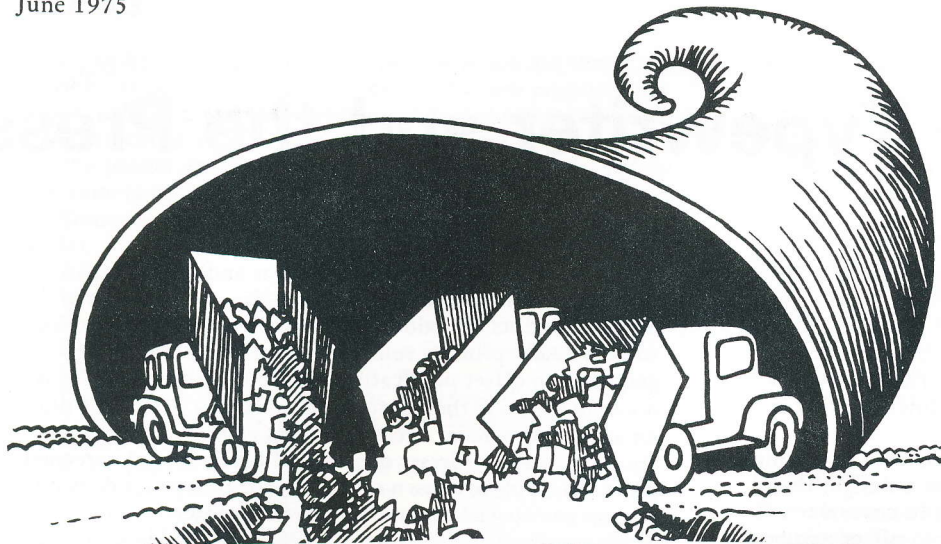
**DEGREE OF URBANIZATION BY REGIONS IN 1970**

	Percentages <sup>1</sup>		
	Rural	Urban	City <sup>2</sup>
Australia-New Zealand	15.7	84.3	61.1
North America	24.9	75.1	57.4
Europe	37.0	63.0	38.9
USSR	37.7	62.3	31.4
Latin America	45.6	54.4	33.5
Asia	74.6	25.4	15.7
Africa	78.2	21.8	11.2
Oceania	92.2	7.8	—

<sup>1</sup> The urban and rural percentages add up to 100.

<sup>2</sup> Percent of population living in cities of 100,000+.

Source: Kingsley Davis, *World Urbanization 1950-1970, Vol. II: Analysis of Trends, Relationships, and Population Monograph Series, no. 9, University of California, Berkeley, 1972.*



**Solid Waste Report.**

Business Publishers, Inc.  
P.O. Box 1067, Blair Station  
Silver Spring, Md. 20910  
(301) 587-6300.

\$75 per year, bi-weekly. Covers significant developments and issues involving resource recover, recycling, collection and disposal. Includes information on federal, state and local legislation, new technologies, publications, contracts and grants, marketing opportunities. Averages 10 pages. Very densely edited . . . a rich information source.

**Litter**

Including the Youth Litter Patrol (funded by the custom auto plates fund), the State of Oregon put out \$591,795 in various education and clean-up projects for the state hwy. division, compared to \$603,996 in 1972-73; \$550,393 in 1971-72.

*Use of Wind Energy for the Aeration of Waste Waters: A Case Study*, by N. Galanis, S. Narasiah, C.C. Dang, 1975, 3 pgs. Send self-addressed envelope to:  
Nicolas Galanis  
Mechanical Engineering Dept.  
University of Sherbrooke  
Sherbrooke, Quebec, J1K 2R1  
Canada

Aeration, a phase in solid waste and waste water treatment, provides oxygen, which promotes bacterial growth and consequent bio-degradation of organic waste. Aeration, which is done by surface aerators, mechanical mixers or by bubbling compressed air through diffusers at the bottom of aeration tanks, could, as shown in this paper, be powered by the wind. Many sewage treatment plants are located in windy areas near seacoasts.

**TRANSPORTATION**

*Discovering Santa Barbara . . . without a car: a guide for people using bicycles, buses, the train, horses, or walking*, by Ken Kolsbun, Bob Burgess, 1974, 67 pgs., \$2.50 postpaid from:

Friends for Bikecology  
1035 E. De la Guerra  
Santa Barbara, Ca. 93103

Model for other cities: bicycle tours with specific themes—"Mom & Pop" stores, Historic and Unique Trees, Food & Resource Value Trees, Buildings of Aesthetic & Historic Interest. Where to Rent, how to use bikes, plus local public transportation. Fits comfortably in hip pocket.

**Six Year Construction Program**, the study on which all state and federal highway programs in Oregon will be based, is now available from:

Public Affairs Office  
State Highway Dept.  
Salem, Or. 97310  
(503) 378-6546

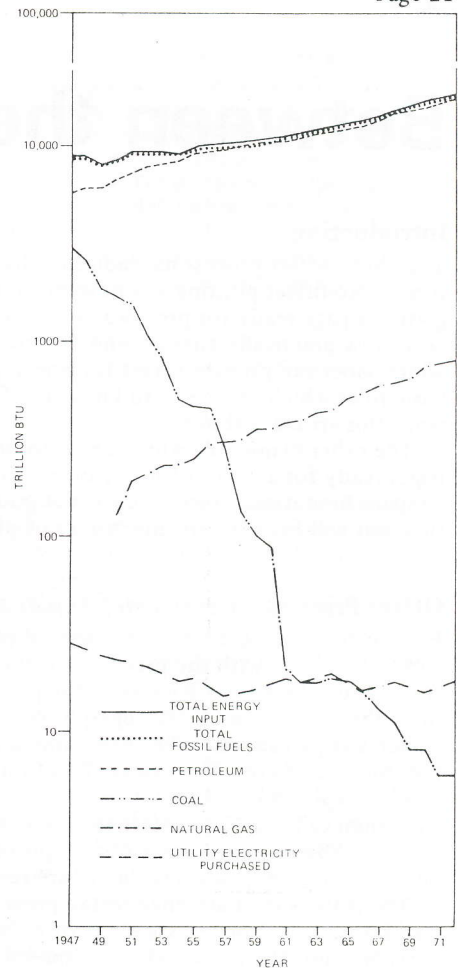


Figure 16. Energy Consumption: Transportation Sector  
U.S. Dept. of Transportation

**At the Governors' Travel Conference** over 250 listeners heard Gov. Straub express his support for the state's third largest industry and encourage its leaders to form a united front in promoting Oregon as a vacation destination. (As Bill Wessinger of Blitz Weinhard puts it, "Oregon, now open to tourists, under new management.")



# Between the Typewriter and the Press

## Introduction

The photo-offset process has radically changed printing. Before photo-offset printing was developed, setting up type and getting a page ready for press was a long and complicated process. Now practically anyone who can make black marks on white paper can prepare a page for printing. There are a few basic rules which are useful to know and follow, and that is what this article is about.

The other major area which needs to be covered in getting pages ready for an offset (or any other) press is design. Due to space limitations, this article is not going to cover design, but will focus on the mechanics of photo-offset paste-up.

## Offset Printing—a very brief explanation

For our purposes, the important part of photo-offset is “photo” (offset has to do with the press, and is the printer’s concern). When you deliver your layouts to the printshop, the first thing the printer does is photograph them with a huge camera (called a copy camera). The copy camera uses high-contrast film the size of your final pages. This film is developed, then used to expose a chemically treated (photosensitive) sheet of aluminum called a plate. After the plate is developed, a lacquer is rubbed over it, making the exposed areas receptive to oil-based ink. The unexposed areas are receptive to water.

The plate is then attached to the press. Ink and water are transferred to the plate by a series of rollers, so the exposed areas pick up ink and the wet, unexposed areas repel it. Another roller carries the image from the plate to the paper being run through the press (hence the term “off-set”).

## Camera (or photo) Ready Copy

Camera-ready copy means just that—ready for the camera. Layout boards are given to the printer, ready to be photographed with a copy camera. The copy (words), headlines, photographs, drawings, etc., are pasted down on a layout board as they will appear in print. Camera-ready copy can be larger or smaller than the size which it will appear in print, as long as the boards are proportional in size to the final page (see proportion scale).

## What the Off-Set Camera “Sees”

The photo-offset camera sees in black and white. It either “sees” something and prints it, or it doesn’t. It does not “see” anything as grey. The offset camera “sees” colors as black or white, ranging from light blue (white) to red (black). Light (non-reproducing) blue can be used to make notes, corrections, etc. on the layout boards and won’t be seen by the camera. Anything that you do want printed should be black. It is important to have these things uniformly dark black, or they will look smudgy. (Don’t use pencils, ball point pens, etc., and hope that they will print black. Use pens and black ink for drawings.)

## Graphics

Graphics should be drawn on a good quality, hard-surfaced, medium weight, white paper. They should be drawn with a non-water-soluble black ink. Any preliminary drawing should be done in non-reproducing blue. Graphics should be drawn to the correct size as often as possible.

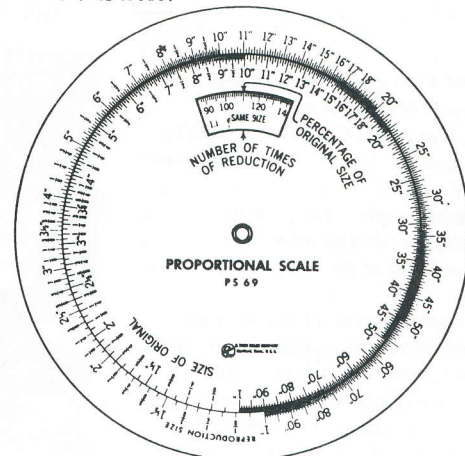
## Halftones—*or how to print grey*

If you look closely at the photographs and drawings in a newspaper or magazine, you will see that they consist of many little dots. The dots create the illusion of grey tones, while actually printing solid black and white. All photographs in an offset publication must be “screened.” This is done by shooting the photograph through a pattern of dots on an acetate screen. Areas that were grey on the original are then greater or lesser densities of black dots. A screened print can be pasted down on the layout board and does not require any special attention from the printer.

Screened prints (halftones) can be procured in a number of ways. A negative halftone screen can be bought for about \$20 (8”x10”) at photo supply stores, with sizes ranging from 65 to 150 dots per square inch. 85 or 110-line screens are the most common sizes. With some practice, anyone who knows how to print photos can print a halftone. The screen lasts—with good care—indefinitely, so it is a one-time investment. If you have a photo, but not the negative, you can get a screened print (from someone with a copy camera) for about \$2 to \$3 (look in the Yellow Pages under “photo copying”). A third alternative is to have the printer screen the continuous-tone photo separately (usually at a slight charge) and strip the halftone into the negative of the layout at the printer’s. Which brings us to:

## Windows—*or how to deal with photos and graphics which can’t be pasted on the layout board*

Windows are used wherever the photo or graphic cannot be pasted down (as with an unscreened photo or a graphic which is the wrong size). A window is a piece of black paper or red acetate (“rubylith”) cut to the exact size the photo/graphic would be if pasted up with the rest of the layout. It is important that the window be the right size and that the edges be straight. The window is pasted down on the layout board in place of the photo/graphic. When the negative of the layout board is made, there will be a clear hole where the black paper was. The printer shoots the photo/graphic separately and strips it into this hole.



## Proportion Scale—*or what to do when something is the wrong size for the place you want to put it*

Since a copy camera can take pictures that are larger or smaller than the original, it is possible, with a proportion

scale, to fit drawings, charts and photos which are the wrong size to your layout. You can find a new proportional size for the drawing/chart/photo and find the percentage of enlargement or reduction. The proportional size is needed by the person doing the layout. The percentage is needed by the camera operator.

Some specific examples (work them out on your own scale).

**REDUCTION:**

You are working with a column width of 2-1/4" on 100% boards. You have a chart which measures 5" deep x 3" wide, and you want it to fit into one column. You want to know how deep the chart will be when it is reduced to 2-1/4" wide.

1. Find 3" on the inner circle (size of original).
2. Find 2-1/4" on the outer circle (reproduction size).
3. Line up the 3" and the 2-1/4".
4. Keeping the 3" and 2-1/4" lined up, find the 5" (the depth of the original chart) on the inner wheel (size of original). See what lines up with the 5" on the outer circle (size of reproduction). This is 3-3/4". The size of reproduction, the size the chart will appear in print, is 3-3/4" deep x 2-1/4" wide.
5. Keeping everything lined up the same way, look at the percentage the wheel shows. In this instance it is 75%.

**ENLARGEMENT:**

You are working with a column width of 2-1/4" on 100% boards. You have a drawing which measures 2" deep x 1-1/4" wide. You want to enlarge the drawing to the full column width.

1. Find 1-1/4" on the inner circle (size of original).
2. Find 2-1/4" on the outer circle (size of reproduction).
3. Line up the 1-1/4" with the 2-1/4".
4. Keeping the 1-1/4" lined up with the 2-1/4", find the 2" (depth of original) on the inner circle (size of original). See what it is lined up with on the outer circle (size of reproduction). It is 3-5/8". The size of reproduction, the size the drawing will appear in print, is 3-5/8" deep x 2-1/4" wide.
5. Look at the percentage on the scale; in this instance it is 180%.

I find it handy when figuring reductions and enlargements to make a sort of chart: Example:

DEPTH	WIDTH	
5"	x 3"	of original
	x 2-1/4"	of reproduction

You know the size of the original, and you know the column width, so what you need to find out is the depth and percent.

Write the percentage on the original in non-reproducing blue, or write it on a separate piece of paper and tape it on the back. Also write which page the original goes on.

**Basic Equipment**

**A LARGE, FLAT, CLEAN PLACE TO WORK, WITH GOOD LIGHT.**

For years I did paste-up on my kitchen table. Now I prefer to use a light table (table with a frosted glass top, lit from below).

*Printing It* has a good section on studios and tables (pp. 33-37). The cost can range from nothing (using what is at hand) to hundreds of dollars. It should be possible to set up a small studio with a light table for about \$150.

**TYPEWRITER**—or some apparatus to set copy. The copy for *RAIN* is set on an IBM composer. The composer is a fancy model of the IBM Selectric typewriter, with the added advantage of having proportional spacing and a variety of type sizes. The composer can set type in different sizes and faces. It costs about \$4,000 and is nice to have access to, but is hardly worth investing in for a monthly publication the size of *RAIN*.

There are two types of electric typewriters which I recommend for setting offset copy: the IBM Selectric and a proportional spacing typewriter such as the IBM Executive or Olivetti. Both have advantages and disadvantages (see *Printing It*, pp. 41-44 for more information). Copy should be set on an electric typewriter with a carbon ribbon (cloth ribbons are incapable of giving clean, clear reproduction). A used typewriter costs about \$350. The carbon ribbons cost about \$1.50 each and cannot be reused.

**SCISSORS**—a good sharp pair (worth paying extra for). \$4 to \$10.

**RULER.** I prefer an 18" clear plastic ruler, 2" wide, with a red grid pattern of one-eighth inch squares printed on it. It measures from 1 to 18 inches along the sides. In the middle, it measures from 0 to 9 inches, starting from the center and going out. This is useful for centering heads in columns. The grid pattern helps to get the copy straight and is especially helpful when you are working without a light table. \$2.

**PROPORTION SCALE**—used to figure out the correct sizes and percentages on any graphic, photo or copy which is the wrong size. (See Proportion Scale) \$3.

**DICTIONARY**—for proofreading and hyphenation.

**CUTTING TOOLS.** Single-edged razor blades or an X-acto knife (No. 11 blades work well).

**Headlines**

There are three basic ways of making headlines: by hand, with transfer letters, and photographically. In my opinion, headlines done by hand look sloppy unless calligraphed by someone who is good at it. Transfer letters are bought by the sheet (approximately \$3). They are transferred by placing the sheet of letters over a piece of paper and rubbing the letters with a pen. It's somewhat hard to get them straight until you have had some practice, and they tend to chip and peel. They do have the advantage of coming in numerous styles and sizes. Photographic heads are the best, but also require the greatest investment. A Stripprinter costs about \$200 used. It is a box, about 18" x 12", into which you insert a 36mm film negative with the alphabet in a specific style and size on it (\$6 per film strip). There is a roll of photographic paper in the box. By lining up the letters and pushing a switch which flashes a light, you make a positive print of the letters on the paper. The paper has to be removed from the box and photographically developed. A Stripprinter has to be used in a dark room. Furthermore, it takes care to space the letters properly, as you don't see what you've set until it's developed.

**Supplies**

**CORRECTION FLUID**—used to white-out mistakes and clean up copy. Best brands are Liquid Paper and Daisy. \$1 to \$1.25.

**TAPE.** Magic or mending tape can be used to put over copy without danger of reflection when photographed. White Scotch tape is also useful for covering mistakes or cleaning up borders. \$.85

**ADHESIVES**—something to stick the copy onto the layout boards. *Art Wax*: my first choice. This is a special kind of sticky wax which is melted and put on the back of the copy. The wax dries but remains sticky indefinitely, so the copy can be repositioned after it is pasted down. There are a number of ways to use wax.

1. The cheapest. Get an old electric frying pan and a 3/4" stiff bristled brush. Melt art wax in the frying pan and brush it on the back of the copy. It is sometimes hard to keep the temperature correct, so the wax is melted, but not too hot. If it gets too hot, it will soak through the paper.
2. For about \$30 you can get a small hand waxer (Electro-Stik). Though it comes with its own wax, Art Wax is infinitely better and can be used in the hand waxer. This is probably the most efficient means of waxing for a production the size of *RAIN*. It keeps the wax melted at the correct temperature and applies it evenly on the copy.
3. For about \$200 you can buy a motorized waxer with a feeding mechanism. This is nice if you are working with a great deal of copy in long pieces. This machine isn't necessary for *RAIN*.

**Rubber Cement:** some other people's first choice. It has one major advantage: it doesn't have to be heated up. However, it is messy to work with, and it's hard to reposition the copy once pasted down. If you do use rubber cement, get it in a big jar with an adjustable brush. The jar can be refilled and the brush is easier to work with than the ones in the small bottles. Rubber cement solvent will clean up the working area, and special eraser is available which picks up bits of rubber cement left on the page after pasting is done.

**Glue Stick:** good for small things only. Its major advantages are that it's small and neat, which makes it easy to paste down tiny pieces of paper. It is ridiculously expensive. \$1.50.

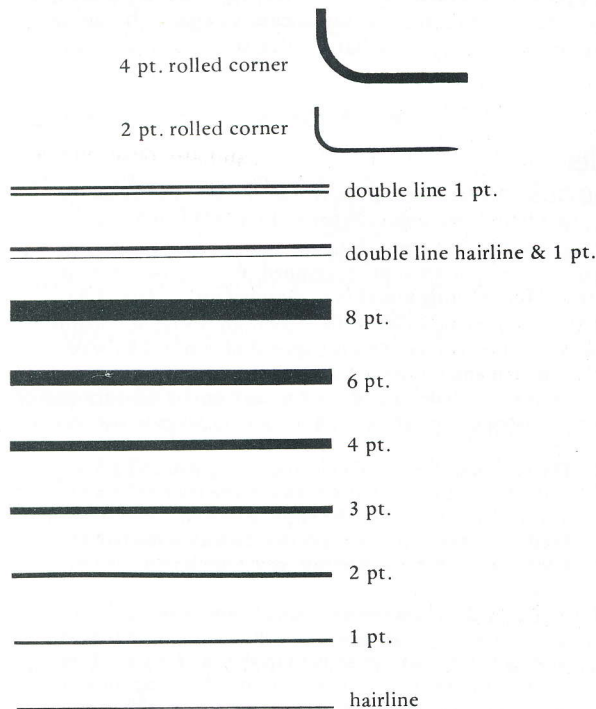
**Warning:** Do NOT use spray adhesives. They sound good but can make you sick, may cause genetic defects, come in pressurized cans, and make a terrible mess. The spray hits much more than you want it to, like tools, floor, walls, etc.

**Some Glues which won't work:** any glue with a water base, such as Elmer's or Carter's paste, will not work. They will wrinkle up the paper so it won't lie flat. This causes problems with the printing.

**RUBBER CEMENT SOLVENT:** Use it to clean up rubber cement, wax, or almost anything from work area.

**BORDER TAPE.** Border tape is used to make long, straight lines and boxes with square corners or rounded corners. It comes on rolls somewhat like scotch tape. It comes in a variety of widths and patterns. For offset printing you can use either black or red. It comes in two finishes, matte and glossy. In most cases either will work, but if you use glossy tape on the edges of a photo or graphic and it doesn't lie completely flat, you may find part of the border drops out (doesn't print). Border tape also comes as a crepe tape which bends and can be used to make curved lines. You can buy border tapes at graphic art supply stores.

Some examples:



**NON-REPRODUCING BLUE.** Non-reproducing blue is a light turquoise blue which is not picked up by the high-contrast film used for offset printing. Thus, you can make notes, corrections, guidelines, etc. on the copy and the layout boards and the marks will not show in the final publication. There are non-reproducing blue pencils, ballpoint pens and felt tip pens.

**LAYOUT BOARDS.** Layout boards are the large pieces of paper or cardboard on which the copy is pasted down. They have to be either the same size as the final publication, or of a proportional size to the final publication. Since offset presses can't print to the edge of the paper, you have to leave a white border of about 3/4" around the edges. The area in the middle is called the "print area" since that is the part of the paper where the print goes. There are two basic kinds of layout boards, pre-printed and the kind you make yourself.

**First Choice:** Pre-printed boards. These are available from printers. They will generally give them to you, but are worth paying for. The boards are large pieces of medium weight white paper with non-reproducing blue lines showing the edge of the actual paper, the print area, column sizes and gutters. The paper is light weight enough to use on a light table. The major disadvantage is that these boards only come in 100% size.

**Second Choice:** Make your own, using paper with a pre-printed, non-reproducing blue grid pattern (one side only, as the lines on front and back may not align so that, on a light table, you see two sets of lines). Get these from graphic art supply stores. Remember to leave room for borders around the edges.

**Third Choice:** Make your own boards using a hard-surfaced, medium weight, white paper. Bristol board is good. I find this a rather tedious job, but it is not all that difficult and is necessary when you are not pasting up at 100%. It is VERY important to get the lines straight and the sizes correct.

Below is sketch of layout boards for RAIN, finished size 8-1/2" x 11".

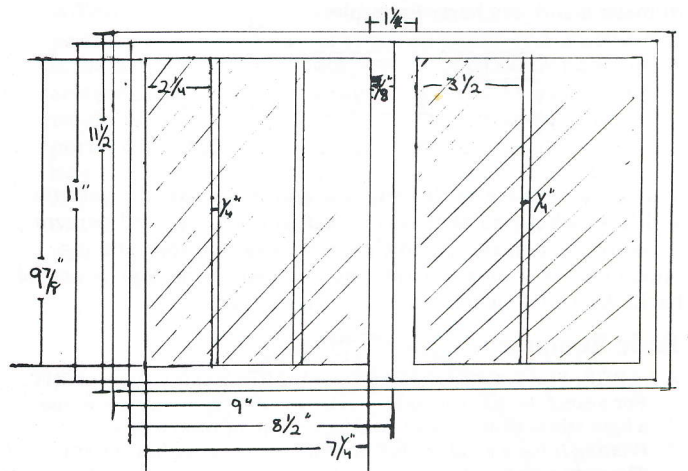
The board itself should measure 9" x 11-1/2".

The print area should measure 7-1/4" x 9-7/8".

Columns on a three-column page should be 2-1/4" with a 1/4" gutter between columns.

Columns on a two-column page should be 3-1/2" with a 1/4" gutter between the columns.

There should be 1-1/4" between pages.



**MORE ABOUT LAYOUT BOARDS:**

1. They can be reused (the copy from one issue taken off and the boards used for the next issue) about four times.
2. They should be kept as clean and flat as possible and not be bent or folded.
3. It is generally easier to lay out facing pages next to each other so you can see how they will look in relation to each other when printed.

### General Procedure for Layout and Paste-up

Assemble tools and organize work area.

Gather together copy, graphics and photos.

Make a mock-up book. A mock-up book is a little model copy of the paper, showing the layout. The pages are proportional in size to the actual paper and the book has the same number of pages. Number the pages. Start with cover and sketch it in. Then go to page 2 and—in the case of *RAIN*—sketch in the masthead, other credits and the introductory letter. Then decide where to put any special pages, such as ECO-Net reports, the Media Guide or whatever. Go back to page two and fill in the regular columns. The mock-up book should be fairly detailed, showing the placement of column heads, photos, graphics, any other headlines, etc.

Proofread. Before being pasted down, the copy should be proofread against the original copy. Mark mistakes on the copy by drawing a light line through them with a non-reproducing blue pen. Never, never, never mark the copy with anything that is not non-reproducing blue. Limit marks to words involved, as all pens but felt-tipped will smear the copy.

On a separate piece of paper, make a list of the corrections as follows: Starting with the word in the line which has a mistake, write out the rest of the line correctly, if the copy has been set with proportional spacing or if the error doesn't have the right number of letters in it. Note the page number and column where the correction goes. A correction list would look something like this:

pg6	actively seeking persons
-----	--------------------------

Carefully cut them out and stick them over the incorrect copy. Be careful to cut them out so the paper doesn't cover any other type by mistake. I find a glue stick handy for putting on corrections.

Paste-up. I find it easier to start paste-up with the things which I know will take a specific amount of space (or number of pages), for example the cover, the back page, and ECO-Net Reports. Next, I go back to the beginning, follow the mock-up book and keep track of the number of inches as I paste-up the columns. I usually do a rough paste-up, block out where things will go, decide how big to make charts and graphics, and adjust things to fit as I go. Once I'm sure everything will fit in, or have decided what to leave out, I go back to the beginning and do a final paste-up. This means being sure the copy is straight, putting on lines, making a list of page continuations, graphic and photo credits, captions that are needed, and double-checking the sizes of the windows.

Make a list of strip-ins for the printer. Take a separate piece of paper and, starting with page 1, go through your layout boards and write down the page number, the item to be shot separately and stripped in, the percentage at which it is to be shot. The list looks like this:

Finish paste-up, put on remaining corrections, etc., and read over for a final time to be sure it all makes sense. It is a good idea to have two different people look it over.

Some printers expect the pages to be assembled in press order. It is easiest to do layout with the pages which will be facing each other in print next to each other, so you can see them in relation to each other. However, when the printer makes the negatives and plates, they have to be arranged so they will come out in the right order when they are printed. One way to do this is to take the mock-

up book and open it up flat. Then tape the pages together in the order in which they are in the mock-up book. The even numbered pages will always be on the left side. The centerfold will not have to be changed. For a 24-page paper, the pages should be taped as follows:

LEFT SIDE		RIGHT SIDE
24		1
22		3
20		5
18		7
16		9
14		11
12	(center-fold)	13
10		15
8		17
6		19
4		21
2		23

Note that all the pairs add up to 25. You could also put the pages of a twenty-four-page issue together by remembering the even numbered page goes on the left side and the pairs of page numbers should add up to 25. For a twenty-page issue, the pairs of page numbers would total 21. To figure it out for any given number of pages, just add one to the number of pages.

In order to fit on the press correctly, the print area of the pages has to be a certain distance apart in the center between the two pages. For *RAIN* this distance is 1-1/2". The pages in the middle of the publication (the center-fold) can have the print run right across this area ("bleed"). The other pages should not.

Put the finished layout boards, the mock-up book, the photos and graphics to be stripped in and the list of where the strip-ins go together in a box or envelope. Write up a note for the printer which includes the number of pages in the issue, any information about different paper or ink color, the number of copies to be printed, the name and phone number of the person the printer should contact if there are questions or problems, and any other information you feel necessary. Tape the note to the outside of the box or envelope, deliver it to the printer, and you've finished.

There are several references in this article to the book *Printing It*. I highly recommend it to anyone who is thinking of pasting-up a photo-offset publication. It goes into much more detail than I have been able to do here.

—Mary Wells

## Printing It

A Guide to Graphic Techniques for the Impecunious

by Clifford Burke

with Illustrations by Chuck Miller

Ballantine Books, Inc.  
101 Fifth Avenue  
New York, N. Y. 10003



# SUMMER RAIN

This is the last free *RAIN* and also the last *RAIN* till September. We had too much copy this month and will try to send out the parts left out.

The parts left out:

- a) an index to *RAIN* Numbers 1 to 8.
- b) guide to natural toiletry
- c) guide to food drying

If you wish these now, along with some other materials about activities in the Northwest, send us \$1.25 (checks payable to *RAIN*).

We are taking a break in order to get a perspective on *RAIN* and ourselves. We'd appreciate getting input from you. What to keep in *RAIN* – how to assure wide access – marketing help – design/layout – how to increase communication among readers, with us and each other.

The subscription letter is going out pretty simultaneously with *RAIN*; there you'll find a reader enquiry card too, which we hope you will fill out so, especially, we'll know who we are talking to.

We will send out at least one thing this summer; its size will depend on what all you tell us about, and in part on how much freedom we gain to find perspective.

We may not be as easily reachable off and on, but by addresses and phones listed in *RAIN* you'll be able to find us all right – so keep in touch.

Steve Johnson

**\$5.00/year – 10 issues.** Make checks payable to *RAIN*

Name

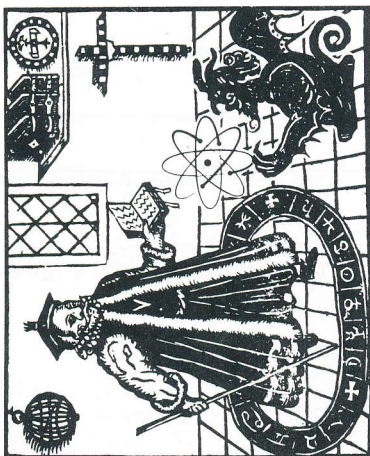
Address

Zip

Phone

Occupation:

Interests:



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 PO Box 751  
 Portland, Or. 97207

Address Correction Requested

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