

Candidate Is a Thing, a Product

By MARILYN RICHARDS

Another election year is upon us. Times like these bring out the best and worst in people like spring brings both flowers and weeds.

These times bring redundant television and radio commercials not the old debates, barbecues and balloons of yesterday.

John Havelock, a Democratic candidate for the U.S. House recently told a college political science class that it involves a budget of almost \$100,000 in campaigning to ensure a House seat.

Havelock explained that he, like other candidates is a product. The election campaigns are market systems for the sale of public representational services, he added.

His analogy of a man and a product is both humorous and scary. Most contemporary politicians think that way. They need to advertise to sell themselves. They have to pick an image and a market.

There are abuses of consumer services in the election system, Havelock said. Abuses include

problems of consumer protection one of which is deceptive packaging. "What you get in a politician is not what you see."

Shopping around for politicians and candidates in Alaska is like sometimes comparing hamburger and a New York cut. There's not much choice but a lot of beef! (This isn't meant to slice at Havelock you understand.)

Institutional changes in the market sale system and the delivery process must be made but what kind of changes? This opens up so many appealing possibilities.

If we elect a man, or his product image, can we expect to return him if he is not performing up to par? Could we get a one year guarantee or a refund if we are not pleased?

Should Congress establish a Complaint Department where we can try to return our old politicians for new ones? We could get our broken ones fixed or pick up spare parts, preferably in the hearts and brains departments. Or do we need a service station in Congress where we can send our representatives to get oiled,

a tune up, their batteries recharged or even a major overhaul? "It's time for your 500,000 word check up, Congressman."

Television and the modern media ease the communications between the candidates and the public but other markets may open up for dispensing an image to the shoppers.

Could your picture used politician lots, discount stores where we could get them at bargain rates? How about mail order catalogs? You could find different sizes and styles of the legislator you want in different colors, styles and sizes flipping through the pages.

You could have so many choices and multiple variations too in ordering. "How about an old-fashioned farm boy type; a fat cat; an old, or young or middle-aged "people's man" in all the colors of the rainbow, and either sex?" You could match them with a cause, too. The possibilities are endless.

But the bubble may be broken. Those future sales will probably have to be regulated by the Federal Trade Commis-

Represents Alaska

FAIRBANKS — President John C. Sackett of Doyon, Limited has been named to represent the state of Alaska on the National Advisory Board Council of the Bureau of Land Management, within the Department of the Interior.

The appointment, by Interior Secretary Rogers C. B. Morton, was announced Thursday at Fairbanks by the regional Native corporation of the Interior, which Sackett serves as president and chairman of the board.

The 36-member board is scheduled to meet May 18-20 at Denver, Colorado, to discuss environmental protection, public land users, resource manage-

sion, the Interstate Commerce Commission and maybe even the Better Business Bureau. But whatever government agency that would handle those affairs, remember the government is handled by Congress and what Congressman would want to be handled like an object or be sold?

Product — hmmm, what an absurd thought.

ment. A legislator from Galena, Sackett also serves as chairman of the Senate Resources Committee within that body.

The National Advisory Board Council was first organized as a private group in July of 1940, to coordinate efforts of cattlemen in connection with national defense. The council served in an advisory capacity to the Secretary in the ensuing years and was formally established by amendment to the Federal Range Code in August, 1949.

Initially, membership on the council was limited to livestock and wildlife representatives, but on Dec. 7, 1961 the council was enlarged to include 12 other interested members — from soil conservation to mining, oil and gas representatives.

In December, 1973, the council was again restructured to more fully reflect public interest in multiple uses of lands under jurisdiction of the BLM. A. W. "Bud" Boddy of Juneau now serves as the state of Alaska wildlife representative on the council, with Sackett as the state's representative at-large.

The Trans-Alaska gas pipeline means clean fuel for Alaskans

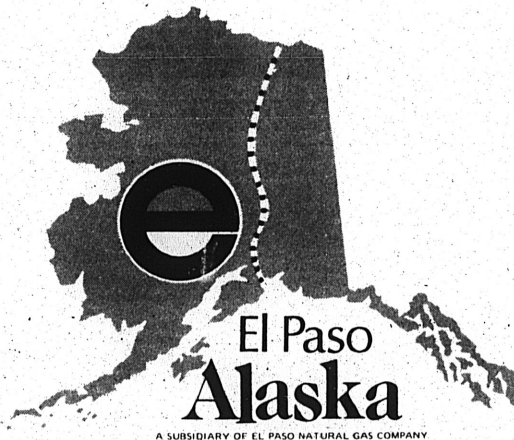
The Trans-Alaska Gas Pipeline Project has specific benefits to the State of Alaska, benefits which ultimately accrue to the advantage of the entire United States.

The gas pipeline will provide a reliable and plentiful source of economical, clean energy to the residents of the state. This would not occur if an all-overland route through Canada were to be built. This availability of natural gas will stimulate the development of Alaska's rich mineral deposits along the pipeline route and adjacent areas, which also means increased employment and tax base.

The gas pipeline would substantially parallel the oil pipeline already

approved by the U. S. Congress and signed into law by the President.

By sharing the same service and access roads (roads in this hostile climate are a major item of expense and require daily maintenance), as well as other facilities, the cost of building the line will be reduced to the advantage of the consumer.



For further information, please call or write:

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