



# Your Money's Worth

By SYLVIA PORTER  
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## THE SEAT BELT STORY

On the drive home from my first automobile accident (luckily a minor one) a few weeks ago, I stopped at the neighborhood garage and ordered a set of two front-seat belts installed immediately. For — even before I heard the doctor who patched me up say that "belts would have saved one-third of those brought into this hospital with fatal auto injuries" — I knew I wouldn't have been hurt as much as I was had a belt been holding me firmly in the seat behind the wheel.

Now, having bought my handsome red belts — to match the red upholstery of my white convertible, of course — and having discovered not only how much safer I feel but also how much the belts remind me to drive carefully — I have been looking into The Seat Belt Story. It's a surprisingly big business story with many unexpected aspects. Here goes.

It is big business. The estimate of the Auto Industries Highway Safety Committee is that, in 1961 alone, seat belt production totaled 4.5 million units. With manufacturers charging \$3 to \$5 a belt, this suggests the industry last year grossed between \$13.5 and \$22.5 million. And with the price to consumers ranging from \$6 to \$10 a belt installed, this means we might have spent up to \$45 million for belts in the 12 months. We didn't spend nearly as much, though, for installations are still well below production.

But installation of seat belts is rapidly gaining momentum and this will continue. An active campaign to educate us on their use is being jointly pushed by the auto industry, the American Medical Assn., the National Safety Council, the U.S. Public Health Service and, most importantly, the General Federation of Women's Clubs via its "Women's Crusade for Seat Belts."

The Advertising Council is backing installations with public service advertising messages. The decision by U.S. automakers to pre-punch front seat anchorage holes in all 1962 models has been a major spur. The American Safety Equipment Co., which makes the Hickok brand seat belt for all Dodge cars, reports it produced 80,000 belts in December last year against only 8,000 in January of

1961. Dodge alone says its dealers are ordering belts now at a rate 25 times that of a year ago. It's conceivable that in coming years, we'll be spending \$100 million annually for belts. It's big business indeed.

Meanwhile, problems of consumer protection already have arisen, for there are 85 to 100 seat belt brands on the market now and by no means do all meet the Society of Automotive Engineers' minimum safety standards for strength, color fastness, etc. To avoid buying a poor quality, "unsafe" product, buy only belts which carry the SAE's mark.

The hottest story in seat belts right now is the controversy over voluntary or compulsory installation, and on this very day, Friday, Aug. 24, a special Highway Safety Forum is being held in Manhattan under the sponsorship of Dodge and Amvets (the veterans' organization) to dig into the question. The trend toward compulsory installation is growing. Wisconsin law already requires front seat belts on all 1962 cars. This year four more states passed laws to require the belts: Mississippi and Virginia on 1963 models; Rhode Island on 1964 models; New York on 1965 models. But the auto industry and many safety experts believe voluntary persuasion campaign will be far more effective, for a person who voluntarily installs a belt is much more likely to use it than one who gets the belt with the car. Studies show that only 5 per cent of belts in cars automatically equipped with them are fastened.

There's no doubt that belts reduce injuries; the AMA estimates 10,000 killed on highways in 1960 would have lived if they had been wearing belts. Dr. James L. Mallett, head of Columbia University's Safety Research Project, who will moderate the Dodge-Amvets forum, adds that, "While the prime purpose is to prevent injuries when crashes do occur, also important is the fact that a fastened seat belt instills caution in the driver."

And now that I have become a dedicated belt fastener, here's my contribution to the campaign aimed at bachelors particularly. For you know what I've found out, men? A seat belt is a subtle way you can measure one proportion of your female companion. In the past few weeks of fastening the belt next to the driver, I've learned that L's hips are two inches broader than mine. G's are an inch smaller and, wow, is B bigger below than I thought.

# Painting of Wimer Bridge On Display at Rogue River

By LAURAINÉ LAWS

Rogue River—Shoppers in the Rogue River area are being given a special showing of an oil painting at Gail's store at Rogue River junction on old Highway 99. It is a painting of the historical Wimer covered bridge, done by Elizabeth Sheffield.

There are three stores owned by members of the Gail family. Norman Gail's at Gold Hill, Robert Gail's at Rogue River and their father Charles Gail who has for many years owned and operated the Wimer Market at the old covered bridge seven miles up Evans Creek.

The bridge is a tourist attraction and in the past was often photographed and painted from the south bank of the creek. Now willow trees growing on the gravel bar have cut off the view. Artists from Medford and Gold Hill gave up painting there rather than trespass on private property. Learning of the problem, both business firms on the north bank offered the use of their lawns to valley artists.

## Purchased by Son

The painting on exhibit was done in Gail's yard, and was purchased by his son Bob, who expressed a desire for a rustic frame. In appreciation of the courtesy extended the art group, Mrs. Sheffield made a special frame of hand split cedar shakes. Shakes of very straight grain and over two feet in length were required.

At that time her brother, living near Humboldt bay, was making shingles for a new roof so she rushed down there to persuade him to split some long straight shakes. On arrival she learned several bundles of three foot shakes had been stored in a neighbor's barn years ago, and because there were not enough to cover a whole cabin, no one wanted them. The neighbor became interested in her project and gave her the straightest bundle of the lot. Then her sister-in-law made a special trip to bring them to Rogue River.

Mitering corners of split shakes is a difficult job but the Bohl brothers near Central Point, who recently opened a new shop and are making bee hives, agreed to do the mill work, but said, "You can join and glue the corners and brush on a finish, other artists do. When you join the corners you may have to twist them a little bit to get a fit, the shakes are not quite straight." "Making the frame was as interesting as painting the canvas," said Mrs. Sheffield. "I'd chosen split cedar for texture and color to match the bridge. Probably the bridge was originally roofed with hand split shakes. It's said to have been built in 1892.

"I got the idea from a carpenter a few years back. His barn was roofed with long shakes weathered to a beautiful grey shade. He was interested in making unusual things and thought of a shake frame, they were long enough, wide enough and looked to be

fairly straight. But the first ones he mitered didn't fit, so he tried off a few more. Three days later he ended up shakes, straighter looking with one beautiful picture frame and no barn roof. I asked the cost of the frame," reports Mrs. Sheffield. "He wouldn't answer but gave it to me saying in a grrieved tone 'you can have it if you promise not to tell who made it, and if any of the artists want one made, say it just can't be done.' So I've been waiting for a chance to try it ever since."

**NATION'S APPETITE**  
Minneapolis — Americans each year eat 570 million pounds of macaroni, spaghetti and vermicelli; 200 million pounds of egg noodles; about 10.3 million pounds of plain noodles.

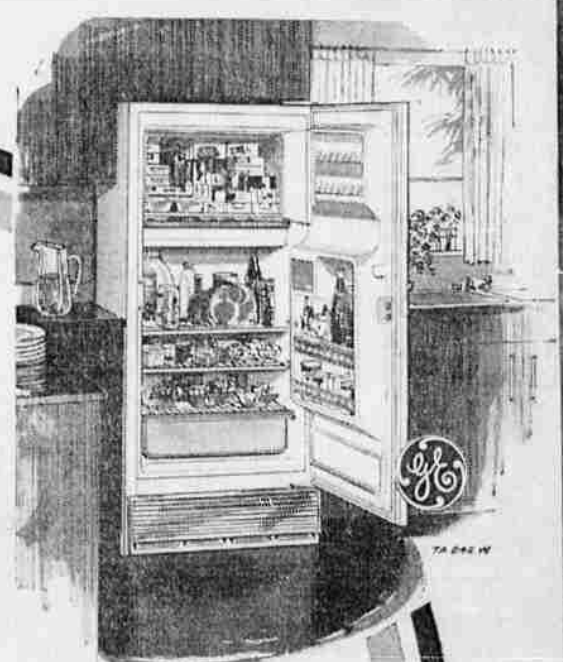
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### Astoria Regatta Queen Selected

Astoria — Tall, slender Susan Hendrickson is reigning over the Astoria Regatta.

The graduate of Astoria High School was chosen here Thursday night. Her father owns the new marine basin at Warrenton.

The regatta runs through Sunday. It includes marine events, parades, and a salmon bake.

### Milwaukie Voters Approve Annexation

Milwaukie — Milwaukie voters decided unanimously Thursday to annex two large tracts of land to the city.

The vote was 4-0. The city has 4,847 registered voters. An estimated 1,500 people live within the boundaries of the newly-annexed areas.

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### Small Worlds Around Us

By Lynn W. Watkins  
Herald and Tribune Syndicate, 1962

#### Day of the Hunter Is Nearly Over

What was so poetically referred to as the "hunter's moon" by the early American Indians, comes every fall along with the haze over the lake; the rising mists along the river or the "tang of autumn" in the air, which begins to carry just a hint of chill.

The white man, like his red brother, feels the call of the outdoors very strongly at this time of the year. The desire to be afield. The spirit of the chase burns brightly in the hearts and eyes of many of our people. Their pulse rate quickens at the promise of days abroad with a gun and a dog.

The hunting dog still whines and wags his tail in happy anticipation. At the same time, his master's trigger finger itches when the hunter's moon shines brightly in the autumn sky. The hunting dog does not know, but his days of wide ranging are about over. There is little available space left.

Today, a hunting dog can barely "hit his stride" before he rams his sensitive nose slap-dab into somebody's front or back porch. Trailing game through back yards and subdivisions couldn't be very exciting, even to the most enthusiastic dog or ardent human hunter.

It's rather startling to learn it is almost impossible now, in the majority of states, to fire a gun in any direction without hitting a house, a business establishment or a building. There is hardly a place where somebody does not live. Wherever you go, whichever way you look, there is a subdivision, a hot dog stand, or an oil station.

Cities and the towns have busted out at the seams; they have overrun the wild places. Swamps and ponds have been filled in; brushy areas have been cleared.

Trees have been cut down, fence rows, where once a host of wild game found shelter, have been cleaned up. Civilization has exploded, and the pieces have flown in every direction.

Even if the game is still present, cover and feed are gone. There are among us many wishful thinking individuals who maintain that the hunting areas are still present, and that game still can be found. Every month, however, these areas shrink a little more. The condition is unique; we can't bring ourselves to realize how limited the wild places have become.

Whether we like it or not, the time of the hunter is nearly over. Tomorrow's children will have lost what was supposed to be their rightful heritage. The hunter's moon is waning in the autumnal sky.

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