



Your Money's Worth

By SYLVIA PORTER
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HOW MUCH DOES A WIFE COST?

How much does a wife cost? Since I reported several weeks ago how much it costs a bride to tie up her husband legally on the big day, you have seen a steady trickle of letters challenging me to tell what wedding expenses the groom assumes, how much an average honeymoon costs, what about the expenses of having a baby—and some kill-jays even have inquired about the expenses of divorce and death. So I have been digging and as I collect the facts, I'll pass them on to you.

Of course, just as no one can estimate what it costs a bride to lure her bachelor into matrimony, so no one can estimate what it costs a groom to court his lady. But there are hard facts on what he spends in connection with the wedding itself.

Practically speaking he has only one major expense—the engagement and wedding rings. The other expenses—church fees, gifts to his ushers, perhaps renting that once-in-a-lifetime formal suit—are minor, may run under \$100.

The rings, though, are an important expense. Here, from the New York firm of Tiffany & Co., which makes an annual nationwide survey of developments in the diamond ring market, are bread-and-butter guides for the estimated 1.7 million U.S. men who will become husbands this year and for the tens of millions of grooms to follow them.

Is a diamond engagement ring the thing to give? It surely is. Judging by 1962's sales, 85 per cent of this year's brides are getting diamond engagement rings. Sales of the non-diamond ring are insignificant.

What kind of ring is in style now? The solitaire (single stone) as opposed to the multiple-stone ring is by far the most popular type of true diamond engagement ring. The size of the center diamond in the ring sold by the typical jeweler is 45 points (100 points equal a one-carat diamond) or nearly 1/2 carat.

What is the average price paid? Between \$227 to \$230, excluding Federal tax, says Tiffany's. This average hides the fact that the cost of the engagement ring may run from under \$100 to hundreds of thousands and today the cost frequently is boosted by interest on installment purchases.

Should a fiancée help select the ring? In the majority of cases now, the fiancée accompanies her future husband on the ring expedition—just the opposite of the soap opera concept. Also, seven of every 10 customers buy a matched set of diamond engagement and diamond wedding rings.

What's the average cost of wedding bands? The most popular prices for narrow and standard widths diamond-set rings have remained constant during the last four annual surveys. The average is \$91.

Is a diamond engagement ring a good investment? If you buy an average ring, definitely no, for you buy the ring at a retail price (plus tax and any installment charges) while if you sell, you sell at the wholesale price. This "recovery price" usually runs at only one-third your cost. Tiffany's offers two rules-of-thumb for maximum value here: first spend your money on one big stone rather than many little ones and thus avoid paying a disproportionate amount for cutting the stone; second, realize that quality being equal and weight within reason (five to 10 carats), the heavier the carat weight of the diamond, the greater its worth. A two-carat diamond stone is worth more than two one-carat stones of the same quality, a 50-point stone is worth more than two 25-point stones, etc.

Are diamonds themselves good investments? Almost 2,000 years ago, the Roman historian Pliny said, "The diamond is the most valuable not only of precious stones, but of all things in this world." He made a remarkably valid point. Diamonds are the least destructible of gems, are easily hidden, easily carried, supported in price by one of the world's most rigid monopolies. In our era, many Cuban refugees fled their homeland with diamonds instead of cash to finance their relocation here. In Hitler's era, diamonds financed the flight of countless Jews from Germany.

It takes considerable know-how to make a successful investment in diamonds, though. The value of the gem, according to the American Gem Society of Los Angeles, will be determined by four factors ranking in importance in this order: accuracy of cutting, color, clarity and carat weight. Weight alone is no indication of comparative value. Says the society, "It is much like comparing the value of pictures by their size."

Sno' Boy Claimed Deliberately Sunk By Soviet Vessel

Miami—UPI—A Cuban exile leader says the fishing boat Sno' Boy was "intentionally sunk" by Russian trawlers when it surprised the Soviet vessels engaging in "espionage" activities in the Caribbean.

The Sno' Boy has been missing since July 1 on a voyage from Kingston, Jamaica, to Northeast Cay with 40 persons aboard.

The exile leader, Dr. Luis Conte Aguero, said Thursday night he believed the 63-foot vessel "surprised Russian trawlers engaging in clandestine espionage activities in the area and was intentionally sunk."

Search Called Off
The U. S. Navy called off a widespread search for the Sno' Boy July 9, theorizing the blue and white boat either sunk in high seas or broke up on a reef.

Conte, leader of the Sentinels of Liberty underground organization, said an amateur radio operator in Key West, Fla., picked up a message from the Norwegian freighter Baume July 7 saying it had sighted three Russian trawlers about 30 miles west of Jamaica.

On July 6, the body of one of the Sno' Boy's passengers was found floating in the water some 60 miles west of Northeast Cay, which is about 80 miles south of Kingston.

"This is the first time Soviet fishing vessels have been sighted south of Jamaica, and it is significant they were spotted in the same area where the body was found 24 hours earlier," Conte said.

Oregon Ducks at Beauty Pageant

Miami Beach—UPI—Two female white ducks named "Miracle" and "Mile" arrived here Wednesday to take part in the Miss Universe contest. "Miracle" and "Mile" arrived in town along with two dozen of the world's most beautiful women who will participate in the Miss Universe contest next week.

The ducks came with Miss Oregon, Joset June Fisher of Portland, as a gift from Gov. Mark Hatfield to Miami Mayor Robert King High. They will be presented to the mayor during the week of ceremonies.

The ducks were named to publicize a fast-growing stretch of the Oregon coastline.

The Miss Universe contest will be preceded by the Miss U.S.A. contest.

In the Day's News

By FRANK JENKINS

The news as this is written? It's a bit on the fuzzy side. It looks like we might have a railroad strike—which nobody wants. The employees don't want it because it would mean losing their jobs. The rail operators don't want it because it would mean losing a lot of business to their competitors.

The owners of rail stocks don't want it because if the unions don't run there can be no profits, and if there are no profits there can be no dividends. The commuters in the big cities don't want it, because it means grief and trouble in getting to work.

EVEN Jimmy Hoffa, President of the Teamsters Union, whose truck drivers would take up much of the slack in case of a rail shutdown, doesn't want it. He says that "NO STRIKE is ever good for ANYONE, at ANY time."

But he pledges his union's support of a rail strike if there is one.

It looks like a mess, doesn't it?

WHAT to talk about today? How about digit dialing? Nobody wants that either, but it looks like we're in for it.

DOWN in the Bay Area digit dialing is a particularly hot issue. People don't like it. They say digits are hard to remember, whereas the old word prefixes were easy to remember. So, in an effort to fix things up, a Stanford research psychologist steps into the breach with what he calls a simple formula for handling the situation.

IT works like this: First, find the number in the directory. Then put your finger on the number. Dial the first group of three numbers. Then look back to the directory to refresh your memory before dialing the second group of four numbers.

While doing all this, be sure to keep your finger on the number in the directory. And . . . by VERY sure that you keep your finger on the RIGHT number. And the right number GROUP. If your finger slips inadvertently over to the wrong number, or the wrong group, you aren't going to get your party. You'll get SOMEBODY ELSE.

AND the somebody else will probably be just as much annoyed as people always have been when called to the phone to answer a wrong

Russia Said Big U. S. Challenger In Lumber Trade

Palo Alto, Calif.—Russia is a major challenge to the United States in world lumber markets, an Oregon lumberman has warned.

Robert F. Dwyer, vice president of the Dwyer Lumber and Plywood Co. of Portland who recently returned from the Soviet Union, said Russia now matches the U.S. in total lumber production and plans an annual 20 per cent increase in the coming years.

Dwyer made the comments at a Transportation Management Program of the Stanford Graduate School of Business. Dwyer returned from an unofficial tour of Russia June 21. He warned the business executives attending the graduate school that since Russia entered the world lumber market in 1958, the competitive effects on this country have been substantial.

He said American lumber producers have lost more than \$300 million of the annual domestic market, mostly to Canada, after Russia entered Canada's world markets.

Dwyer said, however, the U. S. can produce better quality lumber at costs as low or lower, than Russia's.

Eugene Man Named To Fair Commission

Salem—UPI—Sanford Nemerovsky, owner-manager of a Eugene outdoor store, has been named to the State Fair Commission, the governor's office announced today.

Nemerovsky succeeds John Chait of Eugene, who resigned.

SHOOT EACH OTHER

Corney, England—UPI—Bob Steele shot a fox Thursday and was, in turn, shot by the fox. Steele said the dying fox leaped at him, struck his gun and caused it to fire, sending a bullet through his hand.

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Try and Stop Me

By BENNETT CERF

PROFESSIONAL football has become such big business—with capacity crowds every Sunday taken for granted—that it's hard to realize that as recently as 1927, less than a thousand spectators turned up for a game between the Chicago Bears and the New York Giants that clinched the championship for the New York club.

Guiding spirit of the Giants in those tough early days was the late Tim Mara (his sons own and run the club today). Tim Mara was persuaded to back the club when, he admitted later, he "didn't know the difference between a touch-down and a fumble." "I founded our club," he added, "on strength and ignorance: the players' strength and my ignorance."

And how his faith paid off! The New York franchise cost him \$2500 in the twenties. His heirs probably wouldn't sell for \$7 million today!

In Wilmington a cannata-loving club woman told Paper Magistrate Sam Himmell, "For months I couldn't figure out where my husband spent his evenings. Then, one night, I went home to get an umbrella—and there he was!"



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