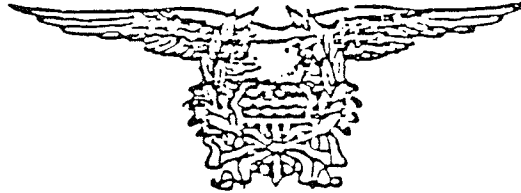


OCTOBER
1988
NEWSLETTER



EDITOR:
VICKY PETERSEN
NE PORTLAND CHAPTER

A.B.A.T.E. of Oregon, Inc.

COORDINATOR'S CORNER

It has been brought to my attention that quite a number of you feel that CFFOC has repeatedly asked for donations to help fight the Seat Belt Law, NRA, and the Anti-Smoking Law. The only expenses we have incurred have been \$300.00 to get an argument in the Voters Pamphlet, and \$65.00 for printing 10,000 flyers to defeat Ballot Measure 3 (Seat Belt Law). We have not spent any money at all on the Anti-Smoking Law, nor was any money spent on the Gun Control Law. When I found out how crucial it was to contact our Reps and Congressmen on the Gun Control Law, I called every Coordinator and gave them the information to pass on to the members. From that point on, it was up to you to call, wire or write your Congressman to let them know how you felt on gun control.

The Coalition (ABATE, AMO, AMA and ROB) decided to purchase t-shirts to sell at the Freedom Run II (the flyer is elsewhere in the newsletter) on October 23 at the State Capitol. There was not enough money to cover the price of the t-shirts, so I made a personal loan of \$1,000.00 to the PAC and Brian Stovall also made a personal loan of \$300.00 to the PAC to purchase these t-shirts. The proceeds from the sale of the t-shirts will first go to repay the loans and the profit left over will go to CFFOC to fight the helmet repeal in the next Legislative session.

Time is of the essence. The deadline is approaching fast!! We still need volunteers on our committees. The person to contact is listed after each committee.

- | | |
|---|--|
| 1. Legislative Bill Writing: | Mel: 1-928-9939
Teresa: 1-298-1317 |
| 2. Fund Raising: | Ed: 1-673-6120
Julie: 1-466-5767 |
| 3. Information Gathering (Statistical): | Brian: 1-298-1317
Carolyn: 255-7793 |
| 4. Publication and Media Contact: | Roger: 289-0153
Lois: 775-4593 |
| 5. Public Speaking: | Mike: 1-928-7235
Bob: 1-466-5767
Roger: 289-0153 |

"Always stand for the right thing; then you win, even if you lose." Anonymous

There was no report from the Secretary on the September Board Meeting. As I wasn't there, I can't tell you what happened....Vicky, Newsletter Editor

To:
Vicki
Newsletter Ed.
ABATE of Oregon

Sept. 14, 1988

On September 10, I attended the State Board meeting and I feel it's time to voice my thoughts. I have been attending the State Board for quite some time now, sometime the meetings are very interesting, and some time very thought provoking, however it's time to face reality. We are dealing in an idealistic manner not reality. The seat belt people, NRA, Anti-Smoking, Ect. are not going to come to our aid when we need them two years down the line. We are spending hard earned money on a pig in the poke. Members are becoming disgruntled with repeated requests for money to fight these causes. They remember the support we recieved and will recieve in the future. I believe we should re-align our thinking and get on with things that are more realistic for motorcycle riders

We received some information concerning the progress of the Governors Advisory Board. At this point in time it appears as though the Board is counter productive. They are trying to implement some rules that are discriminatory, such as requiring mandatory motorcycle training, if you are a motorcycle traffic offender. There are already rules on the book that require traffic school if you recieve a certain number of citations, why expand on the law to specify a perticular vehicle. We have reps on the board, they should fight against any of these types of laws. We keep saying we believe education is the way to reduce motorcycle accidents and fatalities and its very true but we need to educate the automobile operator and new motorcycle rider. Pass a law stating if an automobile pulls out in front of a motorcycle operator he/she will be charged with attempted manslaughter. They are just as responsible as if they had pulled the trigger on you. Several convictions of manslaughter would get the attention of the automobile drivers and we could breath a little easier knowing we had some laws on our side. Education is the avenue we need to take but most of us are already aware of the hazzards we face. Educate the auto driver and leave us alone.

Thank you.

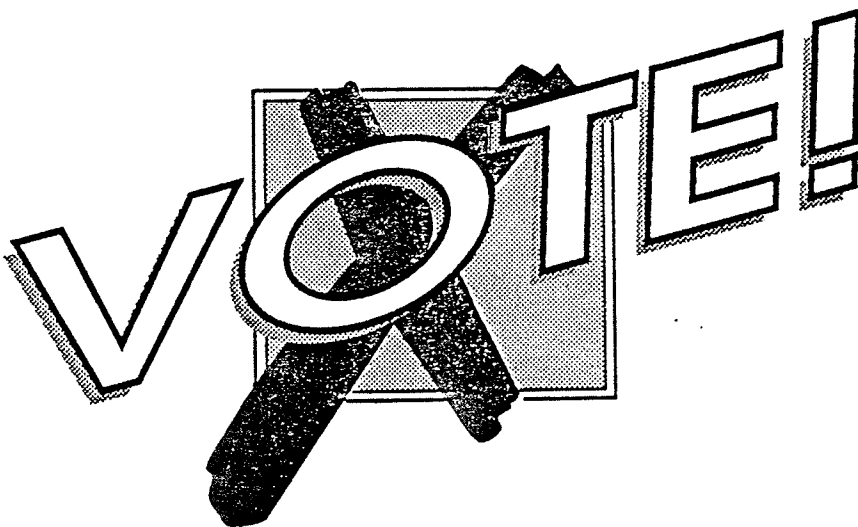
Don

Washington County
Abate Of Oregon

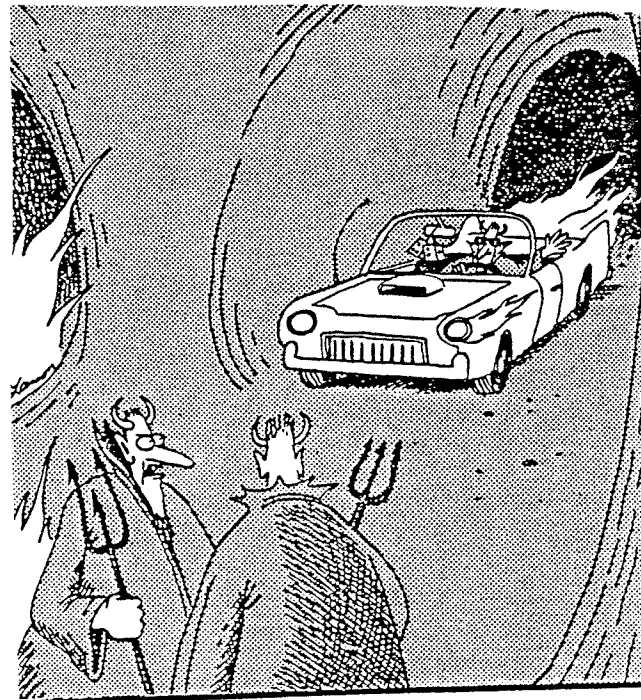
SEPTEMBER 1, 1988 MEMBERSHIP REPORT

Our membership is still up and growing! Great work all of you membership secretaries and, all of you members who are recruiting other members. ABATE of Oregon is now the largest it has ever been and it is continuing to grow daily. During last January through April's membership drive, I had a goal of 1,000 members. If we continue growing the way we are now, we will be there by the first of the year. Come on, let's get those memberships in and keep ABATE of Oregon growing stronger. Ride Free! Mother (Don't you love the new printer? You can read my report now.)

CHAPTER	TOTAL AUG 1 88	GAIN/LOSS SEPT 1 88	TOTAL SEPT 1 88
CENTRAL OREGON	18	8	26
COOS COUNTY	0	22	22
DOUGLAS COUNTY	65	-13	52
INDIAN CREEK	41	-1	40
JACKSON COUNTY	110	12	122
KLAMATH FALLS	24	-4	20
LANE COUNTY	22	4	26
LINCOLN COUNTY	72	-1	71
MT HOOD	44	1	45
NE PORTLAND	139	-4	135
SALEM	59	-1	58
SE PORTLAND	136	6	142
ST JOHNS	56	0	56
WASHINGTON COUNTY	45	-3	42
YAMHILL COUNTY	33	9	42
TOTAL MEMBERSHIP	864	35	899



It's YOUR right, use it!
Don't let someone else make
the decision for you.



"Well, here comes Roy again. He sure does think he's
Hell on Wheels."

NEWSLETTER REPORTS

CENTRAL OREGON CHAPTER

THE DEADLINE WAS THE 15TH!! THIS IS THE 26TH!!

COOS COUNTY CHAPTER

Here we are again - new and improved!! We have some real motivated people here who have been working hard to put the word out on the upcoming seat belt law. We've had a lot of positive feedback from folks at the Charlie Tuna Festival in Empire and the Fun Festival in Coos Bay where we had booths. Let's WIN this one!! It could be an important step towards getting the buckets off our heads and back in the basement where they belong.

Special thanks to Mike McClain for donating money from his car wash (behind the Blue Moon - Coos Bay), Empire Signs for donating a banner, ICBA for donating a booth and the parade entry fee, and thanks to all the people who spend time manning the booths.

DOUGLAS COUNTY CHAPTER

THE DEADLINE WAS THE 15TH!! THIS IS THE 26TH!!

JACKSON COUNTY CHAPTER

THE DEADLINE WAS THE 15TH!! THIS IS THE 26TH!!

JOSEPHINE COUNTY CHAPTER

THE DEADLINE WAS THE 15TH!! THIS IS THE 26TH!!

KLAMATH FALLS CHAPTER

(LATE BREAKING NEWS. THEIR REPORT IS ELSEWHERE IN THE NEWSLETTER. GOOD REPORT!! IT WAS TOO LONG TO STICK IN HERE, AS I HAD ALREADY TYPED UP THESE REPORTS, AND SINCE HARLEY HAD SO NICELY TYPED IT ALL UP FOR ME, I SET IT UP BY ITSELF.)

LANE COUNTY CHAPTER

Hey!! Lane County is back. We have 14 new members and all are hard workers. After the State Board Meeting, the guys are riding to Oakridge to recruit new members. I give my thanks to Bear, Pete and all the ones working to build us back up. We have already overloaded our regular meeting room with attendance, but no problem. When October 23 comes in Salem, we will be there. Look for us on the road!! Lane County is back!! Get INVOLVED. Lady Blue - Denise

LINCOLN COUNTY CHAPTER

We are still working on getting stickers printed up to sell as decorations for those helmets out there. We've come up with 5 different sayings that would be offered. Hopefully, we'll have them shortly. Almost time to start planning our annual Senior Thanksgiving Dinner. It's become such an event, that the seniors start asking to sign up even before we've started the planning.

We have a new Ways and Means Officer for our chapter. He is Gary Lechner and if you want anything or if you have any ideas for him, he'd like to hear from you. Also, if any of the other chapters have something that they'd like us to display at our meetings, you can contact Gary or talk to one of our State Reps at the State Board Meeting....Vicki

MT. HOOD CHAPTER

Hello again, saying thanks to our old officers seems so very little for a job well done to Gordon, Diane, Fred Butler, Scott Bergman and Angie. And to congratulate our new officers, Scott Bergman as Vice Coordinator, Julie Linger as Ways and Means Director, Lynn Mallard as Membership Secretary and me, Angie as State Rep. We get so excited when we think that everyone is getting ready to work together and then we have a meeting and no one other than our regular faithful members show up. Come on, members, get with it and know that this is your chapter, too, and that your input is also very important. We are starting with the makings for our Care Run in November so we could sure use participation!!

Also, all this work that is going on now against the Seat Belt Law, remember that our freedom as little as it might seem is what we are all together trying to keep. We better wake up before we have another Cuba here. Think on it and come out and see how important you and you and you are. Until next time, ride safe and warm!! Angie

NE PORTLAND CHAPTER

THE DEADLINE WAS THE 15TH!! THIS IS THE 26TH!!

SALEM CHAPTER

Howdy folks. This is Gary "Tex" Paul Basin checking in from the Salem Ranch. It's going to be a real pleasure writing in and chatting to you once a month. The little woman, Teli Anne and I just rode in from our trip back to Sturgis and surrounding countryside, and we were asked to take over this position. Hope that in the following year that we'll be able to keep you informed of what the Capitol Chapter is doing.

Being away during the Fox Creek run, it's hard to report what really happened. So far it's been impossible to get a straight answer from any members here at home. If you've got anything to pass on about this run, feel free to call me at 581-8201 so I can get your input into print.

By the time you read this, the ABATE of Salem First Annual Family Fun Variety Show will have taken place. I know it was a great success with the proceeds going to Thanksgiving food baskets for Senior Citizens and the Christmas Toy Run. Thanks to Dave Miller, our ventriloquist, Mr. Mystic, the master magician, and John Lewis our member who helped make this a great evening in Salem.

Last I would like to take a moment to rub everyone's nose in it and tell you how great it felt to be out of Oregon for 3 weeks and feel the wind in our hair. Let us not forget that our main purpose is for freedom. Partying at runs is only secondary and loses its sweet taste when you are caged in with a lit. Well buckos, happy trails till next month. Tex (Hey, Tex, thanks for the neat input. I will look forward to seeing it every month. Vicky)

SE PORTLAND CHAPTER

Well here it is again, Fall, cold weather and Toy Run season. We've already had one party on September 17 to benefit the Shriners, and have many more planned before the Toy Run. Be sure and attend, all this money helps buy wheelchairs and other necessities for the kids at Shriners Hospital.

SE PORTLAND CHAPTER (continued)

Another note...Next month is election time. VOTE NO ON BALLOT MEASURE 3, the Mandatory Seat Belt Law and urge everybody you know to do the same. Do some research on the candidates running for office. Remember, these will be the guys running our state and country, so be careful!! Whatever you do, be sure and VOTE. See ya on the road, Phil

ST. JOHNS CHAPTER

Even though Murphy's Law was working twofold, Silver Falls was a run no one should have missed. The weather was fantastic, food great and everyone had a great time. About 250 in attendance, not including dogs. Thank you to everyone who helped out and came to the rescue. Salem gets an extra thanks. It was good to see those of you from other organizations, AMO, AMA, Christs Disciples, etc. Hope you all had a good ride home and we'll see you all next year. Ride free, Barb

WASHINGTON COUNTY CHAPTER

I would like to extend congratulations from Washington County to two of our chapter members who were married on September 3 at their home. Congratulations Dan and Cindy. May you have a long enjoyable life together. Ride safe and free.

We had a picnic on August 27 and proved a very good point. Even if it's free, people don't show up. We would like to thank the few people who did show at Bald Peak. An unfortunate accident occurred, a motorcycle rider was killed leaving the Vintage Motorcycle Club rally that stopped there also. He was not a Vintage member, only a spectator, however, it is unfortunate.

It's hard to believe, but work is going on for the Toy Run. Time just keeps slipping away. Elections coming up, seat belt laws, gun legislation, phony candidates, Forestry Acts (don't fight forest fires or bug infestation let nature take its course). What kind of logic is that? Ban the transport of 22 and 33 cal. shells? Ban handguns because a Chief of Police said he had never felt threatened to the point of needing one for protection. Who goes around threatening the Police? We're too busy fighting their ridiculous legislation to threaten anyone. REGISTER TO VOTE, go to the polls and vote NO on everything and everyone.

"Hog Patch People II"...I hope all of the chapters have a copy of the color book by "Teach". That is one great book. Also, congratulations to St. Helens Rick. He logged over 10,000 miles on the Shriners Hospital Run.

Till next month, ride safe...Don

YAMHILL COUNTY

THE DEADLINE WAS THE 15TH!! THIS IS THE 26TH!!

L A T E B R E A K I N G N E W S !!!
(CONGRATULATIONS TO K FALLS.....)

ABATE of Klamath County Newsletter:

September 20, 1988

A word from your New Coordinator: REORGANIZE!!

That was the subject of the September meeting. Several required offices suddenly become vacant, and had to be filled immediately, or we would not be recognized as a bone-a-fide chapter by the state.

Your officers are as follows:

Harley Inman- Coordinator and State Rep #2

Pam Parsons-Vice Coordinator and state
Rep. #1

Margy Gunter-Sec. and Membership Sec.

Preston Shaw-Treasurer and Paraphernalia
chairman

Mary Long-Alternate State Rep.

Becky Munson-Alternate State Rep.

We now have our legal requirements of chapter officers, and paid memberships to continue as a recognized chapter. But we are short on living bodies to do a proper job of defeating ballot Measure #3 -The Seat Belt Law.

You may be saying to yourself, "why should I care about a seat belt law, It doesn't pertain to my bike, and besides, it would serve those lousy cage drivers right for voting in the helmet law"! WRONG!- If the seat belt law passes, the chances of ever repealing the helmet law automatically becomes between slim and none! And how often in this snowy area do you find yourself in a car!

We need help between now and voting day! Placing "No on 3 posters, Running information tables, talking to friendly Politicians, and getting more members in ABATE. Here are some phone #'s to call if you are able to help, or have any suggestions. Harley or Pam 882-9909, Preston or margy 882-7070. better yet, attend a meeting any 3rd Monday, 6:00pm., at Inge's cheese house 4023 south 6th street. Meetings are usually short as closing time is 7:00pm.

If any of you have changed phone #'s or address lately, let one of your officers know. I called the membership list with disappointing results.

Did you notice a couple of new names?
I would like to welcome our two newest members,
Pam Parsons and Mary Long. They both are still
wondering what the name of this railroad is!

Harley,
Co-ordinator, ABATE of K. Falls

Up-Coming runs: Freedom Run II, Oct. 23, 1988. 2pm, the Capital
steps for more information call Roger at 289-0153 or Rusty at 255-9493.

TOYS for TOTS: All proceeds go to the kids! Oct. 8, 1988 9:00pm,
at the new leatherneck club, 1019 Main St. Put on by the Klamath
Two Wheelers- Lots of trophies and prizes!

THE KLAMATH TWO WHEELERS
AND
MARINE CORPS. LEAGUE,
CRATER LAKE DETACHMENT,
PRESENT ON;
OCT. 8th the 9th ANNUAL
TOYS FOR TOTS POKER RUN
(1988)

Downtime Includes;

POKER RUN

Trophies

Beer Drinks

Lunch

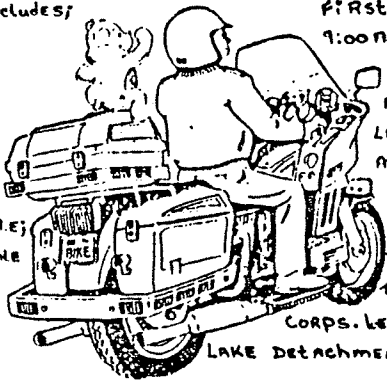
YEAR BAR

Also available;

Black Rake Sale

Wood Rattle

Run Pins



First m/c out;

9:00 a.m. Last

m/c out;

10:30 a.m.

Last m/c in

at; 1:30 p.m.

ALL PROCEEDS

ARE DONATED

TO THE MARINE

CORPS. LEAGUE, CRATER

LAKE DETACHMENT.

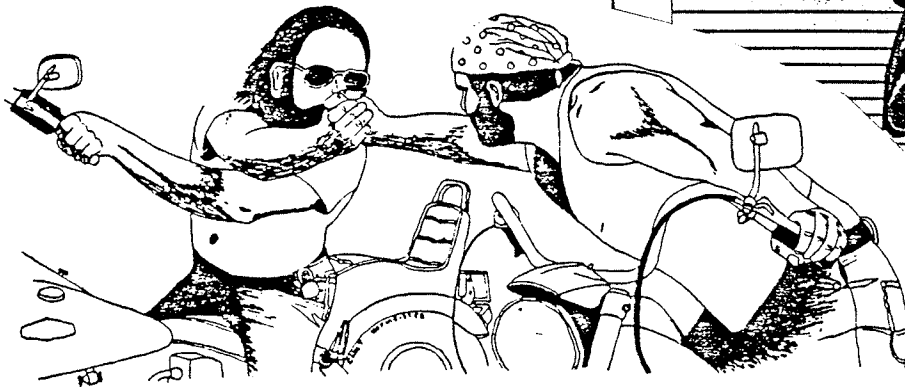
ENTRY FEE; \$5 CASH DURATION OR A NEW TAIL, \$5 VALUE
SIGN-IN; 9:00 a.m. TO 10:30 a.m.

PLACE; THE LEATHER NECK CLUB - 1019 MAIN ST.

EVERYONE WELCOME, CARS AND M/C'S

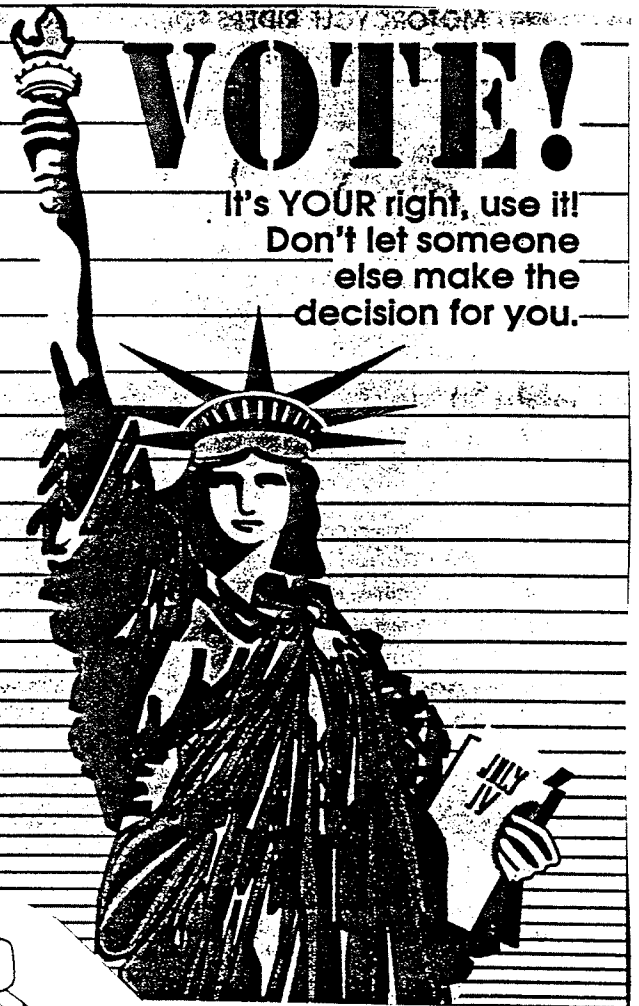
SHORT ROUTE, IN CASE OF BAD WEATHER

FOR MORE INFORMATION, CALL FRED OR DIANE - 882-4961



VOTE!

It's YOUR right, use it!
Don't let someone
else make the
decision for you.



WE MUST LEARN TO LIVE, RIDE, AND WORK TOGETHER TO KEEP OUR FREEDOMS!!
LET'S DO IT!! LET'S KEEP TOGETHER.

REPORT FROM YOUR NEWSLETTER EDITOR

Sorry I was so late in September but I had scads of committments and I am going to be starting to take some classes where I gotta learn some Greek and Latin words, so I may just decide to do this whole newsletter in Greek next time, and don't think I can't do it. Willy Word Processor has a sneaky way of doing Greek in his software. All I gotta do is push the right buttons...Anyways, the deadline was the 15th, as I am sure you all noticed, as I repeated it 6 times since 6 of you forgot. October is the last month before election time, and I figured you 6 mighta had somepin to say about it...Better luck next time!! Beware of Greeky Word Processors...If you REALLY don't think I can do it, just watch me in November...Ha Ha...Vicky and Willy The Greek

TEAM OREGON COURSES - 1988

Albany (Linn-Benton Community College)	967-6108
Oregon City (Clackamas Community College)	657-8400
Salem (Chemeketa Community College)	399-5125
Eugene (Lane Community College)	726-2252
Portland, Sylvania Campus (Portland Community College)	273-2810

October

5-15	MRC (novice), Oregon City
5-15	MRC (novice), Eugene
6-15	MRC (novice), Portland
16	Experienced, Albany

1988 STATE RUN CALENDAR

December 3	Portland Toy Run-Shriners	Mike Hodge	659-9205
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ABATE OF OREGON'S MEMBERSHIP CLASSIFIED

NOTE: ALL ABATE MEMBERS CAN RUN THEIR ADS FREE FOR 3 MONTHS

FOR SALE: 1969 Volkswagon fastback, automatic, new tires, tags and brakes, runs good, looks okay...\$600 or trade for carpentry work. Call 252-5645 keep trying (11-88)

FOR SALE: 1984 FXSB low rider, 26,000 miles with extras, \$4,500. Call 639-5019, Don, SE Portland (11-88)

FOR SALE: 1950 panhead, 12 volt, belt drive, mouse trap, not stock. \$3,500. Call 563-2308, Keith Prondzinski (11-88)

FOR SALE: 17' concession trailer, 2-38 lb deep fryers, curlyfry cutter, freezer, 4 sinks, paonia water heater, 40 gal water/hold tanks, licensed. \$4,800. Call 628-2090 Barb (11-88)

FOR SALE: Langlitz Leather Pants. 34 x 32 full length. Leg zippers, excellent shape. \$125.00 Call 1-336-5552 Gary. (12-88)

STATE WAYS AND MEANS

State Ways and Means Officer
Barbara Gallaher
PO Box 4504
Portland, OR 97208

K Falls Chapter (continued)
2521 Link Street
Klamath Falls, OR 97601

(I would like to hear from chapters
interested in State T'Shirts with
Chapter logo on front - Barb)

Sterling ABATE Rings	\$50.00
ABATE Eagle Pins	\$ 5.00
Chapter Officer Rockers	\$ 2.75
Fossil Pins	\$ 1.50
10th Aniv. Pins-sale	\$ 1.00
Year Bars '83-'88	\$ 1.00
Orders of 10 or more	\$.55

ABATE pewter belt buckle,	
Freedom of the Road	\$15.00
ABATE leather belt, silver	
goncho	\$15.00
ABATE uplified wing hat	
ABATE glass beer mug, 5	
color	\$ 5.00
Helmet laws suck stickers,	
small	\$.50
Helmet laws still suck	
stickers, small	\$.50
Let those who ride decide	
stickers, small	\$ 1.00

Lincoln County Chapter
Rick Vester
SRS Box 5XA
Depoe Bay, OR 97341

Washington County Chapter
Cindy

T-s Beaver Creek	\$ 8.00
T-s Lincoln County	\$ 8.00
Tanks Beaver Creek	\$ 6.00
Long sleeve T's B.C.	\$ 9.00
Sweatshirts, hooded	\$16.50
Sweatshirts, Crewneck	\$11.50
T-s Harley Wine Cooler	\$ 7.50
Harley Cooler Hats	\$ 5.00

Independence Run Patches	\$ 3.00
Washington County Toy	
Run Patches	\$ 3.00

K Falls Chapter
2521 Link Street
Klamath Falls, OR 97601

Marv Eastman
2789 Avenue A
White City, OR 97503

ABATE Courtesy Cards 100	\$ 6.50
Year Pins	\$ 2.00
ABATE logo pins, gold,	
silver, pewter	\$ 5.00
ABATE Eagle Pins, gold	
silver	\$ 5.00
ABATE wing pin, silver	\$ 5.00
ABATE wing pin, uplified	\$ 5.00
ABATE oval pin black, gold	\$ 3.00
ABATE #1 small pin 3 color	\$ 3.00

Beer Can Wrapper	\$ 4.00
ABATE scarves	\$ 4.00
License plate brackets	\$ 5.00

CHAPTER ADDRESSES AND CONTACT PERSON:

Jackson County Chapter
PO Box 1184
Medford, OR 97501
For info: Frank (THE VOICE) Way, Coordinator
Phone: 664-1475 - Evenings

Josephine County Chapter
PO Box 1385
Merlin, OR 97532

Klamath Falls Chapter
2521 Link St
Klamath Falls, OR 97601

Lincoln County Chapter
PO Box 665
Newport, OR 97365
For info: Randy Becker, Coordinator
Phone: 563-2398

Mt. Hood Chapter
PO Box 13021
Portland, OR 97218

NE Portland Chapter
PO Box 5792
Portland, OR 97228
For info: Pat Gleason, Coordinator
Phone: 665-7551

SE Portland Chapter
PO Box 06027
Portland, OR 97206

St. Johns Chapter
PO Box 03506
Portland, OR 97203
For info: Barbara Gallaher
Phone: 289-2250

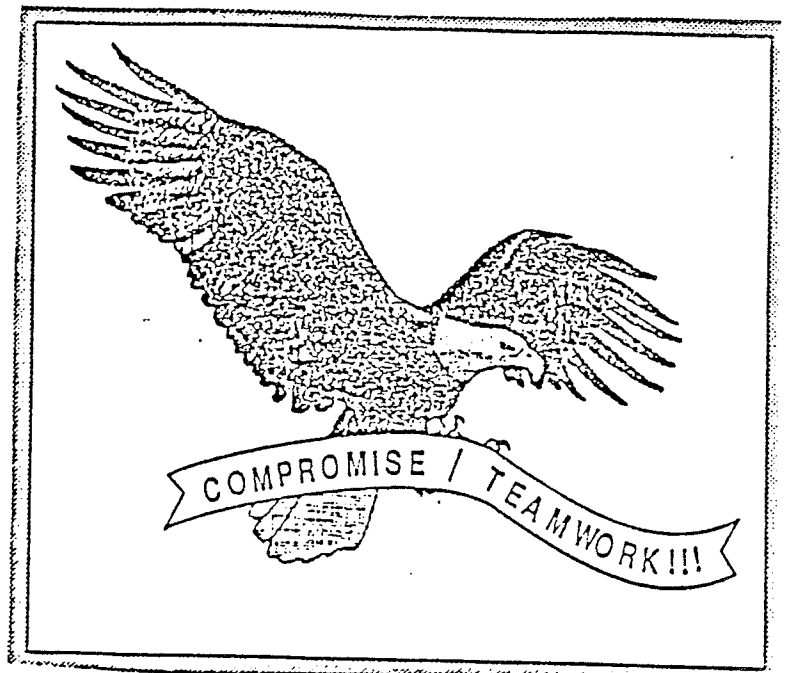
Washington County Chapter
PO Box 1353
Hillsboro, OR 97124
For info: Earl Frank (Scarf)
Phone: 640-5638

Yamhill County Chapter
Patty Woldridge
1554 E 2nd
Newberg, OR 97132-3217
or: Dennis and Judy Jones
538-6716 evenings

**EVERY MEMBER
COUNTS!**

**EVERY DOLLAR
COUNTS!**

**SIGN UP A FRIEND
TODAY!**



WHY SHOULD I ADVERTISE IN THE ABATE NEWSLETTER?

ABATE of Oregon has over 800 members across the state to which newsletters are mailed the first week of every month. In addition, many members have family memberships, which means that the majority of newsletters are read by more than one person.

Our advertising rates are set to allow you the maximum amount of flexibility in purchasing advertising space in our newsletter, and we sell space on a quarterly, half-yearly or yearly basis. Our rates are listed as follows:

BUSINESS CARD SIZE:	\$ 25.00 - 3 months	1/4 PAGE:	\$ 44.00 - 3 months
	\$ 45.00 - 6 months		\$ 80.00 - 6 months
	\$ 75.00 - 12 months		\$133.00 - 12 months
1/2 PAGE:	\$ 67.00 - 3 months	FULL PAGE:	\$113.00 - 3 months
	\$127.00 - 6 months		\$213.00 - 6 months
	\$200.00 - 12 months		\$333.00 - 12 months

To allow even more flexibility, your advertisement may be changed each month for the duration of your purchased time. For example, if you run a business card size ad for three months, you can submit three business cards offering month long or limited time specials. Should you purchase ad space for a year, you could change your ad 12 times!! Advertising copy **MUST BE SUBMITTED BY THE 15TH OF THE MONTH** in order to appear in the following month in the newsletter and **MUST BE CAMERA READY**. To order your ad in our widely read newsletter, please submit the following information: Firm's name, address, telephone number, city, ZIP code, size of advertisement, time to run, state whether you want the same ad or a different ad copy each month, and name and title of person placing ad. Send it and your first month's ad copy, prepaid, to ABATE of Oregon, Inc., PO Box 4504, Portland, OR 97208. Please make checks payable to ABATE of Oregon, Inc.

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DEADLINE FOR SUBMISSIONS FOR PUBLICATIONS IS THE 15TH OF THE MONTH PRIOR TO PUBLICATION MONTH. Submissions will not be returned or saved, unless accompanied by an S.S.A.E.

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3747 NE Sandy Blvd
Portland, OR 97232.

NOTICE: Copies of chapter minutes are to be sent to the State Coordinator within one (1) week of the meeting. This is your Chapter's monthly communication.

Please send to: State Coordinator, Roger Hendricks
PO Box 4504
Portland, OR 97208.

From the desk of Betty Roberts

September 19, 1988

Roger M. Hendricks
1805 NE Highland St
Portland, OR 97211

Dear Roger:

May I take a moment of your time to discuss a proposed ballot measure which I think poses a threat to the liberties of Oregonians.

You will remember me as a former State Senator and as a candidate for both Governor and U.S. Senator. I've been a Judge on the Court of Appeals and have recently retired after serving as an Oregon Supreme Court Justice.

It is from my years of public service that my concerns about Measure 6 grow.

Measure 6 would eliminate all the present designated smoking areas in Oregon and would impose a rigid smoking ban on all enclosed work places and almost all public places.

Measure 6 is extreme in its approach. In restricting individual choice by law, it forces government and the courts into a watchdog role over behavior which should remain in the public domain.

Oregon's Clean Air Act since 1981 has established public separation for smokers and non-smokers. This system was implemented through rational discussion within the legislative process. And it's working. Why change it?

Even though our law enforcement system is already overburdened, Measure 6 would establish fines up to \$500, authorize search warrants to root out evidence of illegal smoking, and even bring about police arrest of fine-ignoring citizens. Furthermore, employers could be penalized for violations occurring on their premises - requiring a policing role for employers against customers and employees.

I hope you know that I do not take a position on issues lightly. I do so only after careful consideration, asking myself how a proposal would work and whether it is a proper subject for government regulation.

There is growing sensitivity to the health effects of smoking. I assure you Measure 6 would do little for public health, but it does raise justified questions about government police power over what is, otherwise, a legal activity.

During the next few weeks, much will be said about Measure 6 and about the question of privacy rights for both smokers and non-smokers. I ask that you join me in weighing carefully the facts before you vote.

Thank you for letting me share these thoughts with you. I felt it important to let you know why I have decided to oppose Measure 6.

Sincerely yours,

Betty
Betty Roberts

EAGLE EYES WATCH OVER BIKERS



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MOTORCYCLE/AUTO ACCIDENTS
PERSONAL INJURY/INSURANCE CLAIMS
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 • No fee if no recovery
 • Over 100 affiliated offices throughout the U.S.

Join BIKERS AGAINST MANSLAUGHTER for these free services:
 • 24-Hour Emergency ID Card Registration
 • Emergency Roadside Service
 • Blood Program and more
 • For information, Call

24 HOURS TOLL FREE NATIONWIDE
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FAULT OR NO-FAULT

by Russell J. Brown

Many bikers have asked about No-Fault insurance and whether it is better or worse than the current fault system of compensation involving insurance companies and the court system. In those states that have No-Fault systems the laws vary significantly, depending on what deals were made in the legislature before the passing of the No-Fault bill. An analysis of No-Fault generally has led me to the conclusion that the system does not do what it said it was going to do and has seriously deprived bikers of their right to recovery. The general theory of No-Fault is to take compensation away from innocent victims and give it to those guilty of causing the injury. This is accomplished by dramatically restricting repayment of out-of-pocket losses, completely eliminating compensation for the injury (non-economic damages) and parcelling out the remaining benefits without regard to guilt or innocence.

When No-Fault was first introduced, over 20 years ago, it was promoted as: more payment for more people, less expensive, faster payments, more efficient, and more fair. In fact, it has failed miserably in every category. Ultimately the main effect of No-Fault has been to provide the insurance industry with a system where the premiums are higher, greater control over who gets paid, how much, and to deprive injured victims of meaningful legal representation.

1. No-Fault drastically reduces medical benefits to those injured in auto accidents.

Medical benefits are generally limited to a specific dollar amount under No-Fault programs and only those expenses incurred within a specified period of time are covered. If the injury continues to require treatment, many times victims are cut off, left to the mercy of governmental agencies to pay their bills.

2. No-Fault pays only for medical expenses insurers approve of and gives insurance companies the right to direct the medical treatment of the injured victim.

No-Fault only pays for medical expenses the insurers consider "reasonable" and medical benefits are contingent upon the injured victim following the medical course of treatment spelled out by the insurance company. If the victim refuses, all future benefits are waived.

3. Under No-Fault victims will not receive full repayment for their actual out-of-pocket losses. In the vast majority of cases they will receive no compensation at all for the pain, disruption of their life and often dramatic deterioration in the quality of life caused by the injury. Non-economic damages (pain and suffering) are often the most significant recovery needed after a severe impact on one's life because of an injury. Pain and suffering, loss of employment, the tragedy of being forced to rebuild a life around a debilitating injury, etc. Under most No-Fault systems compensation is not recoverable unless the injury passes a certain threshold and strict criteria.

4. No-Fault excludes whole categories of injured people from compensation.

Uninsured Motorists are flatly denied any compensation regardless of fault. Therefore, an individual who has accidentally allowed his automobile coverage to lapse, even by one day, and is broadsided by an insured motorist running a stoplight, will not recover but the negligent driver can.

Children and elderly parents of uninsured drivers cannot recover. A child, negligently injured by a reckless driver cannot recover any compensation simply because their parents do not have any insurance for their automobile or motorcycle.

Non-relatives living with a family unit (i.e., unmarried spouses) are not included in the definition of "insured" and are therefore "uninsured" and cannot receive any compensation regardless of the circumstances.

5. No-Fault will deny victims of automobile accidents the right to any meaningful hearing by their peers or judicial review in a no-fault system, and instead subjects the victim to the whim of the insurance department and the particular political inclination of whomever happens to be the insurance commissioner.

Injured victims are stripped of their right to a jury trial and instead are forced to take any disputes into an Insurance Commission run by arbitration proceeding with no judicial review. exclusive jurisdiction over the operation of the entire No-Fault system is vested with the Insurance Commission.

6. In most cases victims will not be allowed to seek benefits that exceed the No-Fault limits.

Victims are theoretically allowed access to the civil system to recover losses "in excess" of the no-fault benefits; however the vast majority of "excess" cases will be for amounts marginally over the no-fault limits and, therefore, economically impractical for victims to recover, resulting in a windfall for the insurance companies.

7. Under No-Fault, on the rare occasion when an injured victim is allowed access to the civil justice system to seek real compensation, it is only under conditions where the deck has been stacked in favor of the insurance company.

In actions where victims purportedly are allowed to seek non-economic damages (pain and suffering):

A. The injured party must have a case that involves virtually certain liability and does not involve major trial preparation costs in order to find a qualified attorney who could afford to take the case under the attorney fee limitation schedule that usually is a part of most No-Fault systems.

B. The victim must make himself available to the insurance company for purposes of a medical examination and report by a doctor chosen by the insurance company.

8. No-Fault will allow insurers to completely ignore reasonable requests for settlement, even in obvious and serious injury cases. A seriously injured victim must offer the insurance company an opportunity for an "independent medical exam" (this is a euphemism for a physician paid by the insurance company to determine that the claimant only has minor injuries and does not have a serious and permanent injury).

The insurer, however, can ignore any claim for settlement demand made until after they have conducted the independent medical exam or have waived their right to have such an exam in writing. Presumably if they do neither, they can still ignore any settlement demand with impunity.

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The Convenience of Servitude

We are living in what is undoubtedly the tail end of an era in our country. Indeed, we are witness to the birth of global society, where national and regional identity will become no more important than the brand of cologne you use. We will witness in our time the merge of governmental policies and methods, and the eventual continuity of global law. The basis for this international social structure is the common core desire of the masses throughout the world to survive and prosper. It is perpetuated by technological advancement, and global society will depend on it to function. However, the masses are dependent on government to design law and policy to fulfill their desires. This inadvertently gives government the stewardship of tremendous power over how we live. And that's where the trouble is, for in the designing, the intent of our desires are subject to being distorted, and most likely, manipulated by "special interests". We have safeguards built in to our government called, collectively, the Constitution. But if we do not insist on using these safeguards we leave ourselves at the mercy of someone else's whims. There are many different ways to corrupt, and apathy enforces their approval.

Despite noble desire, the nature of mankind to base ideology and actions on self serving emotional reaction and desire, rather than rational or selfless interest for the good of others, is inherent in one fashion or another in all of us. In moderation it serves as a means of self survival. In excess, it will enslave the soul and break the spirit. Mass marketing and mass media have provided the ultimate means for those of ill designs to exploit this weakness in people by supplying instant gratification in a convenient manner. Buy this and you won't need to bother with all of that. Sign here and we'll take care of it for you. Do this and you won't have to worry about it. Take it now and pay for it later. And, brother, will you pay for it later.

Unfortunately, we have become addicted to the euphoria of convenience as a nation, and like a drug or gambling addict, we will give more than we have to pay for the instant gratification provided by convenience. Paying for this addiction is not merely a matter of money. We pay for it in many ways. Instant gratification lends itself to the most base and reprehensible instincts of mankind - greed and selfishness. And this attitude extends into every aspect of our lives, where we pay once again. We are becoming fat, lazy, and unwilling to be inconvenienced by taking care of ourselves. Our lack of accomplishments to obtain will promote lack of ability. This will promote a lack of self worth, and a loss in our values. Loss of self worth and values will promote loss of purpose and faith in our abilities. We have lost faith in our government, ourselves and each other. It's no wonder when we are subject to a system that inhibits individual incentive and growth. It's no wonder when we hold societal standards that do not recognize deviance from the law until you are caught at it. We are becoming easy to manipulate, because manipulation is convenient.

When we fail to control our government, it is inevitable that we will fail to control our own lives. The bigger the government, the easier it is for corruption to hide and special interests to be served. The bigger the government and business concerns, the more need

for vigilance and effort to control them. That simply will never be convenient. But that in itself is the price we must be willing to pay to maintain ourselves as a free people. And we must do it as a people to have effect. Our problem is in comprehending the danger we face. How do you explain poverty to someone who has always had plenty of money? How do you explain starvation to someone who has never experienced real hunger? How do you instill the degradation of slavery to someone who only knows of freedom?

The danger surrounds us in many forms, and therein lies another danger of tunnel vision. Opposition to such things as a mandatory helmet law is a matter of principal in the application of law, and has no basis as an issue of motorcycle safety. The point of mandating helmet use as a motorcycle safety measure is self defeating, as it does not promote or lend itself to the safe operation of a motorcycle. The helmet is a delicate piece of personal safety equipment that requires personal judgment and care in its choice and maintenance. Without it, it is likely to have the most devastating opposite results of its intended use. Mandating helmet use by the law only circumvents individual judgment and choice, the results being proven that by the very nature of the helmet, the intent of the law cannot be ensured or enforced. Nor will there be any substantial or lasting effect to motorcycle safety by mandating helmet use. This is obvious to any one with any sense of the realities of life and human nature.

Is motorcycle safety really the issue? Let's look around us and ask a few questions. Is motorcycling being threatened? It would appear so, by both restrictive enactments and its affordability. Has the motorcycle industry sold out the rider to protect their profits? Is the insurance industry determined to price us out of motorcycling through excessive insurance requirements, pay out restrictions, and limited overpriced availability of motorcycle insurance? Are legislators intent to sacrifice motorcyclists and their liberty to their constituency to show how cost effective and concerned they are? Are bureaucratic agencies and special interest groups, in their arrogance, producing their own tainted evidence to support sciolistic presumptions? Is the public being influenced to accept unquestioned prejudiced in regard to motorcycling and motorcycle safety? To me, the answers are infuriatingly obvious.

In many areas of our lives, and just motorcycling, we are falling prey to forces we cannot fight alone as individuals. How can they get away with it? How can it happen in this country. Deceit, corruption and manipulation will thrive wherever apathy and disorganization exist. It's not everywhere, but it's certainly prevalent in too many places. These forces who would consume our lives are not unstoppable, and the shadows they cast are deceiving of their own power and ability. Only by our reacting together with the light of truth and determination can we persevere in retaining our free society. To do that will require foregoing the convenience of inaction and uninvolvedness. Which price will you be willing to pay?

H.E. "Sundance" Mitchell
Assoc. of Independent Motorcyclists, Texas
MRF Steering Committee

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The Who's Who Of Gun Control

CONCERNED sportsmen often request the names of businesses, groups and prominent individuals that contribute directly to and/or support the anti-gun movement. Understandably, these sportsmen want to avoid making contributions to the profits of businesses or organizations that oppose our Second Amendment rights. Other firearms owners, who unwittingly contribute to our opponents through such business purchases or investments, literally put their hard-earned dollars to work against the shooting sports and the nation's firearms freedom.

The NRA Institute for Legislative Action urges you and the nation's 60 million firearms owners to use your purchasing power to make a pro-gun, pro-NRA statement. Use your economic clout to impact the marketplace in the same way that our voices impact the political and legislative arenas.

The anti-gun coalition clearly recognizes the potency of the marketplace and is attempting to make its weight felt against the firearms industry. In a recent editorial in *The Washington Post*, John W. Hechinger—a businessman and member of Handgun Control, Inc.'s (HCI) Board of Directors—entreated anti-gunners to "take steps to ensure that gun makers understand the consequences of their actions." "One way," he continued, "is for individuals, institutions and others who have investments in these companies to divest themselves of their holdings."

Let's take a chapter from their book. Please consider the following list before making future business expenditures.

This list is not complete, but merely includes the most prominently anti-gun companies on the national level. It is frequently rumored that one or more of the major breweries is anti-gun. No major brewery is anti-gun; all are either neutral or pro-sportsmen.

WHO'S WHO OF GUN CONTROL

Harrison J. Ashton
General Host Corp.
New York, N.Y.

Gerald Dunfey
Dunfey Corp.
Boston, Mass.

Abraham Donsky
Solid Electric Corp.
Norwalk, Conn.

Carter Hawley
Hale Stores, Inc.
Los Angeles, Calif.

Donald C. Platten
Chemical Corp.
New York, N.Y.

Jay Pritzker
Hyatt Corp.
Burlington, Calif.

William Shaphren
Phone-Mate
Torrance, Calif.

H.J. Lerner
Lerner Publications
Minneapolis, Minn.

Simon Sheib
Avnet, Inc.
New York, N.Y.

Jann Wenner
Rolling Stone
New York, N.Y.

Jesse Werner
GAF Corp.
New York, N.Y.

Melvin Swig
Fairmont Hotels
San Francisco, Calif.

Ralph A. Weller
Otis Elevator Co.
New York, N.Y.

Estee Lauder, Inc.
New York, N.Y.

Armand Hammer
Occidental Petrol.
Los Angeles, Calif.

MCA, Inc.
Universal City, Calif.

Grey Advertising, Inc.
Los Angeles, Calif.

Edward Thompson
Reader's Digest

Gil Friesen, Pres.
A & M Records
Hollywood, Calif.

Barry Diller
Chair. of Board
Paramount Pictures
New York, N.Y.

So. Calif. Edison Co.
Rosemead, Calif.

Alfred Fromm
Fromm-Sichel, Inc.
San Francisco, Calif.

John W. Hechinger
Hechinger Co.
Washington, D.C.

Various national politicians, police leaders, entertainers, membership organizations and foundations have also allied themselves with HCI and National Coalition to Ban

David Packard
William Hewlett
Hewlett-Packard
Los Altos, Calif.

C. Peter McCollough
Xerox Corp.
Stamford, Conn.

Dart & Kraft, Inc.
Los Angeles, Calif.

A.R. Marusi
Bordon, Inc.
New York, N.Y.

Royal Freund
Revell, Inc.
Venice, Calif.

Clorox Co.
Oakland, Calif.

Southland Corp.
7-Eleven
Dallas, Tex.

J. Irvin Miller
Cummings Engine

Cartha D. DeLoach,
V.P., Corp. Affairs
Pepsico, Inc.
Purchase, N.Y.

Jerry Hiegel, CEO
Oscar Mayer Foods
Madison, Wis.

Milan Panic
ICN Pharmaceuticals
Corona, Calif.

Bud Yorkin Prod.
Culver City, Calif.

Blue Chip Stamps
Los Angeles, Calif.

Steven Pokress, Pres.
Van de Kamps Foods
Santa Monica, Calif.

20th Century Fox
Hollywood, Calif.

T.A.T. Comm.
Los Angeles, Calif.

Handguns and have assumed a major role in promoting further restrictions against lawful firearms owners.

Leaders of the International Association of Chiefs of Police, the Fraternal Order of Police, the Police Executive Research Forum and the National Organization of Black Law Enforcement Executives have joined forces to mislead the public and members of Congress regarding the NRA, rank-and-file police, and the gun issue. HCI is tenacious in its attempts to make "gun control" a law enforcement issue and to sever the long-standing working relationship between NRA and the law enforcement community. In fact, the Police Executive Research Forum (PERF) and Center for the Prevention of Handgun Violence, a spin-off foundation of HCI, have collaborated on a widely distributed brochure that frames handguns as inherently evil objects and serious threats in the home. These groups have received sizable direct cash contributions from HCI to carry out their anti-gun agendas.

If you are a member of any of the following groups, or contribute to their cause, protest their involvement in the "gun control" coalition.

ORGANIZATIONS, GROUPS & FOUNDATIONS

American Bar Ass'n
American Civil Liberties Union
American Ethical Union
Americans for Democratic Action
American Jewish Committee
American Psychiatric Ass'n
American Public Health Ass'n
Black Women's Community Development Foundation
B'nai B'rith Women
Center for Social Action, United Church of Christ
Church of Brethren
Common Cause
Committee for the Study of Handgun Misuse
Dept. of Social Development and World Peace, U.S. Catholic Conf.
Disarm Educational Fund
Friends Committee on Nat'l Legislation
George Gund Foundation
H.M. Strong Foundation
Int'l Ladies' Garment Workers Union
Jesuit Conference
Lauder Foundation
Lawrence Foundation
Nat'l Alliance for Safer Cities
Nat'l Association of Social Workers

Nat'l Council of Jewish Women, Inc.
 Nat'l Council of Negro Women
 Nat'l Education Ass'n
 Nat'l Jewish Welfare Board
 Nat'l Urban League
 Ortenberg Foundation
 Police Foundation
 Union of American Hebrew Congregations
 Unitarian Universalist Ass'n
 United Methodist Church
 United Presbyterian Church
 United States Conference of Mayors
 United States Nat'l Student Ass'n
 United Synagogue of America
 Women's Division, Board of Global Ministries
 Women's League for Conservative Judaism
 Women's Nat'l Democratic Club, PAC
 Young Women's Christian Ass'n of the U.S.A.

INDIVIDUALS & CELEBRITIES

Steve Allen—Entertainer
 Arthur Ashe—Tennis Pro
 Ed Asner—Actor
 Leonard Bernstein—Conductor
 Peter Bonerz—Actor
 Jimmy Breslin—Columnist
 Steven Brill—Author
 Mel Brooks—Movie Director
 Ellen Burstyn—Actress
 Robert Chartloff—Producer
 Julia Child—Author
 Phil Donahue—Talk show host
 Michael Douglas—Actor
 Jane Fonda—Actress
 Art Garfunkel—Singer
 James Glassman—Editor
 Louis Gossett, Jr.—Actor
 Elliott Gould—Actor
 Mariette Hartley—Co-Anchor, CBS
 Andrew Heiskell—Former Chairman, Time, Inc.
 Hal Holbrook—Actor
 William Kovacs—Director
 Ann Landers—Syndicated Columnist
 Norman Lear—TV Producer
 Hal Linden—Actor
 Marsha Mason—Actress
 Mary McGrory—Columnist
 Abner Mikva—Circuit Court Judge
 Norval Morris—Law Professor
 Harry Nilsson—Singer
 Leonard Nimoy—Actor
 Gregory Peck—Actor
 Jane Cahill Pfeiffer—Former Chairman, NBC
 Steven Rockefeller—Financier
 Will Rogers, Jr.—Actor
 Mike Royko—Syndicated Columnist
 Neil Simon—Playwright
 Frank Stanton—Former President, CBS
 Rod Steiger—Actor
 Marlo Thomas—Actress
 Gary Trudeau—Cartoonist
 Eli Wallach—Actor

Andy Williams—Singer
 Joanne Woodward—Actress
 Herman Wouk—Author

POLICE ORGANIZATIONS

(List does not mean that individual members or state and local affiliates share the anti-gun views of the national headquarters.)

Int'l Ass'n of Chiefs of Police
 Gaithersburg, Md.
 Fraternal Order of Police
 Baltimore, Md.
 Police Executive Research Forum
 Washington, D.C.

Nat'l Organ. of Black Law Enforcement Exec.
 Landover, Md.

Federal Law Enforcement Officers Ass'n
 Selden, N.Y.

Int'l Brotherhood of Police Officers
 Boston, Mass.

Nat'l Ass'n of Police Organizations
 Detroit, Mich.

Nat'l Troopers' Coalition
 Albany, N.Y.

Police Management Ass'n
 Washington, D.C.

Int'l Ass'n of Women Police
 Seattle, Wash.

Contributors

The following clubs have contributed \$250 or more to the Institute for Legislative Action through Feb. 28, 1987.

Brooke County Sportsmen & Farmers Ass'n
 Wellsburg, W.Va.
 Central States Gun Collectors
 Marshalltown, Iowa
 Chisholm Trail Antique Gun Ass'n, Inc.
 Peck, Kans.
 Cumberland Beagle Club
 Cumberland, R.I.
 Empire State Arms Collectors Ass'n
 Rochester, N.Y.
 Falmouth Rod & Gun Club
 Falmouth, Mass.
 Fort Washita Rifle & Pistol Club
 Durant, Okla.
 Issaquah Sportsmen Club
 Issaquah, Wash.
 Kalida Fish & Game Club
 Kalida, Ohio
 Keithville Rifle & Pistol Club
 Keithville, La.
 Mahoning Valley Gun Collectors Ass'n
 Warren, Ohio
 North Carolina Gun Collectors Ass'n, Inc.
 Linden, N.C.
 North Carolina Rifle & Pistol Ass'n
 Charlotte, N.C.
 Piedmont Gunsmithing Ass'n
 Roxboro, N.C.
 Sauk Centre Conservation Club
 Sauk Centre, Minn.
 Sauk Trail Gun Collectors Ass'n
 Edelstein, Ill.
 Sudbury Rod & Gun Club, Inc.
 Waltham, Mass.
 Sun City Sportsman's Club
 Rifle & Pistol Unit
 Sun City, Ariz.
 Table Mountain Gun Club
 Arvada, Colo.

The Stark Gun Collector
 Waynesboro, Ohio

Town & Country Gun Club
 Granite City, Ill.

Tucson Rod & Gun Club
 Tucson, Ariz.

Wankinquoah Rod & Gun Club, Inc.
 Wareham, Mass.

Wright County Federation of Sportsmen's Club
 Saint Michael, Minn.

Youngwood Sportsmen's Ass'n
 Youngwood, Pa.

The Institute has received contributions *in memory* of the following.

IN MEMORY OF	FROM
William Balben Las Vegas, Nev.	Mrs. William Balben
Roy Borders Salem, Ohio	Columbiana County Federation of Conservation Clubs, Inc.
Don Coldiron Broomfield, Colo.	Employees of the Tool & Gauge Shop, Rockwell International
Harvey Dunn Alexander City, Ala.	Mary Dunn
Myron E. Hayward Forestdale, Mass.	Mrs. Harriet P. Baker-Hayward
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D. J. Ryan Defiance, Ohio	James F. Ryan
Carl W. Stover, Sr. Mill Hall, Pa.	Floyd F. Miller, Jr.
Christopher H. Todd Skaneateles, N.Y.	Skaneateles Library Ass'n.
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Chester R. Welch Center Ossipee, N.H.	Mrs. Chester Welch
Robert Wright Carlisle, Pa.	Gloria M. Wright

Preemption Bills Pending In Ohio And Michigan

PRO-GUN reform legislation in the Ohio and Michigan legislatures could still face action before year's end through the concerted efforts of firearms owners in these states. Both legislatures will hold "lame duck" sessions after the November general election where a more favorable atmosphere for legislative action is anticipated.

In Ohio, S.B. 336—the firearms preemption bill—was passed by a 21-9 vote in the Senate in February, only to be stalled in the House Judiciary and Criminal Justice Committee. Intense lobbying against the gun owner protection bill by the Handgun Control Federation of Ohio (state affiliate of Handgun Control, Inc.), the Ohio State Lodge of the Fraternal Order of Police, and the Ohio Association of Chiefs of Police weighed heavily in prompting committee inaction on the bill.

S.B. 336 would prohibit the passage of "Morton Grove-type" handgun bans in Ohio, a state targeted by anti-gunners for restrictive gun laws at local levels. University Heights, Cleveland Heights and other localities have already passed harsh ordinances, and similar bills have been threatened in communities across the state. Passage of the firearms preemption bill in the state would provide for uniform and consistent firearms laws in Ohio, thus ensuring equal protection under the law for all law-abiding gun owners and sportsmen living in or traveling through the state. The bill's chief

sponsor, Sen. Robert W. Ney, has called for swift action by the Ohio House to prevent future infringements on gun owners' rights.

In Michigan, S.B. 179, also calling for firearms preemption, passed the Senate by an overwhelming 26-9 margin in 1987. Sixty-three Representatives—more than half the lower chamber—have cosponsored the House version of the bill, H.B. 4531. Although the legislation remains alive, it faces an uphill battle since the House Judiciary Committee is chaired by an avowed gun prohibitionist. In the November "lame duck" session, Michigan lawmakers may attempt to resurrect the bill, although prospects for its immediate passage are reportedly slim. With the retirement of the current anti-gun House Speaker, however, a major change in House leadership will occur in the next regularly scheduled session of the legislature. At that time, pro-gun rights legislators, including the bill's chief sponsors, Sen. Christopher D. Dingell and Rep. Jerry C. Bartnik, promise an all-out, successful campaign to pass the sportsmen's rights bill.

Firearms owners in both states are urged to contact their state representatives, calling for swift passage of the preemption bills without any anti-gun amendments. In addition, Ohio Gov. Richard F. Celeste and Michigan Gov. James J. Blanchard should be notified that pro-gun legislation in their respective states have the solid support of sportsmen. ■

"Guns, Guns, Guns"

On July 5, the NBC television network took advantage of the lack of a "fairness doctrine" to air an attack on firearms freedom in America. There was no pretense by NBC that it was planning to present a balanced portrayal in "Guns, Guns, Guns," either in ads promoting the program or in the program itself.

Clearly, all national advertisers should have been aware that they were purchasing time to attack the Second Amendment (local advertisers, of course, vary from station to station, and probably had less advance information on the program's content).

Should you wish to question the advertisers regarding their sponsorship, they are:

Alpo Petfoods, Inc.
P.O. Box 2187
Allentown, Pa. 18001

Subaru of America
7040 Central Highway
Pennsauken, N.J. 08109

Rolaids-Benadryl-Efferdent
Warner-Lambert Co.
201 Tabor Rd.
Morris Plains, N.J. 07950

Amana Refrigeration, Inc.
Amana, Iowa 52204

United Air Lines
P.O. Box 66100
Chicago, Ill. 60666

Wendy's Int'l, Inc.
4288 W. Dublin Granville Rd.
Dublin, Ohio 43017

Arm & Hammer
Church & Dwight Co., Inc.
P.O. Box 7648
Princeton, N.J. 08543

AT&T
550 Madison Ave.
New York, N.Y. 10022

Tums
Beecham Products Div.
P.O. Box 1467
Pittsburgh, Pa. 15230

Cort-Aid
Upjohn Co.
7000 Portage Rd.
Kalamazoo, Mich. 49001

NBC's address is 30 Rockefeller Plaza,
New York, N.Y. 10020. ■

Folgers
Proctor & Gamble Co.
1 Proctor & Gamble Plaza
Cincinnati, Ohio 45202

Hertz Corp.
660 Madison Ave.
New York, N.Y. 10021

Kentucky Fried Chicken
P.O. Box 32070
Louisville, Ky. 40232

Kellogg Co.
1 Kellogg Square
Box 3599
Battle Creek, Mich. 49016

Hyundai Motors
7373 Hunt Ave.
Garden Grove, Calif. 92642

Very Fine Juices
New England Apple
Harvard Rd.
Littleton, Mass. 01460



Firearms enthusiast Jameson Parker will be a co-host at this year's Invitational Celebrity Shoot in southern California.

NRA Celeb Match Attracts Top Stars

THE Second Annual Charlton Heston Invitational Celebrity Shoot is scheduled for Aug. 26-27 at the Dana Point Resort Hotel in California.

This year, NRA's co-hosts will be Jameson Parker of the television series "Simon & Simon" and U.S. Sen. Phil Gramm of Texas. More than 100 stars will be on hand including Robert Stack, Bruce Boxleitner, Lynn Anderson, Johnny Rutherford, Susan Howard, Arnold Schwarzenegger and Dick van Patten.

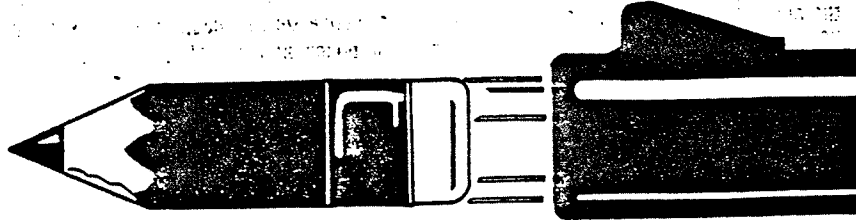
Coto de Caza will be the site for the competition, which is being sponsored by Weatherby, Anheuser-Busch, Taurus International and Winchester/Olin. In both the trapshooting and action pistol divisions there are first and second place awards in four separate categories. Dan Carlisle, 1984 Olympic bronze medalist, is scheduled to perform a trapshooting exhibition at the close of the matches.

The social events for celebrities and guests include a cocktail party aboard a private yacht, a buffet at the shoot and a celebrity dinner and award presentation.

Competition tickets are \$500 per person; spectator tickets are \$250. An annual NRA-ILA Madison Eagles Membership, which entitles the holder to two major events each year plus the Celebrity Shoot is \$1,000 per person, or \$1,500 with spouse.

All profits from ticket sales go to the NRA's Institute for Legislative Action. Contact Susan Warren, 1211 Connecticut Ave. N.W., Suite 506, Washington, D.C. 20036, (202) 544-2120 for further information on the Celebrity Shoot. ■

Drug Bill An Anti-Gun Smokescreen In Congress



Gun prohibitionists are using a new and insidious argument in attempts to impose a nationwide "waiting period" and backdoor registration scheme on the American people. Sen. Howard Metzenbaum and Rep. Edward Feighan have schemed to tack their bills, S.466 and H.R. 975, onto measures aimed at curbing the nation's drug problem. All bills dealing with drugs are on a fast track in Congress, and anti-gunners are using this high-profile issue as a vehicle to enact this stringent gun law previously rejected on Capitol Hill.

On June 30, the House Judiciary Committee, chaired by New Jersey Rep. Peter Rodino, voted to attach an amended version of H.R. 975 to anti-drug legislation. The "waiting period" amendment was also officially named the "Brady Bill" by the Judiciary Committee as a salve to Sarah Brady, vice-chair of Handgun Control, Inc. (HCI). The anti-gun "Law Enforcement Steering Committee," comprised of police executives from national lobbying groups, also weighed in its support for the amendment, saying: "The waiting period [before the purchase, transfer, or delivery of a handgun] would allow law enforcement officers to conduct a background check on prospective handgun buyers, thus effectively weeding out known drug dealers, addicts and other persons who are not legally permitted to own handguns."

Interestingly, the International Association of Chiefs of Police (IACP), a long-standing proponent of "waiting periods" and other restrictive gun laws, recently shied away from linking Metzenbaum-Feighan legislation to the war on drugs. In the June 1988 issue of *Police Chief*, which was devoted to "Fighting Drugs: Our Most Important War," not one of the 18 articles called for restrictions on handguns in discussing the problem of drugs and federal, state and local initiatives.

Before this year, not even HCI and the National Coalition to Ban Handguns (NCBH) ever pretended that drug traffickers would be disarmed by "gun control" schemes. They publicly acknowledged that the most hardened criminals—like drug traffickers—would always be able to get guns they wanted.

In adopting this new strategy, the nation's gun prohibitionists may risk derailing serious efforts to fight the war on drugs by pretending a "waiting period" imposed on the law-abiding gun owner will stop people who nefariously deal with already highly regulated or prohibited items. Honest firearms owners opposing the congressional anti-gun action have been portrayed as favoring drug-trafficking in efforts to discredit any opposition to the "waiting period" amendment.

Although the anti-gunners claim that "waiting periods" will stop felons, a major felon survey, commissioned by the U.S. Department of Justice, showed just the opposite: Criminals don't buy guns through regulated channels; they don't get permits or register their guns; and the more serious they are as criminals, the less likely they are to get guns from licensed dealers, directly or indirectly.

Proponents of the "waiting period" provision say states that already have "waiting periods" or permit systems are exempt; however, the bill would require duplication. New Yorkers who now need permission from a judge, for example, would also need permission from a local police chief with a seven-day wait. S.466 and H.R. 975 as introduced (unlike the Feighan amendment to the drug bill, H.R. 4916) would apply not just to dealer transfers but also to private transfers—including gifts from parents to children—giving local law enforcement the power to decide whether to disapprove the transfer. These bills would put the government in the middle of every handgun transfer in America. And there would be no right of appeal, no legal redress in federal law for arbitrary or illegal denials.

Drug-traffickers and other criminals don't fill out forms and wait to have their lives investigated before they obtain a firearm. They buy firearms on the black market or they steal them. Certainly, gun laws are toughest where organized crime is strongest, in places like New Jersey and New York. One reason scholars like James D. Wright fear highly restrictive gun laws is that organized crime, which is not now involved in gun-running, might be tempted to get involved, raising the stakes, increasing the amount

of murder, especially felony-related murder and murder of strangers.

Law-abiding gun owners must tell Congress that waiting periods are misdirected and unacceptable, and that Congress should address the problem of drugs and not insult law-abiding gun owners or attempt to divert police from catching criminals to snooping on the law-abiding. It must be made clear that a waiting period scheme does not become acceptable because it is called a drug-control effort. Call and write your Senators and Representative today, in Washington, D.C., by calling (202) 224-3121, and write:

The Honorable _____
United States Senate
Washington, D.C. 20510
The Honorable _____
United States House of Representatives
Washington, D.C. 20515

You may also be able to contact your Senators or Representative in your state during the August congressional recess. ■

Petitions Filed For Nebraska Vote

THE Nebraska Sportmen's Rights Committee (NSRC) has submitted petitions, bearing more than 72,000 names, to place a Right to Keep and Bear Arms amendment on the November ballot. The initiative requires 56,442 names of registered voters to bring a vote on the firearms rights question.

NSRC chairman Dr. Jim Carlson, a long-time NRA Director, presented the petitions to Secretary of State Allen Beermann on July 7 and praised the work of thousands of volunteers.

"Hunters and shooters from across the state really came through," Carlson, a Crofton veterinarian, said. "They turned in petitions from all 93 counties, so that proves this issue has support statewide."

This petition drive began at the start of the year, although firearms enthusiasts increased their efforts after Maryland lawmakers passed a law in April banning the sale and manufacture of handguns, Carlson said. Nebraska and Maryland are two of only eight states without a provision guaranteeing the right to keep and bear arms.

Representatives from the Nebraska Rifle and Pistol Ass'n, together with NRA and other firearms organizations supporting the petition drive, were on hand when the petitions were presented.

Shooting and hunting clubs, among others, will be active in sharing information to voters about the need for the constitutional amendment, Carlson added. ■

THREE more or less prominent personalities on the American scene recently appeared in national magazines. The individuals and the subject matter should be of interest to all Americans who are concerned with law and order and individual freedoms.

The May 30th issue of *People* magazine reviews a new book by Lee Iacocca, head of Chrysler Corporation. Following are his sentiments on some subjects close to our hearts:

Is it really asking too much to ban the sale of handguns—or UZI machine guns for that matter? Why must we preserve a guy's right to buy a deadly weapon out of a catalogue? The National Rifle Association propaganda that "guns don't kill people; people kill people" is a lot of hogwash. Kids don't go to school in Detroit with rifles strapped to their legs; they go with cheap little Saturday night specials that they picked up for a couple of bucks. Now the NRA is even backing Teflon-coated bullets, which can cleanly penetrate a bulletproof vest. Why should a powerful special interest group get away with such malarkey? (And by the way, guys, don't bother sending me all those letters. This is America, and I've got the right to my opinion, same as you do.) It's taken a courageous woman like Sarah Brady, whose husband, Jim Brady, was gunned down by an assassin's bullet intended for President Reagan, to make a difference; she's been doing a first-class job as spokeswoman for Handgun Control, Inc.

Here We Stand



J. Warren Cassidy
EXECUTIVE VICE PRESIDENT

While this peripatetic pop-off doesn't want our letters and defends his First Amendment rights while denouncing ours of the Second, he fails to tell us not to buy his automobiles. Let's use our freedom of choice when next we spend our hard-earned dollars on the new family car.

In the same day's edition of *TIME* magazine we find a seven-page article debating the issue of whether or not drugs should be legalized. Pictured on page 14, in support of legalization, are two of the most anti-gun figures clamoring for headlines today.

Baltimore's mayor, Kurt Schmoke, an outspoken foe of our Maryland membership who has stated "handguns should be banned from the state of Maryland" sees real advantages in making drugs a lawful substance. I am sure you are aware of the heroic campaign Maryland citizens are waging to overturn the recent legislative gun ban. I wonder how they will respond to this former prosecutor who, while working to deprive them of their rights, wants to legalize the very substance that is at the root of his city's violent crime rate?

Whose familiar face do we see on the same page with Mayor Schmoke? None other than Handgun Control, Inc.'s favorite chief, Joseph McNamara of San Jose, Calif. Too many of us have seen him in HCI ads asking the question "Has the N.R.A. gone off the deep end?" I think it's fair to say that our arch foe has, himself, gone so far off the deep end as to lose whatever credibility he may have left as a self-proclaimed spokesman for law enforcement. McNamara wants to make lawful guns unlawful and illegal drugs legal. In his ad attacking NRA, McNamara states, "If you're an N.R.A. member, start questioning your leadership." I will turn that back on the Chief and ask if you are a San Jose police officer, start questioning *your* leadership.

Here is a man who knows that the overwhelming single reason for the increase in violence in his own community is drug-related crime. Yet, he wants to remove the onus from drug buying and make these poisons more readily accessible. While there can be no question that the manufacture and distribution of drugs is in itself criminal, there can also be no doubt that the addicts themselves perpetrate unimaginable violence. If an individual is unfortunate enough to suffer addiction and sick enough to kill, what difference does it make if his "high" was caused by legal or illegal drugs? Is the drunken driver less drunk because the liquor was legal?

NRA has long advocated the *responsible* ownership and use of firearms and opposed their sale to individuals with criminal backgrounds, mental problems and those addicted to alcohol and drugs. If Mayor Schmoke and Chief McNamara are successful in legalizing presently controlled substances, will they then advocate the sale of firearms to drug abusers?

The national tragedy, and crisis, of drug addiction and abuse is a difficult, complicated problem. It deserves serious and scholarly attention and should not be subjected to the same pop psychology suffered so long by those of us who defend the U.S. Constitution and our individual freedoms. ■

THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN
CITIZENS FOR FREEDOM OF CHOICE

----PRESENTS----

FREEDOM RUN II

On November 8th, 1988, the registered voters of Oregon will decide whether or not we will be forced to wear seat belts. We want to preserve the right for Oregonians to choose for themselves.

VOTE NO ON #3

EVERYONE WHO BELIEVES IN

FREEDOM IS WELCOME

Help us in our fight!!!
Come protest Ballot Measure #3
THE MANDATORY SEAT BELT LAW

DRAWING PRIZES---T-SHIRTS

THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN THE FREEDOM RUN

OCTOBER 23, 2:00 PM CAPITOL STEPS
FOR MORE INFORMATION CONTACT
ROGER 289-0153 RUSTY 255-9493

Two troopers hurt in pickup crash

By SHARON LIDDYCOAT

Lake County Examiner

Oregon State Police officers Frank Grammer and Scott Moore were taken to Lake District Hospital last Friday afternoon after their pickup rolled south of Stock Drive.

Sergeant Grammer and Officer Moore were in pursuit of a motorcyclist not wearing a helmet. Traveling at approximately 50 mph down a heavily rutted dirt road parallel to the railroad tracks, the pickup apparently got caught in the ruts

and Moore lost control. It rolled, totaling the vehicle and injuring both officers.

Lakeview Police Chief Troy Riblett says the officers' transmission stating their general location ended abruptly when they crashed, leaving other officers unable to find them quickly. Jerry Barry was building fence in the area, saw the accident and called for help. Moore says he was able to get his radio working again and call for assistance after the two climbed from the wreck.

They were transported by the local disaster unit to the hospital where Moore was treated for multiple contusions, then released. Grammer, who had a more extensive cut on his left arm and a hairline fracture of his left shoulder, was kept overnight.

The motorcyclist, who the officers had initially planned to warn, left the scene and as yet has not been apprehended. Grammer is back on light duty and Moore returned to work the next day.

Seat-belt injuries on rise among Florida motorists

Associated Press

TALLAHASSEE — The number of Florida motorists injured while wearing seat belts has jumped, an increase that may be a result of more people buckling up, say slightly red-faced law enforcement officials.

In 1986, 77,086 people were injured wearing belts, while in 1987 that number was reported at 124,362, a hike of about 62 percent. Similarly, the number of motorists injured who weren't wearing seat belts dropped from 111,637 to 62,376 over the same period.

"They're (statistics) certainly not what we would like them to be," Maj. Charles Hall, spokesman for the Florida Highway Patrol, said of injuries to seat-belt users. "We certainly had hopes of them going down."

One explanation may lie with the increased use of seat belts after the state in 1986 enacted a law mandating the safety features be used.

The American Automobile Association Club of Florida estimates that seat-belt use rose from 30 percent in 1986 to a high of 60 percent in 1987.

Under the law, officials can assess a \$32 fine for each person in the front seat of a vehicle not using a seat belt.

"We were a little baffled by the numbers," said Gary Wright, a supervisor with Highway Safety, "but you need to look at how many more people are wearing seat belts."

The number of traffic-related fatalities last

year in Florida totaled 2,891, up slightly from 2,874 deaths in 1986. Pedestrians and bicyclists hit by vehicles also are included in accident totals.

The numbers don't look any better when broken down further.

In 1986, 282 people in Florida died while wearing their seat belts. In 1987, the figure rose to 439 — an increase of 64 percent.

"This really is sort of hard for people to swallow," Wright said. "I mean you think it would be the reverse."

But wearing seat belts has an impact on the severity of injuries. All injuries, ranging from minor cuts to incapacitating injuries, are included in the totals.

"The severity of injuries for those wearing seat belts is certainly less than those who weren't wearing them," Hall said.

Florida is not alone among states that have passed mandatory seat-belt laws only to see fatalities continue to rise.

Both Missouri and North Carolina saw increases of about 8 percent after passing similar laws. Traffic deaths in Nebraska rose 3 percent after the state made seat belts mandatory for front-seat passengers.

Also, a survey released Friday by the American Automobile Association Florida chapters showed that 51.3 percent of front-seat occupants wear their seat belts.

Seat belt issue

stirs debate

Tualatin doctor says law would save 100 lives

By Jolayne Houtz
of the Statesman-Journal

Dr. John Tongue rarely goes through a week without thinking about seat belts.

As an orthopedic surgeon in Tualatin, he finds that many of his patients either credit a seat belt with saving their lives or believe that not using a restraint was their worst mistake.

Closer to home, Tongue said his use of a seat belt 25 years ago saved his life and allowed him to become a spokesman for supporters of Ballot Measure 3, which would require seat belt use by all Oregon drivers and their passengers.

On Wednesday, two months from a statewide vote on the issue, Tongue shared some chilling statistics with a group of Salem health officials and city leaders. For example:

■ Of the 650 Oregon traffic fatalities each year, about 200 drivers are ejected from their vehicles by the force of the collision. Those who are ejected are 25 times more likely to die than those who remain inside their vehicles.

■ Nine out of every 10 people who were killed in vehicle accidents last year weren't wearing seat belts.

■ Seat belt use can cut the chances of being killed or seriously injured in a crash by 50 percent.

"We have a problem in Oregon. We are littering our highways with 200 dead bodies a year," he said.

If the measure were passed on Nov. 8, Tongue said, it would save at least 100 lives a year, would prevent 1,000 trauma injuries a year and could save taxpayers \$100 million annually in welfare, medical costs and job retraining. The maximum fine for not wearing a seat belt would be \$50.

The debate about mandatory seat belt use promises to be a hotly contested issue

this fall, with five groups currently listed with the state Elections Division as opponents of the measure.

Roger Hendricks of the Citizens for Freedom of Choice said the issue of seat belt use should be left to the individual.

"Just because an individual thinks it's right doesn't mean it is right for another individual," he said. "It has to stop somewhere."

Hendricks said money and energy would be better spent on education, not legislation. He thinks that voters don't support any infringements on their rights.

Supporters of the measure say they expect a close vote. The Oregon Medical Association has pledged to raise \$60,000 for the campaign, the most the organization has ever dedicated for a public health issue.

"The irony is people are afraid of safety belts because they don't understand how they're used," Tongue said. "What people are afraid of is change."

Tongue has a personal reason for being involved in the campaign. As a 16-year-old boy, he was in a car hit broadside by another car. He believes he would have died if he hadn't been wearing a seat belt.

"The car flipped three or four times. I remember holding onto the wheel hoping to be alive when the crashing stopped."

About 42 percent of Oregon drivers use seat belts, he said, giving Oregon the highest rate of seat belt use among the 17 states without mandatory seat belt laws.

A law that requires Oregon teens younger than 16 to wear seat belts may have helped raise awareness of adults and could make a difference in the final ballot tally, Tongue said.

"It's dollars and cents, and it's lives," he said. "It's hypocritical to require a higher level of social responsibility of children than we do of ourselves."

HEY GUYS!!! SORRY ABOUT HAVING TO LAY SIDWAYS TO READ THIS, BUT THESE NEWS ARTICLES ARE THE DEATH OF ME.

Motorcycle fatalities fall in wake of helmet law

By JOAN LAATZ
of The Oregonian staff

Compliance with Oregon's 2-month-old motorcycle helmet law appears to be good, police around the state say. And a trauma center doctor says the effects are showing up in fewer head injuries among motorists.

There also was a noticeable decrease in the number of motorcycle accident fatalities since June 15 compared with the same period a year before.

"I was surprised," said Sgt. Dan Cary of the Salem Police Department. "I'd say 99 percent of the people are complying with it."

Although few figures were available on the number of citations issued since the law took effect June 15, police estimate the number is small. About 50 citations have been issued by Oregon State Police troopers in the Portland area, said Lt. Dick Wiese. "We're getting very good compliance with the law."

No figures were available from the Portland Police Bureau, but Officer Joe Becraft of the Traffic Division said there had not been "any large influx" of citations.

Sgt. Frank Bone of the Eugene Police Department said nine citations had been issued to helmetless motorcycle drivers since June 15, while six had been issued to passengers without helmets.

Meanwhile, Dr. Jonathan Jui of Oregon Health Sciences University's trauma center said there had been a "marked decrease" in the number of head injuries among motorcycle drivers brought in from accidents. While Jui had no statistics, he estimated there had been a 50 percent reduction in the number of such cases.

According to figures from the Motor Vehicles Division, there were 13 motorcycle accident fatalities in the state between June 14 and Aug. 12. Of those, seven victims were wearing helmets and two were not. In four of the cases, it was unknown whether the victims were wearing helmets.

During the same two-month period in 1987, there were 25 motorcycle accident fatalities in which nine victims were wearing their helmets while 16 were not.

Figures were not available for the number of motorcycle wrecks involving injuries.

A number of people have been cited for wearing improper helmets, said Ann Snyder, spokeswoman for the state Motor Vehicles Division. There have been "maybe 20" such citations in the state, she said, noting that some people have tried to get away with wearing bicycle helmets or World War II "Flying Ace" helmets. The helmets must be federally approved types to be acceptable, she said.



RIDING INTO THE JAWS OF DOOM

By Jack Briggs

Motorcycle sales are falling into the Grand Canyon while prices are climbing Mt. Everest. Insurance companies, the media and grandstanding politicians all love to hate our sport. Maybe it's time to think the unthinkable: Is motorcycling in America dying?

CONSIDER YOURSELF WARNED

The sport we love so much is seriously ill. Sales of new motorcycles are falling like boulders pushed over a cliff. At the same time, motorcycling is under attack from a dizzying assortment of legislative initiatives, special-interest cliques, mainstream-press hostility and an implacable, closed-rank insurance industry. These factors have served to produce a public image of motorcycling so sinister that people seem to be avoiding dealerships as if they were crack houses located near a federal narcotics enforcement depot. And operating in the background of this bleak portrait is a canvas laden with international fiscal shenanigans. The continually emasculated dollar has forced the sticker prices of imported motorcycles to skyrocket quicker than a ZX-10 through the quarter-mile. Lest you consider all this just so much sky-is-falling alarmism, examine the facts.

According to Motorcycle Industry Council figures, new-street-bike sales have fallen precipitously from a 1983 high of 525,000 units to 285,000 in 1987. And in 1983 there were 5,389 franchised dealerships in the United States. As of 1987, it had fallen to 4,857. Retail prices for imported machines are about as stable as an earthquake, with the only consistency being that the costs for you are on a translunar trajectory. For example, the CBR600 Hurricane retailed at \$3,698 in 1987. Then the 1988 model started the season at \$4,098. At this writing, the middleweight Hurricane goes out the door at a stratospheric \$4,798. Never has the disclaimer "price subject to change without notice" meant so much.

Meanwhile, insurance costs strain even the most seasoned rider's credulity. It is not unheard of for a 1000 Hurricane to command a nearly \$3,000 annual premium—and that's for an over-30 rider living in a major metropolitan area. No question about it: Your insurance agent would prefer that you choose a Hyundai Excel—and his employer is doing everything possible to achieve that end.

What went wrong? How did things get this bad? And most importantly, will the sport survive within these shores? The answers to these questions are at once obvious yet incredibly convoluted. To get a handle on the situation, we canvassed players representing various spectrums of the motorcycle industry in America: corporate mavens at or near the top, dealers, industry analysts, advocacy groups, former enthusiasts and even non-riders. So read on, for the amazingly complex picture that emerged showed oh-so-fleeting hints of possible ways to thaw the sport's Big Chill.

Identifying Motorcycling's Four Plagues

Listening to corporate officials explain motorcycling's ills, one is able to isolate and identify four major causes for the industry's sharp downturn: image, price, overspecialization and competitive leisure activities.

First, image. According to a highly informed source at Yamaha Motor Corporation his company concluded a major study toward the end of 1987, the results of which, he says, were "shocking." When asked to elaborate, he said the sport has so pervasively negative an image that, given the Big Four's level of PR funds, it would take at least five years to, at best, "stunt the negative curve." More likely, he went on, such a concerted PR effort would take 10 years before it yielded any tangible results. In short, American motorcycling scares people away far more readily than it entices them into the showrooms. It seems the misguided few who injudiciously twist the throttles of their superbikes WFO-style on public roads have attracted beaucoup bad press; such antics make for memorable visuals on unscrupulous television news magazines—not to mention serving as high-horsepower beacons for drawing the attention of safetycrat senators.

And irked by ill-informed pressure groups is Bob Moffit, vice president of marketing at Kawasaki Motors. Despite possibly being singed by political heat generated from the superbike firestorm, Kawasaki imported its heavily breathed-on ZX-10 anyway. "Should we make our decisions on inaccurate and irresponsible assertions by either the insurance industry or a party in government?" asks Moffit. "I don't think so. We make those machines because our customers demand them. I don't think Kawasaki has anything to apologize for in bringing a product to the market which they developed some time ago and

fully planned to bring to the market all along. It's like saying somehow that we were wrong and Danforth was right."

As if all this were not enough, the sport's off-road image has taken a pounding, too—California Senator Alan Cranston's land-closure crusade being the most visible recent example. "The problem with the motocross market and with the land closures," says American Suzuki's Press Relations Manager, Joe Colombero, "is that a lot of motocross riders are crossover street riders—and we lost that market. That was a huge entry-level market." Add to these polemical salvos a healthy dash of politically motivated Japan-bashing sentiment, observes Colombero, and motorcycling makes a convenient target for publicity-conscious safetycrats and Nielsen-starved producers.

But in a way, the battle for superbike supremacy among the Big Four has helped contribute to another of motorcycling's Four Major Plagues: The cost factor, both at the purchase and insurance levels. "I think it's a real spiral that the Big Four have gotten into, in that sales are based on who's the trickiest, who's the fastest," comments George Huebner, Cagiva of North America's former director of operations. "Their cost per unit's gone up a lot because they have to keep upgrading and doing better and better and better. The bike's not made for 10 or 12 years any more, like the 650 Yamaha Twin or the 350 Honda or the Kawasaki Z-1/KZ1000. So you have the development costs every year that have to be absorbed into each of those units."

Huebner also discussed the sales-stifling effect of insurance rates. "With the dollars it takes to buy [a motorcycle] now," he notes, "it's almost mandatory to finance it. And with financing you have to carry full insurance. And when the insurance payment is as much as the bike payment, that has a lot of effect."

"[With] the fully enclosed bikes and such," he continues, "it's almost a 'catch-22' thing because they are more expensive to repair. But by the same token, it's become almost mandatory to enclose them to meet the federal noise requirements. So you're in a kind of damned-if-you-do/damned-if-you-don't situation. You have to put the bodywork on it to quiet it down, and it hurts sales because the bodywork's expensive to make."

Will the insurance industry's aversion to the high costs of speed and ABS plastic kill the Superbike? "I always think there'll be a place for them in the marketplace," opines American Honda's Senior Manager, Marketing Group, Motorcycle Division, Ray Blank. "But I don't know how big that will be. Part of the reason for Detroit backing off from performance cars was because of the insurance industry. And I think we are going to face some of that same situation."

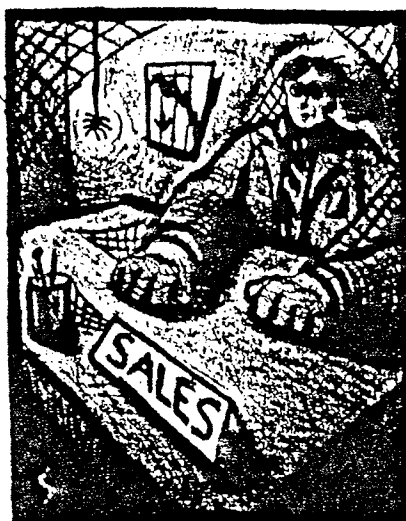
What insurance carriers don't choke, the devalued dollar certainly may; all foreign motorcycles sold in America are affected seriously. This has resulted in committed enthusiasts nationwide eschewing new iron and holding onto their aging mounts. Likewise, sticker shock quickly diminishes whatever enthusiasm a potential entry-level buyer might possess for the sport. And what about the possible re-entry buyer? "Probably the person paying for the motorcycle," says Huebner, "remembers when they were \$895, and he can't understand why they're \$2,895 now—not taking into consideration 1968 dollars vs. 1988 dollars. It's a real financial commitment to buy a motorcycle now—through no fault of the manufacturers. It's inflation and the dollar situation. It's just life in the big city."

To transform Huebner's comments into a metaphor, one might add that said "big city" is one from which, presently, there is much urban flight—if only because of modern motorcycling's highly evolved nature. And this constitutes American motorcycling's Third Major Plague. We are talking specializa-

tion here, and it has resulted in an industry-wide paradox: Today's specialized offerings are products geared for a mature (read shrinking), enthusiast-centered market; releasing only these bikes into the model lineups reflects industry thinking which disregards entry-level buyers, among whom are persons bewildered and intimidated by such esoteric hardware.

In pleasing the hardcore, committed technophile, the industry has ceased to allow for new red cells entering into its bloodstream. Further, compartmentalized product mixes have served to alienate many longtime motorcyclists from the sport altogether, missing as they do general-purpose machines devoid of contorting ergonomics and despotic styling motifs which dictate specifically the type of riding permitted. Only now has the industry begun to react.

"We agreed some time ago that we all had gotten too narrow,



too steep and too small at the top," admits Honda's Blank. "In our attempt at specialization and the impartment of technology on the product . . . what we really did was potentially narrow our market opportunities because we have very specialized machines. And when you went into a dealership you actually had to categorize yourself. You had to say, 'Oh, do I want sport? Do I want custom? Do I want on-off? Do I want tour?' And we took a look back some time ago, and we said, 'What did we have back in '69 when we introduced the CB750?' Here was a product that spread a few different categories. And in that analysis, we decided that what we wanted to do was to have a 'CB750' for the '80s. And that, in reality today, is what the Hawk is."

Honda clearly is religious about the Hawk GT, pinning upon

See page 68

All Smiles in HOG Heaven

Milwaukee truly is a place of marvels.

Though the industry is in shock and the giants of the Far East are looking considerably less gigantic these days, things are definitely not bad all over.

There are smiles aplenty in Milwaukee. Harley-Davidson's Hogs of the Heartland, often commanding \$10,000-and-higher price tags, transfuse greenery from enthusiasts' wallets into dealers' cash registers in a mass demonstration of hypnotic allure. To understand why is to comprehend The Harley Mystique, motorcycling's equivalent of revealed religion. Is this possible? An entire industry treads softly, nervously, toward The Temple That Beals Built. For the Word.

"No one or two reasons exist for our success," reports H-D Spokesperson Buzzelli. "It was a combined series of elements." Chief among these, he believes, is Harley-Davidson's much-improved reputation for quality. According to Buzzelli, for five to 10 years Harley-Davidson suffered a shake-rattle-and-break image.

Another key element to Harley-Davidson's resurgence is what Buzzelli refers to as the company's "close-to-the-customer" philosophy or, in Milwaukee parlance, "customer bonding." At rallies and other motorcycle events across the country, customers get to meet and speak cozily with Motor Company top brass — who themselves ride to said events. This, says Buzzelli, results in hugely positive word-of-mouth PR. When rank-and-file riders can whoop it up elbow-to-elbow with Willie G. or Vaughn B., good feelings about the makers of Glides and Sportsters prevail. According to Buzzelli, a full 84 percent of the Motor Company's customers say their next bike will be a Harley.

Also receiving glowing credit is Harley-Davidson's dealer network. Buzzelli says H-D executives think of their dealers as business partners. Indeed, here is where Milwaukee religion is encountered most intensely. The typical H-D dealership ambience seems like a reverent shrine to a motorcycle that is as

much an idea as it is a hard-metal conveyance. Without such loyalty, claims Buzzelli, H-D "would lose customers fast."

Buzzelli ticks off other elements contributing to H-D coffers. Most of these were public-relations intensive, such as the 883 Sportster (now \$3,999) buy-back offer. This is a particularly timely sales ploy, coming as it does when Japanese-bike resale values are dubious at best. Another genuine coup was Harley-Davidson requesting President Reagan to rescind the infamous ITC tariff before its final year. The beauty of this, claims Buzzelli, is that while the tariff's final-year effects would have been negligible, requesting its premature termination brought much positive — and free — publicity to Harley-Davidson.

But Harley-Davidson's Chrysler-like comeback is not without its critics. "While I kneel at the altar of Vaughn Beals," asserts analyst Don J. Brown, "and respectfully acknowledge his phenomenal achievement with the company . . . on the other hand I don't think it can be denied that Harley-Davidson's success with Japan-bashing, if you will, was harmful significantly for the industry." In other words, Harley-Davidson's methods of resurrection spell bad karma for a Japanese-dominated industry. What is good for H-D is not necessarily good for motorcycling.

"Well," responds Buzzelli, "the country as a whole is shouting 'America first.' Sure, we're riding a wave there. But hey, if we didn't have a quality product and dealer network, we couldn't."

So it has come to this, an industry whose most remarkable sales feats are being achieved by a manufacturer somewhat removed from the leading edge of technology. There is a Harley Mystique, one whose adherents exude all the fervor generated at a Southern tent revival. Such intense, religious brand loyalty is rare among riders of Big Four-made machines. And as a result, observe both Don Brown and John Wyckoff (Intersport), the industry has much to learn from Harley-Davidson.

— Jack Briggs ■

Jaws

from page 63

It's a significant portion of their corporate hopes and feeling that with it they have targeted successfully both the re-entry and entry-level markets. And this has not gone unnoticed at Suzuki. "That was a real good move by them," applauds Colombo. "The Hawk is kind of like a return to the basics, a return to the original concept of what motorcycles are about."

But placing so many corporate eggs into the Hawk basket perhaps is not the wise move it might appear. Our source at Yamaha said one of their most ominous findings was that no single motorcycle could turn things around for them or any other manufacturer. Noting how Yamaha had just such hopes for the YX600 Radian as an everyman's machine, he conceded that it performed far less brilliantly in the showroom than on the road. In short, the current climate is not favorable for a messianic motorcycle. The Second Coming, it seems, must wait another day.

Such speculation, however, could be purely academic in the face of Plague Number Four. Competitive leisure activities are tugging tenaciously at the would-be motorcyclist's discretionary dollars. Thus it appears that Honda is not so much among Yamaha's fiercest competitors as is . . . Apple Computer.

That microchips and semiconductors should prove such formidable marketplace opponents for overhead cams and V-rated tires seems to have caught Yamaha absolutely by surprise, according to our source there. But the public's preference for VCRs over VFRs appears not to have caught Honda as unprepared. Here Blank comes off as reassuring, almost the apologist. "There certainly are more things available to potential consumers no matter what their ages today," he chimes. "When

I got into motorcycling, there were no PCs, there were no video games; there wasn't very much going on in TV, with the exception of three networks — and one was pretty fuzzy. The world of media, communication and opportunity exists today." Blank then analogized: "If there's nothing but baseball, and somebody develops a basketball, a part of baseball goes away and turns to basketball. And certainly over a period of time this has been a major factor."

But home electronics comprise only part of the leisure competition vying for dollars against motorcycling. RVs appeal exactly to the very demographics which constitute touring-bike enthusiasts; that middle-aged couple you last saw at a Winnebago's helm might otherwise have been roaming the superslab aboard a GL1500. Similarly, still other semi-recreational vehicles — four-wheel-drives, pickup trucks — provide thrill-seeking opportunities which once were within motorcycling's province almost exclusively.

And perhaps this shift toward different leisure activities hints at a broad change of values. Looking back, Blank now sees a decline in "the love affair with things technical" which prevailed until just a decade ago. This possible change in values among Americans probably is more far-reaching than the manufacturers have realized; we'll return to it in a moment.

These then are the Four Plagues of American motorcycling as seen by the manufacturers. Given the resulting sales downturn, there inevitably crop up persistent rumors suggesting one or more of the Big Four will call it quits here, that this country's dwindling market potential simply is untenable for them. "I think talk like that gets a big audience because it sounds like news," retorts Blank adamantly. "You can't talk about Honda without talking motorcycles. I can't speak for the others, but

Honda's here, and it's going to stay in the motorcycle business."

Our source at Yamaha qualified his comments a bit. While maintaining he believes each of them will remain active players in the American arena, he cautions that changes are in the offing: Model lineups will be curtailed still further and there will be more emphasis on product diversification.

What then do the manufacturers see ahead? Will there be a sales turnaround? And if so, when? You already know Yamaha's findings: Our source sees a tunnel through which we must travel five years before catching even a glimmer of light at the other end. While private analysts support that view, some companies are tooting a more positive official horn.

"I guess the term would be 'cautiously optimistic' about the future of the market," offers Colombo about Suzuki's hopes. We expect it to get better. Over the next couple of years, we're projecting a rise, but not a meteoric climb. But things will get better again."

Huebner's view is tempered with more caution. "I think motorcycling as it was in the '60s and mid-'70s was more or less a longterm fad. I'd really like to say that I thought I was sure it was going to turn around and I could give the exact date. I don't think it'll ever be like it was during the 1965-78 period. I don't mean to be gloomy, but I doubt it'll ever be at that level again."

And seemingly whistling in the dark is Honda. Their official word has it that not only is light visible at the tunnel's other end, but that we are already there. "I think we're beginning to see it now," claims Blank about the longed-for turnaround. Believing Honda's multi-page, four-color ad in *Life* magazine piqued many non-riders' interest, he added, "I'm happy with the reports from dealers who say even if they're not selling the volume they'd like to, they are seeing new people come into the

dealership — and that's been a problem for a long time."

When asked if he thought a latter-day "nicest people on a Honda"-type boom could occur, Blank replied in no uncertain terms. He said the Great '60s Explosion can be exceeded, and went on to point out that while motorcycling presently claims merely two percent of America's population, the industry needs only to conquer four percent to double our ranks and thereby go far beyond the most explosive boom years. In other words, it could be like 1964 all over again. But if that truly reflects American Honda's thinking, then evidence suggests Number One peers at the world through rose-tinted Foster Grants; such cheery optimism rarely is shared at the dealership level.

From the Trenches: Where Are the Reinforcements?

While it's dying, I tell you, it's dying," bemoans Mark Lind, sales manager at Hollywood Honda on Santa Monica Boulevard. "It's a dying industry. What hurts so much is we're not getting the new entry-level buyer. I think we're surviving on the people who've owned Hondas previously. The money right now is in Harley-Davidson and Honda. Period. I don't think the industry's ever going to be what it was."

Things are quiet at Hollywood Honda these days. Sauntering through the dealership, one can get the feeling of lingering in a place where there had been a once-bustling party, a feeling not unlike finding yourself among the last tenants to vacate an apartment building soon to be bulldozed. The life has gone out of it, fled, drifted away.

So where are the curious onlookers? And when that potential entry-level type does come in, why is it he soon flees, drifting at the very edge of cardiac arrest? Here, Lind is ada-

mant, the vitriol coursing through his speech. "They're shocked at the price," he says. "You've got to remember, the entry-level person is still thinking 'economy.' They've still got it drummed into their heads that motorcycles are economical. We have to keep educating them and keep trying to tell them what's going on. And the best way to put it into perspective is to tell them how much it costs to buy a car now. I think the motorcycle industry simply peaked. And any time you have something peak there's always another side to that mountain. There's a climb, the peak, and there's that down side."

While Lind and Hollywood Honda believe they're on the mountain's down side, others elsewhere think of these times more in terms of motorcycling's Death Valley Days. For example, Bill Branch runs Yamaha Sports Center in Nashville, Tennessee. Like Hollywood Honda, his attractive Charlotte Avenue dealership flourished during American motorcycling's boom years. But where throngs once ogled over rows of XS750 triples and RD400s, today there exists a dearth of machines as well as buyers. Yamaha Sports Center houses a yawning expanse of empty floorspace. No more than six, seven, maybe eight machines within this dealership await their prospective riders. Worse yet, Branch's supply exceeds the demand.

"We've seen rough times before, but this is ridiculous," complains Branch. "This is the worst selling season we've seen." He went on to portray a gloomy sales landscape of Music City. "It's not a real pleasant state of affairs. All the dealers are reporting a 40- to 60-percent drop in sales. Ours are down 50 percent. And it's not the economy, because our area is strong." Indeed. Nashville is an already rich town going through a period of unprecedented, explosive growth; a record number of national and international firms have set up major operations in Middle

draw unwanted attention and simultaneously sever motorcycling's self-regenerative capabilities.

"I believe," says Brown, "that the natural order of things was that during the '60s the Japanese sold huge numbers of small-capacity, entry-level motorcycles of various types. This created an astronomical marketplace of trained motorcyclists. Somebody someplace [then] got a glimmer in his eye and said, 'Well, why should we let all these sales go to Triumph, or to BSA, or to Harley-Davidson?' By then most Japanese distribution companies were 'infiltrated' by ex-employees of Triumph, or BSA, or Harley-Davidson or whomever. And naturally their goals and intentions were to become heroes in their own time. And one first example of that was the development by Yamaha Motor Corporation of a look-alike Japanese Triumph."

Thus, according to Brown, the gauntlet was thrown and so commenced motorcycling's Superbike Struggle. First, Honda's brilliant CB750 almost singlehandedly took out the British motorcycle industry and forced Kawasaki's hand, resulting in the mighty 903cc Z-1. This then led to 1978's CBX/XS11/GS1000/Z-1R explosion. And the rest is history; the performance and price antes have been raised every year since.

Meanwhile, back in 1973, a curious phenomenon occurred: All-time unit sales peaked — but with incoming dollar amounts for the industry increasing almost geometrically. In 1973, with most sales occurring at or below 200cc, the average retail price for motorcycles was \$1,097. Each year since then, however, total sales were skewed markedly toward more expensive, larger-displacement classes, reaping huge dividends for manufacturers over the years. But as a result, we are left with today's sobering numbers: As of 1987, retail motorcycle prices averaged \$3,950, calculates Brown. Now, allowing for natural increases in the

Tennessee, resulting in a huge infusion of capital. It is as if an independently wealthy businessman had inherited a rich uncle's fortune. "We thought we'd get a slice of that," Branch says wistfully, "but we didn't."

Believing he could speak accurately for his fellow area dealers, Branch said, "They [the OEMs] have let the motorcycle industry fend for itself. And they haven't dealt effectively with the dollar/yen situation — there's certainly nothing we can do. That [M.I.C.-coordinated] Discover Today's Motorcycling program should have been done three or four years ago; it may be too late now. We have very drastic problems that must be dealt with by the OEMs. So far, it looks like there's been no effort by them."

Brief phone calls to dealers elsewhere in the country elicited largely similar comments, while every now and then there was an occasional exception. But perhaps the following example can be viewed as symbolic. An attempt to reach a Pittsburgh-area Yamaha dealership resulted in a prerecorded message saying the phone had been disconnected.

What can be more telling than that?

Piecing it Together

Don J. Brown is a colorfully irreverent motorcycle-industry analyst working out of Irvine, California. When tracing the causes of American motorcycling's downturn, he prefers to approach matters from a historical perspective. In so doing, Brown detects a clearcut pattern which began emerging around 1967-68, and which, in retrospect, he now believes was unavoidable. This pattern, he says, was a trend toward "bigger, better, faster"-type thinking and producing such machines in huge numbers, which ultimately would serve both to

Consumer Price Index, 1973's \$1,097 figure should today amount to approximately \$2,800. Note the actual 1987 figure, however; simple math reveals a price disparity over \$1,000 on the high side. And a once-favorable sales advantage now threatens to be the sport's undoing.

"Almost nobody paid attention," comments Brown. "It was very good business. And it was so profitable that I believe it lulled the industry somewhat to sleep in terms of what the longterm implications of this change were."

The Big Four, employing their megabucks research firms' collective wisdom, assumed motorcycling could be self-perpetuating by virtue of broad product mixes. But notes Brown, "That assumed a whole lot of things. For instance, it assumed we'd have no changes in our lifestyle, that the value of the dollar vs. the yen, or the mark, or the lira, would remain as it was. So [with] the recent, very substantial changes in the economic climate of our country . . . people had a hard time understanding how we can say on the one hand our country is sound economically when in reality it takes two incomes instead of one to keep pace with where they once were."

And this is the crucial lifestyle shift which underpins the Four Plagues outlined earlier. The two-income phenomenon, Brown believes, ultimately proved extremely harmful for motorcycling. When two people are making big-ticket purchasing decisions — when "I" becomes "we" — motorcycles are found wanting and victimized by what Brown calls "third-party influences" — that is, socially acceptable, status-enhancing perceptions as to how couples should spend their dual incomes. The male half of a yuppie couple soon discovers 35mm Nikons meet with far greater spousal and peer approval than a GSXR1100. "After all," says Brown, "cameras won't hurt you." Then, couple

this all-encompassing change of values with motorcycling's sudden string of bad luck—the weakened dollar, off-road land closures, orbit-high insurance rates, ad nauseum—and, well, no wonder things are so bad.

But there's more. Computer projections from Brown's files prophesize still further new-unit sales declines and no valid reason to expect a turnaround soon—not given present lifestyle and demographic trends. "It would not be unreasonable to conclude," Brown comments sadly, "that one or more of the major companies right now is at least talking at the senior level about how long they're willing to pursue this." Indeed, the gold rush is over.

Viewing affairs with growing concern, the Motorcycle Industry Council then jumped into the fray with its Discover Today's Motorcycling program. For 1988, its theme is "Women In Motorcycling," which is predicated upon our crucial aforementioned lifestyle shift: Women—be they wives, girlfriends, or mothers—heavily influence those inclined toward two wheels. By demonstrating for American women motorcycling's more innocuous, fun aspects via a much-publicized, cross-continent, all-female tour, the M.I.C. hopes to positively influence women nationwide. What truly is new about Discover Today's Motorcycling is that the Big Four themselves have contributed \$400,000 to it in an effort at building a public forum for motorcycling—a genuine first. And perhaps one leading toward recovery.

Now For Some Good News

What, then, is one to make of the preceding? Is motorcycling dying in this country? It certainly could if present trends continue. Read for yourself the numbers. Extrapolating therefrom, you discover the logical conclusion is no motorcycles. Of course, that cannot happen; Americans will always desire motorcycles. Right? No?

Okay, then, what might happen? Aside from the worst-case, zero-motorcycle scenario, three others readily fall into place. Scenario one—and the least likely—has new-bike sales in freefall for a number of years, resulting in one, maybe two Japanese OEMs questioning seriously the American market's viability, packing up, and then proffering their brilliant two-wheeled wares more vigorously elsewhere. Perhaps. A much-preferable second scenario has us at the curve's bottom now, that this is it, things are as bad as they ever will be and here is where we stay. If such were the case, then maybe our Yamaha source's view would prevail: All Japanese giants remain, curtail their lineups accordingly—probably severely—and reposition themselves more as entertainment-vehicle companies who just happen to make motorcycles, too. Scenario number three is rebound. And if this were to occur, then Suzuki's projections seem the most realistic—a two- or three-year convalescence resulting in a healthy industry, albeit not a meteoric return to boom-time conditions.

So take your pick. One of these scenarios, or something in between, is possible. Yet no matter how dark the clouds hovering over the sport seem, genuine silver linings shine upon the motorcycling landscape.

Simply put, new-bike sales alone cannot serve as an all-purpose litmus test for the entire industry's health. That aftermarket vendors and outlets are doing so well indicates that large numbers of motorcyclists still don their helmets. "If you're looking for glimmers of hope, you've come to the right place," reports enthusiastic Metzeler President Bob Gregg. "We're having our fifth record year in a row." Gregg claims Metzeler's sales to dealers are up well over 20 percent from the same time last

RIDER/October 1988

year, and goes on to say such figures should compel OEMs to improve their relations with aftermarket vendors. "The aftermarket is becoming increasingly important in keeping the dealerships open," he points out. Gregg also reads the foreign barometers for more hopeful domestic forecasts, noting how new-bike sales in Europe bottomed out two years ago, only to rebound 10-15 percent this year. "And that," he says, "was without having ATV sales to fall back on." Similarly, Gregg believes such a rebound conceivably could occur here.

Also experiencing neon-lit sales charts is Hein Gericke. Intersport's co-founder John Wyckoff claims high-voltage sales over 100 percent ahead of August 1987, to the crescendo-level tune of \$5.25 million. And, says Wyckoff, all quality-leather vendors are doing nicely, pointing to ever-increasing sales figures for Brooks and Spartan as well. Besides quality, however, Wyckoff believes much of the Hein Gericke phenomenon is due to his company's ranks being filled by enthusiasts, by honest-to-handlebar, mileage-accumulating motorcyclists. Therefore, he says, his company "speaks the language of Motorcycling," resulting in products much sought after by people who share that persuasion.

And while uncomfortable numbers of dealerships have folded, many of those remaining are solid, tested businesses that take advantage of whatever co-op advertising, promotional and financing plans are offered by their respective OEMs. Additionally, Wyckoff notes an almost revivalistic fervor at the grass-roots level. He observes that many entrepreneurial dealers who "make things happen," sponsor weekend riding events and such, are doing fine, even experiencing a resurgence. And, he goes on, when the OEMs themselves learn to "get closer" to the motorcyclist in a similar grass-roots fashion, this trend can be accelerated, solidified. The manufacturers, says Wyckoff, need to open a two-way dialogue with dealers, to speak the language of motorcycling themselves as well. He suggests the ball is in their court.

Finally, bear in mind history's proclivity for throwing an occasional wildcard onto the table of human affairs. Sometime during the 1890s, the *New York Times* ran an alarming article about a growing sanitation menace confronting Gotham. The piece stated that according to then-current estimates, New York's huge transportation burden of horse-drawn carriages would, in something like two decades, bury city streets under at least seven feet of horse manure. This was a validly scientific finding, probably even flawless, except for one thing: History's wildcard arrived this time in four-wheeled, motor-driven form.

Even though motorcycle-industry trends look puzzling, who is to say something unexpected—and positive—might not pop into the two-wheeled picture? What it could be or what form it would take is anyone's guess. In the meantime, get on your motorcycle and ride. Riding might not solve the problems, but it will definitely make you feel better. And it's a lot more fun than sitting around worrying. ■

In the November issue of Rider:

Anti-lock braking finally comes to the United States!
Executive Editor Mark Tuttle Jr. checks out the
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Ed Youngblood

President

Thanks, Senator

You've got to hand it to the folks at the Insurance Institute for Highway Safety (IIHS). They've struck out twice in their campaign to get sportbikes off of America's roads, but they're still swinging away.

After funding and publishing a study that was called "fatally flawed" by one of the leading researchers in the field, then promoting a piece of federal legislation that was later abandoned by its sponsor, IIHS officials still haven't given up. This time, however, they're playing the game according to their own rules.

You see, the IIHS has now determined that the easiest way to carry on its campaign against sportbikes is to simply blacklist those machines through the institute's sponsoring insurance companies.

Several insurance companies are distributing to their agents a tough, restrictive position toward writing motorcycle coverage that adheres strictly to the concepts advanced by the IIHS in its 1987 study. That study, which prominent motorcycle-safety researcher Harry Hurt called "fatally flawed," purported to show that "racing-design" motorcycles, those machines that the rest of us call sportbikes, are more dangerous to ride than other styles of bikes.

If you've been reading this magazine over the past year, you already know that the study proved no such thing. But the IIHS has forged ahead regard-

less, promoting its viewpoint to the insurance companies that write motorcycle coverage. And that misguided campaign is having an immediate effect.

One of the major companies adopting the IIHS' position is State Farm. That company recently sent a bulletin to its agents blacklisting all brands and displacement categories of sport motorcycles. As an example of how far this silliness has gone, consider that the list of uninsurable machines even includes the BMW K100RS, apparently because it seems to fit the silhouette drawing that the IIHS provided to depict its idea of two-wheeled danger. In fact, two pages of the State Farm bulletin are photocopied right out of the IIHS study.

I think it is unlikely that State Farm will be the only or last major company to use the bogus research it helped fund as justification for plans to charge more, give less, and exclude long lists of models from coverage. We've already heard of several other companies adopting similar policies, all based precariously on the IIHS' unsubstantiated claims.

What we have here is the birth of a whole new style of regulation at the national level. If the leaders of the insurance industry don't get what they want from safety experts and legislators, they simply take matters into their own hands.

Another example of this regulatory style concerns Geico Indemnity and its refusal to insure motorcyclists who admit that they own a radar detector. In spite of the fact that the Maryland Insurance commissioner has told the company that such issues should be decided in the state Legislature, Geico has publicly reaffirmed its intention to supersede legislated law any time it sees fit in a puritanical crusade to make Americans operate the kinds of vehicles that Geico likes in a fashion that Geico approves.

All of that is the latest and most ominous fallout of a year that has produced some of the most serious hazards ever to confront the motorcycling community. It all began almost exactly one year ago when Sen. John Danforth (R-Missouri) introduced his Motorcycle Safety Act of 1987, which proposed limits or even an outright ban on high-performance motorcycles.

That piece of legislation, introduced in anticipation of the IIHS study (and, indeed, based on information secretly leaked from that uncompleted study), aroused the motorcycle community. The storm of protest and pressure that followed swiftly killed the proposal, and fortunately helped redirect the efforts of an important, safety-conscious senator toward more useful and productive ideas.

But in spite of the dangers our sport faced, I think it's also possible to argue that, for his part, Danforth did the motorcycle community a favor. I don't feel terribly comfortable saying that, because the incident is still vividly remembered as a truly harrowing experience. However, in retrospect it is clear that Danforth's actions held a mirror up to our industry and forced it to see itself as many of the voters, mothers and policymakers of America see it.

The result of this unwelcome self-analysis has been largely positive and beneficial to motorcycling. Consider the following developments of the past 11 months:


- The Motorcycle Industry Council has approved a voluntary advertising code for its members. This had been proposed by some thoughtful leaders prior to Danforth, but his bill made the manufacturers realize it was time to stop the debate and pop the responsibility cake in the oven. It is very unlikely that you'll see future advertising campaigns glorify speed, acceleration, asphalt-melting burnouts and pants-messing performance, as they have in the past.

- The American Coalition of Recreational Publishers (ACORP), which includes the publishers and editors of leading motorcycle magazines, has begun to deal responsibly with the issue of editorial tone. These discussions have moved much more slowly because of the First Amendment concerns involved, but ACORP has begun a tough-minded struggle with the role of a free press in creating an image for motorcycling in the minds of the non-motorcycling public.

- Lines of communication opened by the Motorcycle Safety Act of 1987 have caused the federal government itself to reconsider its position on motorcycle safety. In fact, with the encouragement of Danforth himself, the National Highway Traffic Safety Administration has re-established motorcycle safety as a national priority for federal funding, a spot it had not held for five years.

These are all significant and positive developments, and I maintain that they would not have happened without Danforth to force us to take a good look at ourselves in the hard light of public opinion.

Once challenged on the philosophy and content of the Motorcycle Safety Act of 1987, Danforth readily listened to the facts. In the long run, successful politicians always do. And he also opened our eyes to a powerful coalition within the insurance industry operating with the firm conviction that it is above the facts, above elected officials and above the law.

Thanks, Senator, we needed that. 

DEFEAT MANDATORY SEAT BELT LAW

VOTE 'NO'- Ballot Measure No. 3

On November 8, 1988, the registered voters of this State will decide whether or not to impose a \$50 fine on adult drivers and passengers in automobiles for not wearing seat belts in Oregon. The wording on the ballot is biased, misleading and inaccurate, but this is how it will appear on the ballot election day.

MEASURE NO. 3 REQUIRES THE USE OF SAFETY BELTS

QUESTION: Shall law, effective December 8, 1988, require safety belt use by motor vehicle drivers and passengers over 16?

EXPLANATION: Referred to voters. Approval enacts law requiring that motor vehicle drivers wear safety belts and secure passengers under 16 with safety belts, harnesses, or small child safety systems. Passengers over 16 must secure themselves. Requires vehicle owners to keep seat belts in working order. Driver, owner, passenger violations are Class D traffic infractions. Provides Law takes effect December 8, 1988. Voter rejection means prior law, requiring safety restraints only for passengers under 16, is effective.

"No man has a natural right to commit aggression on the equal rights of another, and this is all from which the laws ought to restrain him." -- Thomas Jefferson, Bergh 15:24 (1816)

DO YOU KNOW?

*Nebraska and Massachusetts have successfully repealed their mandatory seat belt laws and report that their highway fatalities have declined 8.5% since mandatory seat belt laws were repealed.

*Connecticut - 44% of motorists surveyed at 7 locations used seat belts, down from 57% in 1987, 66% in 1986. Violating 2-year old law carries only \$15 fine. - USA Today, Aug. 1988

*Florida - The number of Florida motorists injured while wearing seat belts has jumped, an increase that may be a result of more people buckling up, says slightly red-faced law enforcement officials.

In 1986, 77,086 people were injured wearing belts, while in 1987 that number was reported at 124,362, a hike of about 62 percent. Similarly, the number of motorists injured who weren't wearing seat belts dropped from 111,637 to 62,376.

... MISSOURI AND NORTH CAROLINA -saw increases of about 8 percent after passing similar laws. Traffic deaths in Nebraska rose 3 percent after the state made seat belts mandatory for front-seat passengers. The law has since been repealed.

-THE NEWS, BOCA RATON, FLORIDA, JULY 17, 1988

* OREGON STILL HAS THE FREEDOM OF CHOICE! STOP THIS EROSION OF OUR RIGHT TO CHOOSE. VOTE 'NO' - BALLOT MEASURE NO. 3

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Miller, Bruce W.	245-3110	5959 SW 161st, Aloha, OR 97007	Dem	STATE REP. 6TH DIST.
Miller, Glenn	884-8884(R)	6010 Shasta Way, Klamath Falls, OR 97603	Rep	STATE REP. 53RD DIST.
Miller, Randy	378-8772	4129 Glacier Lily, Lake Oswego, OR 97035	Rep	STATE REP. 24TH DIST.
Miller, Ronald H.	Write-in	196 Alta Vist Rd., Eagle Point 97524	Rep	STATE REP. 52ND DIST.
Minnis, John	248-5696	13735 NE Brazee Ct., Portland, OR 97230	Rep	STATE REP. 20TH DIST.
Molander, Earl	464-3714	7135 SW 36th, Portland, OR 97219	Rep	REP. IN CONGRESS 1ST DIST.
Nebergall, Andrew (Andy)	236-1429(R)	2222 NE Davis, Portland, OR 97232	Rep	STATE SENATOR 7TH DIST.
Nelson, Greg	288-2656(R)	4053 NE 33rd, Portland, OR 97212	Rep	STATE REP. 19TH DIST.
Nelson, Michael	523-6485	Rt 1, Box 54B, Baker, OR 97814	Dem	STATE REP. 59TH DIST.
Newton, Dewey A.	981-1220	350 Marshall St., Woodburn, OR 97071	Dem	STATE REP. 28TH DIST.
Nickel, Nancy	575-1390	P0 Box 577 John Day, OR 97845	Grant/DIST. ATTORNEY	
Nienstaedt, Mark	763-4207	P0 Box 446, Fossil, OR 97830	Wheelier/DIST. ATTORNEY	
Norris, Charles R. (Chuck)	567-8638	P0 Box 121, 725 E. Highland Ave., Hermiston, OR 97838	Rep	STATE REP. 57TH DIST.
O'Leary, James W.	655-4481	10701 SE Stevens Way, Portland, OR 97266	Clackamas/DIST. ATTORNEY	
Oakley, Carolyn	928-3359	3197 Crest Loop NW, Albany, OR 97321	Rep	STATE REP. 36TH DIST.
Otto, Glenn E.	665-6291(R)	23680 NE Shannon Ct., Troutdale, OR 97060	Dem	STATE SENATOR 11th DIST.
Parkinson, Fred	873-8391	301 W Main, Silverton, OR 97381	Rep	STATE REP. 28TH DIST.
Patoine, Margaret	485-8548	2552 Alder, Eugene, OR 97405	Rep	STATE REP. 40TH DIST.
Penn, Dale	588-5222	553 Joseph St. SE, Salem, OR 97302	Marion/DIST. ATTORNEY	
Peterson, Nancy	488-0029	367 Maple St., Ashland, OR 97520	Dem	STATE REP. 52ND DIST.
Phillips, Paul	626-4050	15075 SW Dawn Ct., Tigard, OR 97224	Rep	STATE SENATOR 4TH DIST.
Pickard, Bob	388-6062	19190 Pinehurst Rd., Bend, OR 97701	Rep	STATE REP. 54TH DIST.
Porter, Ann	635-3065	0926 SW Palatine Hill Rd., Portland, OR 97219	Rep	STATE REP. 12TH DIST.
Rau, Jim	233-8661	67427 E. Bright Court, Welches, OR 97067	Rep	STATE REP. 23RD DIST.
Ray, Susan	265-9218	658 NE 20th Pl., Newport, OR 97365	Dem	STATE SENATOR 2ND DIST.
Repine, Bob	476-8388	1709 Beverly Dr., Grants Pass, OR 97526	Rep	STATE REP. 49TH DIST.
Reynke, Jane	474-6360	1037 NW Starlite, Grants Pass, OR 97526	Dem	STATE REP. 49TH DIST.
Rijken, Hedy L.	265-8844	P0 Box 576, 1250 NW Lake St., Newport 97365	Dem	STATE REP. 4TH DIST.
Roberts, Barbara	378-4139	777 Cottage #G, Salem, OR 97301	Dem	SECRETARY OF STATE
Roberts, Jack	345-3322	965 Sherwood Pl., Eugene, OR 97401	Rep	STATE REP. 41ST DIST.
Roberts, Lonnie	255-9887	15815 SE Mill, Portland, OR 97233	Dem	STATE REP. 21ST DIST.
Sauer, Joe	665-8692(R)	170 NE Olvera Ct., Gresham, OR 97030	Dem	STATE SENATOR 11th DIST.
Saylor, Gene	252-4171	6425 SE Yamhill, Portland, OR 97215	Rep	STATE REP. 15TH DIST.
Schamehorn, Mary Harris	347-3353(R)	P0 Box 521, Bandon, OR 97411	Dem	STATE REP. 48TH DIST.
Schoon, John	835-5301(R)	7090 Zena Rd., Rickreall, OR 97371	Dem	STATE REP. 34TH DIST.
Schroeder, Walt	247-7660(R)	95102 Rogue River Heights, Gold Beach, OR 97444	Rep	STATE REP. 48TH DIST.
Schrunk, Michael D.	248-3148	10303 NE Russell CRT., Portland, OR 97220	Multnomah/DIST. ATTORNEY	
Sells, Martin A.	397-0300	P0 Box 463, St. Helens, OR 97051	Columbia/DIST. ATTORNEY	
Sheppard, John	394-2396	37800 Robinson Dr., Scio, OR 97374	Rep	SECRETARY OF STATE

THESE ARE A LIST OF THE REPRESENTATIVES THAT ARE RUNNING FOR OFFICE IN NOVEMBER.

Hanlon, Tom	436-1432	595 N Antler St., PO Box 429, Cannon Beach, OR 97110	Dem	STATE REP. 2ND DIST.
Hanlon, William F. (Bill)	475-2286	PO Box 909, Madras, OR 97741	Jefferson/DIST.	ATTORNEY
Hanneman, Paul	965-6004	35010 Resort Dr., Cloverdale, OR 97112	Rep	STATE REP. 3RD DIST.
Harcleroad, Doug	687-4261	33830 Oak Springs Lane, Eugene, OR 97401	Lane	DIST. ATTORNEY
Hayden, Cedric	342-3613	46300 Big Fall Crk. Rd., Fall Creek, OR 97438	Rep	STATE REP. 38TH DIST.
Hosticka, Carl	686-3859	1515 Polk, Eugene, OR 97405	Dem	STATE REP. 40TH DIST.
Houchin, Larry K.	967-3836	31827 Lawrence St., Lebanon, OR 97355	Linn, Dept.	2/JUDGE, DIST. CRT.
Howard, Jim	746-9646	PO Box 571, Pleasant Hill, OR 97455	Rep	REP. IN CONGRESS 4TH DIST.
Hugo, Bruce	543-7454(R)	32847 NW Peak Rd., Scappoose, OR 97056	Dem	STATE REP. 1ST DIST.
Iverson, Dianne	923-5437	334 N 10th, Redmond, OR 97756	Dem	STATE REP. 55TH DIST.
Jackson, Jon	884-1571	3216 Cortez, Klamath Falls, OR 97601	Dem	STATE SENATOR 27TH DIST.
Jaramillo, Annabelle	758-9127	1390 W Hills Rd., Philomath, OR 97370	Dem	STATE REP. 34TH DIST.
Johnson, Doug	523-6414	1700 4th St., Baker, OR 97814	Baker/DIST.	ATTORNEY
Johnson, Eldon	773-1303	3650 Ross Lane, Medford, OR 97501	Rep	STATE REP. 51ST DIST.
Johnson, Ross E.	942-8913	1020 S 10th St., Cottage Grove, OR 97424	Rep	STATE REP. 44TH DIST.
Jolin, Peggy (Peg)	378-8829	31251 Joe Geer Rd., Cottage Grove, OR 97424	Dem	STATE REP. 44TH DIST.
Jones, D. E. (Denny)	889-8348(R)	1461 NW 3rd Ave., Ontario, OR 97914	Rep	STATE REP. 60TH DIST.
Jones, Delna	242-5624	1625 SW Pheasant Dr., Aloha, OR 97006	Rep	STATE REP. 6TH DIST.
Josi, Tim	372-2111	6740 Baseline Rd., Bay City, OR 97107	Dem	STATE REP. 3RD DIST.
Juba, Bill	773-544	1016 Reddy Ave., Medford, OR 97504	Jackson/DIST.	ATTORNEY
Kahn, Ruth	388-1752	61147 Deer Valley Dr., Bend, OR 97702	Dem	STATE REP. 54TH DIST.
Katz, Vera	244-6111	20-8 NW Johnson, Portland, OR 97209	Dem	STATE REP. 10TH DIST.
Keisling, Phil	236-6622(R)	3782 SE 11th, Portland, OR 97202	Dem	STATE REP. 12TH DIST.
Kitzhaber, John A.	440-3437	1033 W Brown, Roseburg, OR 97470	Dem	STATE SENATOR 23RD DIST.
Kopetski, Mike	378-8540	458 Dorcas Dr. N, Salem, OR 97303	Dem	REP. IN CONGRESS 5TH DIST.
Kotulski, Rick	667-7290	38815 SE Gordon Crk. Rd., Corbett, OR 97019	Dem	STATE REP. 22ND DIST.
Lasswell, William L.	440-4388	2674 NE Douglas, Roseburg, OR 97470	Douglas, Dept.	1/JUDGE, DIST. CRT.
Linn, Pat	466-3325(R)	804 N Main, Brownsville, OR 97327	Dem	STATE REP. 37TH DIST.
Lowe, Barbara	826-3364	2234 Cady Rd., Jacksonville, OR 97530	Dem	STATE REP. 51ST DIST.
Maki, Mike	738-8366	140 Hilltop Dr., Seaside, OR 97138	Rep	STATE REP. 2ND DIST.
Mannix, Kevin L.	364-1913	375 18th NE, Salem, OR 97301	Dem	STATE REP. 32ND DIST.
Markham, Bill	874-2471	Rt. 1, Glenbrook Loop Rd., Riddle, OR 97469	Rep	STATE REP. 46TH DIST.
Mason, Tom	464-4014	5814 SW 59th Ct., Portland, OR 97221	Dem	STATE REP. 11TH DIST.
Matschukat, Horst E.	655-5200	19363 S. Pease Rd., Oregon City, OR 97045	Rep	STATE REP. 26TH DIST.
McCarty, Ron	253-3284(R)	1821 NE 122nd, Portland, OR 97220	Dem	STATE REP. 16TH DIST.
McCoy, Bill	240-5630	6650 N Amherst St., Portland, OR 97203	Dem	STATE SENATOR 8TH DIST.
McLaughlin, Michael A.	473-3470	317 A Street E., #26, Vale, OR 97918	Dem	STATE REP. 60TH DIST.
McTeague, Dave	653-7639	3385 SE Willamette Ave., Milwaukie, OR 97222	Dem	STATE REP. 25TH DIST.
Meeker, Anthony "Tony"	378-4329	20401 Madrona Lane, Amity, OR 97101	Rep	STATE TREASURER

A.B.A.T.E. of Oregon, Inc. MEMBERSHIP APPLICATION

NEW: _____ RENEWAL: _____ IF RENEWAL, CARD NUMBER: _____ EXP. DATE _____

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ CHAPTER: _____

ADDITIONAL MEMBERS IN SAME HOUSEHOLD:

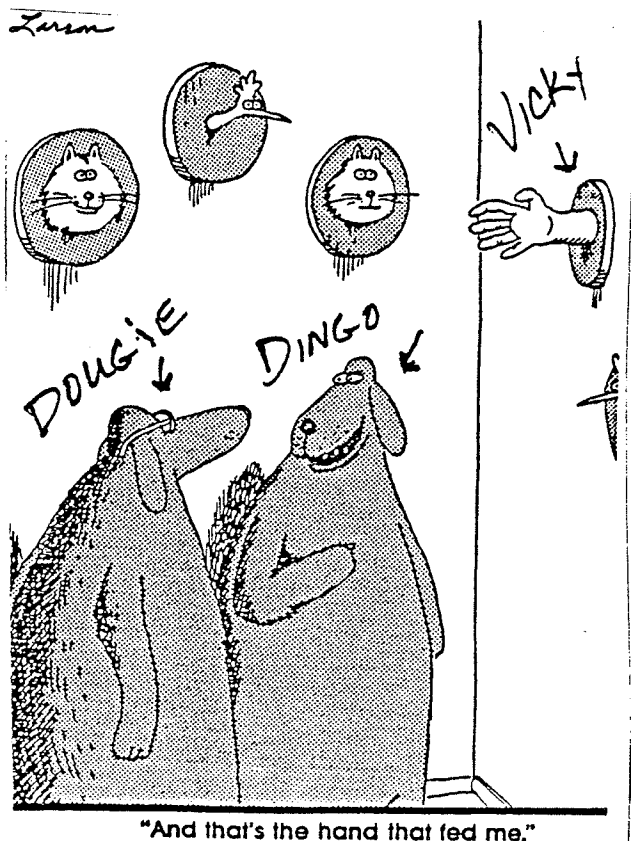
NAME: _____ NAME: _____

NAME: _____ NAME: _____

\$15 FULL MEMBERSHIP _____ \$6 EACH ADDITIONAL MEMBER _____ DATE PAID: _____

TOTAL AMOUNT ENCLOSED: \$ _____ RECEIVED BY: _____

SEND TO: MEMBERSHIP SECRETARY
A.B.A.T.E. OF OREGON, INC.
PO BOX 4504
PORTLAND, OR 97208





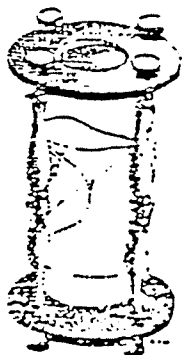
A.B.A.T.E. of Oregon, Inc.
P.O. Box 4504
Portland, OR 97208

OCT 88

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5224 CHERRY HTS RD W
THE DALLES, OR 97058

ABATE OF OREGON CHAPTER MEETINGS - WHERE AND WHEN

1st & 3rd Sun:	DOUGLAS COUNTY:	At 11 AM, Round Table Pizza, Roseburg.
	ST. JOHNS:	At 12 Noon, Prefettos, Pizza, 4857 N Lombard, October through March.
	JACKSON COUNTY:	At 11 AM, Angelo's Pizza, West Main Street, Medford.
	LANE COUNTY:	At Noon, Bev & Ed's Pizza, Hwy 99 at Royal, Eugene.
	YAMHILL COUNTY:	At 5 PM, Trail's End Rest. & Lounge, Amity.
2nd & 4th Sun:	LANE COUNTY:	At Noon, Sundown Tavern.
1st & 3rd Mon:	SE PORTLAND:	At 8 PM, The Pizza Barron, SE 122 & Division.
3rd Mon:	KLAMATH FALLS:	At Inga's Cheese Haus, 4023 S 6th, 6 PM. Call Preston at 882-7070 or Bob at 884-9709 for info.
1st & 3rd Tues:	CENTRAL OREGON:	At 7 PM, Pietro's Pizza in Madras.
2nd & 4th Tues:	WASHINGTON CTY:	At 8 PM, Sunshine Pizza, Cornelius.
1st & 3rd Wed:	NE PORTLAND:	At 7:30 PM, Gino's Pizza, 108th & NE Halsey.
2nd & 4th Wed:	SALEM:	At 7 PM, Casey's Pizza, S Commercial. Call Russ 585-6518 or Jack 585-4231 for info.
1st & 3rd Thurs:	MT. HOOD:	At 7:30 PM, TJ's Lounge & Rest., 39024 Proctor Blvd, Sandy, OR. Call 668-4979 for info.
1st & 3rd Fri:	LINCOLN COUNTY:	At 7:30 PM, Moby Dicks Restaurant, Newport.

LOCATION: SUNDOWN STATION, 2135 Front St., Creswell, OR Phone: 1-895-4708.