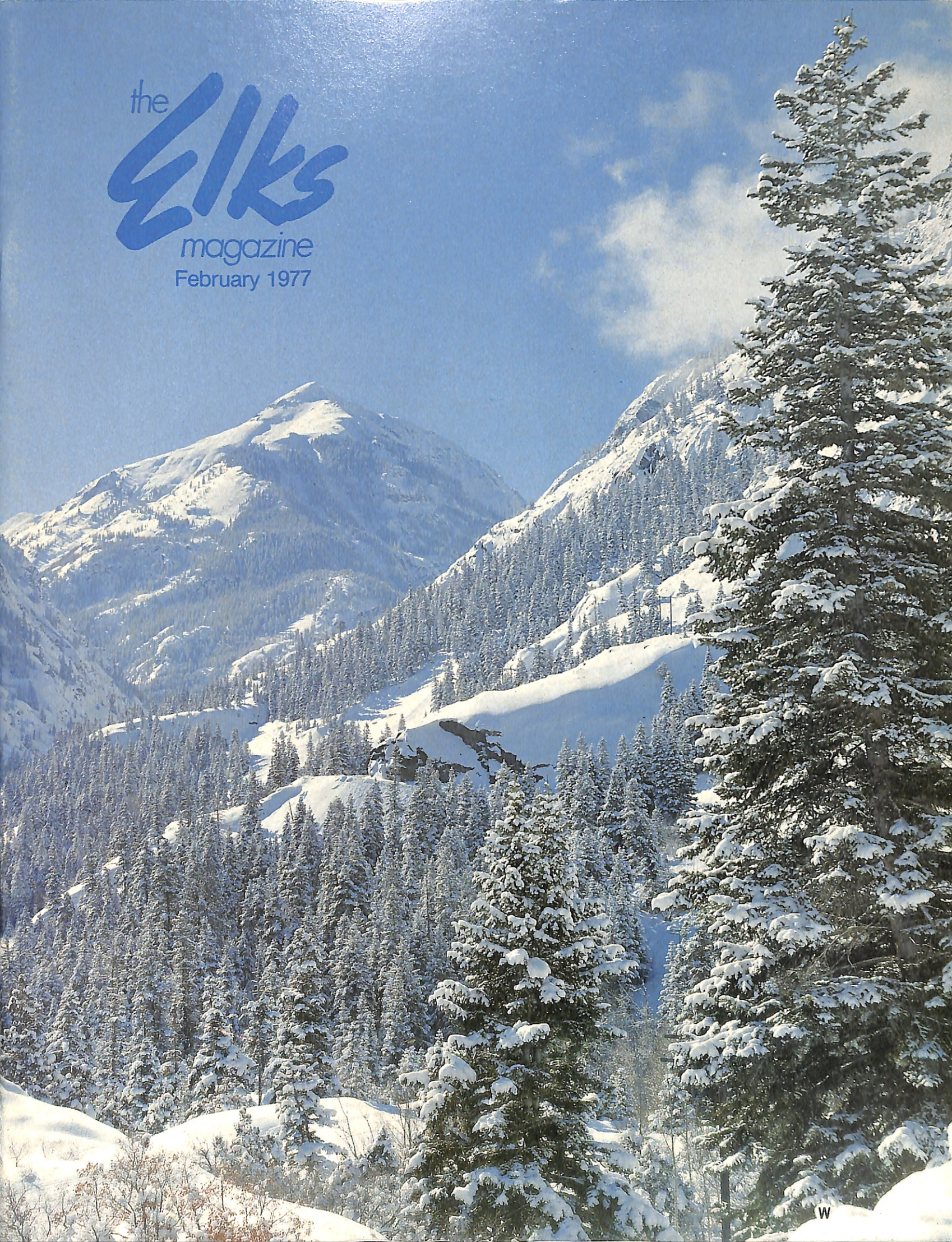


the  
**Elks**  
magazine  
February 1977





# \$50 SHOES

VS

# 2 PAIRS for Only 19<sup>95</sup> from HABAND

It's a fact! The newest, freshest, most elegant executive shoes coming over from France, Italy & Switzerland are beautiful! But they cost \$40, \$50, even \$65 per pair!! Could you feel comfortable in such extravagance?

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Champagne Loafer

Get TWO Perfect Outfits with

## FREE TWO-WAY MATCHING BELT!

It's Like TWO Belts in One!!!

The same belt is white on one side and Champagne on the other, so whichever shoes you wear you have an extra perfect outfit to wear with any slacks you own! Available in Black/Brown combination if you prefer. We will include a FREE BELT with every order — Just tell us your size on the order form below:

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YOU ARE NOW INVITED TO WEAR TEST

Any 2 Pairs AT NO RISK!

Take your choice of any two pairs of shoes shown here. Tell us your exact size and choice of color, and send us your order. If at any time for any reason you are not completely delighted with your purchase, return the shoes for full refund of every penny you paid us! ALL THIS AT 2 PAIR for \$19.95! You can even keep the free belt! For immediate delivery, use this easy Direct Service Order Form



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Lt. Brown Loafer

Lt. Brown Side Buckle

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Gentlemen:  
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72C-429 (911)  
Name ..... Apt. # .....  
Street ..... ZIP .....  
City ..... State .....  
City ..... State .....

THIS ORDER GETS FREE TWO-WAY BELT!

We have your size

	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10	10 1/2	11	11 1/2	12	13
A															
B															
C															
D															
E															
EEE															

Style	Size	Width
White		
Champagne		
Black		
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Brown Gator		
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Check Choice:  
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# HABAND

265 North 9th Street, Paterson, N.J.  
M. Habernickel, Jr. Duke Habernickel



# Able Leadership



February is a crucial period for Elksdom as during this month we nominate and elect the Brothers who will guide the subordinate Lodges for the fraternal year 1977-1978. The laws of our Order were changed to move the nominations from March to February so those selected would have more time to organize their administrations. It is important that appointive officers and committeemen be carefully selected and ready to serve when the new officers are installed in April.

The process of officer selection is two fold. First the elected officers are chosen and then the Exalted Ruler Elect will name the appointive officers. In making these appointments it is imperative that the selection be based on ability and interest in the Order. The mark of a good executive officer is in the quality of the men he appoints.

The nomination and election of officers is a process in which all members have the responsibility to participate. While many Lodges follow the custom of elevating officers from chair to chair, it is not mandated by our laws. If an officer has not performed well previously, he should not be advanced just because he is "in line." If an officer has failed in the fulfillment of his duties, he should be replaced, as it is inviting disaster to promote him through the chairs to the position of Exalted Ruler. By our system of appointing officers we have ample opportunity to observe these Brothers and determine if they are qualified to hold an elective office. Each candidate should be chosen on the basis of his ability to be a leader of the Lodge.

An Elks Lodge requires high quality of leadership if it is to grow and prosper and be a credit to our Order, as well as a force for good in our community. The members of an Elks Lodge deserve able leadership and this can best be insured by the active participation of all Brothers in our officer selection process. With the involvement of all, we can keep AMERICA AND ELKDOM—MOVING FORWARD.

Happy Birthday to the Benevolent and Protective Order of Elks and to the Boy Scouts of America.

*Geo. B. Klein*

George B. Klein





# Why is Cuesta-Rey #95 America's largest selling 50¢ cigar?

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Cabinet of 25 — \$11.50.

Offered only by selected tobacconists

† Prices are approximate and subject to state and local taxes

Actual size  
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State \_\_\_\_\_

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Please print legibly — Do not abbreviate

# the Elks magazine

VOL. 55, NO. 9 / FEBRUARY, 1977

NATIONAL PUBLICATION OF THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS OF THE UNITED STATES OF AMERICA. PUBLISHED UNDER THE DIRECTION OF THE GRAND LODGE BY THE NATIONAL MEMORIAL AND PUBLICATION COMMISSION.

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## AN ELECTRONIC ALARM WATCH BREAKTHROUGH!!!

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a 6 - Function digital watch -  
Plus a 24-hour alarm system  
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**Beep!**



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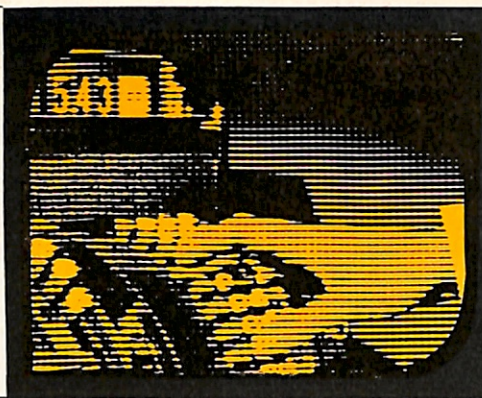
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# IT'S YOUR BUSINESS

by John C. Behrens



## NEW DEAL SUGGESTIONS BRING RESPONSES

My column on a new deal for business last November brought interesting ideas and reactions from readers and callers throughout the country. I wrote, you'll recall, about new legislation Congress had passed to aid small businessmen.

Sen. John Sparkman, a member of the upper chamber's Select Committee on Small Business, had explained to me that legislation such as the Emergency Tax Reduction Act (1975) and a multi-faceted amendment to the 1958 Small Business Act, which provided such things as an office of advocacy and pollution control aid, were designed exclusively for small business proprietors.

Of the 10 letters and several phone calls I received a few days after the column appeared, most respondents were adamant about one point: give us our rights and freedom and don't do us any more favors. An exasperated business owner in central New York said it most succinctly: "Tell my government I can't afford any more of its help."

What annoyed some was the government's view that throwing more money and new positions at the problem would eliminate the complaints. The problem goes deeper than that. "Today, more than anytime in history," said Portsmouth, Ohio, businessman Howard L. Arbaugh, "small business is being over-regulated to the point of extinction. Small business failures by government red tape and the costs incurred because of new regulations is at an all-time high. Taxes are on the increase and more tax dollars are being spent to over regulate small business."

Arbaugh believes that a variety of agencies are exceeding congressional intent. "It seems that Congress, in fact, is our last hope," he adds. "The consumer in this country has to carry this over regulated burden and the result is that we're at the breaking point. New regulations by the Occupational Health and Safety Act and the environmental protection agency have reversed our constitutional rights. We are now found guilty, assessed a fine and told what to plead all in one letter. No jury trial, no innocent plea. All of which takes away our liberty."

According to Arbaugh, trade associations are spending millions of dollars trying to fend off the "dynasties of EPA and OSHA." Dollars that could be spent for research and betterment of society, he concludes, are being used merely to battle federal agencies.

An investment and insurance broker in Arizona offers more graphic testimony. "The ERISA Act of 1974 has ruined the pension profit sharing and Keogh business for our firm and our clients. The amount of government paperwork required has more than tripled since 1974. No small business can afford to comply . . . I can no longer afford a full-time secretary due to federal minimum wage, workman's compensation, etc."

And things may get worse before they improve, he fears. "If, as has been suggested, some form of national health care insurance is assured this year or 1978, I will be forced out of the health insurance field . . . just as ERISA did in 1974, with pension plans. So where will it end?"

A Maryland proprietor who runs a security business finds the situation no different when he seeks the help of a federal agency. "My complaint is this: why, when I go to the Small Business Administration, which I have done twice, I am told right to my face that I can't get a loan to expand my business and hire more people because I'm not of the minority?"

Unfortunately, no one can say. A federal official I talked with last year provided an explanation he admitted few proprietors would accept. "Small businessmen just do not understand the complexity—the vastness—of the federal government. They think it should operate—that it can operate—like their stores. It just can't." While he's partially right, his attitude betrays what many small business owners dislike. It's a feeling that compliance is the only answer. To fight the government regardless of the issue, can only result in serious consequences. While a larger corporation can take on the bureaucracy over a question of rights, the small businessman feels he must obey government officials or face the awesome task of confronting layers of bureaucrats and a formidable legal machine. Consequently, compliance must be accompanied by understanding, businessmen insist. The proprietors who wrote me, for example, are convinced that there was little understanding shown to them by government officials.

What can be done about it?

I've sent the letters on to Sen. John Sparkman and the Senate Select Committee on Small Business. The letter-writers deserve answers from those who make

decisions, I believe. I will continue my role as an "ombudsman" by asking that you write me concerning problems you encounter or solutions you feel will benefit others. At the same time, I expect to give you an assessment of President Carter's view of what can be done to assist the small business community. As a small business proprietor for years, Jimmy Carter may have an appreciation for such problems that can be translated into action. And we will continue to provide a forum for methods, techniques and information that can aid the business community.

A Ringoes, New Jersey, sheet metal company executive, for example, wrote to tell me that unless we simplify government requirements of small business we'll sink in more paper than we can recycle. "We should revert to a system of paying everyone for their efforts and then let them pay their own taxes, benefits, etc. Take all the bookkeeping from small business and lay it on those who want it. All the paperwork is non-productive to the business and the small business is not compensated for it. Small business cannot operate without an accountant to keep it all straightened out. If the government wants the information it should pay for it in some fashion."

A New York chemical company vice president believes that instead of forcing small business to join more lobby groups and hiring additional legal help to match government agencies, legislators should support a program of advocates to assist businessmen.

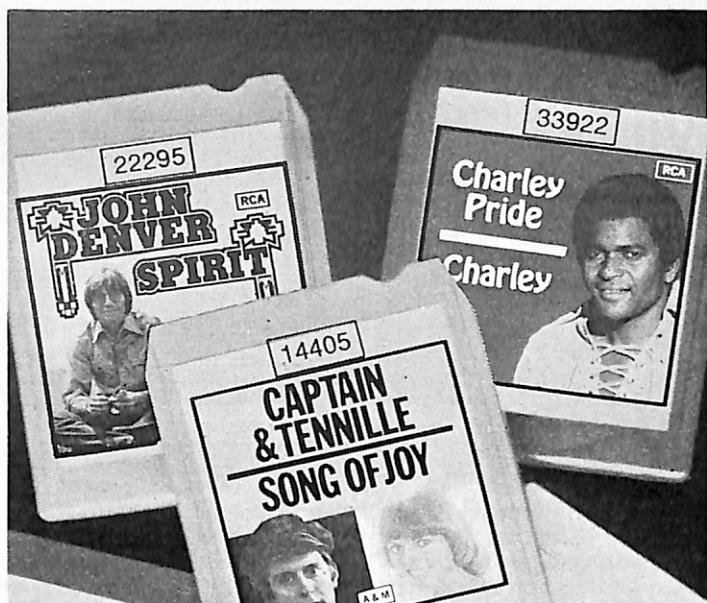
"We do need an ombudsman to speak for us as small business is the backbone of the U.S. economy. It keeps it stable. The major corporations can sway the economy back and forth, but it is small business that gives it stability," he maintains. "Without small business, the country would not be what it is today, and we certainly would like to keep it economically free. Without this stability, small business simply cannot survive."

Others wrote that government and business people must define more carefully what small business really is. Is it the \$20,000 to \$50,000 gross operation, or is it small industrial and franchise concerns in the \$100,000 to \$500,000 range? Or is it so nebulous, as one letter-writer suggested, that it's only a symbol that has no real shape or form?

There were other suggestions which I'll discuss in future columns. What's ahead? I'm going to look at taxes, state business coordinators and their duties, and management problems in the months ahead.

*Address your questions and comments to John C. Behrens, c/o The Elks Magazine, 425 Diversey Parkway, Chicago, Illinois 60614.*





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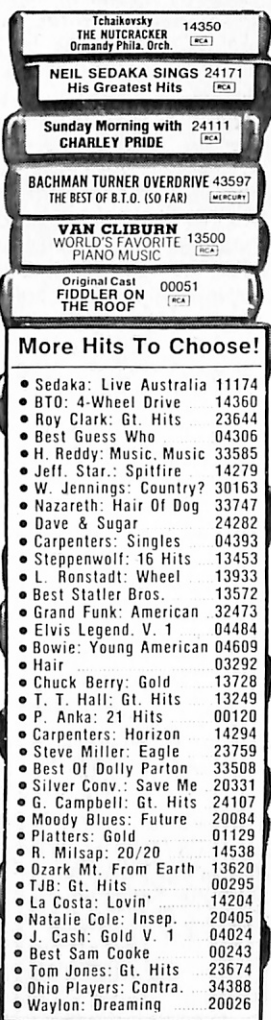
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## YOU AND RETIREMENT

by Grace W. Weinstein



### HELPFUL BOOKS

A whole crop of new books can help in your planning for retirement. Some are general; others focus on particular topics. For your winter reading pleasure, consider:

**A Good Age**, by Alex Comfort (Crown, 1976). This new book by the gerontologist better known for *The Joy of Sex*, is a lovely volume, delicately illustrated with mezzotints of energetic and productive elders: Pablo Picasso, Margaret Mead, Charles deGaulle, and so on. More important, perhaps, is its message: we are all, young and old, the victims of prejudicial attitudes toward aging. *A Good Age* deals with those attitudes and combats them. It points out that intelligence and ability are lifelong traits which do not change solely because of increasing age; "older people are, in fact," Comfort points out early on, simply "young people inhabiting old bodies." The book also contains much useful factual information, including the American Heart Association's fat-controlled, low cholesterol diet designed to reduce the risk of heart attack. It is arranged as a mini-encyclopedia, with alphabetical listings ranging from Agism to Youth by way of such topics as Bereavement, Folklore and Nonsense, Genetics, Militancy, and Retirement. *A Good Age* is a good book, not necessarily to read cover to cover at one sitting but to dip into and explore.

**The Retirement Book**, by Joan Adler (Morrow, 1975) is a different sort of dip-into book, geared to practical elements of retirement planning. It provides an overview, in four major sections: Financing Your Future; Living Where You Like; Using Your Time; and Keeping Yourself Fit. Some areas are covered fairly superficially; there is only a single paragraph, as an example, on personal pension plans, the Keogh Plans and Individual Retirement Accounts which can provide important tax sheltered retirement funds for workers not covered under an employer pension plan. Other areas are covered in depth: there is a comprehensive run-down of climate, facilities, and the cost of living in various regions of the United States; there is also considerable detail on physical health and the aging process.

**The Complete Retirement Planning Book**, by Peter A. Dickinson (E. P. Dutton, 1976) may be more complete than

Ms. Adler's book (above); it adds a detailed section on Legal Needs to the four major areas discussed therein. *The Complete Retirement Planning Book* is a patchwork quilt of easy-to-read ideas and information on staying healthy, making and saving money, selecting where to live, coping with legal needs, and using leisure time. The book is chockfull of statistics, examples, and nuggets of advice: on stress and diet and exercise; on savings accounts and annuities and mutual funds; on what kind of housing to choose and which community to choose it in; on contracts and wills and the legal pitfalls of a retirement business. Mr. Dickinson "retired" at 45, and suggests that his experiences are relevant to retirees of any age. I'm not sure. But he does offer some useful tips. The book is available in hardcover (at \$10.95) and paper (\$6.95).

**Wealth: How to Achieve It!**, by Thomas Porter and Durwood Alkire (Reston, 1976). Well worth reading, *Wealth* is not a how-to-get-rich-quick book, as its somewhat misleading title implies. It is also not geared specifically to pre-retirement planning. But is a good, solid, and very helpful book on the broad range of personal financial planning, appropriate at all ages. With many case histories of people at different stages of life and in different circumstances (but all at least moderately affluent), and with many worksheets for personal planning, the authors cover: evaluating assets and determining objectives; investment opportunities (in considerable detail), plus where to get information and advice on investing; protecting against inflation and deflation; tax planning; and estate planning (this last section is somewhat out of date with the passage of the 1976 Tax Reform Act).

**How to Cope With the High Cost of Living**, by Sidney Margolius and Conrad Brown (Meredith, 1976). This volume, sponsored by the people who put out *Better Homes and Gardens* magazine, provides valuable money-saving information for all ages. Much of the information is useful for the retired and the about-to-be-retired. The authors (Margolius is a noted consumer writer) touch a lot of bases: cutting the family grocery bill, with some old hints (don't waste food)

(Continued on page 51)



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☆ Proving the Postal Service just can't win, Oregon Senator Mark Hatfield recently received a letter he had sent a constituent in April, 1973. The Postal Service had stamped on the letter: "Found in supposedly empty equipment—Mailbag Repair Center and Depository."

Hatfield had begun his letter to the constituent with: "Postal Service—More Oregon residents complain about this than any other government service."

However the Pennsylvania governor's office outdid Hatfield, they received a letter for Governor Gifford Pinchot. The present governor is Milton Shapp.

A form letter with the returned mail stated that postal workers had found a letter written by Pinchot to Franklin Reed in Washington, DC. The Postal Service was returning the letter to the sender. The Pinchot letter was dated June 1, 1933. Governor Pinchot would have been about half way through his second term as governor at that time. He died in 1946.

Everyone has their favorite story or gripe concerning the Postal Service. The newspapers are continually printing stories on mail foul-ups or mailmen being lax in their work. From TV comedians to political cartoonist, the Postal Service is the prime target of their jokes. A bumper sticker reads: "And Now a Word From Your Local Postal Service—Helllll!"

To further irritate an already irate taxpayer, Postmaster General Franklin Bailer, appointed by President Ford, has politely assured them that first class mail will soon be a luxury item. Besides the exorbitant raising of postal rates, Bailer has expressed plans to eventually do away with door-to-door delivery to residences, reduce business deliveries, and close numerous small post offices across the nation.

Losing \$7 million a day and floundering in a sea of red ink, the Postal Service is now pleading for Congress to bail it out with an appropriation of \$4.5 billion over the next three years.

The financial dilemma has been considerably worsened by the \$1 billion bulk mail system—21 centers across the United States with new technology machinery designed to reduce the need for manual handling of packages. Early this year, Chairman Charles H. Wilson of the House postal facility subcommittee made an unannounced visit to the Detroit center and found thousands of damaged parcels.

In the Washington and Memphis bulk mail centers it was revealed that mail had become mixed with trash and hauled to the local dump.

For the past 200 years, the great postal system of the United States has served all the people from New York City to the tiniest hamlet. How did it manage to get on such a collision course? Where does the blame lie? What is the best solution for everyone concerned, especially the hard-pressed taxpayer?

On May 6, 1794, Congress passed the first law for the proper management of the postal service. In 1863, Postmaster Montgomery Blair introduced the free delivery system, beginning the practice in cities of 50,000 population. Receiving boxes were set up and deliveries were provided as often as the public convenience demanded.

Th rural free delivery didn't get going until 1896, when a 20-mile horse-and-buggy route began taking mail to 87 families in Jefferson County, West Virginia. Currently, the Postal Service delivers mail to 13,440,000 families living along 32,423 rural mail routes; including 80 covered by boat, and seven—all in Kentucky—on horseback.

In recent years the roadside mail box has migrated to the city. There are 1,139,000 along city curbs and sub-

urban streets, and if the present Postal Service has its way, there will be more. It costs \$50 for every doorstep delivery, but only \$35 to leave it in a curbside box.

Since it always has been so much a part of the people it served, the Postal Department through most of its existence, was always responsible and alert to the needs of the people. Then things began to deteriorate in the old Postal Department!

Several earlier postmaster generals appeared before Congress in 1970 and testified that the department had been plagued by "a management system that rendered impotent those in a position of responsibility, an antiquated physical plant incapable of handling the ever-increasing volume of mail, a lack of mechanization necessitating vast armies of people to move the mail and a work force that suffered from poor pay, poor working conditions, poor career opportunities and poor morale."

When the Postal Reorganization Act was enacted in July, 1971, the new Postal Service was expected to avoid the political pitfalls, bad service and annual deficits. In establishing the Postal Service as an independent but federally owned corporation, Congress set three goals for it: Self-sufficiency by 1984; A competent mail service at reasonable rates and fees, and; Bringing wages and working conditions of postal workers to levels "comparable to those of the private sector."

An annual appropriation up to 10 percent of the 1971 budget—\$920 million—was approved by Congress to assist

# U.S. POSTAL SERVICE Business or Public Service

by Wayne T. Walker

the Postal Service through the 13-year transition to its self-sustaining status.

Later, another appropriation was authorized to make up the annual loss of the Postal Service on second class mail. The Postal Service was also allowed to borrow up to \$10 billion from the U.S. Treasury, but not more than \$2 billion in one year. No more than \$500 million could be borrowed for operating expenses, the rest had to be used for badly needed capital improvements.

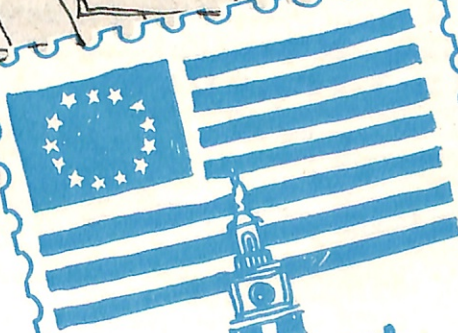
Every year for the past three years, the Postal Service has had to borrow the entire \$500 million to meet its stupendous payroll. At the end of the present fiscal year, the Postal Service will be \$3.2 billion in debt.

After the Act of 1971, Congressmen were relieved of the chore of setting postal rates and picking local postmasters. Yet it quickly proved impossible to keep postal matters out of Congress's hair (and vice versa). It was only a short time until mail service was the No. 1 complaint from their constituents back home.

Of course, much of the complaining public fails to realize there are a myriad of interlocking problems generated from the sheer size of the postal operation. It handles half the world's mail, more than 89 billion pieces of mail are processed every year; including 50 billion first class letters. The error rate of first class mail is just two or three percent; but that translates into more than a billion letters mishandled.

The Postal Service employs 676,000 men and women or approximately 1 percent of the nation's work force;





Quatre 13c



# U.S. POSTAL SERVICE

## Business or Public Service

operating 40,000 post offices, branches and stations. Its fleet of vehicles is around 220,000. This alone means that every time the price of fuel goes up just a penny a gallon, it costs the Service an additional \$3.5 million a year. Fuel increases the past five years hit them for \$70 million.

James H. Rademacher has been president of the 240,000-member National Association of Letter Carriers since 1968. He was an influential force in having the Post Office Department converted into the public corporation called the U.S. Postal Service.

Immediately, he used the new collective bargaining powers of the union by masterminding the best settlements in the union's history—60 percent wage increases and superior fringe benefits.

With a present budget of \$14 billion, the wages and other benefits accounted for 86 percent of this. In one two-year period, labor costs rose \$987 million because of cost of living accelerator provisions in the union contracts. This makes it quite clear that no substantial cut in the cost of moving the mail is possible until that work force is diminished considerably. Nevertheless, the union contracts contain a no-layoff clause. The only way the work force can be reduced is by attrition.

The present officials blame inflation, recession, wage increases and competition from private delivery for the mess. Each raise in mail rates and cutbacks in service has lowered the volume of mail in every class. This adds further to the dilemma, for the Postal Service needs more mail, not less, to survive.

Many competitors have materialized in the second, third and fourth class mail; they are prohibited from handling first class because the Postal Service has a monopoly on it. Realizing it is a struggle for survival, the Postal Service has not reacted passively. It has proven in the past, and is doing so in the present, that they will use every means to protect their red-ink operation; even bending the legality of an issue to tie

their competitors up in court.

Their most successful competitor is United Parcel Service (UPS), which delivers 4 million packages daily in

splendid condition at about 20 percent less cost to customers. This firm now has a greater dollar volume of business than the Postal Service. Of course, UPS started by skimming off the cream of the parcel business. It does not serve all the people; it cannot and will not without excessive investment in capital equipment far beyond its ability at the rates it presently charges.

During 1970, Edward C. Klees and Ronald W. Coble left a small electronics firm and formed a freight company. Not long afterward, they were approached by a *Wall Street Journal* representative to deliver the paper throughout Southern California and adjoining states the same day it would be air-dropped to them. Now their routemen deliver magazines, as well as the *Journal*, such as *Reader's Digest*, *Time*, *Newsweek*, and *U.S. News and World Report*.

Employing 12 carriers on 19 routes, Alternate Systems, Inc. began delivering first class mail and parcels in Pittsburg and Frontenac, Kansas, on March 9, 1976. Even before the starting date, the postal officials were warning residents that persons who had mail delivered by the independent service could be subject to criminal prosecution. Finally, Robert Black, the 32-year-old founder, was charged with establishing a private letter delivery service in violation of federal law. He was found guilty, but is now appealing.

A firm believer in what he is doing, Black said: "I'll fight them all the way. I think private enterprise can and will eventually handle it all. There is no justification for the existence of the postal service."

It is almost impossible to imagine the hodge-podge of private mail deliveries that would spring into being overnight if this were allowed and the Postal Service completely abolished. There would surely be chaos!

One glaring fact is being overlooked in all this turmoil—the Postal Service doesn't belong to the Postmaster Gen-

eral, the union leaders, Congress, or the President; it belongs to the taxpayers. In fact, it is the only government agency with which many citizens are in almost daily contact and which everyone has a real interest.

After being flooded with complaint letters, an angry House of Representatives has already voted to place the Postal Service back under the regular appropriations system. All revenues would go into the Treasury with Congress approving the budget each year. The Senate is considering a similar proposal.

While this may or may not take place, Congress is certain to increase their influence over the mail system in return for granting larger subsidies.

With all their accusations about mismanagement, the lawmakers and union leaders must accept their share of the blame for the crucial situation. Every important attempt to decrease their indebtedness has met fierce resistance from either members of Congress or the union bosses—or both.

Recently, Bailar was forced to suspend the program of closing small post offices where equal or better service could be provided more efficiently, another office was located within a reasonable distance to give equal service, or where changing conditions made it impractical to operate a post office.

For example, one in Drum, Kentucky, had been operating at a loss of \$3,700 a year, even though it had no resident customers and there was another post office six miles away. Another in Alabama serves 26 families and brings in only \$4,500 a year in revenue compared with \$17,000 in expenditures. Moreover, there is another post office seven-tenths of a mile down the road.

To many rural Congressmen, the savings aren't worth the outrage created among their constituents. They are more concerned with lost votes than wasted tax money.

According to figures quoted by postal officials, the present postal workers are much more productive than they were as employees of a Cabinet Department. In the five years before reorganization, mail volume rose another five percent, but the work force of clerks and mail handlers climbed even faster—22 percent. Since reorganization, mail volume rose another five percent, while manpower dropped eight percent.

Given time, the officials claim, the problem will be brought under control in the operation of the technology equipment in the bulk mail centers, thus reducing labor costs and loss of mail through damage.

Maybe the Postal Service needs more time and assistance to make it self-sustaining, but higher appropriations

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would mean a further tremendous drain on tax dollars, which would still not provide an answer to the underlying problems or an incentive to increase efficiency. Pouring huge sums of tax money into the Postal Service would also tend to obscure the true costs of the postal operation.

How large and how many appropriations is in the taxpayer's interest to have an effective, reasonably priced postal service? Should the mail users support the total Postal Service bill or should the government assist in the form of subsidies? Without these appropriations, what will stamps cost five or ten years from now?

The General Accounting Office (GAO), a congressional auditing agency, took a recent survey of ten industrial nations—Australia, Belgium, Canada, France, Great Britain, Japan, the Netherlands, Sweden, Switzerland and West Germany—which disclosed an average charge of 19 cents to mail a first class letter. Only Canada, with an eight cent rate, had a lower charge than the 13 cent rate in this country.

A much larger geographical area is covered by the U.S. Postal Service and it moves from five to fifty-six times as much mail as its counterparts in other industrial countries. The American postal worker is much more productive; handling more pieces of mail per year

than an employee in any of the ten other countries.

Is the Postal Service a business? If it is, the mail users should be told this straight out and informed they must pay higher postal rates in order to maintain this costly service.

If the Postal Service is actually a public service that everybody needs and uses; then should the public be required to pay inflated postal rates or should Congress pump tax money into the service to hold down prices and restore services?

Recognizing this dilemma, President Jimmy Carter has promised to take the following quick measures: (1) make the Service more accountable to the public; (2) appoint persons to the Board of Governors who represent the broad interest of our people and require that they devote more of their time and attention to the management of the Service; (3) recommend the abolition of the Postal Rate Commission, comprised of 16 high-salaried executives, and have the Board of Governors take over their duties; (4) have the Service begin a system of executive development; (5) develop a competent research staff to avoid trial-and-error management.

One thing is certain—the mail must go on. For it to even falter would be disastrous!



• I wish to commend you on the well expressed article, "The All-American Dog," by Mel Ellis [September, 1976].

Having grown up with hundreds of different dogs, I'm a firm believer in the "mutt."

Mel Ellis, I commend you for your tremendous job of reaching my heart.

Carman Simon  
Fountain, CO

• Read "The All-American Dog," by Mel Ellis [September, 1976], and I wonder if he ever owned a purebred dog. Most show dogs have proven themselves beyond any endurance of the mutt. The rigorous training of a show dog is much more than that of the 'field' dog, and it takes great intelligence to get that Championship.

Sherman Davidson  
Morgantown, WV

*Dogs are like people. Talent has nothing to do with conditions of birth, nor does mongrelization of the species auger anything except the best for the world.*

*Specialists, human or animal, do fine*

*on the treadmill but get lost in the forest. After a half-century and hundreds of dogs, my vote still goes to the opportunist born on the other side of the tracks.*

Mel Ellis

• Congratulations on a fine Christmas tree article by Helen Rosenbaum ["Backyard Gardener," December, 1976]. However, I feel Christmas trees should never be burned in a fireplace. In spite of all the precautions, trees tend to dry out and become almost explosive. Extreme care should be exercised.

Wilfrid Dow  
Burlington, WA

• Social Security was well covered in *The Elks Magazine* ["Social Security: A Tarnished Dream," by G. W. Weinstein, October, 1976], and a recent newspaper report, "Carter Hints Early Payroll Tax Cut." So, for "A Tarnished Dream," we expect it to receive early and very high attention and, as the article concluded, "despite its many problems, Social Security will survive."

Social Security contributions may be the federal government's second largest source of income, and that is just what has put it in the tarnished position. The Fund should never have been used to buy federal government bonds, then it would not be income for the government to use.

Edward S. Watts  
Tacoma, WA



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■ Thirty years after his death W. C. Fields is still a legend. During his long and illustrious career on stage and screen the man who gave so much laughter to the world was reputed to hate children, dogs, banks, organized religions, parenthood, big business, holidays—especially Christmas—and about everything else most Americans hold sacred. Whether he really hated all these things is questionable, but there is no doubt about one thing: W. C. Fields was the greatest comedian of his type who ever lived.

"He was the toughest and most warmly human of all screen comedians," writes James Agee in his celebrated essays on "Comedy's Greatest Era." "His *It's A Gift* and *The Bank Dick*, fiendishly funny and incisive white-collar comedies, rank among the best comedies and best movies ever made."

Perhaps the tribute of which Fields would have been most proud was making the Martini famous. He started on his favorite libation before breakfast and drank steadily all day, consuming one to two quarts of gin. His prescription for a perfect Martini was gin over which he had quickly cast the shadow of an empty vermouth bottle. None of the many stories printed about his drinking were exaggerated, according to the late Mack Sennett. And Sennett knew, because Fields worked for him in the early movie days.

On one occasion, when his automobile was in the garage for repairs, Fields went to the studio by streetcar. A girl who worked for Sennett boarded the streetcar and sat down beside Fields, placing a small basket between them. The Sennett comedies made use of a variety of animals, and this lady was the producers' snake charmer, her basket containing a three-foot king snake. It crept out and propped itself behind Fields on the



by Frank Thistle

Why The  
World  
Still Loves  
W.C.  
FIELDS



seat top, peering over his shoulder.

"It cannot be," rasped Fields. "It does not happen. This is a damnable illusion, a mere figment of the gin-inspired cerebellum. I shall—I will, be brave." Although inwardly petrified, he reached up and stroked the snake. "Indubitably authentic," he proclaimed, "and purring like a Bengal tiger." Then he raced for the door and stumbled off the streetcar, muttering "I'll never touch another drop until I get to the first bar." There, Sennett recalls, "he broke fast with five straight shots of gin."

Fields once described himself as a "reformed teetotaler." Although drinking never caused him to become unable to perform, he appeared regularly on the set with a cocktail shaker filled with what he insisted was "pineapple juice" but which had the distinct aroma of gin. Returning to his chair after filming a close-up one afternoon, he found that someone had gotten to his shaker and substituted the pronounced for the desired contents. "Godfrey

childhood to all father figures in his adult life. Fields' father, a Cockney fruit hawker named Dukinfield, was a terrible tyrant who cuffed, beat and slapped him almost as often as he exhorted. Young Fields took the abuse until he was nine. When he bruised a lemon which could not be sold, his near-penniless pater gave him an especially severe beating. Fields limped to the family's stable, climbed into the loft and waited patiently. When his father came in, he dropped a heavy box on his head and then ran away from home. He slept in cellars and on poolroom floors. To survive, he was forced to steal food and clothing. Beatings and nights in jail helped to shape the frugal and untrusting attitude he maintained throughout his life.

Fields' first "act" as a stooge and comic occurred at the Fortesque Pavillion in Atlantic City when he was 10. It was his duty to put on a phony drowning stunt when the management thought business was falling off. He would swim out into the ocean some distance, shout "Help!" and then dive under the water and come up a few minutes later and repeat the same cry. Then a couple of "plants" would swim out and tow the blubbing youngster to shore. After a crowd had collected and stood watching him receive artificial respiration at the hands of his co-workers, he would inject still more realism into the act by spitting out streams of water—usually right into the faces of curious bystanders.

After a watery start, Fields discovered he had a natural talent for performing. He eventually became an expert seven-ball juggler who offered quips as lively as his fingers. Appearances at amusement parks led to the circus and vaudeville. He became one of the leading lights on Broadway, starring in such rip-roaring burlesques as *Twirly-Twirly*, *Whoop-Dee-Do*, *Hoity-Toity* and *Wiggledy-Piggledy*. By 1915 he had reached the top—The Ziegfeld Follies—in which he starred for six years.

Once when in the midst of his act with a pool table and a crooked cue, he noticed that the laughs were coming at the wrong places. Then he observed that Ed Wynn, also in the cast, was under the table, making faces at the audience. Fields went on with his act until Wynn stuck his head out far enough so that Fields could rap him with the cue. The blow knocked him out. Wynn never trespassed again.

Fields once got a more subtle revenge on Flo Ziegfeld himself. Ziegfeld never liked comedians and he liked Fields least of all, but he knew that the public demanded them. Nonetheless, the showman used every opportunity to stud the stage with his famous naked

beauties whenever the comics were working. Few of them liked it, but Fields would not put up with it.

One year, when Russian wolfhounds were all the rage, Ziegfeld demanded that Fields allow at least one girl, leashed to a Russian wolfhound, to stand on stage while he did his famous golf act. Fields refused, but Ziegfeld was adamant. Finally, they compromised. Fields agreed to let the girl walk across the stage.

The first night she made her appearance, buck-naked except for a sable wrap and the dog's artfully-concealing tail. Fields stopped the action as she undulated across the stage. Just as she was disappearing into the wings, he looked up, stared into the audience, and smirked: "My, what a beautiful horse." The audience roared, but Ziegfeld bellowed like a stuck pig. Fields had managed to get an audience to laugh at one of his statuesque dolls. He promptly withdrew the girl from Fields' act.

During his rise to fame, Fields just

---

**W**ritten into Field's contract was the right of absolute script rejection. . .

Daniel and mother of pearl!" he exclaimed. "Some sidewinder has gone and put pineapple juice in my 'pineapple juice!'" Once when a friend invited him to dinner, he begged off with the explanation that he "never ate on an empty stomach."

But the biggest legend about Fields' imbibing had no basis in fact. His most obvious trademark—that tomato proboscis—had not been caused by years of hitting the bottle. It had bloomed as the result of many a street fight he had as a youngster. As it gained scar tissue, it added dimension.

Fields figuratively thumbed his big, bulbous nose at any socially acceptable institution he could lay his keen wit on and any pompous person who disturbed him. His penchant for poking fun at anything or anybody was a characteristic that made him such a charmer and hero to millions of far less rugged individualists who recognized him as their subconscious spokesman. He gave a kind of grandeur to the art of telling all authority to go to hell.

Psychiatrists might attribute his behavior to subconsciously transferring his intense hatred for his father in

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**C**lauses of that nature were not unusual, but, he had a unique larceny in mind.

couldn't believe his good luck. Because he always expected the bubble to burst, he regularly deposited the majority of his earnings as "getaway money" in bank accounts he opened wherever he appeared. These were usually listed under imaginative pseudonyms. When he died, 58 different bank accounts he had opened during his years on the road were discovered, all under different names.

His impoverished childhood left him with an unquenchable appetite for money. He was not above swindling even his closest friends to get it. Perhaps the most incredible illustration of this fact involves his relations with Paramount Studios. Fields had it written into his contract that he had the absolute right of script rejection. Such a clause was not unusual; other big stars had the same right. But he used it for a unique kind of larceny; literally blackmail.

After sound movies became the vogue in 1927, Fields wrote most of the scripts for his own films under ludicrous pen names. Paramount agreed to pay him \$25,000 in advance for every script he wrote. His very own



salary-enrichment formula went like this. He would write up to four scripts for each of his films, reject three of them, and pocket \$100,000 in author's fees. Once they figured out what he was up to, studio moguls went wild. However, they had no alternative but to pay up.

Fields really believed in the credo "Never Give a Sucker an Even Break." He believed that a banker who bought a gold brick was more dishonest than the con man who sold it to him. "This is the con man's trade," he reasoned, "it isn't the banker's."

In addition to bankers and other members of the establishment, Fields is reputed to have disliked women. He characterized his disaffection for the saintliness of women best in a scene from *My Little Chickadee*. Reminiscing with a bartender he inquired, "Do you remember the time I knocked Water-front Nell down?" When the bartender argued, "Why, you didn't knock her down—I did!" Fields stood proudly erect and stated, "Well, I started kicking her first."

Fields is not known to have kicked any women in real life. He was married once for a short time and had a son. Though the comedian had an instinctive distrust of women in general, he was rarely without at least one lady friend. Two affairs were notable. A stingy man, Fields once lived with a mistress for two full years during which time he gave her automobiles, jewelry and furs. The arrangement was that if she were to die before he did, all the gifts would have to be returned. She died first and the gifts were returned.

The other intrigue involved a girl of whom Fields was so jealous that he gave her only ornate Oriental costumes—costumes in which she would not be

seen out of doors. This, naturally, was the comic's plan: if she stayed indoors all the time, no other wolf would be able to get at her. The girl was Carlotta Monti, now in her middle sixties. For almost 14 years she was his friend and companion. "You could call me his lifelong friend," she says. "The romance really was over after the first few months."

Fields especially kept away from women who drank, both because he thought they couldn't hold it as well as men and because, although he lived a completely off-beat life, he was immensely old-fashioned where women were concerned, and believed they should never do anything to disgrace their sex. He did relent once by squirting a girl who chain-smoked fifty-cent cigars. "The answer is simple," he explained. "The fact that she has a preference for Corona-Coronas shows she has class."

To the accusation that he really hated women, Fields called it a falsehood dreamed up by some jilted spinster, and confided, "Why, I love the little nectarines. The only kinds I dislike are the aggressive, possessive types." When his close friend John Barrymore asked him if there were any other kinds, he replied, "No, of course not."

Once when asked how he liked kids, Fields replied, "Parboiled." In *The Bank Dick*, one of his best films, in which he played an indolent, hard drinking, lying, cheating, cowardly, disrespectful lout, he attempted to kill his small daughter with a concrete urn because she had stuck her tongue out at him. But Carlotta Monti, Fields' last female friend, claims the famous funny man loved children.

She says: "He thought it was terrific

that everyone thought he hated kids. He thought it was good publicity. But in fact, one of his favorite people was Bob Howard's little boy, Richard. He always gave him money and gifts and loved to tell him stories. It's true he didn't like Baby Leroy, but that was because he cried a lot and got on Fields' nerves. But when Fields died, he left a large share of his \$1.3 million estate for a nondenominational orphanage."

Miss Monti also sheds some light on Fields' feeling toward dogs. One story goes that once while being chauffeured down a highway, Fields had his elbow jostled by a dog in the back seat with him. Unfortunately for the dog, Fields was in the process of pouring himself a drink. According to legend, Fields put down his glass, and without a word, picked up the dog and dropped it out the window. Miss Monti neither confirms nor denies this story, except to say Fields was fond of bragging about once having tossed a dog off the Brooklyn bridge.

"He loved dogs," she said. "He really did. Especially Schnauzers. But he was terribly jealous. He wanted the dog to like him. If it got friendly with anyone else, he'd give it away."

As for his drinking habits, Fields' favorite girl friend says this: "Fields claimed he was never drunk a day in his life. And he always got mad at people who got drunk. He just couldn't stand to be around them. I think one of the reasons we stayed together so long is because I never drank. Once a good friend got drunk in his home. Fields threw him out and refused to even talk to him for an entire year."

One typical tale of Fieldsiana concerns an unexpected visit from his son. As the story goes, the young man was greeted at the door by Fields' butler. "Who shall I say is calling?" "I'm his son." "Very good," said the butler, showing him to the living room. The butler then walked upstairs to the master's bedroom. "A young man who claims to be your son is downstairs," he told Fields. "Fine, fine," Fields supposedly said. "Go ask the lad what he'll have to drink, while I get dressed." Minutes later the butler returned to inform Fields that the young man said he didn't drink. Fields allegedly went back to bed, after telling the butler, "That boy is no son of mine."

Eccentricity was evident in everything Fields said, did or thought and this was largely due to his naturally suspicious nature. Because he was convinced, unfoundedly, that he was always just about to be kidnapped, he carried two blackjacks with him—"one of them," he said, "for evening wear." He drove his servants daffy by making noisy tours through his house and

## Citizen of the Year

In order to keep "America and Elksdom—Moving Forward," each lodge must make constructive contributions to the community in which it is located. In every city and town, there are many public-spirited citizens who have distinguished themselves and deserve recognition. By honoring such a person through the Citizen of the Year program, your lodge can demonstrate its active interest in the welfare and progress of the community.

Who has done an outstanding job in promoting local programs for young people, the elderly, or the underprivileged? Who has succeeded in attracting a new industry to your town or city, or encouraged residential development? There is, undoubtedly, a resident of your area whose service to the community makes him or her a deserving candidate for your lodge's Citizen of the Year award. This would be a person who, for one reason or another, remains outside the Order.

Select such a person and submit his or her name to Grand Secretary Homer Huhn Jr., 2750 Lakeview Avenue, Chicago, IL 60614. He will issue the proper citation and send it to you. Plan an appropriate ceremony and be sure to hold the award presentation before March 31, 1977.

Please do not send your Citizen of the Year nominations to *The Elks Magazine*.

Alvin A. Ehrlich, Chairman  
GL Lodge Activities Committee



grounds in the middle of the night, searching for would-be kidnappers. His nocturnal wanderings around his estate shooting at imaginary enemies with a two barreled shotgun didn't endear him to his neighbors either. W. C. when loaded wasn't exactly a Daniel Boone.

His neighbors retaliated by throwing bottles in his driveway. Fields suspected that Cecil B. DeMille was behind this unfriendly gesture. One night, after downing a good quantity of Martinis, Fields gathered up a half dozen of the empty bottles and threw them through a huge bay window of DeMille's home. As he heaved them, he cursed, "Take that and that and that, you sanctimonious knave!" Fields never had any more bottles thrown in his driveway after that night.

Did W. C. really hate Christmas? A famous reporter recalls a Christmas Day in the late 1930s when he visited the clown prince at his home on the shore of Toluca Lake some miles north-east of Hollywood. A few weeks before this Christmas Day, Fields had returned from a California health resort, where by force of circumstances he partook only of the native waters. Incredible as it may sound, Fields had had nothing stronger to drink than ginger ale ever since his restful repair job. There were bottles all over the Toluca premises, however, and Fields kept eyeing them with the manner and mood of a vicious dog.

"Sure," he said, "I've regained my health. But what good is health when you're bored all the time?"

By some mischance a servant turned on the radio and out floated the carol "Noel."

"Turn it off!" Fields screamed. "Give me an axe, a heavy tomahawk! I'll smash the damned thing!"

The reporter then asked him if he really hated Christmas or was it just another of his cantankerous poses.

Replied Fields: "I used to believe in Christmas until I was eight years old. While carrying ice in Philadelphia, I'd saved several quarters to buy my mother a present for Christmas. I had the money in a milk bottle in the basement. One day I caught my father stealing the money. Ever since, I've remembered nobody on Christmas, and I want nobody to remember me either."

For a while he chewed a toothpick, which he claimed was a great help in curing him of the cigarette habit, and meditated. Then he really told it like it was.

"All right. I suppose you'll go blating to all the world about it, but I'm going to tell you why I eschew Christmas and other silly holidays. It's because those days point up a thing

(Continued on page 27)

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# did you know..



During the first decade, membership in the Order of Elks grew to 820. As of November 3, 1878, there were 11 lodges assigned numbers. Membership was listed as follows:

New York No. 1	263
Philadelphia No. 2	76
San Francisco No. 3	79
Chicago No. 4	82
Cincinnati No. 5	70
Sacramento No. 6 (Charter surrendered)	
Baltimore No. 7	42
Louisville No. 8	51
St. Louis No. 9	56
Boston No. 10	88
Pittsburgh No. 11	13

Sacramento Lodge was reestablished in 1885 and is presently in existence, but the charter for Philadelphia Lodge No. 2 was revoked in 1972.

When the "Jolly Corks" was converted into the Benevolent and Protective Order of Elks in 1868, one of the first things receiving attention was adoption of a ritual. The first Constitution of the Order provided for a First and Second Degree. The ritual of the Order was largely the work of Chairman George W. Thompson and George F. McDonald. The presiding officer in the First Degree was known as "Right Honorable Primo," while in the Second Degree was call "Exalted Ruler."

☆☆☆

The observance of the first meeting night in February being designated as "Past Exalted Ruler's Night" began in 1917, when the Grand Lodge Ritual Committee recommended and the convention adopted it.

☆☆☆

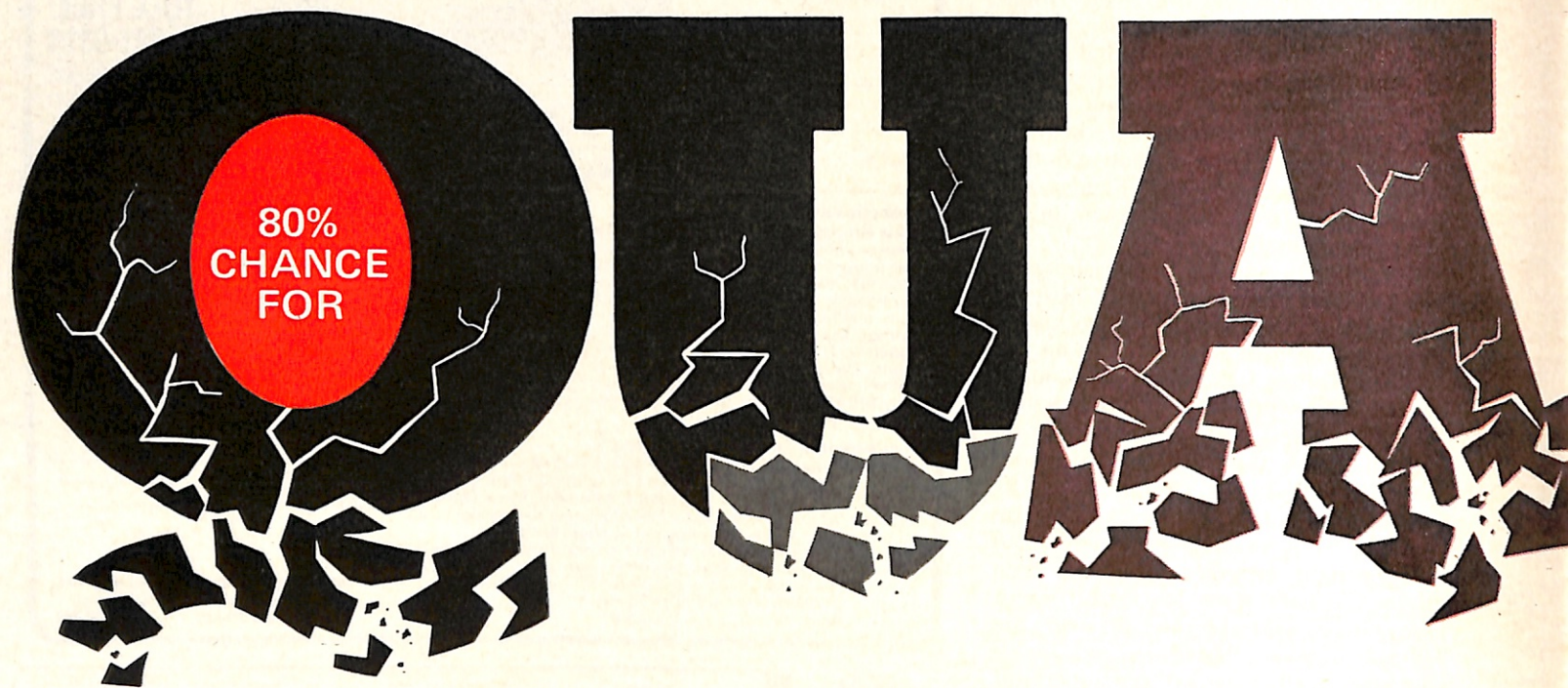
The first national ritualistic competition was held at the Grand Lodge convention of 1930, in Atlantic City. The winners were:

First place: Wilmington, OH, Lodge No. 797

Second place: Norwood, MA, Lodge No. 1124

Third place: Cocoa, FL, Lodge No. 1532





□ On November 27, 1974, California's Pick and Hammer Club gathered for their usual monthly meeting. Among the amateur and professional geologists present was U.S. Geological Survey seismologist Malcolm Johnston. He had been analyzing data taken from seven seismological monitoring stations in the Hollister, California, area along the San Andreas Fault, and his figures showed that conditions were ripe for an earthquake. One of his colleagues, John Healy, went farther and said that Hollister could expect an earthquake of about magnitude 5 on the Richter scale in the near future, "maybe tomorrow."

The next day was Thanksgiving. For a brief 1- to 2-second period, the residents of Hollister had to grab to keep their food from bouncing off the table. The quake measured 5.2 on the Richter scale. Little damage was done, but U.S. seismologists are still feeling the effects of that quake. This was dramatic, tangible proof that it is possible to predict the time, place, and strength of an earthquake.

The prediction of earthquakes has been made possible by an increased understanding of just how and why an earthquake occurs. Much of this new understanding came in the past decade with the development of a new geological theory called plate tectonics. This theory holds that the earth's crust comprises six major and about twelve minor rock plates some seventy miles thick. These plates float on the earth's semi-molten mantle and move constantly in relation to each other. The San Andreas Fault in Southern California is one section of the junction between the North American plate and the Pacific plate. These plates are moving past one another at the rate of

about six centimeters per year. At this rate, Los Angeles should be due west of San Francisco in about ten million years.

Friction between the two plates sometimes causes them to lock at one point. The pressure keeps building until enough stress has accumulated to cause the rock to fracture and the movement to resume. This sudden release of energy causes the earthquakes that occur along that fault.

Earthquakes can also occur within a plate, far from its edge. These are thought to be the result of a weakening of the plate's structure by prehistoric volcanic activity.

The other discovery that facilitated the prediction of earthquakes was announced in 1971 by the Russians. "The Russians' main discovery," said Dr. James Whitcomb of the California Institute of Technology, "was that there were changes in the velocity of seismic waves prior to earthquakes."

Earth tremors spread outward like ripples on a pond with two types of seismic waves. Compression waves, or P-waves, compress the rocks they travel through in the direction of their travel. Shear waves (S-waves), move the rocks in a direction at right angles to the direction the waves are traveling. In other words, if the S-waves are traveling horizontally, they will cause the rocks they are traveling through to move up and down.

P-waves travel faster than S-waves and so reach the seismographs sooner. The Russians noticed that for a period of up to several months before a quake, the time lapse between the arrival of the P-waves and the S-waves became smaller and smaller. Then just before the quake occurred, the lead time returned to normal. "The length of the



# QUAKES

by Robert W. Tinsley

period of decreased lead time was found to be proportional to the magnitude of the quake," said Dr. Whitcomb. The longer the period of abnormal velocities, the bigger the earthquake will be. "Here you have a technique that can not only predict earthquakes, but predict the size also," he continued.

This type of behavior is explained by a phenomenon known as dilatancy, discovered in the 1960s by William Brace, a geologist at MIT. When rock is put under stress until it approaches its breaking point, millions of tiny cracks open up. This causes the seismic waves to slow down because they won't travel as quickly through the air in the cracks as they will through solid rock. For the same reason, the rocks become poorer conductors of electricity. This cracking also increases the rock's volume and causes an increased tilt or bulge on the surface.

Eventually, ground water seeps into the cracks. There, it comes into contact with more radioactive elements and absorbs a radioactive gas called radon. Both the Russians and the Chinese have discovered increased amounts of this gas in wells just before an earthquake. Since the water displaces the air in the cracks, the velocity of the seismic waves returns to normal. The water also weakens the rock until it splits, causing the quake.

After these discoveries, seismologists began making successful predictions. In 1973, Yash Aggarwal, a doctoral student at Columbia University, after correlating data from seven portable seismographs at Blue Mountain Lake in New York State, predicted an imminent quake of magnitude 2.5 to 3. Two days later, it occurred. In November, 1973, Dr. Whitcomb predicted that a quake would occur near Riverside, California, within three

months. He based his prediction on changes in P-wave velocity. The quake hit on January 30.

Whom will this affect?

Most people living outside California don't look upon earthquakes as something that could happen to them. Unfortunately, this attitude is far from correct. Mr. John H. Job of the Smithsonian Institution's Center for Short-Lived Phenomena said, "While it may not be susceptible to earthquakes as frequently as California, Eastern Massachusetts has experienced earthquakes as severe, if not more so, than those which have struck California. The only portions of the U.S which seismologists feel are not particularly susceptible lie along the northern rim of the Gulf of Mexico and in parts of the Great Plains. Generally speaking, any point in the U.S may experience an earth tremor. The causes vary from point to point, but strong earthquakes have been recorded in East Tennessee, Boston, upstate New York, Illinois, and Idaho."

A National Academy of Sciences report entitled *Earthquake Prediction and Public Policy* supports this view by saying that "seventy million people throughout the United States live with a significant risk to their lives and property from earthquakes. Another 115 million are exposed to a less significant, but not negligible, seismic risk. Only eight percent of Americans can safely ignore the earthquake hazard."

Some experts feel that even those areas which live with a high seismic risk every day are not really prepared for a major quake. The Federal Office of Emergency Preparedness asked leading earthquake experts what would happen if San Francisco were hit by a quake measuring 8.3 on the Richter scale during the rush hour. The answer





shocked everyone. The deaths are expected to reach ten thousand; the injured will number three hundred thousand

with forty thousand hospitalized; and property damage will exceed \$10 billion. A similar quake in Los Angeles is expected to kill twenty thousand and injure six hundred thousand.

Other experts feel that these cities are in the minority. Mr. Job of the Center for Short-Lived Phenomena feels that "American cities are very well prepared for the major danger of an earthquake event—fire. Fire is responsible for 60 to 90 percent of all damage attributed to earthquakes. And American technology in handling fire disasters is superior to most. Residential housing in the U.S. is far sturdier than that in countries which regularly sustain major losses to earthquake events, such as Guatemala, El Salvador, Mexico, and Nicaragua. And most American cities are not as densely populated as those which have experienced major earthquake disasters, such as those in the Orient and South China Sea countries.

"San Francisco and Boston both have some fairly tall buildings which might collapse if an earthquake of magnitude

7.5 or above struck directly underneath. Boston, particularly, has buildings built on comparatively unstable, marshy, landfill. They are settling into it as a result of their own weight. If an earthquake were to further unsettle their foundations, they would be in real trouble."

Earthquake predictions will be totally unlike any other type of natural disaster prediction. The lead time between the first warning signs of a quake and the quake itself is much longer than we are used to in weather prediction and will increase as the magnitude of the quake increases. "Minor quakes will have lead times of a few hours, days, or weeks," said the NAS report. "Moderate earthquakes should allow periods for advance warning measured in weeks or months. Warning signs of major earthquakes could range from several months to several years in advance of the event. Lead times as long as ten to forty years have been projected hypothetically."

An earthquake prediction will identify a time span or a time window during which the quake will likely occur—for instance, between January 1, and March 1. The time window for the occurrence of major damaging quakes can range from a few weeks to over a year.

This will present some problems in regard to public acceptance of the pre-

dictions. The longer the time period between the issuance of the prediction and the actual occurrence of the earthquake, the less likely people will pay attention to the prediction. "In case of long-term predictions the remoteness of the threat will impart a sense of unreality," the NAS report said.

There are no visible signs by which the general public can verify for themselves the predictions that the scientific community has given. If the time window specified for the occurrence of the quake is a day, month, or year, the individual cannot watch for physical signs that will tell him when to take last-minute precautions.

But, if scientifically detectable stresses are accumulating at a site, eventually there will be an earthquake. Unlike a hurricane or a tornado, an earthquake doesn't go somewhere else.

Earthquake proofing buildings, bridges, and highways is part of the answer, but not all. "There are several zones of potentially severe earthquake activity in the U.S," said Mr. Job. "When earthquake engineering is applied to the building of skyscrapers, residential housing, highways, bridges, etc., within those zones, the number of people who may be then better protected against damaging tremors is probably 40 to 50 million. But the engineering is in its infancy, and its ap-

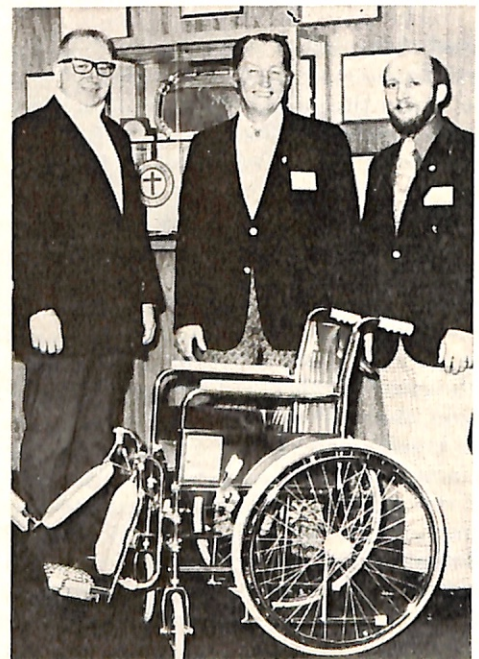
## ELKS NATIONAL SERVICE COMMISSION

"So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him."

The "inspiration and guidance" provided by the B.P.O.E. to veterans hospital volunteers was lauded in a certificate awarded to Bryan McKeogh (center), director of the Elks National Service Commission, during the 30th anniversary meeting of the VA Voluntary Service National Advisory Committee in Washington, DC. Making the presentation were Richard Roudebush (left), U.S. Administrator of Veterans Affairs, and Dr. John Case, chief medical director.



Members of Fair Lawn, Teaneck, and Garfield, NJ, Lodges joined forces to sponsor a picnic for 114 veterans from the East Orange Veterans Hospital and their families. Fair Lawn PER Vincent Schindel served as general chairman of the undertaking.



The Elks throughout the North District of Illinois continued their support of the Downey Veterans Hospital with their recent donation of five wheelchairs. Art Muth (left), director of volunteer services, received the wheelchairs from Waukegan PER Don Collins (center), veterans services chairman for the district, and Fox Valley PER Richard Sizemore, who contributed a week's salary towards the cost of the chairs.



plication is in the distant future. And even if man could come up with an 'earthquake-proof' structure, the earth's crust can come up at any time and at any point with a shock so severe that the structure will be destroyed. Earthquake-proofing is a very tentative concept."

What measures can a community take to protect itself, then? "That sort of decision will be a function of the community's location, size, etc.," said Mr. Job. "But, regardless of size, any community can map evacuation routes, develop stores of emergency water and food, and that sort of thing. Americans, as a result of the wave of 'fallout' fear which spread after World War II, are fairly well prepared in these contingency ideas for disaster recovery."

The Chinese have the most massive and advanced earthquake prediction program in the world. They have more than ten thousand trained, full-time earthquake specialists, more than ten times the number in the U.S., and thousands of amateur workers, mostly high-school students. Their primary objective is to predict the location, time, and magnitude of a quake.

The Chinese, in contrast to most of the Western nations, make extensive use of amateurs in their earth-monitoring programs. They monitor water level in wells, watch for changes in ground tilt, record variations in the ground's electrical resistivity, and report any changes in animal behavior.

Animal behavior as a barometer of earthquake prediction has been, until recently, largely ignored by Western seismologists as charlatanism. However, they're beginning to wonder if there isn't something to it. Just before a quake in the summer of 1969, the animals in the Tientsin zoo in China began behaving strangely. A panda cradled its head in its front paws and moaned. Some swans left the water for no apparent reason. A tiger suddenly became listless, and a yak fainted.

After a tour of Chinese earthquake centers in late 1974, American seismologists began looking for this type of behavior. One of the results of this search was the discovery that the horses in the Hollister area had been nervous and tense before the quake on Thanksgiving Day.

There are seventeen major seismograph stations in China and 250 regional stations which receive data from over 5,000 observation points. They also have eight observatories recording changes in the earth's magnetic field, another warning sign.

The Chinese have been extraordinarily successful in their predictions. One such instance was reported in a Chinese publication called *Earthquake Frontiers*. An announcement was made over the public address system in the Kuan-t'un commune in the late afternoon of February 4, 1975, that an earthquake would probably occur that

(Continued on page 51)



"It must be horrible for him living next door to the dog catcher."

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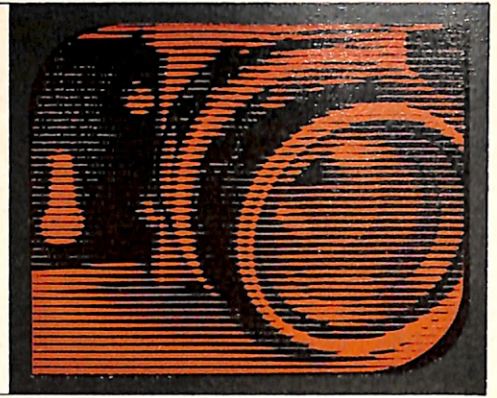
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# NEWS OF THE LODGES



**YOUNGSTERS** from Newington Children's Hospital who attended the seventh annual softball game between Windsor, CT, Lodge and Stanadyne Inc. arrived via the bus donated to the hospital by the Connecticut Elks Association. Sharing a kid's-eye view of the game, which raised \$2,001 for charity, were GL Committeeman Edwin Maley (left), Barney Nikstad (kneeling), game chairman, and (standing, from right) Est. Lead. Kt. Carol Wakefield, PER Merl Dunn, and State Major Projects Co-chm. Francis Adams.



**A CHECK** for \$1,500 from the Kentucky Elks Association demonstrated the generosity of state lodges towards the cause of cerebral palsy, adopted as a major project for the year. SP Ted Zimmer presented the donation to Mrs. Paul McGraw, president of Cerebral Palsy of Eastern Kentucky.

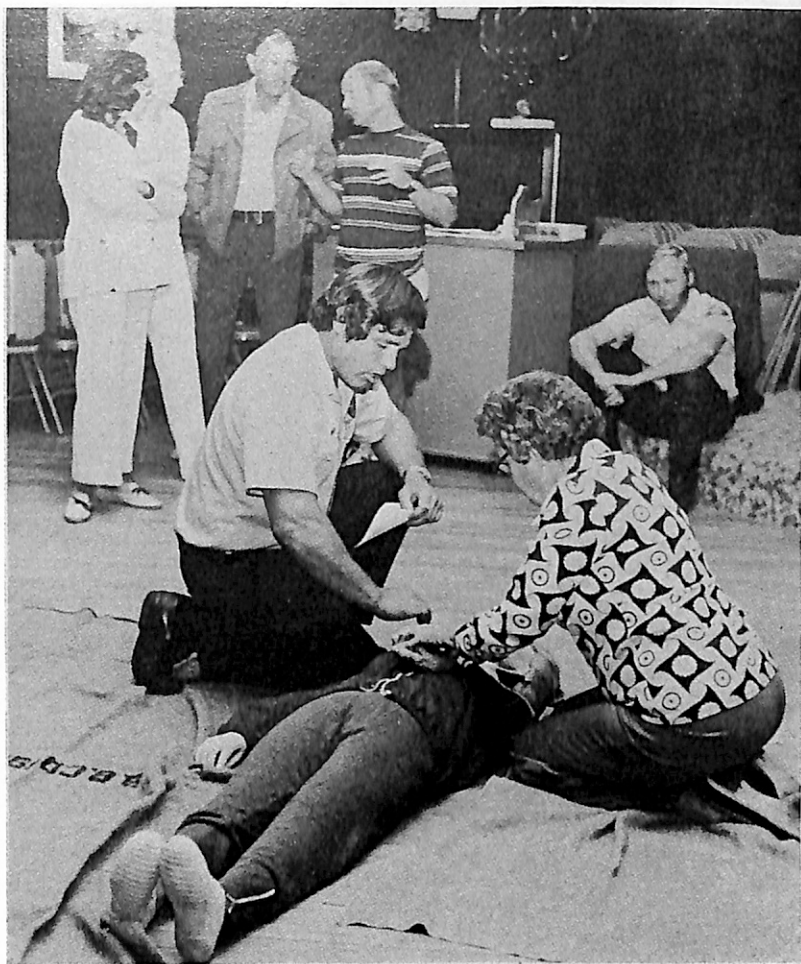


**OVER 150** old and worn American flags were collected by Pomona, CA, Lodge to be disposed of with proper military honors during the fourth annual ceremony. An honor guard from the local fire department stood by as ROTC cadets from Chino High School solemnly burned the flags.



**MARINE** Lance Corporal Robert Krause (second from left), who was recently initiated into North Tonawanda, NY, Lodge, represented the third generation of his family to join the order. Following the ceremony, Robert received the good wishes of (from left) Trustee Paul Krause, his grandfather, ER William Krause, his father, and Chap. Richard Krause, his uncle.



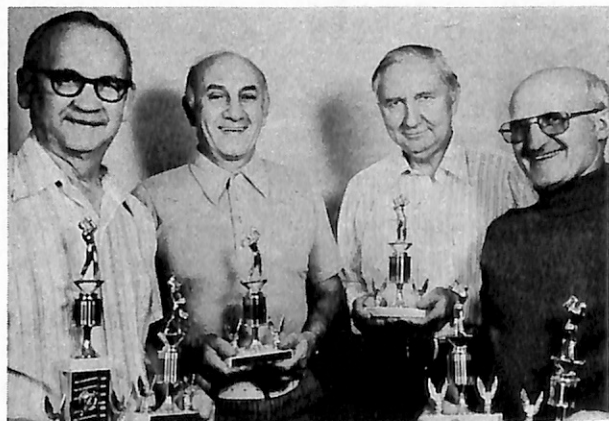


**THE SERVICES** of PDD and Orlando PER Al Coe (center) in the founding of Winter Garden, FL, Lodge were acknowledged recently by the presentation of a plaque. PERs Eldon Johns (right) and M. E. Dodd, who were Winter Garden's first and second Exalted Rulers, presented the memento to Brother Coe on behalf of the lodge.

**TWO-HOUR** training sessions in cardiopulmonary resuscitation (CPR) were conducted by paramedics and the local fire department at Yucca Valley, CA, Lodge recently. Ed Thornton assisted Mrs. Virginia Richey in applying the life-saving CPR technique, while instructor Phil Stumpf discussed the procedure with several interested listeners.



**FOUR YOUNG MEN** who achieved the rank of Eagle Scout were honored at Attleboro, MA, Lodge with the presentation of flags and certificates. Taunton, MA, ER Alfred Florence (third from right) joined Attleboro ER Ronald Poirier in congratulating (from left) Alf Haaversen, Peter Buck, Christopher Lakey, and Paul Telesmanick.



**A FOURSOME** from Schenectady, NY, Lodge took the honors at the golf tournament open to lodge members from the North, Northeast, North Central, and State Capital Districts of New York. Displaying their trophies were (from left) Michael Baziluk, John Nigro, John Lynch, and Lou DellaPenta. Colonie Lodge was the host for the annual event.



**ALONG WITH** Middleboro Lodge, Pembroke-Hanover, MA, Lodge has undertaken the creation of a special playground for handicapped children at the Lakeville Hospital. For their assistance in leveling ground for the project, U.S. Army engineers William Stares (left), George Gilboy (third from left), Richard Morse (sixth), and Paul Magnussen (right) received the thanks of (from left) Youth Committeemen Joseph Nigro and Thomas Foley and ER Matthew Cardoza, as well as two plaques, during the lodge's fourth anniversary observance.





**THROUGH VOLUNTARY CONTRIBUTIONS** of the Jersey City, NJ, Elks, a flag was purchased for Cub Scout Pack No. 411 at St. Joseph's Parish. At the presentation were (from left) Trustees Chm. Frank Brinkofski, Scoutmaster Thomas Donnelly, Andrew Donnelly, Rev. James Pegnata, sponsor for St. Joseph's Parish, Robert Mullen, ER Robert Holzschuh, Charles Shy, chairman of the event, and PDD D. Paul Davis, youth chairman for the lodge and district.

**RECOGNITION** for ten years of service was accorded to Mrs. Grantham, president of the Barnstable, MA, Little League, at Hyannis, MA, Lodge during festivities marking the 25th anniversary of the League. Mrs. Grantham displayed the plaque she received as (from left) ER John Marsden, PSP Elmer Richards, and SDGER W. Edward Wilson looked on.

## LODGE NOTES

**CARBONDALE, IL.** Brother Van Anderson, a local businessman, donated over \$1,500 worth of clothing to South District Chm. John Norris for use at the Marion, IL, Veterans Hospital. The Elks' ladies contributed \$1,100 to the state crippled children's commission.

**SEMINOLE, FL.** Since the lodge received its charter two years ago, members have been actively supporting the bloodmobile program. Chm. Joseph Malesky and his committee collected 383 pints of blood, 67 of which have been donated to the community and to lodge members.

**COLONIE, NY.** Children from St. Coleman's Home boarded three buses recently for a visit to "Storytown." Over 100 youngsters participated in the annual trip which was directed by Youth Chm. Warren Carr.

**CLEVELAND, OH.** Edward Kreitz became a member of the lodge at a ceremony conducted by his brother ER Richard. Their father Paul Kreitz was on hand to offer congratulations.

**FLORIDA.** At the 13th annual conference of the state Elks' ladies organizations, over \$20,000 from more than 40 ladies groups was collected. The total amount was presented to the Harry-Anna Crippled Children's Hospital.

**CANON CITY, CO.** Forty-eight members were present at a dinner held in honor of the old timers. A 65-year membership pin was presented by PDD Dudley Van Buskirk to Everett Bancroft, who was Exalted Ruler in 1919.

**TUCSON, AZ.** A class was initiated in honor of DDGER William Rogers during his official visit to the lodge. On behalf of the members, ER Raymond Maehr presented a memento of the occasion to Brother Rogers.

**PASSAIC, NJ.** A home of hospitality, the lodge threw open its doors for about 100 people who had traveled from as far away as Maine and Ohio to participate in the reenactment of Washington's Retreat during the Revolutionary War.

**PEEKSKILL, NY.** In the name of their grandson Lee Boy, Brother William and Elsie Speirer donated \$1,000 to the National Foundation.

**MANISTEE, MI.** The star of the Elks bowling league, Julius Larson, is almost 92 years old. Brother Larson, a member for over 60 years, began bowling when he was in his 70s.

**SALIDA, CO.** Among the officers conducting a Centennial-Bicentennial class initiation were ER John Andre and his stepson Chap. Charles Hart. Two of the new members were also Brother Andre's stepsons, Donald and Gary Hart.

**SELBYVILLE, DE.** Congratulations were expressed by ER Fred Fryer to the county Little League champs, the Selbyville "Elks," when he presented the team with trophies from the lodge.

**HERRIN, IL.** Renovation was begun on the lodge's newly acquired building in the downtown area.

**NORTH CAROLINA.** GER George and Ruth Klein joined PGER John Walker in New Bern, NC, for the state association's fall meeting. Over \$8,000 was collected during the business session for the National Foundation. A check for \$7,700 was presented to the state association for the Boys Camp and educational projects by Brother Walker, chairman of the National Foundation Trustees.

**SUMMIT, NJ.** Thirty-two residents of the Lyons Veterans Hospital were dinner guests at the lodge. The veterans also received small gifts at the annual affair which has been conducted by the vets committee for the past 15 years.

**IOWA.** In attendance at the fall conference held in Cedar Rapids were special guests PGER Glenn Miller, Grand Secy. Homer Huhn Jr., GL Auditing Chm. H. E. Stalcup, GL Committeeman John LeDosquet, SDGERs Harry Carney Jr. and Wendell White, and Mayor Pro-Tem Hal Schaefer.

**WESTWOOD, NJ.** Pascack Valley Hospital was one of several charitable organizations to benefit from the proceeds of a car raffle at the lodge's annual fair. Seven young winners of the Americanism essay contest received \$25 U.S. Savings Bonds from Chm. Arthur DiPietro.

**WILLMAR, MN.** An appreciation stag was held for *West Central Daily Tribune* reporter Emil Aspaas, in honor of his 50 years of service to the Elks. Nearly 100 friends of the 81-year-old Brother gathered to pay tribute to him.





**HOT DOGS**, ice cream, and free rides highlighted the 52nd annual Orphan's Day Picnic sponsored by Asheville, NC, Lodge. Nearly 300 children from the surrounding area were transported to Recreation Park in Asheville for the fun-filled holiday.

**OF THE \$1,600** raised by a spaghetti dinner at New Philadelphia, OH, Lodge, \$650 was donated to the Starlite School for the Mentally Retarded to help finance students' participation in the Special Olympics. The remaining proceeds were used to purchase a special wheelchair for Miss Esther Yoder (seated), who thanked ER Richard McCoy (left) and Benefit Chm. Sam Baio for the lodge's gift.



**FOLLOWING** an Eagle Scout recognition ceremony conducted by Scoutmaster Larry LaRoche, Youth Chm. Bill Morgan (left) and ER Elwood Eastman (right) presented a watch and a GL certificate to each young man on behalf of Enfield, CT, Lodge. The Scouts honored included (from left) Peter Colson, James Brewczynski, Michael Maciolek, Richard Maciolek, Stephen LaRoche, Bruce Perlinsky, and Mark Ayers.



**AN INITIATION** held during the official visit of DDGER Lloyd Yost (second from left) to Harrisburg, PA, Lodge brought 21-year-old John Moeslein (third) into the order. Congratulating John, a fourth-generation Moeslein Elk, were PER Fred Moeslein (left) and ER John Mundy.



**SALEM, Oregon**, Lodge member Lindsay High was recently selected as one of the area's top ten volunteers for 1976. For the past six years, 70-year-old Brother High has been coordinator of the lodge's clothing center which supplies clothing to fire victims, the needy, and low-income families. In addition, Brother High donates his time and services at the Fairview Hospital and Training Center and at the Senior Citizen Workshop.





**OFFICERS** of Ridgefield Park, NJ, Lodge gathered to present a plaque to PGER William Jernick (standing, third from left) commemorating the initiation of 36 candidates in his honor. PER William Driver, a 52-year member, Don Pierce, In. Gd. Jay Dowd, Tiler Russ Stiles, Robert Planker, PDD Erich Brand, Victor Florio, and Secy. Paul McLees were among those who took part in the presentation.



**THE CHAIRS** were filled by several PERs and PDDs, including PDD Joseph Bucks (second from left), PDD Harry Knight Sr. (fourth), and PDD Earl Adams (sixth), for the recent initiation of (from left) William Spottswood, John M. Spottswood Jr., Walter Wilson, and Dexter Springstead at Key West, FL, Lodge. The new Spottswood Elks are fourth generation descendants of the lodge's first Exalted Ruler, Dr. John Maloney.

**PARTICIPATION** by all the lodges in New York's Northeast District in the first annual Americanism Day parade in Hudson, NY, made the district undertaking a success. Proceeds from the event were delivered to Bruce Cassler (center), chief of social work service at the Albany VA Hospital, by District Americanism Chm. Gerald Shook (left) and Hudson Vets Co-chm. John Taylor.



**THE PERSUASIVE POWERS** of Brother Farrell Brower (second from left) of Peru, IN, Lodge enabled him to recruit 65 new lodge members. ER Sam George (left) and Gerald Powell (right), national "Hoop Shoot" director, observed as DDGER Ernest Christoph (second from right) awarded a plaque to Brother Farrell for his achievement.

**AMIDST THE FESTIVITIES** marking the 30th anniversary celebration of Danielson, CT, Lodge, the late Brother Sidney Marland, who was instrumental in acquiring a charter for the lodge, was remembered. Examining the 30th anniversary program booklet which was dedicated to Brother Marland's memory were ER Thomas Harkins and Lenard Maynard, general chairman of the event.



# A 900-mile highway is opening up one of the last frontiers on the North American continent.

□ It is called Baja California, and until recently it was renowned as one of the last frontiers on the North American continent. A narrow strip of land extending from the San Diego-Tijuana border, it moves south alongside the Pacific and the Sea of Cortez to Cabo San Lucas, a point familiarly known as Land's End. Until three years ago its peace seemed secure. Then the Mexican government established a highway down the entire 900-mile peninsula, opening up a wilderness which had been mostly visited by fishermen and a handful of adventurers; either they'd flown to the various villages or else they worked their way south in Land Rovers along the previously dusty, unpaved road. Except for a few villages—namely Mulege, Loreto, La Paz and Cabo—it was forbidding.

Because I had visited Baja in the old days, last month I decided to return, eager to learn what changes were taking place. With the new highway, I discovered a string of new hotels were doing business and that cars and campers and tour buses were speeding south with amazing regularity. Happily, though, I found that the land between San Diego and La Paz (which is roughly 800 miles below the border) was

nearly unchanged. Except for the hotels and a few trailer villages, little had occurred. But La Paz...well, that was something else. Scratch another of those sleepy Mexican fishing villages. Whenever a high-rise hotel arrives on the scene, can Hilton and Sheraton be far behind? Rising like some Manhattan monument is the supermodern El Presidente, a tower of concrete filled with tourists, baggage and a few bugaboos. It's not exactly the Beverly Hilton but it's the best La Paz has to offer.

Inside its walls are 256 rooms and suites, a discotheque, three restaurants, a couple of bars and a swimming pool nearly the size of the bay itself. But does it really belong in La Paz? Stark concrete doesn't make for a particularly pretty picture, even though tropical blooms flow from its balconies. La Paz, as old hands knew it, promises to fade soon into memory.

The new El Presidente has cast its shadow onto Los Cocos, once the town's spiffiest digs. Years ago film stars as well as fishermen sought shelter at Los Cocos. I can recall when a room for two along with meals came to only \$30 a day and there was a bartender who mixed the finest margarita in all La Paz. Yes, and for less than \$1.

# Baja

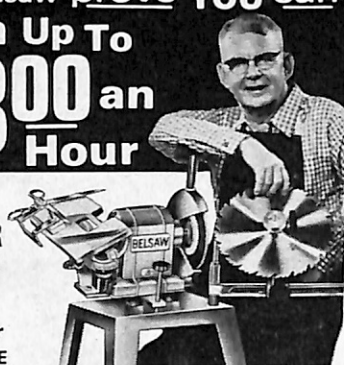
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# BAJA

One day while I was sitting in the cantina with the manager a pig waddled in. It snorted, pawed the floor and then found a place underneath a table where it fell asleep. The manager gestured. "That's Pepe. He's the mascot here."

"Mascot?"

"Why, sure, man, he's the major domo. Everybody loves that pig. The customers. Everybody."

I interrupted. "You mean he doesn't offend the guests?"

The manager laughed. "Oh, no, senior. On the contrary, everybody they buy him margaritas."

The bartender nodded. "That Pepe, he's loco over tequila. Sometimes he likes it straight."

The manager interrupted. "Si, but he likes it better as a margarita."

"Without the salt," the bartender corrected.

"Si, without the salt."

While the manager was explaining about the margaritas a rooster fluttered through the open door.

"That's Benito," he said. "Another mascot. Only he doesn't drink margaritas. A little beer maybe, that's all."

The rooster strutted over to the pig, ruffled its feathers and crowed loudly. Startled, the pig started to get up. Then he saw it was only Benito and rolled over and went back to sleep.

It was that sort of place, Los Cocos. Very casual. No one ever dressed for dinner. Anybody in a jacket and tie looked out of place. A lot of fishermen stayed there. None of them was disturbed by Pepe and Benito. Now that Los Cocos is closed I don't know what has happened to the pig and the rooster.

"I think maybe they don't like the new hotel," an old customer of the cantina told me. "They just disappeared."

So instead of Los Cocos, here is this new high-rise next door. Over there the manager wouldn't allow a pig through the door, you can be sure. Even a fine rooster like Benito who drinks beer and crows for the customers wouldn't be welcome. El Presidente is a dozen stories high. And instead of "Mexicali Rose" and "Granada" they play Frank Sinatra records, one after another until even Sinatra fans are a bit dazed.

Next door to El Presidente, another place that's casual like Los Cocos is still doing business. It is La Posada de la Mision with 28 rooms. Some are split level with a fireplace in between; outside, leafy trees spend their shade on a clover-shaped swimming pool. Of an evening guests gather by the fireplace in this old hacienda, sipping margaritas and watching through the door

while the sun sets the heavens aflame. An American, Bill Callahan, used to be the proprietor. But he's gone now and someone else is playing host to the guests who still watch those marvelous sunsets. Although the furniture's a bit tacky, La Posada still exudes a special warmth. Besides that, it is a bargain in these days of inflated prices.

In town, the charming Hotel Los Arcos is nearing the end of a \$3.5 million expansion program that has increased its room count from 55 to 200. Central air conditioning has been installed, and new furniture has been added. Gone is the old terrace with the rocking chairs where guests spent pleasant afternoons, rocking and watching the little fishing boats in the harbor. The proprietor also has walled up the old cantina and replaced it with a new leather and mahogany one. At Los Arcos the feeling of being in Mexico comes across like a warm tostado. Fountains splash and birds sing from the branches of palms and Indian laurels. Guests swim in a couple of kidney-shaped pools and soak out the aches in a sauna.

A few doors down the Paseo Alvaro Obregon, the Hotel La Perla—it's the oldest in La Paz—also is getting a sprucing up. Only not everyone is happy over this. For one thing, the management intends to do away with the breezy, open-air restaurant with its odd assortment of tables and chairs and the electric fans that spin in the ceiling. (The fans aren't really necessary, what with the ocean air, but they lend atmosphere.) Waitress Delores Castro, 56, has worked at La Perla since she was a young girl. For 33 years she has served chicken enchiladas and cerveza and other Mexican delights to the hotel's guests and its drop-in customers. Now she broods because before long the old life will be only a memory.

It takes two and one-half hours of serious driving to reach the long-established resorts of the fishermen at Land's End. Among them, Hotel Cabo San Lucas occupies a man-made oasis overlooking the sea—a forest sprouting with 400 rubber trees airlifted from Mexico City, 800 banana trees shipped from San Jose, 500 orange trees trucked from Todos Santos, 500 bougainvillea vines dispatched from California and nearly 2,000 palm trees. These as well as 500 lemon and 300 avocado trees.

At Land's End only the voice of the wind and the sea disturb a quiet as silent as the passing of a dawn.

Like Hotel Cabo San Lucas, the Castilian-style Hotel Finisterra occupies a perch overlooking both the Pacific and the Sea of Cortez, with waves colliding against rocks like exploding champagne. Anchored to its craggy cliff, the Hotel Finisterra rises like some Spanish fortress on the approach to Toledo, im-



mense rock walls blasted from the earth itself. Below it an enormous beach runs wild with riptides. The rips are the reason why the hotel's "fish widows" choose the safety of the swimming pool. While they turn bronze in the sun, their husbands give chase to yellowfin tuna (up to 1,000 pounds), 600-pound marlin, sailfish, wahoo and rooster fish.

The proprietor of Hotel Finisterra insists that Cabo is the only place in the world where marlin bite year-round. Getting fat are the charter captains who charge upward of \$100 a day for the use of their boats. Obviously, hooking into a marlin is not exactly the poor man's pastime.

Besides Hotels Cabo San Lucas and Finisterra, there is that Spanish palace Hotel Palmilla—formerly Las Cruces Palmilla—the Camino Real and the unpretentious Mar de Cortez, a relatively new hotel in town that was built by the employees of Cabo's deluxe hotels. Anglers in search of colonial atmosphere are directed to the Palmilla with its lovely beach and romantic alcoves. Outside its door a huge circular fountain sings softly and corridors are bathed in the light of amber lamps that glow golden in the haunting darkness of Land's End.

Behind the hotel the owner has built a small church for weddings; it is here on Sunday that the padre arrives to celebrate mass. The Palmilla is a place for the honeymooner as well as the fisherman, what with red-tile paths leading to blue-tile love seats only

*(Continued from page 15)*

called loneliness. An actor on the road—as I was for so long—finds himself all alone on days when everyone else has friends and companionship. It's not so good to be in Australia, or in Scotland, or in South Africa, as I was on tour, on Christmas Day, and to see and hear a lot of happy strangers welcoming that daffy old crook Santa Claus, who passes you by. We're all lonely enough as it is. By God, I was born lonely! But Christmas and New Year's and Thanksgiving and all the rest make me even more lonely."

Fields had been gazing at a bottle of gin as he talked.

"I've just reached a momentous decision," he announced, rising from his chair. "I've either got to take a drink or go out and shoot Santa Claus." Then he prepared a triple Martini and offered one to his guest.

W. C. Fields appeared in 40 films between 1915 and 1944. It was in the latter year that his excessive drinking and the weight of writing and starring in his energetic comedies forced the uncharacteristic admission that "all of a sudden, I'm a tired old man." He retired to a sanitarium where a friend who visited him was surprised to find

a very quiet whisper from the sea. The hotel operated by the villagers, the Mar de Cortez, is a bargain at about \$12 a day single and \$16 double. Low rise and low key, it caters to the fishermen poor of pesos but rich with desire.

Although Cabo remains peaceful, time may be running out. Only a few miles north of here the Mexican government has developed a brand new international airport at San Jose del Cabo. It is capable of taking the biggest jet. Yes, even the jumbos. As a result, Lufthansa is talking of delivering tourists all the way from Germany, and both Canadian Pacific and Japan Air Lines are keeping a watchful eye on the project.

The airport, though, is only the beginning. The developers are thinking of a brand-new resort with 2,000 hotel rooms (more to come later), tennis courts and a championship golf course. Although the dream seems a trifle ambitious, the Mexicans are certain of its success. Some envision another Puerto Vallarta or Mazatlan. Now, though, there is only the little 12-room Hotel Colli.

The Mexicans insist that the resort is more than a dream. Within a decade they say the population will triple, reaching a figure of 30,000. Entrepreneurs intend to pour in \$400 million to create a new resort where only dust devils dance now. So before long the groan of the bulldozer will be heard across the land.

Fields thumbing through the pages of a Bible. When asked what he was doing, he simply said he was "looking for loopholes." He later told his secretary, "You can never tell when the fellow in the black nightgown may come to pay a visit."

The man who kept millions of people laughing for decades retained his wit and humor to the very end. A few days before he died he was told bluntly by his doctor, "You have the most badly diseased liver I've ever seen." Fields, in pain, nodded and quipped, "Naturally. It's because you've been making me drink a whitish fluid they force down helpless babies." It was a typical way for the most inventive comic genius and imaginative hellraiser of his time to leave the world. The "fellow in the black nightgown" called on Fields in 1946 in his 67th year, ironically on Christmas Day. While distant church bells played Christmas carols, he died with a smile on his lips.

Fields will never be forgotten in the minds and hearts of the living. His hilarious movies will be shown to generation after generation. And certainly no actor will ever fill the pants or rival the performance of the great, the irrepressible W. C. Fields.

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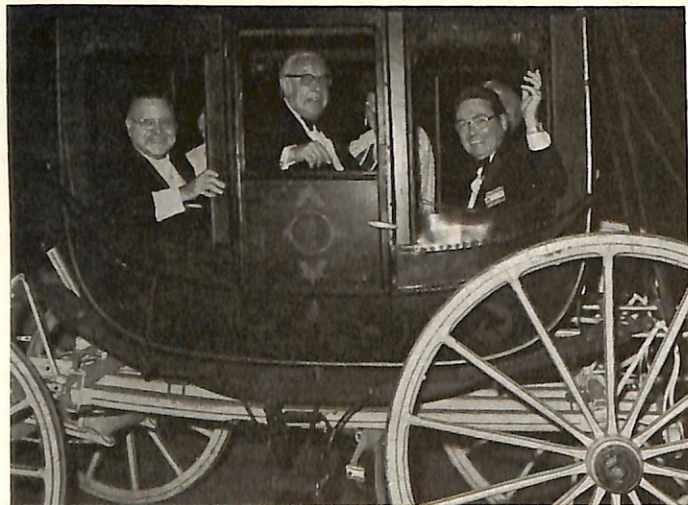


# LODGE VISITS

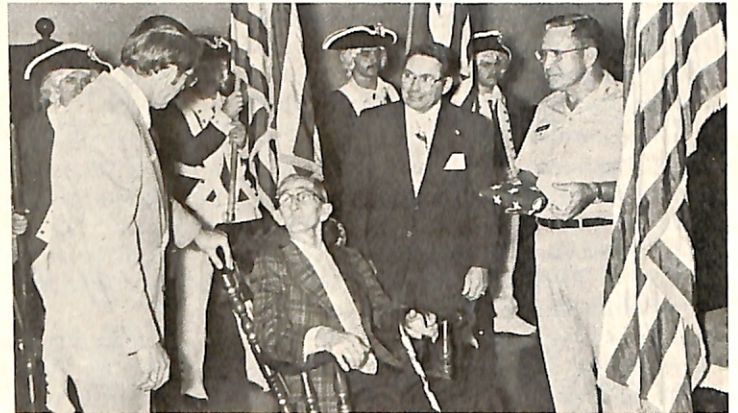
GRAND EXALTED RULER  
**GEORGE B. KLEIN**



The Pottstown, PA, Lodge drill team turned out in force to greet GER George Klein (front row, third from right) upon his arrival at the lodge. ER Frederick Wilhelm (front row, second from right) and the lodge officers added their words of welcome.



A Concord coach provided transportation for (from right) GER George Klein, SDGER W. Edward Wilson, SP Samanto Quain, and their wives to a formal reception at Franklin, NH, Lodge. During the festivities, Brother Klein presented a certificate to Dr. Quain, who recently completed his second \$1,000 donation to the National Foundation.



A flag was presented to 107-year-old Charley Lee Marks (seated) of Burnsville by GER George Klein and Col. Ted Underwood (right) during the West Virginia Elks Association convention. Immediate PSP H. E. Curry also offered his congratulations to Mr. Marks, thought to be the oldest living man in the state.

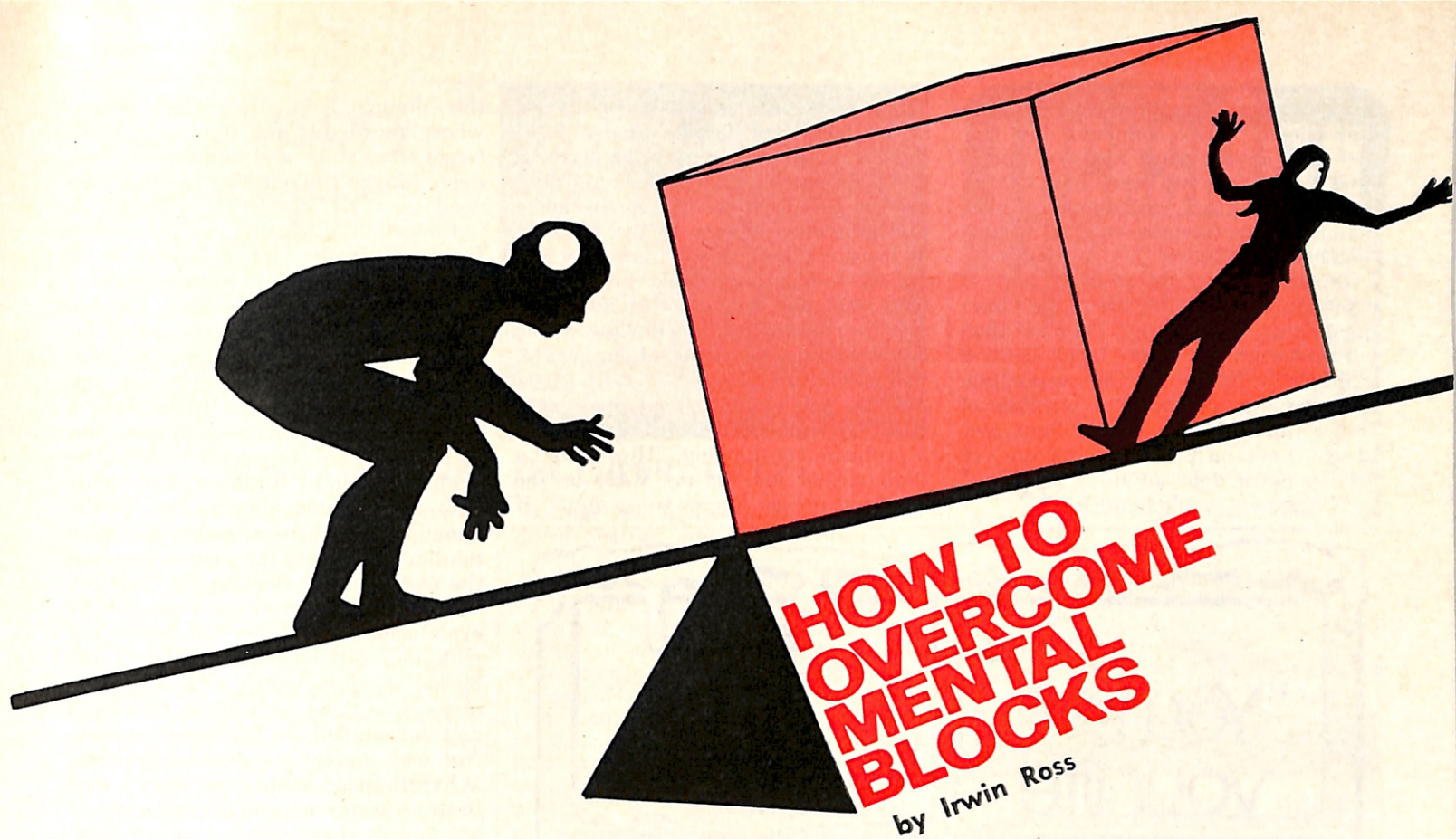


The address delivered by GER George Klein (center) at the Michigan Elks Association's fall conference was greeted with hearty applause from those in attendance, including (from left) Wilma and SP Neil Sheriff, and Ann Arbor PER Don Laubengayer, conference chairman, and his wife Idabelle. During the conference, a National Foundation permanent benefactor's certificate was awarded to PGER E. Gene Fournace, the Michigan sponsor.



To express their appreciation for George Klein's visit to Fort Dodge, IA, Lodge, ten members became honorary founders of the National Foundation. A letter describing the gesture was given to Brother Klein by ER Robert Bocken (right) during a banquet in honor of the GER.





□ Have you ever found it impossible to figure out some gadget until someone showed you, then said, "Of course! Why didn't I think of that?" Have you ever found it difficult to make a seemingly ordinary decision? Have you ever forgotten a friend's name when introducing him at a party?

These things do not usually happen by chance. All of us, in the tangle of "electric circuits" inside our heads, have millions of bits of information stored away. But sometimes when we have a problem to solve—even a simple one—short circuits prevent the relevant information from getting out. Psychologists call these short circuits "mental blocks."

The commonest kind of mental block is emotional. Fear, as most of us know, can sometimes blank out all intelligent thought. But even mild apprehension can cause a block. In an experiment, 50 university students had to translate a number of sentences into a simple code, some of the sentences being calculated to make the students nervous. One such was: "My family does not respect my judgment." The uneasiness this idea caused had an immediate effect on the students' thinking power. It took them longer, and with 50 percent more errors, to code all such loaded sentences than the neutral ones.

When you find a simple problem perplexingly difficult, ask yourself whether

some element in it is upsetting you—perhaps it merely reminds you of something unpleasant. A salesman may delay making a call, for example, because the customer reminds him of someone he fears or dislikes.

Another cause of emotional block is pressure. We often think that people produce best under strong stimulus or competition. That may be true in running a foot race, but when you are seeking new ideas or trying to solve a knotty problem, increased pressure is more likely to cause a mental block.

Being too eager to succeed can produce the same result. One scientist taught rats to solve a tricky maze to get food. Rats that hadn't eaten for 12 hours caught on in about six tries. But rats that had been starved for 36 hours took more than 20 tries; over-motivation—working under excessive hunger—gummed up their "reasoning" ability. The same principle applies to humans. It is the overzealous ballplayer who makes the wild throw; the overeager job hunter who stammers during the interview; the overintense quiz-show contestant who blanks out about something he really knows.

When you face a serious problem and have been strenuously working at it without getting anywhere, "sticking to it" may be a mistake. Under pressure your brain has probably developed something similar to a "feedback ef-

fect"—it goes round and round, and nothing new can get in. So leave the problem for a while—go fishing, paint the house, visit a friend. Give your mind time to clear its circuits and let the flow of ideas begin again. When you come back to your problem you may find a completely new approach.

Another major source of mental block lies in preconception—a prearrangement, so to speak, of our brain circuits that limits our thinking. If you have ever misplaced an important paper on a cluttered desk, you know the effects of this. You shuffle through everything again and again, but you just can't find what you're looking for. Then someone else comes over and spots it at once. The paper turns out to be a little different color or size than you remembered, and that preconception kept you from recognizing it.

Ready-made notions on how to solve a problem can often be misleading, too. An old parlor trick shows how this works. Somebody lays 6 matches on a table and says: "Make four equal-sided triangles." Most people push the matches around for a while, then give up. But a few suddenly see something new. They lay out one triangle and then, from its corners, built up a three-sided pyramid with the other three matches—and, presto, the puzzle is solved. Easy as that!

People are likely to be annoyed at



this outcome: "You didn't say 'in three dimensions,'" they complain, but neither did anyone say "in two dimensions." The matches were laid flat on the table—and that was enough for most people. They thought only of a two-dimensional solution.

Preconceptions are often a part of everyday business life, where they masquerade as "experience." They *are* that, but past experience may block creative solutions for the future. One corporation executive has compiled a blacklist of "killer phrases" that often blight new ideas. "Let's be practical," for one, or "We've never done anything like that," or "Customers won't stand for it."

Some research organizations, aware of the dangers of such habitual ways of thinking, deliberately try to break them down. In the long-range planning division of Bell Laboratories, for instance, at least one man new to the problem at hand is placed in each group of scientists studying a particular project. His fresh approach, his lack of a ready-made solution, shakes up the thinking of the whole group and results, often, in original and better ideas.

What can you do about preconceptions? If you find yourself stymied by a problem, try thinking: "How would a high school kid, or my wife, or the brightest person I know try to do it?" If

this doesn't help, then find people whose knowledge and training are different from yours and talk the problem over. Maybe an outsider is what you need.

Education, ironically, can be another source of mental block, especially if students are taught to approach every problem in a rigid textbook fashion. Recently a college professor asked his psychology students to retrieve a ping-pong ball from the bottom of an upright rusty pipe. In the room were a hammer, pliers, rulers, soda straws, pins and a bucket of dirty wash water. The students began by fishing around vainly with the various objects, but finally about half of them saw that the solution lay in pouring the dirty water into the cylinder and floating the ball up.

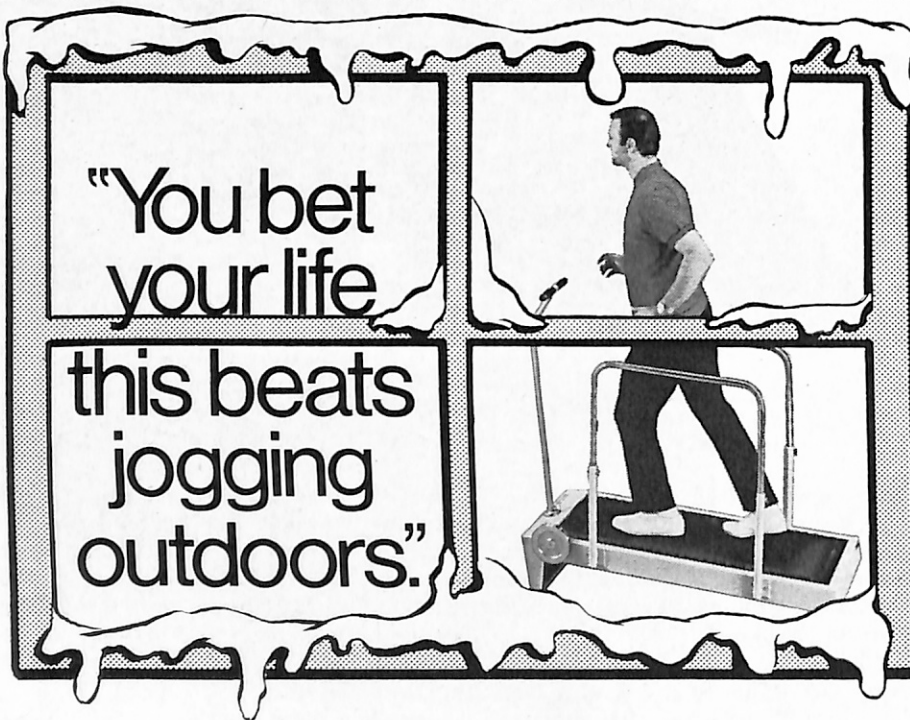
Afterward the professor repeated the experiment with other students, but with one difference—he replaced the bucket of dirty water with a pitcher of ice water, set on a crisp tablecloth and surrounded by gleaming goblets. *Not one student solved the problem.* Why? Because each one "knew" that fresh ice water in a pitcher is for drinking, not for pouring into a rusty pipe to solve a problem.

The answer is not, of course, to avoid education, but to avoid rigid, narrow education.

One of the most successful methods for countering mental blocks is the conference technique called "brainstorming." The rules are these: anything goes, the wilder the ideas the better, and nobody may criticize any idea. Someone records all the ideas and only afterward do the brainstormers go over them critically and choose any useful ones. It's a technique you can use in your own business or social groups when you have a problem to solve. You can even do it by yourself: by deliberately sitting down to think—about your job, your home, your budget—and jotting down ideas as fast as they come into your mind.

Finally, if blocks still prevent you from seeing the solution, you can sometimes break the log-jam by simply starting—anywhere, but at once. Finding yourself in the middle of the consequences may abruptly change your perspective. A prominent writer told me about the awful time he used to have trying to get a good beginning for an article; it cost him days of wasted time. His solution: start anywhere and get going. When he's through, he finds it easy to back up and tack on a beginning.

Many problems are less difficult than they seem and deserve less attention than they get. In these cases especially it is wise to begin at once. It's like deciding whether or not to jump into cold water. Once you jump, the problem doesn't exist. ■



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# BACKYARD GARDENER

by Helen Rosenbaum



## DON'T CHOP DOWN THE CHERRY TREE!

Perhaps you should consider growing a source of patriotic pie filling in your backyard. For according to the old English proverb, "A cherry year, a merry year."

A cherry orchard begins in the nursery where seeds of the wild cherry are planted. When the seedlings are about two years old, buds of the desired cultivated variety are grafted on them. This breeding process is the result of long, careful scientific research.

The trees are sold when the root has reached three or four years of age and the upper part of the tree, known as the scion, is one or two years old. Grafting the cultivated bud on the wild rootstock makes for a sturdier, more successful tree.

Once planted in orchards, the trees are sprayed, trimmed, fertilized, protected from rodent damage and carefully nurtured. They will come into production in three to five years and reach their full capacity of fruit bearing in ten years. It takes about ten weeks from cherry blossom time to harvest time and the harvest period lasts for approximately one month.

A well-tended red tart cherry orchard produces three to four tons of the fruit per acre in a good year reports the New York Cherry Growers Association.

The use of more efficient pesticides and fungicides in recent years has reduced cherry crop losses caused by insects and disease, but there still are many challenges for the cherry grower.

Cherries bloom early in the spring, while there still is the danger of frost damage to the delicate blossoms. Experts say that complete crop loss due to killing frost after the blossoms have opened can occur as often as one year in every three.

Cherry trees are more difficult to grow than apple trees and sometimes die from mysterious causes. They cannot grow in wet soil, moreover, and must have good drainage.

Birds often cause serious damage to the cherry crop. Small orchards are particularly vulnerable and sometimes lose more than 50 percent of the fruit.

Plant seedlings from nurseries. Care on arrival: If soil is not ready, "heel" the plants in moist soil in a shady spot. If roots are too dry, soak overnight in water.

Cherry trees like deep, well drained, friable, light soil. The youngest plant

available will transplant best. One year sweet cherries are most satisfactory.

Fall planting is preferred for both sweet and sour cherries, except in the colder areas. Spring planting should be done early in the season as soon as the danger of frost has past. With sweet cherries, it is considered good insurance for pollination to include at least two or three compatible varieties in the same planting. For the actual planting, dig a hole large enough to allow all roots to be placed in their natural position. Cut back tips of broken roots. Set slightly deeper than they were in the nursery. Place top soil around roots and pack firmly. Water generously as this will help accelerate growth. It takes cherry trees five years before bearing their first crop of fruit.

It is important to cut back the tops to about half their length, leaving two or three well spaced branches and a leader. Care should be taken to make cuts to an outside bud and to avoid narrow crotches.

Young trees respond well to cultivation until August. Then a heavy mulch of straw, sawdust or grass can be used.

Well prepared soil will need no fertilizer the first year. Then  $\frac{1}{4}$  pound of nitrate of soda (or its equivalent) should be applied for each year of growth, spreading it under the tree but away from the trunk.

Protect young trees with  $\frac{1}{4}$  inch mesh wire guards  $1\frac{1}{2}$  feet high and six inches in diameter. Poison bait applied in the fall is recommended.

For some reason we have assumed that the cherries on the Washington family tree were intended for pie, so we observe Washington's birthday accordingly. But it's more likely that the cherries served other purposes. In pre-revolutionary days, tart red cherries had many uses. Martha Washington's cookbook, for instance, contains a recipe for cherry wine. Another book dating about the same time, based on traditional New England recipes, gives directions for a cherry cottage pudding made with buttermilk and a deliberately small quantity of sugar so as not to offset the tartness of the cherries.

Nutritionally, cherries are rich in Vitamin A. They also contain small amounts of a number of other vitamins, minerals, proteins and, of course, food energy.

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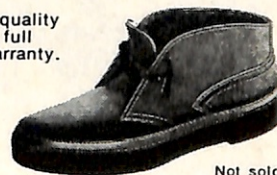
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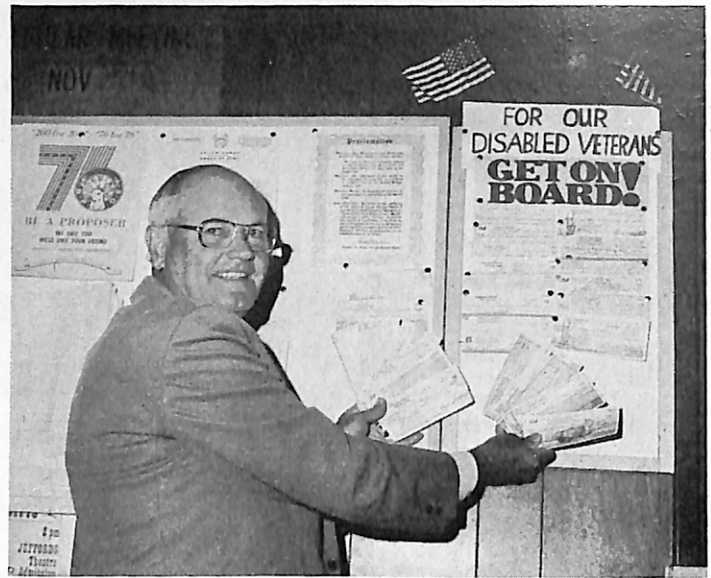


# NEWS OF THE LODGES

(Continued from page 24)



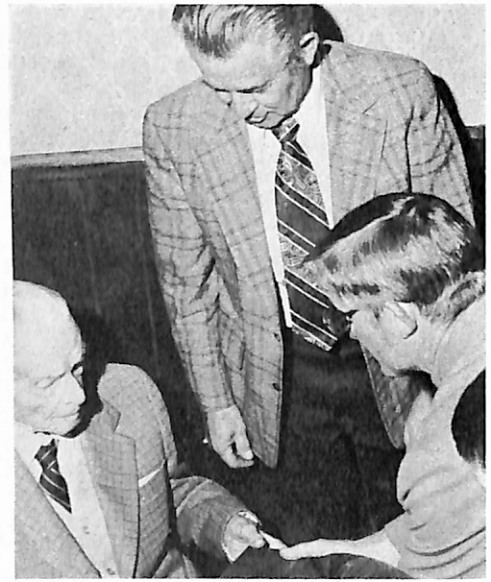
**THE STATE ASSEMBLY** of California honored Hawthorne, CA, Lodge on its 15th birthday with a resolution pertaining to the successful programs supported by the Brothers. ER James Mason (left) accepted the token on behalf of the lodge from State Assemblyman Paul Bannai, who is a member of Carson Lodge.



**CHECKS TOTALING** over \$400 were among the donations received by ER James McPhail of Sierra Vista, AZ, Lodge for the Tucson VA Hospital. Other useful items collected for the disabled veterans by the lodge Brothers included books and clothing.



**ON FATHER-DAUGHTER** Night at Albuquerque, NM, Lodge, 86-year-old Tony Sianz (left photo, left) won a prize for being accompanied by the oldest daughter, Mrs. Alice Lamberti. Bob Sieglitz (right photo, center) was the oldest son at the father-son festivities which he attended with his father, 94-year-old Frank Sieglitz (seated, left). Leland Jones bestowed a gift upon Mr. Sianz and Chm. Gene Getz presented a prize to Mr. Sieglitz.



**SPEAKER** during Law Enforcement Night, Judge John Carroll (right) was one of two Municipal Court judges to attend Palm Springs, CA, Lodge's annual event. ER Robert Rech joined Judge Carroll at the lectern to welcome the 50 law enforcement officers who attended.



**A BANQUET** held in honor of SP Bill Murie (right) by Prescott, AZ, Lodge was also an occasion for the members to pay tribute to two old timers. Milo Gray and Fred Schemmer received their old timers pins from Brother Murie during the evening ceremonies.





**THE '76 FLAG** inspected by Jean and PDD W. H. "Pete" Offner is made of poured cement which the Santa Rosa, CA, Elk prepared as a tribute to the nation on its 200th birthday. Using cement coloring, Brother Offner was able to produce the stripes and the four-inch stars on the 9½ by 6½ foot Bicentennial flag which is located on the south end of their swimming pool deck.



**THE MAX FROLIC TROPHY** was presented to Secy. Clyde Alexander (right) during a celebration for Tacoma, WA, Lodge's old timers. Brother Alexander received the memorial service award from ER Joe Bono.



**DISPLAYING THE PLAQUE** given him by members of Pasadena, CA, Lodge, Vets Chm. A. L. Jensen (second from right) was honored by his Brothers for 56 years of service to the area's veterans. Among those on hand for the presentation were (from right) Brother Lee Jacobian, whose daughter made the plaque for Brother Jensen, guest speaker Charles Cherniss, editor at the *Pasadena Star-News*, Robert Jordan, National Disabled American Veterans official, and ER John Bleuer.



**A LIFE MEMBERSHIP** card was recently bestowed on 70-year member Harry Warren (left). ER William Wesels made the presentation to Mesa, AZ, Lodge's oldest living member.



**AN ELK** for over 50 years, Joseph Schenone (center) was the guest of honor at a dinner hosted by Livermore-Pleasanton, CA, Lodge. Well-wishers who attended the affair included (from left) PERs Bud Tari and Ken Bennett, chairman of the event, Brother Joe Davis, and ER Albert Ofiesh. Brother Schenone was presented with a 50-year diamond pin, and a plaque for over 20 years of service to the March of Dimes.



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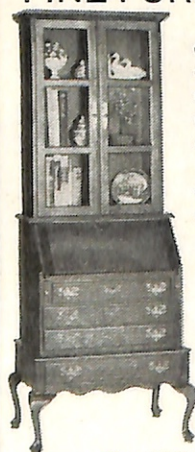
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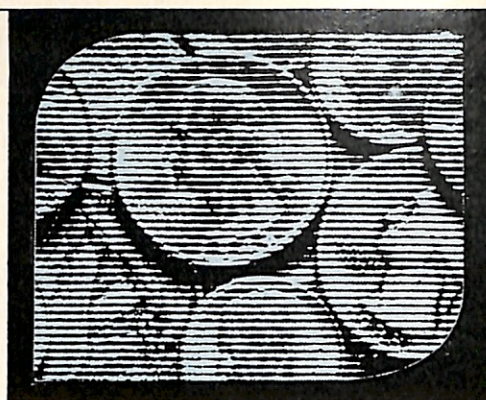
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## ELKS FAMILY SHOPPER

More for your money

by Mike LeFan



### LONG ON BARGAINS

February may be the shortest month on the calendar, but it's sure not short on bargains. Just look at these savings.

Things for your home are money savers this month: air conditioners (yes, in the middle of winter), clothes dryers, china and glassware, drapes, curtains, furniture and furnishings, lamps, radios, stereos, rugs, carpets, storm windows and general housewares.

Other mark downs during February include winter coats, sportswear, and hosiery.

Bicycles are still on sale.

This is a big month for store-wide clearances on all sorts of shoes and clothing. Watch for the Lincoln's and Washington's Birthday sales, and the Valentine's Day sales.

Supermarket Snoop says good produce buys include tangerines, turnips, and brussels sprouts. He says that right now you can save on chicken and pork, but that beef prices are up (as we warned they'd be a while back). Other food bargains this month include ham, turkey, fresh fruits, vegetables, and nuts.

Since hosiery items are on sale this month, you might like to know that those "one size fits all" type of men's and ladies' hosiery are a nuisance to many and a pain to a few people. They're too big for some and too small for others. Now and then they may actually fit somebody. Uncomfortable socks and hose stay in the drawer and

that's a waste. So try to buy your size. Unfortunately for men, stretch socks are about all that's sold now.

Free booklet of advice on legal matters affecting you—contracts, wills, trusts, retirement. It's called *AIM's Legal Guide*. It includes forms for personal data. Order from Action for Independent Maturity, Dept. MM, 215 Long Beach Blvd., Long Beach, CA 90802.

Want to use up all of your food without waste and to thus stretch your food money? Then a meat grinder is a good investment. You can grind your own meat for patties, make your own sausage, and recycle leftover meats into hash or stew.

Want better gas mileage out of the old family flivver? Auto Authority has some reminders that'll increase mileage up to 14 percent: Get the engine tuned, making sure timing is right and that it isn't idling too rich and too fast. Use radial tires, and keep them properly inflated. Keep wheels aligned. And fill the crankcase with 10W-40 oil for better mileage. There are proven ways to use less gas—without selling your car. Get a free copy of *The Gasoline Mileage Book* from Shell Oil Co., Dept. MM, P.O. Box 61609, Houston, TX 77208.

What will 1977 likely do to your family budget? Our sources say that most prices have peaked for the time being, so you ought not to get any big surprises on the cost of food, clothes, cars, car insurance, tires, or

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appliances. True, most prices will continue their leisurely rises, but there should be nothing spectacular. The only cloud on the horizon could be a hike in the price of that Arab oil.

Thinking of home remodeling? Get a free booklet that answers your questions on redoing a kitchen or bathroom and on adding a room, patio, or sundeck. Order *The Andersen Remodeling Answer Book* from The Andersen Corp., Dept. MM, Bayport, MN 55003.

Is the water in your area hard as nails? Don't rush out to buy expensive water softener products. Instead, just add a dash of apple cider vinegar to your bath, laundry, or dishwasher. Exactly how much will depend on how hard your water is, but the vinegar will work wonders.

Trying to beat the high cost of fuel by using your fireplace more? You should know that woods vary greatly in kindling quality and heat output. POOR heating woods include fir, cottonwood, pine, and aspen. GOOD heating woods include oak, hickory, maple, and ash. Most firewood ain't free, so if you need cheap wood consider these reminders from last winter: You can often get free wood scraps from furniture factories, shipping crates, and cabinet shops. Bowling alleys throw out damaged pins, most of which are good burning hardwood. How about you, do you have a method for getting free or cheap firewood? Send it in.

If you live in a mobile home, vacation in a camper or other RV, or if you use LP gas for any other reason, you need the safety offered by a new device. The BECO Early Warning Gas Alarm, Model RV will warn you of dangerous accumulations of these gases—something your smoke alarm can't do. The BECO Alarm even warns of explosive concentrations of gasoline fumes. The alarm is priced about \$40. For full info, write to Baker Electronics Co., Dept. MM, 704 S. McClelland St., Santa Maria, CA 93454.

Energy Expert says it's only an old wives' tale that switching electric lights off and on uses more electric-

ity than leaving them on. 'Taint so. Get more for your lighting dollar by switching off unused lights—even if for only a few minutes. Get the most for each light by placing them strategically, where you most use them—in stairwells, on desks, and so on.

Various appliances are on sale this month. Finding the "right" model can be confusing. Whether an appliance "pays for itself" depends on the job it does, the convenience it offers, and how much it's used. The best buy is the model that fits your needs. What appliance do you need, what's the limit you can pay, what are the operating costs, and will the appliance fit the available space? Now compare prices and features of various brands and models. Use a checklist of brand names, model identifications, dimensions, capacities, features (standard and special), warranty periods and coverage, installation and/or delivery costs, finance charges, store names, and sales persons' names. Compare and save.

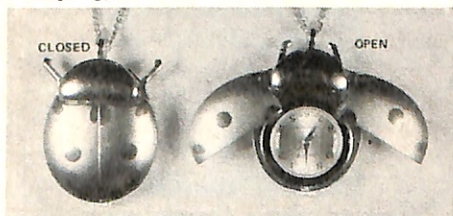
Plastic lids from coffee cans and margarine tubs can do double duty. Use them as throw-away cutting boards for small chopping, slicing, and grating jobs in the kitchen. Do you have other uses?

Do you find that eating out is too expensive? You can enjoy fine restaurants for less money by eating out at noon rather than in the evening. It's the same food, but prices tend to rise as the sun goes down.

Money Saver of the Month: We need hot water for personal cleanliness and household chores, but we often use more than needed. Adjust your water heater thermostat downward. You'll save money in the long-run, and a lower temperature is still fine for washing people, dishes, and clothes (especially with cold water detergents). And most people dilute hot water with cold anyway. You're welcome.

Send questions, tips, and other mail to Mike LeFan, c/o "More For Your Money," 425 West Diversey, Chicago, IL 60614.

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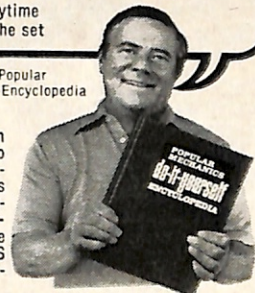
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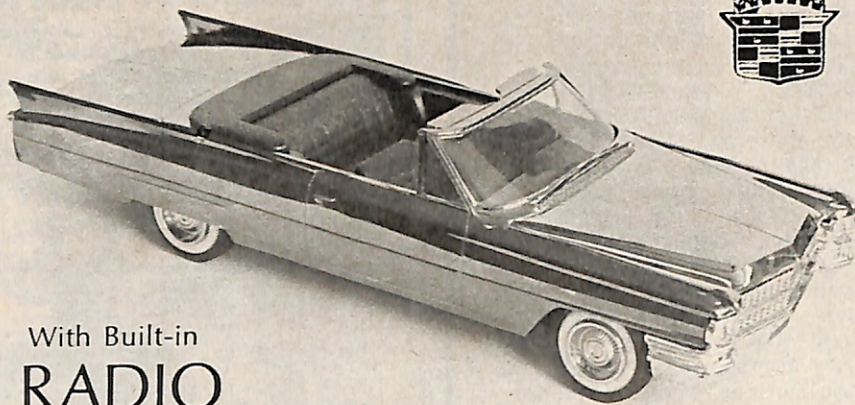
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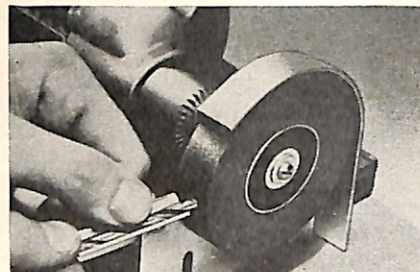
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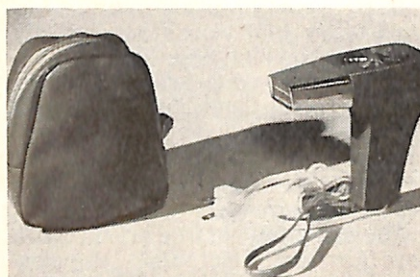
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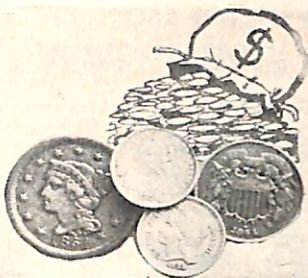


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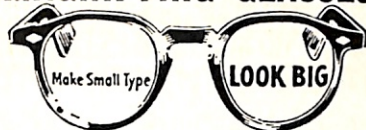


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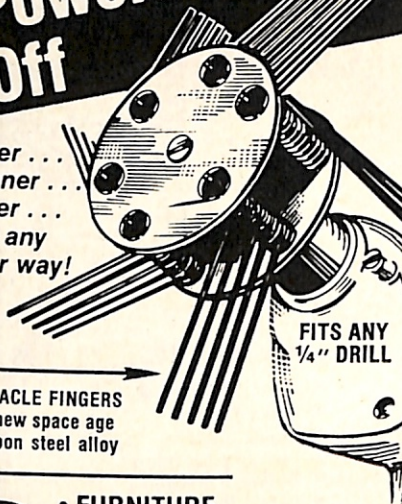
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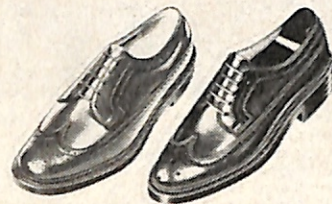
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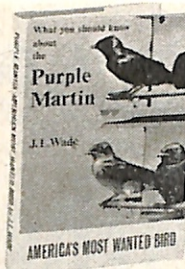
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smoke Carey Pipes almost exclusively. They were all granted the same option, an option which is yours also. After 30 days, if you agree that the Carey Pipe is the best smoke of your life, you may keep it: if you don't agree, whack it with a hammer and return the broken pieces to me. The trial has cost you nothing! How many businesses are that sure of their product?

### Make Your Own 30 Day Test

Fill in the coupon below and mail it to me TODAY. I'll send you a full color brochure, absolutely free, so you can select your favorite style and shape for your 30 day trial.

**E. A. Carey, Dept. 204B**  
3932 N. Kilpatrick, Chicago, Illinois 60641

Okay Mr. Carey. Send me your full color brochure so I can select a pipe to smoke for 30 days on a free trial basis.

Name \_\_\_\_\_

Address \_\_\_\_\_

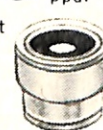
City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

## SENSATIONAL BLADE SHARPENER for ROTARY SHAVERS

Now, keep your floating head Norelco or other make rotary shaver at peak efficiency. This special new sharpener is the perfect, easy way to give rotary blades the sharpest possible cutting edge. Just use it for one minute, just once a month for smoother, faster, cleaner shaves. Order yours today, it really works! Send check or money order to.

**\$3.99**  
Only ppd.



**BARCLAY, Dept. 51-BB, 1575 North Dixie Hwy., Pompano Beach, Florida 33060**

See Advertisement on Inside Front Cover

## 2 Pairs of Executive Shoes \$19.95

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265 North 9th Street, Paterson, N.J. 07530

Gentlemen: Please send me \_\_\_\_\_ pairs of your new Executive Shoes as specified hereon, for which I enclose my remittance of \$\_\_\_\_\_ in full. If not satisfied, I may return the shoes and keep the Free Belt! **THIS ORDER GETS FREE TWO-WAY BELT!**

3 for \$29.95 4 for \$39.75

COLORS	SIZE	WIDTH
White		
Champagne		
Black		
Lt. Brown Loafer		
Tan 'Gator		
Lt. Brown Side Buckle		

BELT SIZES 30 to 54. Check Choice:  
☐ White & Champagne or ☐ Black and Brown  
What Size? \_\_\_\_\_ Buy 4 pairs and get BOTH Belts  
(All 4 colors) Free! 72C-429 (911)

Name \_\_\_\_\_

Street \_\_\_\_\_ Apt. # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_





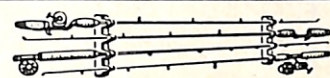
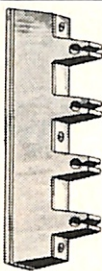
### "SURE-BITE" FISH SCENT!

● A few drops on your Bait, Lure, or Fly...sends Fish into a feeding FRENZY! Fish can't resist this Tantalizing-Aroma that says "FOOD"! ...a whiff, and they fight to get to your Lure! Acclaimed by Fishermen, and Tested under All conditions, in Lakes, Ponds, Rivers,

★ **GUARANTEED TO ATTRACT FISH!**

● **SPECIAL...only \$1.49 Each.**

☐ Trout, ☐ Bass, ☐ Catfish, ☐ Other F.W. Fish.



### ● **HANDY "ROD-HOLDER"**

Ideal for CAMPER, BOAT or DEN. Handsome and Practical Rack

● Holds and Protects 4 RODS. Use Vertical or Horizontal on any Wall. Mounting Screws included.

★ **SPECIAL...\$2.49 PAIR**



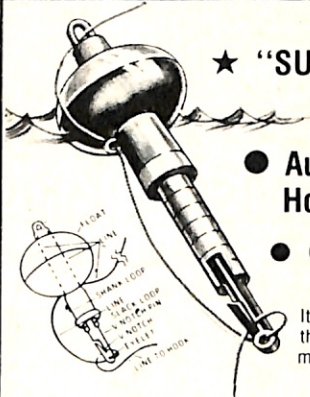
### ★ Virgil Ward's... "FISHIN-SOAP"

● Will not only Wash away Human Scent...

...But will also deposit a "FISH SCENT" on Bait and Lures that "FISH CAN'T RESIST"! It's Great!

● Wash hands in the Lake or Stream you are Fishing, and the Soap will milk into the water...Attracting Fish by "Scent"! Can also be used for Chumming! It will help put those BIG Fish on your Stringer.

● **SPECIAL...2 for only 99¢**



### ★ "SURE-CATCH"

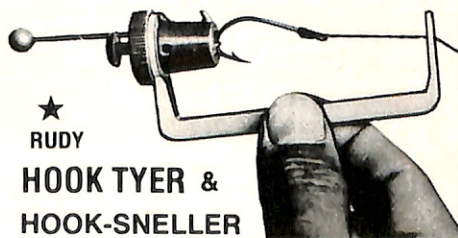
#### ● **Automatic Hook-Setter**

● Catches the Nibblers and Bait Stealers as well as the Strikes! It Automatically SETS the Hook in the Fish's mouth the instant you get a Bite!

● You don't lose the Big Ones. Automatic "Trigger" sets hook!

★ **GREAT for Surface or Bottom Fishing!**  
● Can be used with or without Float for bottom Fishing. Simple instructions included.

● **SPECIAL...only \$2.98**



★ **RUDY**

### **HOOK TYER & HOOK-SNELLER**

Makes Tying ANY Hook a BREEZE! Just slip the Line in, Twist the Knob, Pull it Back...a Neat Uniform KNOT! Professional Knots that STAY TIED. Ties CLINCH Knots, BARREL Knots, DROP-LOOPS, End-Loops, Tapered Leaders. Also SPLICES Line! A Handy Tool for Every Fishing Need.

● **Only...\$1.49**

## Sports LIQUIDATORS

8942 - 33 LANKERSHIM,  
SUN VALLEY, CAL. 91352

### SPECIAL "GET ACQUAINTED" OFFER:

★ **25** Famous, Popular and Proven LURES \$6.95  
All Different... for only

The LURES in this "SET" were chosen by Expert Fishermen, as the Most widely used, PROVEN Fish-Catching Lures in use today! Ideal to replenish any Fisherman's supply for Any and All Fishing Trips! A Great "ALL AROUND" LURE SET...for Lake, River, Stream or Pond! (Value over \$20.00).



IT'S LIKE ORDERING 5 LURES  
... AND GETTING

**20 LURES  
FREE**  
OF EXTRA CHARGE!

### TWELVE 'Famous' SPINNERS

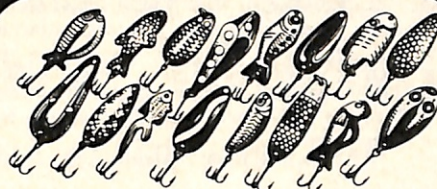
### TWELVE 'Famous' SPOONS



● Lake and Stream Tested Favorites! A large purchase enables us to offer this Well Known Assortment of Lures (\$7.00 Value)

**12** For only... \$2.95

● **3-Sets (36 Spinners) \$7.95**



● Latest Assortment of Shapes, Weights and Actions! A COMPLETE SET to meet every fresh-water Fishing need. (\$6.00 Value).

**12** For only... \$2.49

● **3-Sets (36 Spoons) \$5.95**

### TRIPLE 'XXX' MONOFILAMENT SUPER-FINE QUALITY LINE!

**SPECIAL  
JUMBO  
BULK-SPOOLS**



● New FRESH-STOCK  
Newest GOLD color.

★ **The BEST!**

● **XTRA SOFT!** will not stiffen in any weather!  
● **XTRA STRONG!** small diameter, low stretch!  
● **XTRA INVISIBLE!** Gets more Strikes!

TEST	APPROX. YDS.	VALUE
4 lb.	2700	\$41.85
6 lb.	2200	\$40.25
8 lb.	1500	\$29.00
10 lb.	1250	\$26.40
12 lb.	1000	\$25.00
15 lb.	750	\$19.50
20 lb.	600	\$18.00
25 lb.	570	\$16.25
30 lb.	400	\$14.40
40 lb.	350	\$14.00
50 lb.	275	\$11.00

● **Special Discount**  
ALL LB.-TEST:  
SAME PRICE  
only **\$2.95** each.

### ● X'TRA SPECIAL! ●

● Buy 2-Spools  
at Discount Price of \$5.45  
Receive a \$2.00 LINE WINDER



### \* SATISFACTION GUARANTEED...or Full Refund.

#0110 \* ☐ **SPECIAL... 25 Different 'Lure-Set'... only \$6.95**

#0221 ☐ 12-Diff. SPINNERS .....only \$2.95 ● #1001 ☐ Triple XXX BULK SPOOL .....only \$2.95 LB. Test: \_\_\_\_\_  
#0223 ☐ 3-Sets (36) SPINNERS .....only \$7.95 ● #1002 ☐ 2-SPOOLS & LINE WINDER .....only \$5.45 LB. Test: \_\_\_\_\_  
#0331 ☐ 12-Diff. SPOONS .....only \$2.49 ● #1610 ☐ "Sure-Bite" FISH SCENT ...only \$1.49  
#0333 ☐ 3-Sets (36) SPOONS .....only \$5.95 ● ☐ Trout, ☐ Bass, ☐ Catfish, ☐ Other F.W. Fish.  
#5382 ☐ "FISHIN-SOAP" 2 Bars .....only \$ .99 ● #1290 ☐ Handy ROD-HOLDER .....only \$2.49  
#1300 ☐ HOOK-SETTER .....only \$2.98 ● #1850 ☐ RUDY HOOK-TYER .....only \$1.49

● Add 50¢ for Postage and handling.

● ☐ Send **FREE DISCOUNT CATALOG**

● **MASTER CHARGE** ☐

**NAME** \_\_\_\_\_

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**CITY** \_\_\_\_\_

**STATE** \_\_\_\_\_

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Acct. No. ....

● Please send check ☐ Cash ☐ or ☐ Money Order

Expiration date. ....

(Because of the amazingly low price, we cannot accept C.O.D.'s)

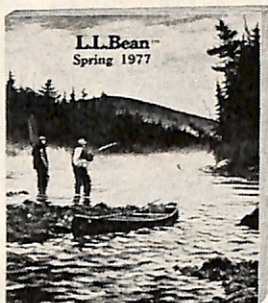
Sports **LIQUIDATORS**

8942 - 33 LANKERSHIM, SUN VALLEY, CAL. 91352



# L.L.Bean<sup>tm</sup>

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Largest selection of kits, movements, hardware for grandfather, grandmother, wall, shelf, school and novelty clocks.

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A Look into the Future!

Greatest New  
Gadget  
In Years.



Handsome  
Gift Box

Spins for Days  
on Invisible Power

What Makes It Go On and On and On at 2500 r.p.m. with no apparent energy source? **BAFFLING BRAIN BUSTER** that **BUGS** the **BRIGHTEST**. Demonstrated at science fairs and conventions. The higher their IQ the more puzzled they are. Perpetual Motion solved at last? The answer to UFO & Flying Saucers? Let the whiz kids examine it, start it, stop it or whatever. Psychic Power? Anti-Gravity? (Yes, but more). Scientific Break-thru from Space? (Partially) You'll laugh at some explanations. Magic, Mystery & Science combined. Keeps spinning **WITHOUT ANY ENERGY LOSS!** Fascinating fun at parties, science classes, etc. Carry in pocket ready to fool and entertain friends & wise-guys. Never wears out. Spins indefinitely on Invisible Wireless Power that you can defy anyone to See, Understand or Explain! Beautifully made with plastic base and black saucer-shaped spinner. Patented. Complete with secret scientific explanation. Send \$6.95 each. Add \$1.00 shipping. Unlimited Money Back Guarantee.

Johnson Smith Co., 35075 Automation Dr.  
Dept. 732, Mt. Clemens, Mich. 48043

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Perma Tweez no-puncture electrolysis PERMANENTLY removes hair from the chin, upper lip, legs and embarrassing body hair. This is the **ONLY** instrument with special U.S. patented safety feature that destroys the hair root without puncturing the skin. Over one million in use—15,000 by physicians alone! Save hundreds of dollars on salon electrolysis by doing it yourself. Clinically tested—recommended by dermatologists.

### 14 DAY MONEY BACK GUAR.

**\$19.95**—Send check or money order for Perma Tweez anti-puncture electrolysis

Cal. residents add 6% sales tax

☐ COD requires \$4.00 deposit. Balance includes COD charges and \$1.00 handling.

☐ I enclose \$19.95 in full payment.

☐ BankAmericard/Master Charge #/Exp. date

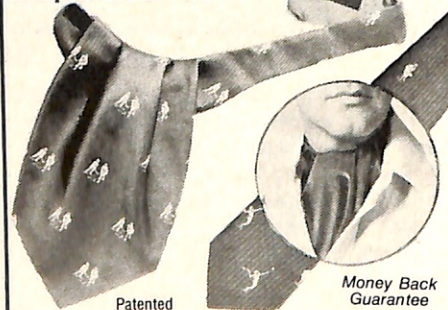
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his **FAVOURITE SPORTS**  
in Open Collar Ties



Patented

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For Sporty Occasions — Authentic Action Designs in Open Collar Leisure Style or Traditional shape ties. The Open Collar Ties shape to the neck, adjust to size and stay comfortably in place with Velcro closure. Woven in Switzerland. Choice of 16 Sports in 4 shades each. • Navy • Wine • Brown • Green. Same shades in Solids. Please specify **SPORT, SHADE, and Tie Style.**

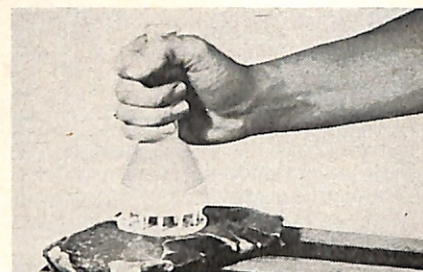
Baseball • Football • Basketball • Hockey • Sailing • Bowling  
Cycling • Tennis • Fishing • Horse Racing • Soccer  
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**SPORT MOTIFS \$8.95 ea.** **SOLID SHADES \$6.95 ea.**  
add 75¢ Ship & Hdg. each. Cheque or Money Order

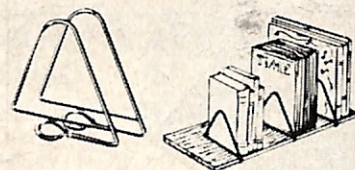
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**CHAMPLAIN, N.Y. 12919**

In Canada: 6666 St. Urbain St. Montreal H2S 3H1

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**MEAT TENDERIZER** ensures tender, juicy meat. Simple plunger has plastic teeth that puncture evenly and uniformly into meat, allowing for even, thorough cooking of steaks, chops, roasts and releasing natural juices to bring out the flavor. 6 1/4" high. \$2.98 plus 50¢ shpg. Larch, Dept. EL2, Box 770, Times Square Sta., New York, N.Y. 10036.



**ORGANIZE YOUR BOOKS, MAGAZINES** and record albums neatly on shelves with Tidi-Braces. 7 1/2"x7" units instantly slip on standard wood shelf to prevent books falling over, warping of records. Of solid steel in choice of plated chrome, brass or walnut enamel. 6 for \$11.90; 12/\$19.90; 24/\$34.90. Frank Eastern Co., Dept. EX, 625 Broadway, N.Y. 10012.

## FIX LOOSE CHAIRS

Chair-Loc "Swells" Wood

Sure-acting liquid synthetic penetrates wood fibres, makes them S-W-E-L-L. Fixes loose chairs, locks rungs, legs forever tight. Also use Chair-Loc for dowels, tool and broom handles, mortised joints. Plastic squeeze bottle with applicator nozzle makes it quick, clean, easy. Over 2 million sold. Satisfaction guaranteed. 3 oz. bottle \$2.00 Ppd. N. J. residents add 10¢ tax.



**CHAIR-LOC, Dept. E-177, Lakehurst, N.J. 08733**

## PROSTATE RELIEF

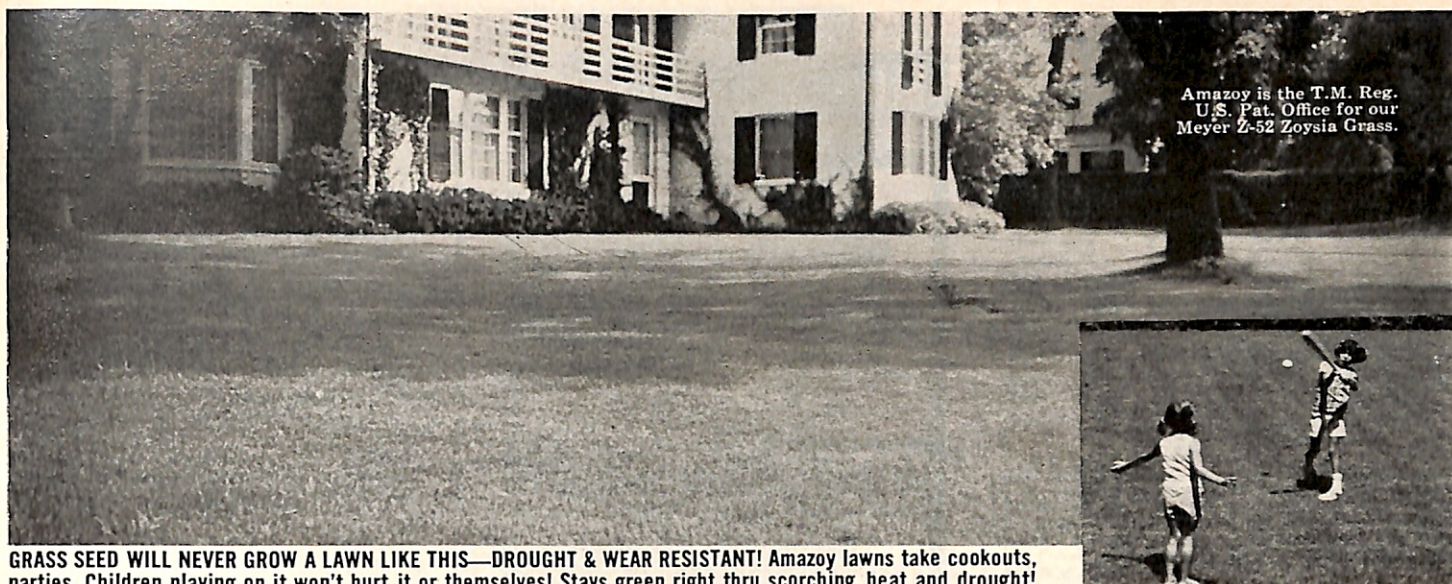
Sleep disturbing discomforts associated with benign prostate hypertrophy such as getting up nights, frequent daily discomfort, dribbling, urgency and undue retention are relieved by PROSTEX. This now famous formula is used by doctors. Ask yours about BPH.

Read the complete fascinating story on how it was discovered and details of its use. Send for **free literature** today.

**UXBRIDGE PHARMACAL CO.**

Dept. 22, 132 Adams St.  
Newton, Mass. 02158





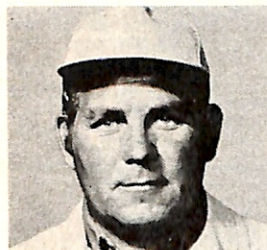
GRASS SEED WILL NEVER GROW A LAWN LIKE THIS—DROUGHT & WEAR RESISTANT! Amazoy lawns take cookouts, parties. Children playing on it won't hurt it or themselves! Stays green right thru scorching heat and drought!

# Grass Seed Is For The Birds! Zoysia Saves Time, Work, Money

**SPECIAL INTRODUCTORY OFFER. UP TO 200 AMAZOY ZOYSIA GRASS PLUGS FREE**

By Mike Sandin

Every year I see people pour more and more money into their lawns. They dig, fertilize and lime. They rake it all in.



They scatter their seed and roll and water it.

Birds love it! Seeds which aren't washed away by rain give them a feast. But some seed grows, and soon it's time to weed, water and mow, mow . . .

until summer comes to burn the lawn into hay, or crabgrass and diseases infest it.

That's what happens to ordinary grass, but not to Amazoy Zoysia.

## "MOWED IT 2 TIMES," WRITES WOMAN

For example, Mrs. M. R. Mitter writes me how her lawn ". . . is the envy of all who see it. When everybody's lawns around here are brown from drought ours just stays as green as ever. I've never watered it, only when I put the plugs in . . . Last summer we had it mowed (2) times. Another thing, we never have to pull any weeds—it's just wonderful!"

And from Iowa came word that the state's largest Men's Garden Club picked a Zoysia lawn as the "top lawn—nearly perfect" in its area. Yet this lawn had been watered only once all summer up to August!

## CHOKES OUT CRABGRASS

Thick rich, luxurious Amazoy grows into a carpet of grass that chokes out crabgrass and weeds all summer long. It will NOT winter kill. Goes off its green color after killing frost, regains fresh new beauty every Spring—a true perennial!

## For Slopes, Play Areas, Bare Spots

End erosion of slopes with Amazoy. Perfect answer for hard-to-cover spots, play-worn areas.

## NO NEED TO RIP OUT PRESENT GRASS PLUG AMAZOY INTO OLD LAWN, NEW GROUND OR NURSERY AREA

Just set Amazoy plugs into holes in ground like a cork in a bottle. Plant 1 foot apart, checkerboard style. Every plug 3 sq. inches.

When planted in existing lawn areas plugs will spread to drive out old, unwanted growth, including weeds—from part shade to full sun. Easy planting instructions with order.

## Your Own Supply of Plug Transplants

Established Amazoy gives you Zoysia plugs to plant in other areas as desired!

PATENTED STEP-ON PLUGGER IS . . . **FREE** WITH ORDERS OF 600 PLUGS OR MORE

Amazoy exclusive! No one else can offer you this patented 2-way plugger. Saves bending, time, work. Light, rugged, invaluable for transplanting. Cuts away competing growth as it digs plug holes.

## Cuts Your Work, Saves You Money

Your deep-rooted, established Amazoy lawn saves you time and money in many ways. It never needs replacement . . . ends re-seeding forever. Fertilizing and watering (water costs money, too) are rarely if ever needed. It ends the need for crabgrass killers permanently. It cuts pushing a noisy mower in the blistering sun by 2/3.

## NO SEED, NO SOD!

There's no seed that produces winter-hardy Meyer Zoysia. Sod of ordinary grass brings with it the problems of seed, like weeds, diseases, burning out, other ills.

Meyer Z-52 Zoysia Grass Was Perfected by U.S. Govt.: Released In Cooperation With U.S. Golf Assoc. as a superior grass.

Order guaranteed Amazoy now, get your bonus plugs FREE. Your order will be delivered at earliest correct time for planting in your area.

We ship all orders the same day grass is taken from the soil, shipping charge collect via most economical means.

© Zoysia Farm Nurseries, 1977

## Every Plug Guaranteed to Grow In Your Area • In Your Soil

- **AMAZOY WON'T WINTER KILL**—has survived temperatures 30° below zero!
- **AMAZOY WON'T HEAT KILL**—when other grasses burn out, Amazoy remains green and lovely!

Plug Amazoy into an entire lawn or problem areas. Plug it into poor soil, "builder's soil," clay or even salty, sandy beach areas. I guarantee every plug, regardless. Any plug failing to grow in 45 days replaced FREE. Since we're hardly in business for the fun of it, you know we're 100% sure of our product!

*If it isn't Amazoy, you're not getting the plugs that made Zoysia famous.*

TO: Mr. Mike Sandin, Zoysia Farms Nurseries, Dept. 469

(Our 22nd Year) General Offices and Store  
6414 Reisterstown Road, Baltimore, Md. 21215

Dear Mr. Sandin: Please send me guaranteed Amazoy as checked below:

<input type="checkbox"/> FULL SIZE PLUGGER	<input type="checkbox"/> 100 PLUGS Plus Bonus of 10 FREE	<input type="checkbox"/> 100 PLUGS & PLUGGER Plus Bonus of 20 FREE
<b>\$4.95</b>	TOTAL 110 PLUGS <b>\$6.95</b>	TOTAL 120 PLUGS <b>\$9.95</b>
<input type="checkbox"/> 200 PLUGS Plus Bonus of 20 FREE	<input type="checkbox"/> 200 PLUGS & PLUGGER Plus Bonus of 25 FREE	<input type="checkbox"/> 300 PLUGS & PLUGGER Plus Bonus of 50 FREE
TOTAL 220 PLUGS <b>\$11.20</b>	TOTAL 225 PLUGS <b>\$13.75</b>	TOTAL 350 PLUGS <b>\$17.75</b>
<input type="checkbox"/> 600 PLUGS & PLUGGER Plus Bonus of 100 FREE	<input type="checkbox"/> 1100 PLUGS & PLUGGER, Plus Bonus of 200 FREE	
TOTAL 700 PLUGS <b>\$27.95</b>	TOTAL 1300 PLUGS <b>\$39.95</b>	

I enclose \$ \_\_\_\_\_ Check \_\_\_\_\_ M.O. \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_



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**\$12.88**

REGULARLY  
**\$21.99**



Men's Sizes:  
6 1/2 to 13  
One width  
fits all

Women's Sizes:  
AAA 6 to 11  
AA 5 to 12  
A 4 to 12  
C 5 to 10

Whole  
and  
Half  
Sizes

You won't believe such fine quality can be had for so little money. Luxurious suede leathers are handsewn into genuine tubular moccasins (where the upper leather surrounds your entire foot). Has thick genuine plantation crepe rubber soles, leather sock linings, bellows tongue, crepe wedge heel. We guarantee that you won't be disappointed: Wear them for 10 days and if not delighted return them for full refund of your purchase price. This low price is to introduce you to our superb quality shoes, so buy now and save!

**SEND FOR OUR FREE CATALOG!**

**LAWSON HILL**

LEATHER AND SHOE COMPANY

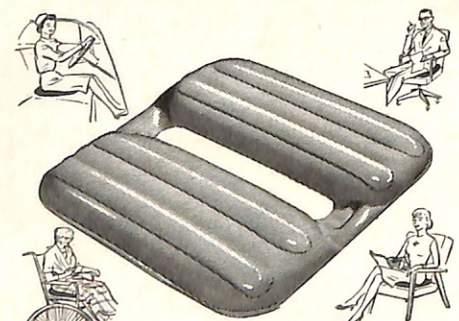
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**1,000 STAMPS \$2.95**  
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Start an exciting collection and enjoy the World's Most Rewarding Hobby! Get 1,000 All-Different U.S.A. and Foreign Stamps from British and French Colonies, Germany, Russia, Red China, etc., including Space Stamps, Olympics, John F. Kennedy, Diamond and Triangle-shaped Stamps and many other Old and New Issues. Sold to you for only \$2.95 if you agree to look at other unusual selections of exceptional values from our Free Examination Approval Service. You can return Free Examination Approvals with no obligation to buy and cancel service anytime. But in any case, these 1,000 Stamps are yours to keep when you send \$2.95 NOW!

**KENMORE STAMP COMPANY**  
Milford, OT-776, New Hampshire 03055



### COMFORT CUSHION

New TWIN-REST SEAT CUSHION gives blessed relief to sensitive areas. Fights fatigue and soreness. Avoids side-rocking and maintains balance because each half inflates separately with contact-free center space. Unlike embarrassing "ring cushions". It fully supports each thigh independently. Deflates for travel. Ideal for car, home, office, sports, wheelchair. Handsome vinyl 16x17" \$6.95. Green percale zipper cover - \$2.49 extra. We pay postage & ship in 6 hours. N.J. residents add 5% tax.

Send Check or Money Order to:

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**MONEY BACK GUARANTEE**

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Limited time only. Have antiques, heirlooms or any items **QUADRUPLE SILVERPLATED** at sale price. Gold, copper, brass, pewter refinished too. Missing parts replaced.

**Senti-Metal Co.**

Silverplating Division, Dept. EL2  
1919 Memory Lane, Columbus, Ohio 43209

**Write for FREE PRICE LIST Today!**

### ADJUSTABLE T.V. POLES

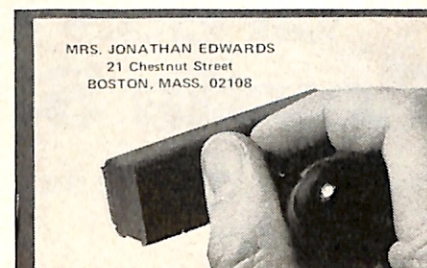
Hold your portable T.V. right where you want it, without awkward tables or stands. Takes any width, up to 14" deep. 17" high. Brass tone finish pole has spring tension rod to adjust to 7 1/2 to 8 1/2 ft. ceiling heights. Can be set up in Hi or Low position. Hi position is great for reclining watchers! Made in U.S.A. Extension for higher ceiling, add \$2.00.

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**\$13.95** Plus \$1.00 postage  
Write for FREE catalog  
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**DELICIOUS DRIED FRUIT**, mixed fruit and nuts, and nuts shelled come in 5-lb. and 2 1/2 lb. packages. You can also get famous Brooks Prunes, giant size or extra large jumbo, in 5 lb. and 2 1/2 lb. packages. Write for catalog of these and other mouth-watering gift packages. Shipped insured. Frank Keicher Farms, Rt. 3, Box 274, Sherwood, Ore. 97140.



**NAME & ADDRESS RUBBER STAMP**—a handy time-saver for letters, envelopes, return address. Deep-cut, 12-point bold type gives clear smudge-proof impressions. Include up to four 35-character lines. Each \$3.95 plus 75¢ post. Any two, \$7.50 ppd. Black ink pad, \$1.00 extra. 5-wk. delivery. Writewell Co., 825 Transit Bldg., Boston, Mass. 02115.



**INSTANT TELEPHONE AMPLIFIER** attaches to your phone to provide maximum hearing in noisy areas. Fits securely with snug-fitting band to phone. Has adjustable fingertip-touch volume control. Carry in pocket or purse for use in public telephones. Ideal for elderly, hard of hearing. \$19.95 ppd. Stadri, 147-47A-6th Ave. B, Whitestone, N.Y. 11357.

## If Ruptured TRY THIS OUT

**Modern Protection Provides Great  
Comfort and Holding Security**

An "eye-opening" revelation in sensible and comfortable reducible rupture protection may be yours for the asking, without cost or obligation. Full details of the new and different Rice Support will be sent you Free. Here's a Support that has brought joy and comfort to thousands—by releasing them from Trusses that bind and cut. Designed to securely hold a rupture up and in where it belongs and yet give freedom of body and genuine comfort. For full information—write today! **WILLIAM S. RICE, Inc., ADAMS, N.Y. 13605 DEPT. 13R.**

Having Trouble Reading Small  
Print? Wear a Pair of  
**MAGNIFYING GLASSES**  
**\$5.45** plus 55¢  
postage



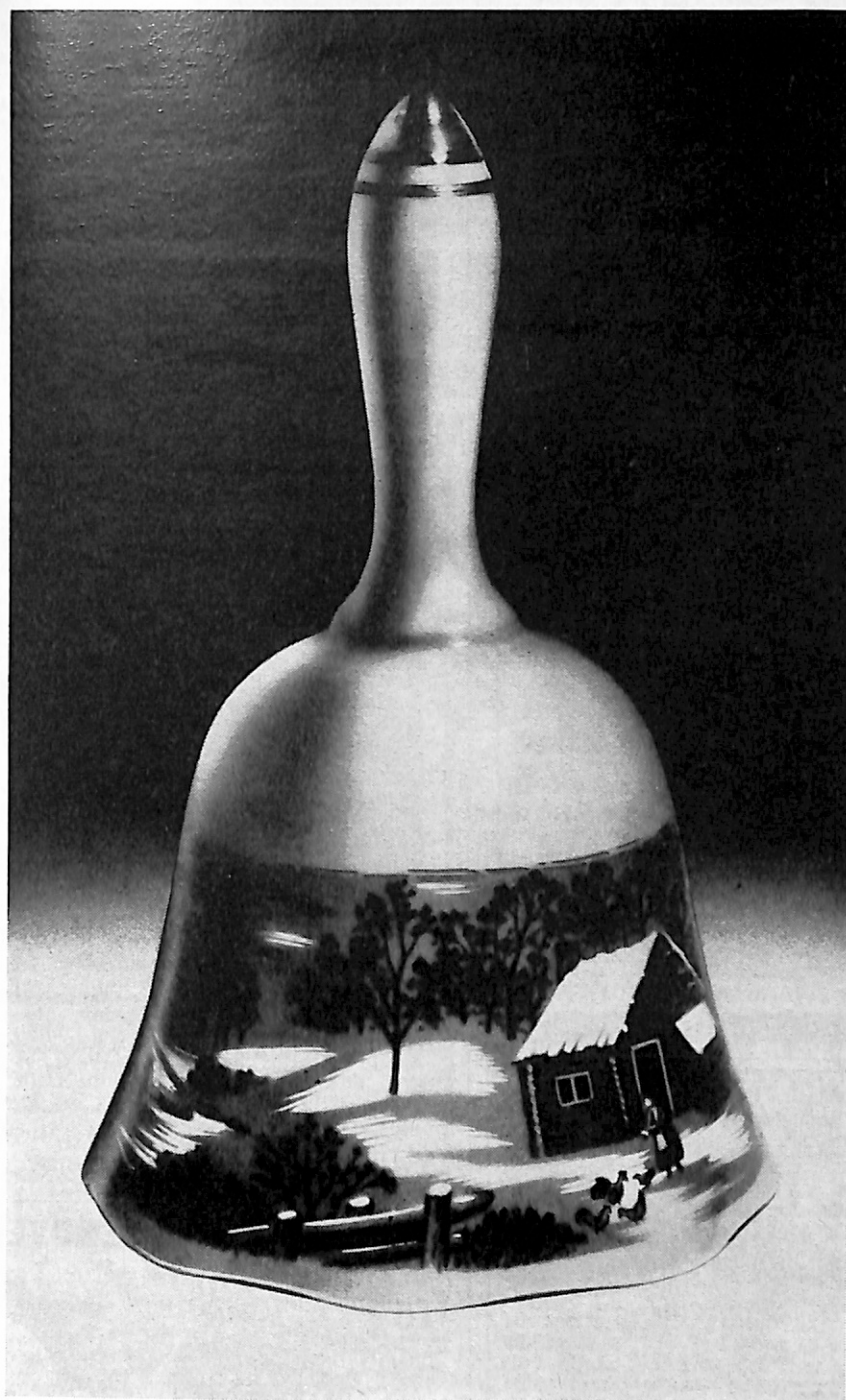
If small type is getting harder to read, these glasses can be a real boon. Small type is instantly magnified to a bigger, easier-to-read size. Top quality, precision ground & polished, impact resistant optical lenses, sturdy metal hinges, dark frames. (Note: These are not for prescriptions nor for astigmatism or eye diseases.)

☐ **HALF MAGNIFIERS.** Read small print. See over top for distance. Black frames, \$5.45 plus 55¢ postage.

Specify age, sex & style desired. Send check or MO. No COD'S. 90-Day Money Back Guarantee.

**BARCLAY**, Dept. 51-BC, 1575 N. Dixie Hwy.  
Pompano Beach, Florida 33060





Here's one of the most exciting offers we've ever made . . . the first in our 1977 series of beautiful genuine porcelain bells to be issued by American Treasury! It's the third masterwork in Copenhagen Blue Bells honoring Currier & Ives.

The entire lifelike surface of this lovely bell depicts the Currier & Ives original of "Home in the Wilderness". Each limited edition bell is trimmed in 22 carat gold . . . and bears the American Treasury Hallmark number on its inner surface! The handle has a 22 carat "gold band", our exclusive design. Each issue in this rare series will illustrate a different Currier & Ives classic! This valuable limited edition "collector's choice" bell is 5½ inches high, can be displayed to beautify your home on table, glass case, etagere, or bookshelf.

#### Buy-back Guarantee for 5 years!

You know your Limited Edition Currier & Ives Bell can't go down in value, for we put in writing that we will buy it back anytime within the next 5 years, and you will receive a certificate guaranteeing this with your bell!

#### A truly limited edition. Act now!

Hurry — your order must be received by May 31, 1977. All orders received after that date will be returned, since only enough bells to satisfy the orders received before the cut-off date will be manufactured.

Your order qualifies you to collect other bells in the series as they are offered. Your order is for this bell only — you will not receive any others unless you specifically order them. There is a good reason for this — *Your bell is not finished, hallmarked, and numbered until your order and payment are received. It is literally made to order for you!*

Hurry . . . order yours right now for the unheard-of low price of \$9.95 plus \$1 postage, insurance, and handling.

"Once in A Lifetime" Opportunity

FIRST LIMITED EDITION  
OFFER 1977

"Home in the Wilderness"

ORIGINAL HAND CRAFTED

**Currier & Ives**

**Genuine  
Porcelain  
Bell In  
Copenhagen  
Blue**



EACH BELL TRIMMED IN  
22 CARAT GOLD, HALLMARKED  
AND SERIALLY NUMBERED  
AND COMES WITH CERTIFICATE

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AMERICAN TREASURY, Dept. CBLC-18  
Caroline Road, Philadelphia, PA 19176

Yes! Please ship me \_\_\_\_\_ (CBLC) Hallmarked Hand Decorated Currier & Ives "Home in the Wilderness" Genuine Porcelain Bell(s) in Copenhagen Blue, trimmed in 22 carat gold and numbered, at only \$9.95 each. (Only 2 to any address, please!) I understand you will protect my investment in this Bell with a guarantee to buy it back anytime before May 31, 1982 at its original selling cost (except postage, insurance & handling).

Note: Since this is a limited edition — any orders received later than May 31, 1977 will be refused!

Please add \$1 per bell to cover postage, insurance & handling.

Total amount enclosed \$ \_\_\_\_\_ (Penn residents add 6% sales tax).

Check or money order, no CODs please.

CHARGE IT: (check one) Exp. Date \_\_\_\_\_

☐ BankAmericard ☐ American Express

☐ Master Charge

BANK NUMBER \_\_\_\_\_

Credit Card # \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_ Apt. # \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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8707-200

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## BUT IT ISN'T.

This handsome shoe is one of the famous ELEVATORS®, specially designed to make a man look about TWO INCHES TALLER! The man who wears them knows their amazing secret... everyone else only knows how much better he looks. Sold by mail and Guaranteed by the ONLY maker of these remarkable shoes. Send for FREE Catalog, showing the wide style selection of ELEVATORS®.

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Send me FREE catalog of ELEVATORS® shoes, without obligation now or ever.

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Run-down in 3 months **SAVE HEELS** Like new with NO-NOISE  
Quiet, No-Skid, Steel-Tough

Amazing polyurethane taps keep heels perfect for months. Attach in seconds to any heel, and no one can tell you're wearing taps. Men or ladies size. **KICK SHOE REPAIR COSTS TODAY!** Money-back guarantee.

**7 pair only \$2.** **12 pr. \$3.**

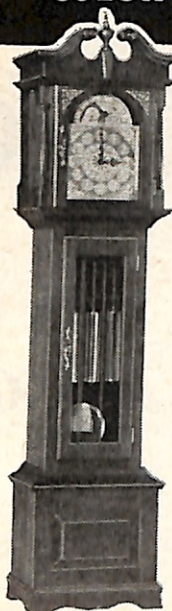


(Can save you \$4.00 in heels) ©1971

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Build Your Own  
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IDEAL FOR:

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Etc. \$14.95



plus \$1.50 pp. leatherette case \$3.95  
This simple yet amazingly accurate instrument indicates level and measure incline down to a fraction of an inch. Makes bubble type or string levels obsolete. It not only indicates level, but shows exactly how much correction is needed. Just one person, using the split-image transit and target supplied with it, can perform any levelling incline-measuring job quickly, easily, accurately—measures inclines down to the thinness of a dime at 25 feet.

Send Check or M.O. or Charge American Express or BankAmericard (Give Acct. No. and Exp. Date)  
15 day money back guarantee

**J. W. HOLST, Inc.** Dept. ET-27, 1864 E. US-23  
East Tawas, Mich. 48730

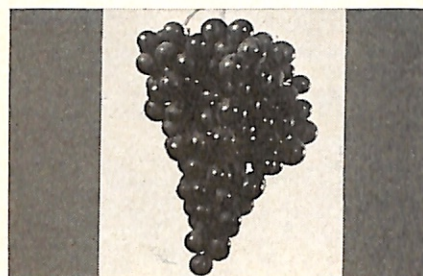
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GET this scarce, colorful U.S. bicentennial issue, Kennedy space stamp, Churchill centennial and other exciting stamps shown PLUS many more new, old issues from the world over. 100 different stamps in all from Hungary, Grenada, Nicaragua, Mongolia, everywhere! New countries, new commemoratives, pictorials, topicals, wild animals, far places, famous people. Also stamp selections to examine. Buy any or none, return balance. Cancel service anytime. Rush 10¢ today for your valuable collection.  
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BIG, BLUE GRAPES without seeds are the latest horticultural breakthrough by Kelly Bros. Nurseries. Individual seedless grapes are big, shiny, blue-black, succulently sweet and highly grape-flavored. Ripen in September. Each vine, \$4.95; 2 for \$9.45; 4 for \$17.95. Ppd. Kelly Bros. Nurseries, Inc., Dept. E, Dansville, N.Y. 14437.

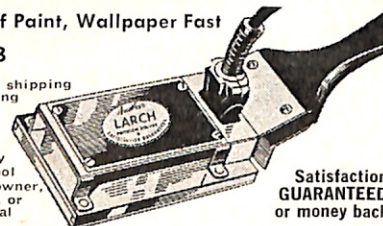
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Strips off Paint, Wallpaper Fast

**\$15.98**

Add \$1.50 shipping and handling

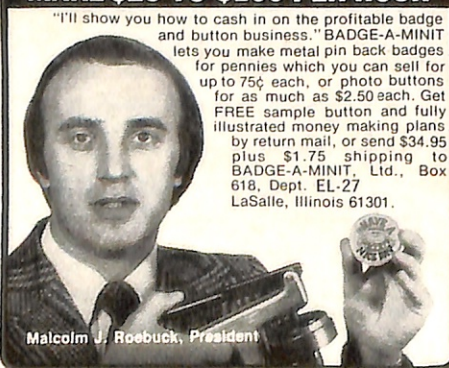
Heavy-duty working tool for home owner, handyman, or professional



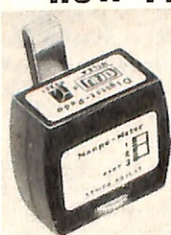
Satisfaction GUARANTEED or money back

Provides a safer, faster, easier way to remove paint, wallpaper, enamel, putty, asphalt tile. Removes up to 12 layers of old paint fast... right down to bare wood grain. Leaves surface clean, smooth, ready for recoating. Can be used indoors or out on flat, curved or irregular surfaces. Uses regular house current 110-120 v., AC-DC. Complete with UL approved cord. All parts factory replaceable FREE. Not recommended for varnish, shellac or lacquer. Larch, Box 770 Times Sq. Sta., Dept. 302-C, New York 10036

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Whether you jog, run, or walk, this precision DIGITAL PEDOMETER will accurately register distance in miles and tenths of miles, up to 100 miles. Light and compact, it fits on your belt or waistband.

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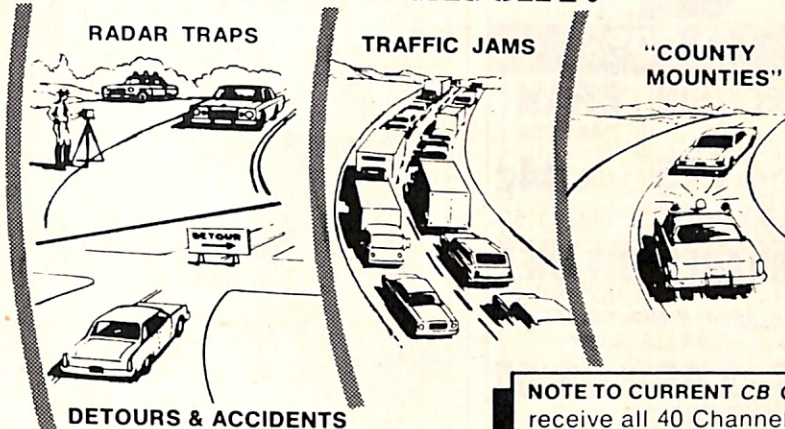


# AMAZING 40-CHANNEL

## CB RECEIVER

WARNS YOU IN ADVANCE—  
BEFORE YOU GET CAUGHT!

\$14.95  
ONLY



**NOTE TO CURRENT CB OWNERS:** The CB *Mobile Monitor* will receive all 40 Channels as they become available from the F.C.C. This unit is the perfect addition to update your existing 23-Channel set.

Now you can be in on all the inside information long-used by truckers and other professional drivers to help each other get by on the road!

Be warned about *radar traps* miles before you pass through them . . . Find out about *traffic jams* . . . Hazardous road conditions — and the routes to take to avoid them!

With this incredible 40-Channel CB Receiver, you'll have hundreds of "Good Buddies" on the road keeping their eyes peeled and "ears on" . . . to keep you out of trouble!

- Will Pull In All 40 Channels Loud & Clear
- Fully Automatic With "Locked-In" Strongest Signal Scanner
- No License Required
- Windshield Antenna Included
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You can get in on the fabulous CB driving revolution in just 1 minute for a fraction of the cost of an expensive rig with this terrific 40-Channel Receiver . . . and there's no license required!

Whenever you want to use the powerful *Mobile Monitor*, just take it out of your glove compartment and clip it to your sun visor. That's all there is to it! Now turn it on and sit in on all the colorful highway chatter that will save you hours stalled in traffic jams . . . save you dollars in traffic court . . . maybe even save your life avoiding hazardous road and weather conditions!

The CB *Mobile Monitor* runs on a single 9-volt battery (not included)

so it's not a hassle to install and won't drain your car's battery power. The *Mobile Monitor* picks up and "locks-in" on the strongest CB signal, so the latest, on-the-scene traffic report you hear is the one you want! No more calling back-and-



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Caroline Rd., Philadelphia, PA 19101

Please rush me \_\_\_\_\_ (CBR) CB Mobile Monitor(s) at only \$14.95 each plus \$1 postage and handling . . . and FREE CB Slang Dictionary.

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Total amount enclosed \$ \_\_\_\_\_ (Penn. residents and 6% sales tax).

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Charge # \_\_\_\_\_ Exp. Date \_\_\_\_\_

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# Vitamin E 400 I.U.

LIMIT ONE BOTTLE PER HOUSEHOLD

100  
**145**

500  
**700**

1000  
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**COMPARE AND SAVE UP TO 60%**

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<input type="checkbox"/> 500-4.25	<input type="checkbox"/> 500-2.50	<input type="checkbox"/> 1000-1.90	<input type="checkbox"/> 1000-4.40	<input type="checkbox"/> 500-5.50	<input type="checkbox"/> 500-1.50
VIT B-1 100 mg.	VIT B-6 25 mg.	FORMULA "4" KELP, LECITHIN, CIDER VINEGAR, B-6 TABLETS		GRAPEFRUIT DIET TABLETS LOSE WEIGHT & EAT 3 MEALS A DAY	
<input type="checkbox"/> 100 <b>80¢</b>	<input type="checkbox"/> 100 <b>64¢</b>	<input type="checkbox"/> 100 <b>89¢</b>	<input type="checkbox"/> 300-2.39	<input type="checkbox"/> 90 <b>2.49</b>	<input type="checkbox"/> 180 <b>4.85</b>
<input type="checkbox"/> 500-3.85	<input type="checkbox"/> 300-1.75	<input type="checkbox"/> 500-3.45			

ELK-5

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CITY \_\_\_\_\_

STATE \_\_\_\_\_

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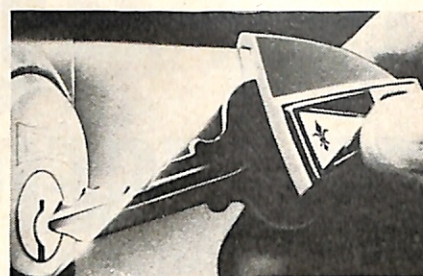
TOTAL AMOUNT  
ENCLOSED →



**Vitamin  
Products**

16 NASSAU AVENUE  
ROCKVILLE CENTRE  
NEW YORK 11570

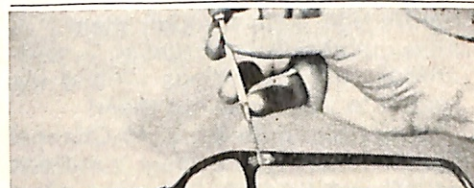
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MIRACLE KEY BEAM lights up the keyhole as you try to put your key in. Saves time searching in the dark for house or car keyhole. Powered by a self-charging silver cell, beam never needs batteries or bulbs. Clip fits instantly over any key. \$3.95 plus 75¢ shpg. (N.Y. res. add 4%.) Unique Gifts, Dept. E-4, P.O. Box 11-008, Albany, N.Y. 12211.



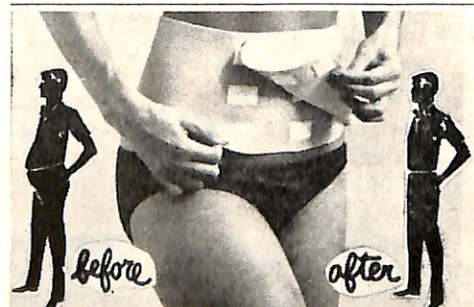
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Have you ever lost the screws from your glasses or had them work loose? Be ready for these emergencies when traveling, at office or home. Consists of a professional optical screwdriver, assortment of 12 standard frame screws and nuts, and instructions. Ideal for working on small merchandise. Recommended by leading consumer research magazines. \$1.50 ppd. Calif. resid. add 6¢ tax.

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Have a pot belly? Put it in its place! Look and feel more attractive the minute you put it on. Instant grip Velcro fastener makes it easy to put on and take off. 6" wide, adjusts from 26-50" Machine wash. For men and women. \$4.99 plus 70¢ pstg.

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# Turn Belly Fat into a Rock-Hard Lean Stomach While Lying on Your Back...Without Dieting!

IN JUST 7 SHORT MINUTES A DAY with the "miracle" of SYNOMETRICS (scientific concept of ISOMETRIC + ISOTONIC)...the fantastic new discovery for **speed shaping** away ugly, embarrassing fat and flab...to reveal a brand new rock-hard, lean, trim, handsome body!

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An ingeniously designed amazingly compact slimming and shaping discovery that has no ropes or pulleys.

- Contains no metal, springs, gears or other dangerous or exhausting parts or complicated apparatus.
- It is NOT worn around your waist but its powerful effect can be selectively applied to ALL problem areas: stomach, waist, chest, arms and legs, safely, easily and FAST.
- It is so amazingly compact that it slips easily into your pocket to be with you whenever needed. Weighs 5 ounces.

\*No diet needed if daily caloric intake does not add to your present body weight.



### NEW! DYNAMIC TENSION RING GIVES YOU FASTER RESULTS TOWARD A MORE YOUTHFUL SHAPE

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Send Today for Speed Shaper Kit, only \$9.95

SPEED SHAPER, INC., Dept. EK-2-77  
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NAME \_\_\_\_\_

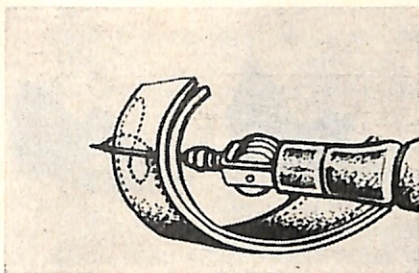
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STATE \_\_\_\_\_ ZIP \_\_\_\_\_

I enclose \$9.95 (plus \$1.00 postage & hdg.).  
NY res. add sales tax: NYC 8%, NY State 5%.  
Save \$1.00! Order 2 and send \$18.90.





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Tee-PJ's resemble a T-shirt, but are over a foot longer. Rib-Knit, soft combed cotton. Gives when you move, eases up when you relax. No bind, no bunch, no chafe, no buttons, no ironing! If not most comfortable sleeper you've ever worn, return within 7 days for full refund and we send you regular T-shirt FREE!

S (34), M (36-38), L (40-42), XL (44-46, for weight over 180 lbs. and/or over 6 ft.)

**\$7.00 ea. 3 for \$16.00**

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**No Physical EXAM NEEDED!**

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**Spectacular Collection of Genuine FIRST MEN ON THE MOON** Postage Stamps. Strikingly dramatic stamps from Dominica, Grenada, Qatar, Togo, etc. . . PLUS collection of fantastic Outer Space stamps—awesome moon rockets, weird interplanetary vehicles, man floating in orbit—from Russia, Rwanda, South Africa and other faraway countries. Both of these valuable collections—catalog price over \$2.00—for only 10¢! Also, fine stamps from our approval service, returnable without purchases and cancel service anytime—plus big free Illustrated Catalog.

Send 10¢ TODAY.

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For the first time—a fiberglass Do-It-Yourself Kit! No welding. Scamp kit includes all parts you need and fully-illustrated step-by-step assembly manual. Scamp can be completed in 60 hours with minimum tools. Also available ready to hitch-up-and-go.

**Scamp** master charge

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1976 Man of The Year  
WALTER BURNS



**IMAGINE!** You can now have a frame for your favorite photo, **PERSONALIZED WITH AN ENGRAVED 2 LINE BRASS PLAQUE.** Perfect momentos of Birthdays, Weddings, Family Reunions. Great Gift Idea! All frames are golden metal with textured mat including standing easel and wall hanger. 8x10—\$7.99; 5x7—\$6.99; 3½x5—\$5.99. (All \$1.50 postage/handling; 6% tax in Calif.). Specify size, vertical or horizontal photo and inscription (2 lines, up to 20 letters and spaces each).

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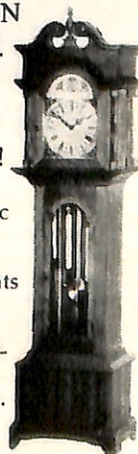
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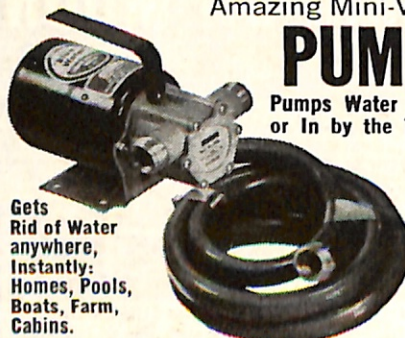
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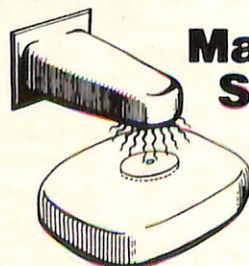


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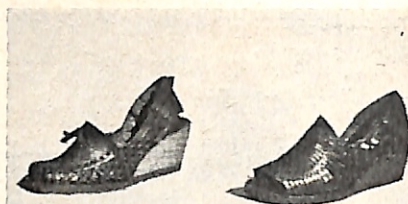
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# QUAKES

(Continued from page 19)

night. They told all the inhabitants to leave their homes and take their animals. They were to stay outdoors all night. To ease the blow, outdoor movies were shown.

According to the article, the quake occurred just after the first movie and measured 7.3 on the Richter scale. Many of the buildings in the commune were destroyed. Only those who refused to obey the order were injured or killed, and not one head of livestock was lost.

Two more recent examples of Chinese earthquake prediction occurred in May and July, 1976. On May 29, two earthquakes struck China's southern Yunnan province. The first tremor measured 7.5 on the Richter scale, and the second, an hour and a half later, measured 7.6, almost ten times more powerful than the earthquake in northern Italy that killed more than 900 people. Peking radio credited early prediction and warnings with helping to minimize casualties.

The next set of quakes occurred on

July 28, at 3:40 am Peking time, shaking the cities of Peking, Tientsin, and Tangshan. The epicenter of the quake was at Tangshan, ninety-five miles southeast of Peking. The first quake measured 8.2 on the Richter scale, the most severe quake since the 8.4 Alaska quake of 1964. The second quake, measuring 7.9, hit the same area 16 hours later. Hsinhua, the Chinese press agency, said that the earthquake "caused great losses to people's lives and property. Tangshan City, in particular, suffered extremely serious damage and losses."

This second set of quakes had also been predicted. The only trouble was, they were predicted too far ahead of time. Radio stations in Peking and Tientsin began broadcasting warnings in 1975. American seismologists, who returned from a visit to China in June, 1976, were shown magnetic readings from the Tientsin area that showed that a major quake was expected before the 1980s. The one, and fatal, mistake was in not being able to pinpoint the time more accurately, something very difficult to do with the larger quakes.

U.S. seismologists are now paying close attention to two areas along the

San Andreas Fault that are locked. The first area, near Los Angeles, has stayed locked together, while other areas of the fault have moved as much as thirty feet. The other stationary section is near San Francisco. If these locked sections should let go all at once, the quake would have all the energy of several hydrogen bombs and would register in the 8-point Richter range.

So far, we've been lucky. But how far can we push our luck? To initiate such a massive effort toward prediction in the United States will cost a lot of money. Most seismologists blame the slow progress of earthquake research on inadequate government funding. The U.S. Geological Survey's budget for earthquake study has stagnated at the \$11 million mark for several years now with only \$3 million of it being used for research into earthquake prediction.

How vital is the further development of earthquake prediction to the people of the United States? "The question is so relative," said Mr. Job. "How vital is it to prevent the destruction of Los Angeles? How vital is it to prevent the cracking of a nuclear generation plant by an earthquake?" ■

## You and Retirement

(Continued from page 6)

and some new (the cost and nutritional differences between standard packaged bread and "health" bread); home repairs and improvements, including when not to paint your house; how to cut hair at home; how to save money on vacations. The book also includes a directory of health organizations and a guide to securing low-cost legal help. One problem: the price, \$9.95, might seem a bit much for a book on coping with the high cost of living.

**Your Retirement**, by Herbert Askwith (Cornerstone Library, 1974). This book is at the other end of the cost scale: a paperback, for \$1.95, its full title is *Your Retirement: How to Plan for It—How to Enjoy It to the Fullest*. This wide-ranging paperback covers a lot of territory, from opportunities for extra income, to insurance and medical care, exercise, hobbies, housing, and so on. Unfortunately, as in any book that tries to cover so much, some of the coverage is sketchy. But it may set you thinking about the many things that should go into pre-retirement planning. One useful inclusion: lists of organizations, and lots of suggestions for further reading.

**The Weekend Education Source Book**, by Wilbur Cross (Harper's Magazine Press, 1976). Adult education of all kinds, especially residential programs, is booming across the country, but information about what is available has been difficult to pull together. This column, in fact, has received letters from readers seeking particular types of courses. Now Wilbur Cross

has pulled it all together, in an enormously useful book. *The Weekend Education Source Book* is a comprehensive guide to adult education of the short residential variety: from two days to two weeks (and occasionally more), at colleges and universities, wilderness retreats, museums and churches and libraries, conference centers, even learning centers at sea. Cross provides an interesting analysis of adult education, case histories of adults involved in various programs, and an up-to-date directory of 320 different centers in the United States. There is also a valuable section on how to find what you want. This is a paperback that is well worth \$6.95.

**Sex After Sixty**, by Robert N. Butler and Myrna I. Lewis (Harper & Row, 1976). Dr. Butler, a gerontologist and psychiatrist and the Director of the new National Institute on Aging in the National Institutes of Health, and co-author Lewis, a social

worker, have written a slim but useful volume dispelling the myth that sexual activity must end at any particular age. The choice is up to the individual. The book deals with physical and emotional aspects of sexuality in later life, and provides helpful practical advice. It also deals with the broader topics of building relationships in a new social life after widowhood, remarriage, and keeping fit.

If you have grandchildren, there's a book for their parents: retirement columnist Weinstein's *Children & Money: A Guide for Parents* (Schocken Books, 200 Madison Avenue, NY, NY 10016), available in paperback for \$2.50. It covers infancy through adolescence: how attitudes toward money are formed, plus practical advice on children's allowances, earnings, savings.

These books are not available from *The Elks Magazine*. Please check your local bookstore. ■



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