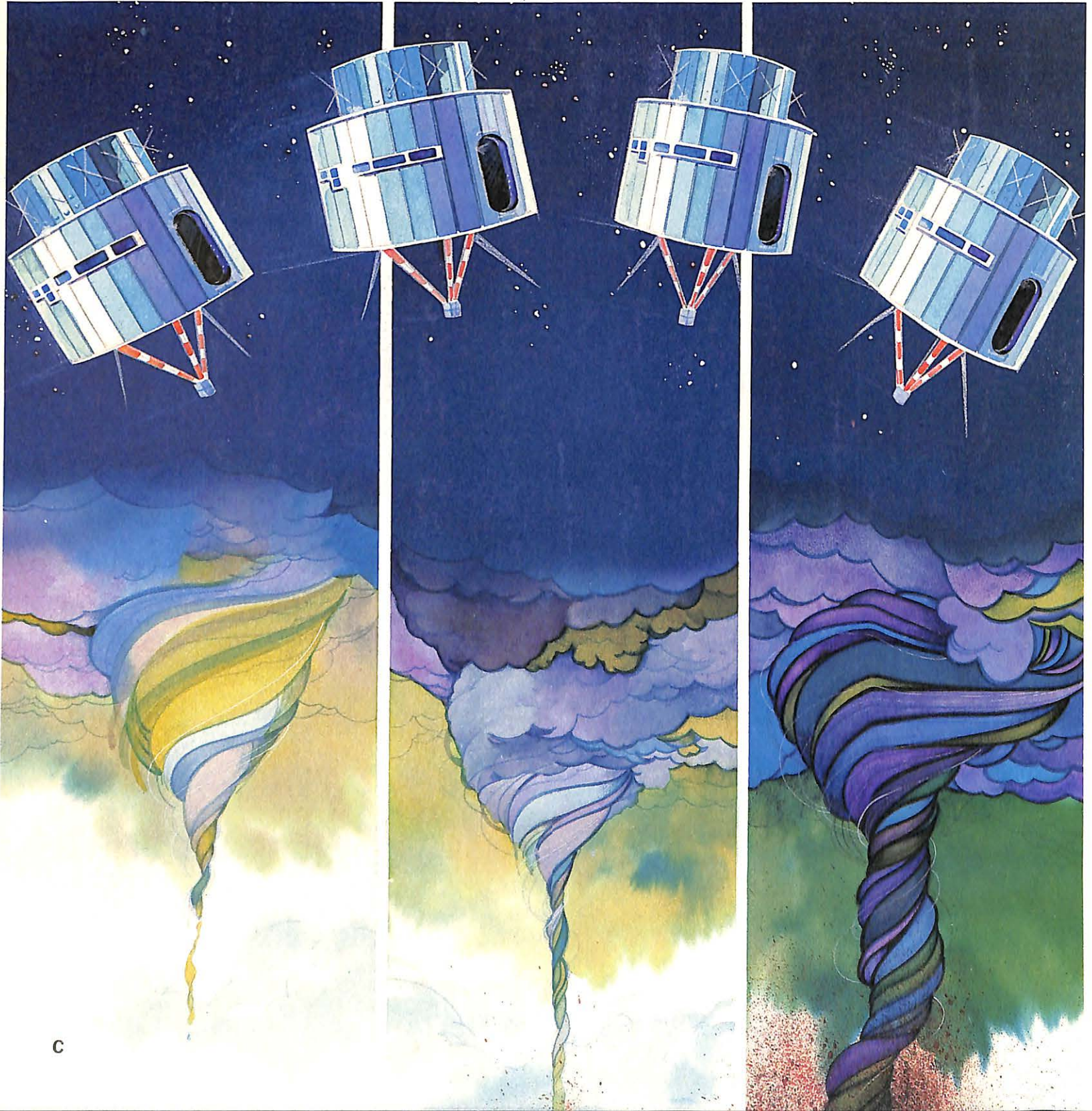


the  
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\*cover interchangeable with Dutch Oven

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# Jogging Computer

*Make jogging fun in the privacy of your home with a new space-age indoor exercise system.*

*The JS&A Jogging Computer is a total system of physical fitness and conditioning.*

It's a fact. You reach your physical peak at age 25 and your mental peak at age 40. From then on it's downhill. But it needn't be. A 50 year old who exercises regularly can be healthier and in better physical shape than the average 25 year old.

When you're physically healthy, you are alert and better able to handle stress. You are better motivated and just plain happier. Jogging can keep you in good physical shape.

## THE ADVANTAGES OF JOGGING

Jogging as a regular exercise has gained in popularity because it does three things for you. 1) It improves the functioning of the heart, lungs, blood vessels and lymph glands. 2) It helps control your weight without resorting to starvation diets, and 3) It is one of the few safe, strenuous exercises that creates the exertion necessary for good physical conditioning.

## A NEW JOGGING COMPUTER

There is now a new, fun way to jog. The new JS&A Computer is a solid-state system that lets you jog in place in the comfort of your own home. It's fun, easy to use and convenient.

You simply set the distance and pace you wish to run and press the start button. An audible beep tone sounds and you jog in place to its rhythm. Each stride is registered on a large LED readout in the control unit so you can see how far you've run.

You jog on a large pad with sensors which register each stride. The pad is designed to feel like grass or soft earth so you can run either barefooted or with gym shoes. The idea is to gradually increase your distance and speed each day to build up your endurance.

Getting yourself to start jogging is often the hardest step. That is why the JS&A Jogging Computer is an ideal system for both the beginner and the experienced jogger.

## FOR THE BEGINNER

The first time you step on the Jogging Computer, you run at a pre-selected pace and distance for approximately five minutes. (A chart will show you which speed to select based on your sex and age.) You then take your pulse rate for one minute by touching your wrist. The pulse/rate chart determines the settings and distance you should run the next time you jog.

You could be in poor, average or good shape, and this simple five minute test will accurately tell you. Start the jogger at the distance indicated on the chart, and gradually build up a little each day. In just one week you'll notice the difference, feel great, have greater endurance, and you won't tire as easily. That is what's so nice about the system—how easily and quickly it puts you into better shape.

## FOR THE EXPERIENCED

If you jog regularly, you know the many benefits of jogging. But you also know the disadvantages—all overcome by owning a Jogging Computer. For example:

**Forget about the ritual** You wake up early, drive to your favorite indoor track, change clothes, and you're ready to run. With the Jogging Computer, just step out of bed and start running. The time you save in preparing to jog can be substantial.

**Forget about the boredom** Running around a track can be quite boring. And if you count laps, how many times have you lost your count? With the Jogging Computer, you can forget about counting, as the unit does it automatically for you. You can concentrate on problems or take flights of fancy—all while you strenuously exercise.

**Forget about the weather** Even in summer, there are days when you can't jog outdoors. And in a daily exercise program, you must resort to the indoor track. Not so with the Jogging Computer. It's always there when you need it—portable and ready to operate.

**Forget about jogger's heel** If you've run on indoor tracks, you know the pain of jogger's heel caused by leaning in around those curves. Jogging in place is easier on your whole body and eliminates this common jogging problem.

## BRING IT ANYWHERE

The Jogging Computer is powered by four "C" cell batteries and requires no AC power so it goes anywhere—on your patio, in the garage or basement, or at your office. The control unit can be propped up with its built-in easel or placed on a wall using the four foot expansion cord. It's portable, so after you've run a few miles, just turn it off and put it away. There's no large exercise device to take up space.

## QUALITY THROUGHOUT

The JS&A Jogging Computer is all solid state, and the 17" x 22" pad was pre-tested to take years of constant, hard pounding under all conditions. Service should never be required, but if anything ever does go wrong, JS&A's service-by-mail center will have it repaired and back to you in a matter of days. Be assured that we stand solidly behind our product's quality, construction and design. JS&A is America's largest single source of space-age products. We've been in business over a decade—further assurance that your modest investment is well protected.

We suggest that you order the JS&A Jogging Computer and use it for 30 days. Jog each day when you get up in the morning or before dinner. Enjoy the thrill of feeling your endurance build. Experience the convenience and fun. See how much better you feel and how much sharper you think. Then after 30 days, measure your progress. If you don't find the JS&A indoor jogger a convenient and fun way to stay trim and healthy, then return your unit for a complete and full refund including the \$3.00 charge for postage and handling. You can't lose.

Simply send your check for **\$149.95** plus \$3.00 postage and handling (Illinois residents add 5% sales tax) to the address below or call our toll-free number. By return mail, we will send you the complete jogging computer system with instructions, charts, personal score card and a one year limited warranty.

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A message from the  
Grand Exalted Ruler

## MAKE IT THE GREATEST



### “Individual Responsibility Assures Progress”

**It's new! It's different!** And it just could be the greatest!

It's the new year—the new Lodge year that starts April 1. Just how different it will prove to be, and whether it turns out to be the greatest depend on what the members of your Lodge do between now and next March 31.

Personal pride stimulates new Officers to exert themselves in order to write a creditable record for their term in Office. But to get the job done they will have to have the support and active cooperation of the members at large—the rank and file. Money support is important, certainly, but more important by far are the personal, enthusiastic contributions in time, effort and thought that every member has an opportunity to make.

Success is the bottom line and it's *Individual Responsibility that Assures Success.*

There's plenty of enthusiasm at the beginning of a Lodge year. But sometimes that enthusiasm is short-lived. Don't let it happen this year. Careful planning and good organization will help. Above all, I urge our new Lodge Officers to take positive steps to enlist the help of every member in developing and carrying on the kind of programs that keep interest high because they are participating with their energies and their ideas.

Do this and you'll make it the greatest year your Lodge ever had.



*Homer Huhn, Jr.*

Homer Huhn, Jr.



**Thank goodness  
the best things never change.**

Like the feeling you get every time  
you share the sounds and the smells of  
a misty morning.

Like the feeling you get every time  
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**WESTERN AUTO**



the **Elks** magazine

VOL. 56, NO. 11 / APRIL, 1978

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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- 8 **Taming The Twister** Warren H. Spencer  
Each year atmospheric fronts churn gentle breezes into funnels. Now help, in the form of *early* warning, is on the way.
- 16 **Space-Age Medicine** L. B. Taylor, Jr.  
Spinoffs from technology aimed at space exploration are making this world a healthier place to live.
- 25 **Victims Have Rights, Too!** Margaret Poynter  
Who sees that the victim of crime gets financial assistance, physical care, or emotional bolstering? Who reads him his rights?

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### Cover: Weather Satellites

Satellites, radar and radio work together to put a buffer between Americans and "nature's most vicious storm."

James Lavengood

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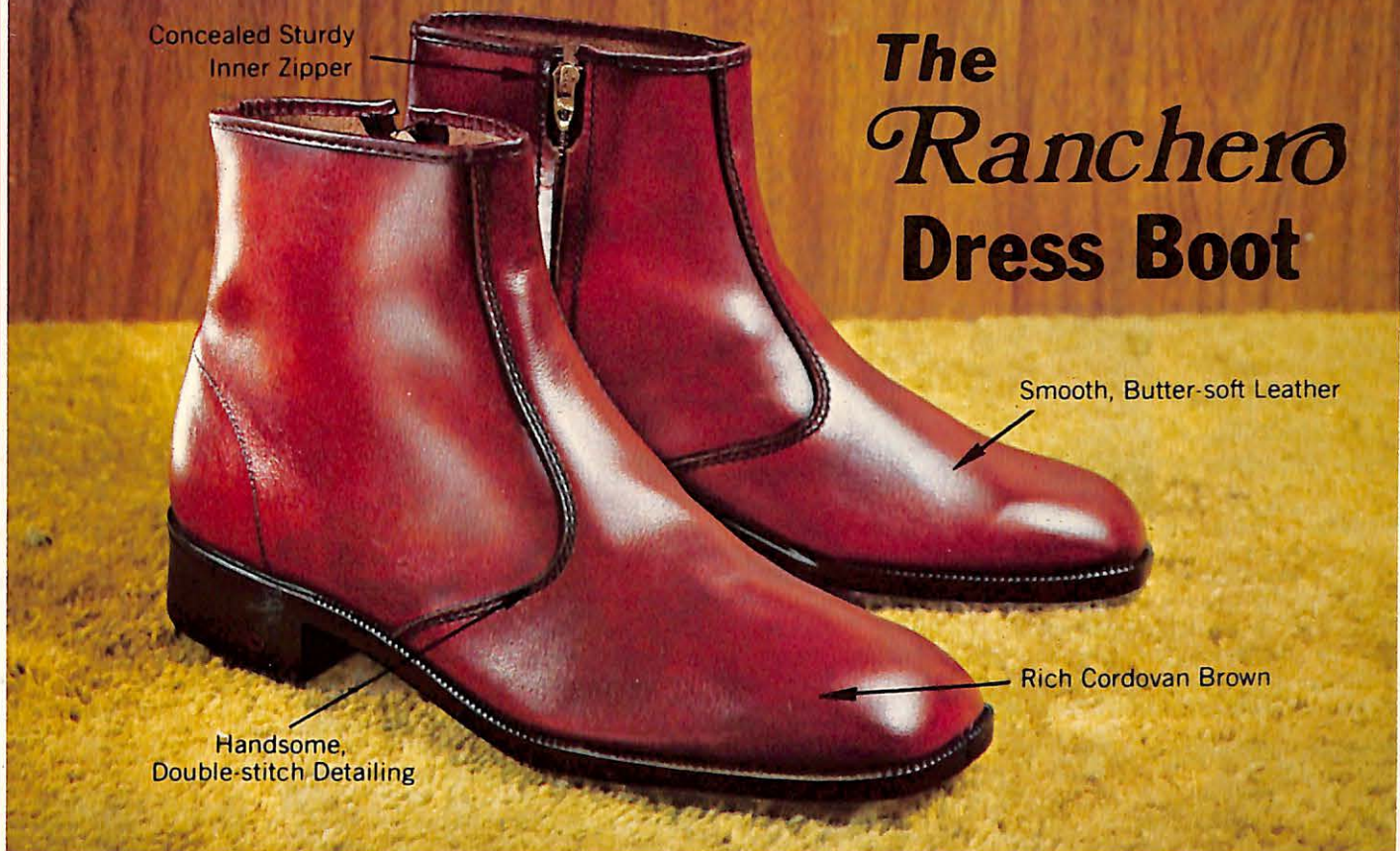
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454

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# Candidates For Grand Lodge Office

## East Chicago, IN, Lodge Presents Stanley F. Kocur for Grand Secretary



*Whereas:* The Officers and Members of East Chicago, Indiana, Lodge No. 981 of the Benevolent and Protective Order of Elks of the United States of America appreciate the many years of outstanding service given their Lodge by Stanley F. Kocur; and

*Whereas:* He has served East Chicago, Indiana, Lodge unstintingly in many capacities, especially in every office in the Lodge, and as one of their youngest Ex-

alted Rulers in 1949-1950, and in a distinctive manner as Secretary for 13 years; and

*Whereas:* He has served Indiana Northwest District as its District Deputy Grand Exalted Ruler in 1958-1959, and as District Secretary-Treasurer the past 25 years; and

*Whereas:* Brother Kocur has rendered outstanding service to the Indiana Elks Association as Ritualistic Chairman, Scholarship Chairman, Convention Chairman, Trustee, Officer, and served as its President in a distinguished manner in 1974-1975; and

*Whereas:* He has maintained his interest in Ritualistic work by being a Qualified Judge and judging State Contests in surrounding states; and

*Whereas:* He has always demonstrated his love and devotion to the Order and his managerial and administrative ability; and

*Whereas:* Brother Kocur has, since July, 1977, served with diligence, prudence and distinction as Grand Secretary of the Benevolent and Protective Order of Elks of the U.S.A.;

*Now therefore be it resolved* that East Chicago Lodge is honored and proud to present to the 1978 Grand Lodge Convention in San Diego, the name of Brother Stanley F. Kocur as a candidate for reelection to the office of Grand Secretary of the Benevolent and Protective Order of Elks of the United States of America.

James H. Fife, Exalted Ruler  
Leo J. Pusch, Secretary

## Linton, IN, Lodge Presents William H. Collisson for Grand Treasurer



*Whereas:* William H. Collisson has served all levels of Elkdom: Lodge, District, State and Grand Lodge for the past 25 years; and

*Whereas:* He served Linton, Indiana, Lodge No. 866 as Exalted Ruler in 1958, as President of the Southwest District (Indiana) in 1959, as Lodge and State

Trustee from 1960-1963, was elected President of the Indiana Elks Association in 1969, and appointed District Deputy in 1971. He served two years as Chairman of the Grand Lodge Americanism Committee, and has recently completed two years as a Grand Lodge Trustee; and

*Whereas:* He has been active in the community affairs of the City of Linton, as President of the United Way, Rotary Club, Chamber of Commerce, and as a member of the Boards of Directors of the Teen Canteen, Rest Haven Home and Salvation Army, as well as Trustee and Finance Committee member of the United Methodist Church; and

*Whereas:* His record of service, experience and leadership at local, state and national levels of our Order testify to his interest and devotion;

*Now therefore be it resolved* that Linton, Indiana, Lodge No. 866 does hereby endorse the candidacy of Brother William H. Collisson for the office of Grand Treasurer of the Benevolent and Protective Order of Elks of the United States of America, and will be honored to place his name in nomination at the next Grand Lodge Convention, in July, 1978, in San Diego, California.

Morgan James, Exalted Ruler  
Ervin Hollen, Jr., Secretary



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#226

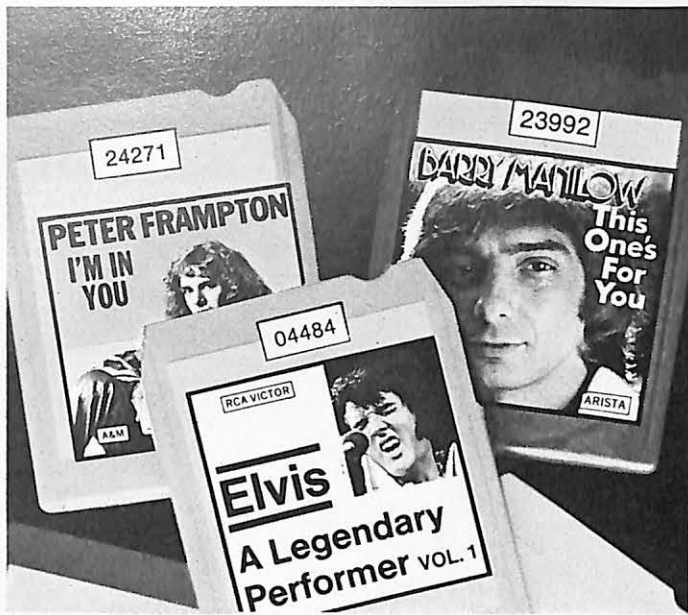
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- THE BEST OF GLENN MILLER VOL. 3 (RCA VICTOR) 10090
- DOLLY PARTON: NEW HARVEST FIRST GATHERING (RCA) 23812
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- Best Of Freddy Fender ... 14013
- Frampton: Wind Change ... 14505
- Segovia: Span. Encores ... 04486
- Steve Miller: Dreams ... 14443
- South Pacific ... 00049
- Best Of Beach Boys ... 23946
- Best Of Dolly Parton ... 33508
- Best Of BTO ... 43597
- C. Craddock: Gr. Hits ... 42485
- ZZ Top: Fandango ... 13864
- Neil Sedaka: Gr. Hits ... 24171
- Nazareth: Hair Of Dog ... 33747
- Hair ... 03292
- Kiss: R & R Over ... 33990
- Best Of Glen Campbell ... 20382
- Ohio Players: Gold ... 30281
- Best Of Donna Fargo ... 30642
- Best Of Guess Who ... 04306
- Best Of Best Haggard ... 33505
- Dr. Hook: Little Bit ... 34041
- Mills Bros.: Gr. Hits ... 04482
- 3 Dog Night: Gr. Hits ... 24056
- Roy Clark In Concert ... 43589
- Kris & Rita: Full Moon ... 20913
- John Denver: Gr. Hits ... 13777
- Supertramp: Crime ... 24246
- Elvis: Country ... 14026
- Kiss ... 34335
- Best Of Statler Bros. ... 13572
- Floaters ... 14586
- Helen Reddy: Gr. Hits ... 32302
- Silv. Conv.: Gold. Girls ... 14600
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- Carpenters: Passage ... 40023
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- FREDDY FENDER: Before The Next Teardrop Falls (DOT A&M) 33352
- STEVE MILLER BAND: FLY LIKE AN EAGLE (CAPITOL) 23759
- HELEN REDDY: EAR CANDY (CAPITOL) 40050
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- S. Bishop: Careless ... 22521
- Dave & Sugar ... 24282
- TJB: Gr. Hits ... 00295
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- G. Campbell: Gr. Hits ... 24107
- Natalie Cole ... 33409
- Tom T. Hall: Gr. Hits ... 13249
- Elvis: Legendary V. 2 ... 14466
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- Paul Anka: 21 Gold Hits ... 00120
- Bob Seger: Night Moves ... 43584
- Roy Clark: Gr. Hits ... 23644
- BTO: 4 Wheel ... 14360
- Outlaws ... 33275
- Tom Jones: Gr. Hits ... 23674
- Steppenwolf: 16 Hits ... 13453
- Mancini's Angels ... 14012
- Chuck Berry: Gold ... 13728
- J. Cash: Orig. Gold V. 1 ... 04024
- B. Bacharach: Gr. Hits ... 21151
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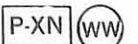

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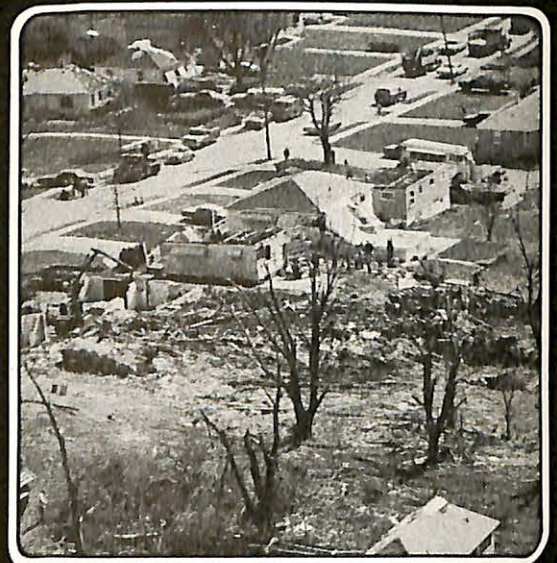
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# TAMING THE TWISTER



## by Warren H. Spencer

Heads up, America! Big Brother has his eye on you. No, it's not something out of Orwell. But shades of science fiction do spring to mind when unseen forces can turn on your living room radio, snap your picture from thousands of miles in space and form a protective shield around your home.

There's no invasion of privacy here. What is behind these feats is National Weather Service (NWS) hardware ranging from VHF-FM radio to geostationary satellites to a sophisticated radar system called Doppler. All are recent advancements which constitute a buffer between Americans and what some call nature's most vicious storm—the tornado.

No one escapes the twisting wind. Tornadoes are documented in every state of the Union, including Alaska and Hawaii. But their hotbed stretches east of the Rocky Mountains to the Atlantic, from the Canadian border to the Gulf of Mexico. There, atmospheric fronts clash each year, churning gentle breezes into raging funnels which lash the countryside shredding buildings, thrashing crops and snuffing lives. Once, only a native's ability to anticipate such storms stood between him and the tornado. Now that is changing, courtesy of NWS.

"Historically, one of our major problems was that we had to rely on the mass media, commercial radio and television stations, to reach the public," explains Allen Pearson, director of the NWS's Severe Storm Forecast Center in Kansas City, Missouri. "We were hobbled by a 75-word-per-minute teletype system which relayed warnings to subscribing radio and television stations. Some small stations couldn't justify the expense of subscribing to the wire services carrying our bulletins. And outlets in major metropolitan areas frequently hesitated to break regular programming for warnings which didn't affect the majority of their viewing or listening audiences. In many cases, that left outlying areas vulnerable to storms because they simply had no way of knowing they were coming."

NWS's solution to the dilemma was to form their own network, a system of VHF-FM radio stations which, when complete in the early 1980s will reach 90 to 95 percent of the nation's population via more than 300 individual transmitters. To ensure maximum benefit, NWS has installed some unique twists.

"We've included a 1,050-cycle tone which precedes announcements," Pearson notes. "The tone activates radios fitted with special receivers, so the homeowner won't have to worry about missing important broadcasts. Of course,

less expensive sets are available without the tone control, frequently selling for as little as \$15 to \$20. They are adequate, receiving our signal from 30 to 40 miles away when paired with a good antenna. But tone-activated models sell for only a little more, around \$40, and are more convenient and sensitive."

Cost is immaterial when considering human lives, and that's what NWS's radio network is all about. Broadcasting on 162.40 and 162.55 megahertz, with an alternate channel at 162.475, the stations offer line-of-sight FM reports geared to weather conditions in each given area. Begun some two years ago, the network now is concentrated on the seacoasts where hurricanes are ever-present threats, and in the Midwest where tornadoes are almost commonplace. California leads the installation list with 12, followed by Florida with nine, Kentucky with eight and Michigan and Texas tied at seven each. As it expands, NWS's network will provide some futuristic services.

"I believe the time will come when we do for drivers what we now do for pilots," Pearson predicts. "We'll issue driving forecasts over entire routes, and we'll eventually be able to get into localized broadcasts for specific communities along the way."

Pearson feels strongly that the NWS system has vital applications for Americans on the road. And, he believes everyone should take advantage of the service.

"I think it's essential that anyone shopping for a car radio should make sure it features weather frequencies," he says. "And, by all means, if you're going to buy a new car, order it without the factory radio. Then install a weather radio. It's a few dollars more, but worth every cent of added cost. Even if weather frequencies aren't operating in your area right now, you'll have them in the near future, and the radio will become invaluable."

Establishing a vast national radio network solely to broadcast weather resembles killing a gnat with a sledge. Still, Pearson visualizes the VHF-FM network as the only economical and practical way to keep people informed of potential danger.

"If there were no limit to the number of telephones we could install in a city of one million, and no limit to the number of people to answer them, projections show that we would receive over 100,000 calls per day. By comparison, the radio system is efficient and inexpensive, indeed."

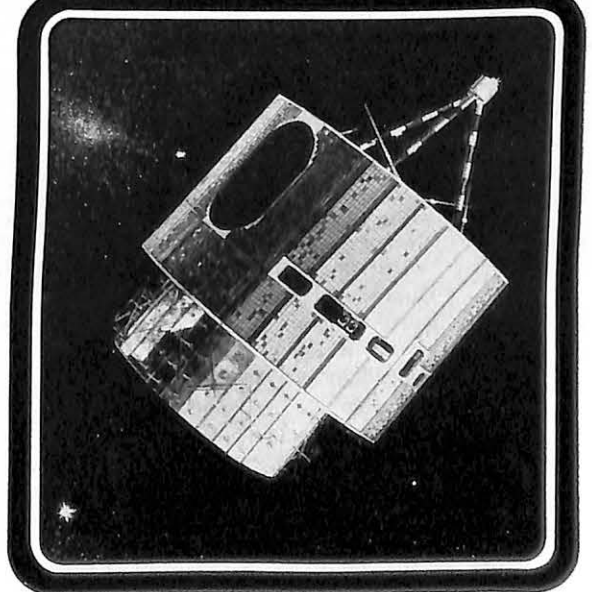
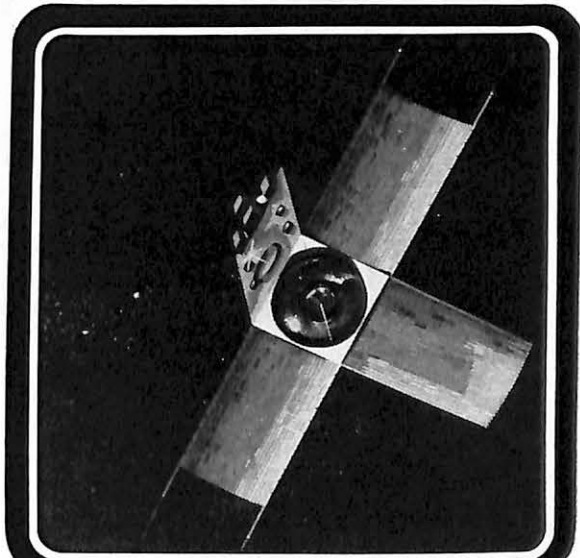
If you live in the right areas, NWS already can turn on your radio. A more subtle aspect of their vigilance is taking your picture—without you even knowing it. Actually, it isn't a portrait to grace

your mantel. These photos, you see, are snapped from some 22,300 miles in space, and they're keeping tabs on weather, not you.

"I thought for a while that we'd all go blind trying to decipher information produced by satellite photographs," Pearson remembers. "Weathermen would sit staring at prints for hours, always trying to determine cloud height, storm potential and what in translation the picture was. Then we started using the photograph negative, reducing it and making movie film loops. That showed cloud and storm movement over a superimposed grid indicating states and prominent geographic landmarks.

"It was all pretty sensational, too, when it first came in: to be able to see this motion. But each step took time, something we don't have in storm situations, and when the sun set, our eyes went out."

Pearson's "eyes" are special cameras mounted on three orbiting geostationary satellites. Two provide constant photographic surveillance of earth's atmospheric conditions, while the third is "parked" in orbit. It is a backup which can be activated within 48 hours should one of the primary spacecrafts malfunction.



# TAMING THE TWISTER

Photo technology overcame the setting sun with infrared capabilities allowing weathermen to "see at night." Beyond that, it stepped up weather monitoring to 24 hours per day. Except for a major breakthrough, the accelerated data might well have driven weathermen into rubber rooms.

"We now have a way to put those pictures into a computer to speed our viewing," Pearson reports. "You see, the picture that comes from space is basically a series of dots like those produced by a television camera. The satellite signal gives each dot a gray scale intensity ranging from 0 to 250. But the human eye can't recognize 250 shades of gray; it has trouble with more than 12. The computer can distinguish the difference, though, and can convert gray to color which we can recognize. It's fake, but it suits our purposes."

All those dot images are fed into a computer in Kansas City, then displayed on a television set mechanically identical to the ones in homes across the country. Each negative from space is photographed, electronic color added, and displayed on the screen. As more and more photos are added, weathermen sitting before a flickering screen in the middle of the nation can watch

weather patterns develop from coast to coast. Additionally, the computer color provides information on atmospheric temperature—a key to tornado development—throughout each area.

Speed is essential for dealing with tornado identification and warning. These storms can develop in seconds, rip a path across the earth and disappear without a trace. That's why weathermen advocate the ultimate in television performance—photos fed directly into the set. That remains in the future, but satellite photographs have made tremendous strides already.

"At first," Pearson recalls, "we were limited to pictures about once an hour. Back then, that was about all a human could handle. Then we got down to a visual picture (black and white print) every half-hour. Next it was a visual plus an infrared every half-hour. During big storm situations, we would ask for pictures every 15 minutes. Again, we were breaking our necks trying to process all that information. Now, it looks like within the next year or two, using more sophisticated versions of the electronics we now have, we'll be able to resolve a picture every seven and one-half minutes, keep up with it and not go crazy trying to see what we see. Some people have mentioned using continuous television transmission from space as a forecasting tool. Frank-

ly, the benefits aren't great enough to justify the tremendous cost."

Satellites are providing weathermen with information they've never had before. Still, there are limitations which affect everyone within range of these flying eyes.

"I don't think satellites will make much difference in short-range forecasting," Pearson says. "Mother Nature is proving very difficult about giving us discreet values. We need worldwide statistics on temperature, wind and pressure before we can feed information into the computers and try to generate forecasts for one to five days. Primary satellite benefits now are giving us data spanning seconds and minutes. Take the tornado which hit Omaha in May, 1975, (one of history's costliest). Its parent thunderstorm didn't even exist three hours earlier."

Data procured beyond earth's atmosphere constantly expands man's understanding of the weather. But earth-bound investigation may result ultimately in what amounts to a protective screen around communities and even homes.

Until recently, weathermen were tethered to WSR (Weather Service Radar)-57's, introduced in 1957. Tube-type units, they proved troublesome, and now are being replaced with a 1974 model. At the National Severe  
(Continued on page 37)

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says Bill Parker

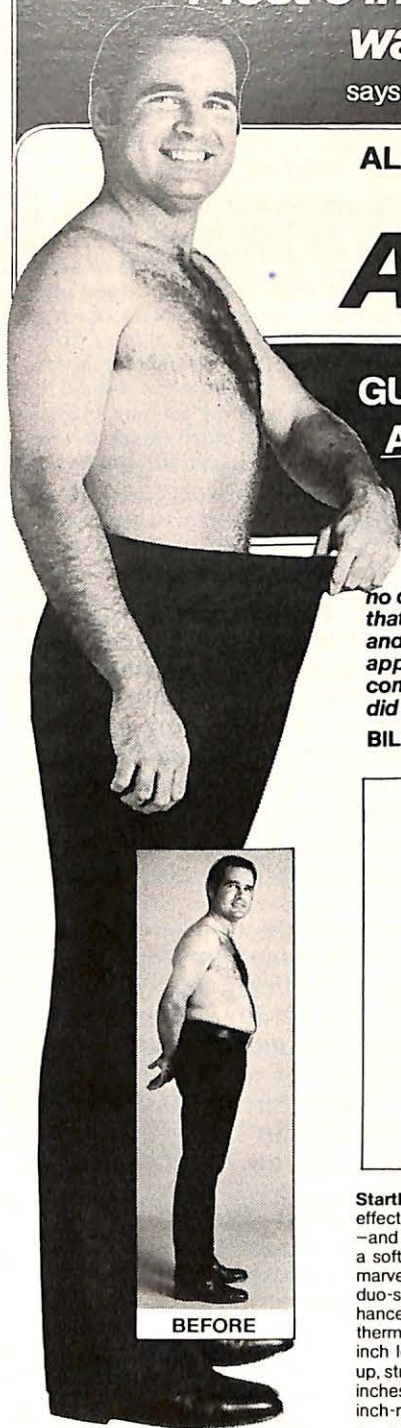
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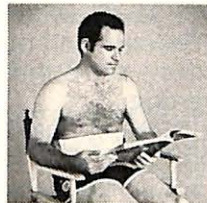
**"I wouldn't have believed the inches could come off so fast—4" off my tummy—over 3" off my waist in just three 10 minute sessions. It really shaped up my figure—I just couldn't be more thrilled!"**

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**AFTER**  
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**BEFORE**

**AFTER**  
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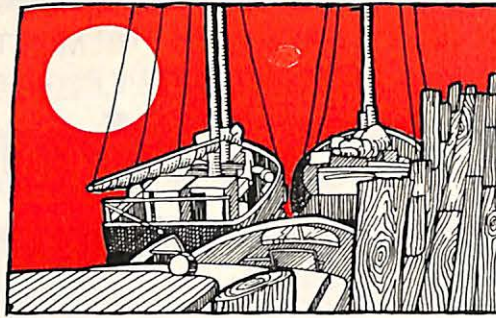


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# San Diego



*This proclamation must be read at the first lodge session after its receipt and then posted on the lodge bulletin board*

To All Subordinate Lodges and Members of  
The Grand Lodge of the Benevolent and Protective  
Order of Elks of the United States of America

## GREETINGS:

The Grand Exalted Ruler, by and with the approval of the Board of Grand Trustees of the Benevolent and Protective Order of Elks of the United States of America, acting upon authority given him under Section 6, Article 3, Grand Lodge Constitution, does hereby proclaim that the next session of the membership and representatives of the Grand Lodge of the Benevolent and Protective Order of Elks will convene in San Diego, California, July 16, 1978, with the opening and public meeting to be held in the Golden Hall of the San Diego Convention Center, 202 C St., Downtown, on Sunday, July 16, 1978, at eight-thirty o'clock in the evening.

The opening business session will convene in the Golden Hall of the San Diego Convention Center, at 9:00 Monday morning, July 17, 1978, at which session the election of Officers for the ensuing year will be held. Business sessions will continue thereafter each morning at 9:00 on July 18, 19, and 20 until the business to come before the sessions is finished.

The Town and Country Hotel, 500 Hotel Circle, has been selected as headquarters for the 114th Session of the Grand Lodge. Space in the San Diego Convention Center has been set aside for all REGISTRATION and exhibits.

Room reservations for Past Grand Exalted Rulers, Grand Lodge Officers and Committeemen will be made by Bryan J. McKeogh, Convention Director, 370 Lexington Ave., New York, NY 10017. He will mail reservation forms and a letter outlining the procedure.

All other room reservations—with the exception of the Grand Lodge people as outlined in the preceding paragraph—will be made through the State Associations. The National Convention Committee, following the practice of previous years, will assign rooms to each State Association and those planning to attend the Convention are urged to make the fact known to their State Association Housing Chairman immediately. Neither the National Convention Committee, nor the San Diego official Convention hotels will accept reservations direct from lodges or individual Elks.

ATTEST:

*Stanley F. Kocur*

Stanley F. Kocur  
Grand Secretary

*Homer Huhn, Jr.*

Homer Huhn, Jr.  
Grand Exalted Ruler

# How to Achieve Total Financial Freedom in 1978

**A MUTUAL CONCERN.** We've never met and probably never will, but I think we share a common interest. That interest is in achieving complete and total financial freedom.

Recently my net worth reached the *magic million dollar mark*, and it only took me 48 months to achieve that.

That might not impress you, but if you had seen me just a few years ago, you might wonder how I did it. I lived in Denver then, in a cramped, tumbled down house at 2545 South High Street. My wife was expecting our second child and we were so broke we had to borrow \$150.00 from a relative just to buy food and pay the rent.

By the way, I know I didn't make a million dollars because of my superior intellect — I barely got through Ames High School (Ames, Iowa) with a C average. I did a little better later on but I soon realized that a salaried job was not the way to become financially free. If you'll stop and think, you'll realize that millionaires do not work 10, 20, or 50 times harder or longer than you.

**FINANCIAL FREEDOM.** It seems that most people who are charging for financial advice have studied how to "do it" but have never actually "done it" themselves. You will find as you read my formulas, that since I have actually achieved total financial freedom myself, that you will receive from me more than just the motivation to achieve your own financial independence, but a workable step-by-step plan to actually do it.

**STEP-BY-STEP.** Contained in the work entitled *How To Wake Up The Financial Genius Inside You* are the various formulas which will show you exactly how you can do each of the following:

- buy income properties for as little as \$100 down.
- begin without any cash.
- put \$10,000 cash and more in your pocket each time you buy (without selling property.)
- compounds your assets at 100% yearly.
- legally avoid paying federal or state income taxes.
- buy bargains at one-half the market value.

**MORE LEISURE.** If you apply these formulas and methods you will find in a very short time, you will be able to do almost anything you care to do, and I think, at that time, you will find as I have, that spending several weeks on the beaches of Hawaii, or on the ski slopes of Colorado, or just sightseeing in Europe, or any other place in the world, you begin to understand what *real freedom* is all about.

Most people think that it would be impossible to do some of the things listed above. For example, to buy a property, and at the same time put \$10,000 (or more) cash in your pocket without selling the property, or to buy a property with little or no cash down.

Believe me, it is possible and fairly simple. This is exactly how most wealthy people ac-



**What are your Financial Possibilities in 1978? Mark O. Haroldsen became a millionaire in four years because he found a way to harness inflation to his benefit. Now it's your turn! "I've found" says Haroldsen, "that most people just need a specific road map to follow . . . they can do what I've done."**

tually do make 10, 20, or 50 times more money than you do.

**YOUR MONEY'S WORTH.** While I was struggling on making my first million, I often thought how nice it would be to have the personal advice and counsel from someone like Howard Hughes or J. Paul Getty.

What would I have been willing to pay for this service? I can tell you one more thing for sure, it would have been a lot more than the \$10.00 that I'm going to ask you to invest in your financial future.

procrastination, or lack of action — please don't be like the masses. Make a decision while you have this paper in your hands. Make a decision now to either act now and send for my material or immediately round file this paper. If your decision is to order, do it now, not later. Otherwise you may lose, just by default.

**"FINANCIAL FREEDOM."** To order, simply take any size paper, write the words "Financial Freedom," your name and address, and send it along with a check for \$10.00 to Mark O. Haroldsen, Inc., Dept.

*" . . . more than 150,000 people have discovered that my formulas will provide the road map that can lead to total financial freedom . . . "*

**FOR YOUR FUTURE.** What will this \$10.00 actually do for you? It will give you a complete step-by-step plan that you can follow to become totally and completely financially independent.

Please try to understand my dilemma. I'm not a New York advertising agency with all their professional skill and manpower to write a powerful and persuasive ad to convince you that I can make you financially independent. I am just somebody who has actually 'done it', and can really show you how to 'do it'.

**TEST IT YOURSELF.** It's really quite frustrating to have something so valuable as I know I have, but lack the skill to convince people to try it for themselves. I hope by my simple direct approach I can convince you to try my formulas.

**INDECISION — THE COSTLY DECISION.** It seems the majority of the people in our rich country lose, not because they lack intelligence, or even willpower, but because of

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If you send for my materials now, I will also send you documents that will show you precisely how you can borrow from \$20,000 to \$200,000 at 2% above the prime rate using just your signature as collateral.

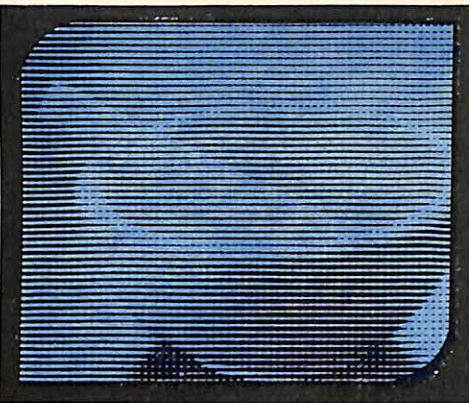
**IT'S GUARANTEED.** If you are still somewhat skeptical, and believe me, when I started out I certainly was, because of the many people in the world trying to deceive others, I would encourage you to postdate your check by 30 days, and I promise and guarantee that it will not be deposited for at least those 30 days, and if for any reason you do not think that what I have sent you lives up, in every aspect to what I told you in this letter, send the material back, and I will quickly, without question, refund your money and send back your own uncashed check or money order.

\*M2 © Mark O. Haroldsen, Inc. 1978

**Inquire at your local bookstore for Mark Haroldsen's "How to Wake Up the Financial Genius Inside You."**

# MEDICINE AND YOU

by Larry Holden



## ZEROING IN ON ASTHMA

There are at least 9,000,000 Americans, young and old, who are asthmatics, reports the Office of Health, Education and Welfare. Many begin having attacks in early childhood and continue to have them throughout their lives. Although asthma is not usually fatal, more than 5000 people die from the disease each year in the U.S. However, because of its chronic and unpredictable nature, it is extremely debilitating. In one recent year asthma attacks in the United States resulted in a total of 85 million days of restricted activity, 33 million days in bed and 5 million days lost from work.

"Asthma represents a tangible health problem that can be measured in terms of morbidity, mortality and finance: 4000-7000 deaths per year, third most com-

mon cause of limited activity, most common chronic illness in children under 17; ten percent of children with asthma are chronic or severe and cost two percent of the family income," points out Dr. Warren M. Gold, associate professor of medicine at the University of California School of Medicine.

The primary characteristic of asthma is the strenuous, difficult breathing spasms a person endures when hit by an attack. "The airways, bronchi, tighten and constrict and the person has a problem breathing," explains Dr. William W. Miller, renowned pediatric cardiologist and asthma researcher at the Medical School in Virginia.

"It would be like a plumber coming to your house to work on your pipe system,"

says Dr. Miller. "If you imagine that the water is like air and the pipe is like the bronchial tube, you're on your way to understanding an asthma attack. Now imagine the plumber changing the pipe from the normal size to one half the diameter. The water would not be able to go through as fast and pressure would build up.

"That's exactly what happens in an asthmatic attack. The air passage constricts, sometimes down to half its normal size, and the sufferer has trouble getting air out. Getting air in is also a problem, but getting it out seems to be a bigger one. So there's some air left in the lungs and the asthmatic can't get it out; he has difficulty pushing it out. This causes the wheezing that's so characteristic of asthma."

But all that wheezes is not necessarily asthma. Other respiratory problems, such as colds, flu and hay fever, can produce symptoms similar to asthmatic conditions. "Asthma is sometimes used as a label for other respiratory diseases," states Dr. Miller.

According to the Office of Health, Education and Welfare, asthmatics can generally be categorized as extrinsic or intrinsic. In extrinsic asthma, outside factors—such as house dust, certain foods, animal danders and hairs, feathers, wool, cosmetic powders, pollens, molds—set off the attack. Most asthmatics fall into the intrinsic category. These are people in whom no external allergic factors can be identified but who suffer from the same type of devastating attacks as do extrinsic asthmatics.

Infection, reports, HEW, can be significant in many asthmatics, especially in children and in intrinsic patients. The National Institute of Allergy and Infectious Diseases (NIAID) supports a network of Asthma and Allergic Disease Centers where scientists are investigating the role of infection and related aspects of asthma.

In a significant number of asthmatics, cites HEW, aspirin will set off an asthma attack, although the individuals are not really allergic to it. Climatic, geographic and occupational factors also play a role if attacks are related to specific allergens—substances that cause allergies—or complicated by infections. There is also growing evidence that air pollution can set off an attack.

Since physical activity often serves as a "trigger" for asthmatics, many avoid it. It's ironic, then, that exercise may be the very key that dispels the mysteries of asthma.

"One of the interesting aspects of asthma is that in 60 to 85 percent of children with the disease a brief asthmatic attack is brought on by exercise," notes Dr. Miller. "This exercise-equals-attack clue needs to be used to unlock the whole cause of asthma. We don't yet understand what it is about exercise that sparks an attack or why one child develops this after-exercise attack and another doesn't. Simply, we just don't know why physical activity constricts the airways. That discovery would probably be worth a Nobel Prize in medicine, because it's a complex  
(Continued on page 38)

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# The Ultimate Tax Shelter



by  
TED NICHOLAS

Tax experts are now referring to a small, privately owned corporation as "The Ultimate Tax Shelter." This is especially true since the passage of the Tax Reform Act of 1976. This law makes most former tax shelters either obsolete, or of little advantage. Investments affected include real estate, oil and gas drilling, cattle feeding, movies, etc. These former tax shelters have lost their attractiveness. Aside from that, these tax shelters required a large investment. Only a small segment of the population could benefit from them.

I've written a book showing how you can form your own corporation. I've taken all the mystery out of it. Thousands of people have already used the system for incorporation described in the book. I'll describe how you may obtain it without risk and with a valuable free bonus.

A corporation can be formed by anyone at surprisingly low cost. And the government encourages people to incorporate, which is a little known fact. The government has recognized the important role of small business in our country. Through favorable legislation incorporating a small business, hobby, or sideline is perfectly legal and ethical. There are numerous tax laws favorable to corporate owners. Some of them are remarkable in this age of ever-increasing taxation. Everyone of us needs all the tax shelter we can get!

Here are just a few of the advantages of having my book on incorporating. You can limit your personal liability. All that is at stake is the money you have invested. This amount can be zero to a few hundred or even a few thousand dollars. Your home, furniture, car, savings, or other possessions are not at risk. You can raise capital and still keep control of your business. You can put aside up to 25% of your income tax free. If you desire, you may wish to set up a non-profit corporation or operate a corporation anonymously. You will save from \$300 to \$1,000 simply by using the handy tear-out forms included in the book. All the things you need: certificate of incorporation, minutes, by-laws, etc., including complete instructions.

There are still other advantages. Your own corporation enables you to more easily maintain continuity and facilitate transfer of ownership. Tax free fringe benefits can be arranged. You can set up your health and life insurance and other programs for you and your family wherein they are tax deductible. Another very important option available to you through incorporation is a medical reim-

bursement plan (MRP). Under an MRP, all medical, dental, pharmaceutical expenses for you and your family can become tax deductible to the corporation. An unincorporated person must exclude the first 3% of family's medical expenses from a personal tax return. For an individual earning \$20,000 the first \$600 are not deductible.

Retirement plans, and pension and profit-sharing arrangements can be set up for you with far greater benefits than those available to self-employed individuals.

A word of caution. Incorporating may not be for you right now. However, my book will help you decide whether or not a corporation is for you now or in the future. I review all the advantages and disadvantages in depth. This choice is yours after learning all the options. If you do decide to incorporate, it can be done by mail quickly and within 48 hours. You never have to leave the privacy of your home.

I'll also reveal to you some startling facts. Why lawyers often charge substantial fees for incorporating when often they prefer not to, and why two-thirds of the New York and American Stock Exchange companies incorporate in Delaware.

You may wonder how others have successfully used the book. Not only a small unincorporated business, but enjoyable hobbies, part time businesses, and even existing jobs have been set up as full fledged corporations. You don't have to have a big business going to benefit. In fact, not many people realize some very important facts. There are 30,000 new businesses formed in the U.S. each and every month. 98% of them are small businesses; often just one individual working from home.

To gain all the advantages of incorporating, it doesn't matter where you live, your age, race, or sex. All that counts is your ideas. If you are looking for some new ideas, I believe my book will stimulate you in that area. I do know many small businessmen, housewives, hobbyists, engineers, and lawyers who have acted on the suggestions in my book. A woman who was my former secretary is incorporated. She is now grossing over \$30,000 working from her home by providing a secretarial service to me and other local businesses. She works her own hours and has all the corporate advantages.

I briefly mentioned that you can start with no capital whatsoever. I know it can be done, since I have formed 18 companies of my own, and I began each

one of them with nothing. Beginning at age 22, I incorporated my first company which was a candy manufacturing concern. Without credit or experience, I raised \$96,000. From that starting point grew a chain of 30 stores. I'm proud of the fact that at age 29 I was selected by a group of businessmen as one of the outstanding businessmen in the nation. As a result of this award, I received an invitation to personally meet with the President of the United States.

I wrote my book, *How To Form Your Own Corporation Without A Lawyer For Under \$50*, because I felt that many more people than otherwise would could become the President of their own corporations. As it has turned out, a very high proportion of all the corporations formed in America each month, at the present time are using my book to incorporate.

Just picture yourself in the position of President of your own corporation. My book gives you all the information you need to make your decision. Let me help you make your business dreams come true.

As a bonus for ordering my book now, I'll send you absolutely free a portfolio of valuable information. It's called "The Incom Plan" and normally sells for \$9.95. It describes a unique plan that shows you how to convert most any job into your own corporation. You'll increase your take-home pay by up to 25% without an increase in salary or even changing jobs in many cases. If you are an employer, learn how to operate your business with independent contractors rather than employees. This means that you'll have no payroll records or withholding taxes to worry about. And you'll be complying with all I.R.S. guidelines. "The Incom Plan" includes forms, examples and sample letter agreements to make it possible.

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# SPACE-AGE MEDICINE

Technology from the moon . . . and beyond . . . comes to Earth

by L. B. Taylor, Jr.

In the remote Alaskan village of Allakaket, which lies above the Arctic Circle and has a population of 125, an 11-year-old Eskimo girl named Sally Sam lay seriously ill with an undiagnosed ailment. The nearest hospital was at Tanana, on the Yukon River, 100 miles to the south.

Using a ground station antenna, one of many that have been set up in isolated Alaskan areas, a medical aide "bounced" an emergency message off a NASA satellite positioned 22,000 miles above earth. The message was received at a control station in Mojave, California, which relayed it through Anchorage to Public Health Service physicians in Tanana, all in a matter of minutes.

The girl's illness quickly was diagnosed as acute appendicitis. Fifteen minutes later an evacuation aircraft, with a doctor aboard, took off from Tanana to Allakaket. Sally Sam was flown to the hospital for surgery and soon recovered fully.

She is alive today, as are thousands of other people all over the world, as a direct result of technical spinoff benefits from America's space program. In the past few years exciting research discoveries and engineering breakthroughs,

fostered as astronauts headed for the moon and unmanned spacecraft explored distant planets, have been applied successfully to down to earth uses in the field of medicine.

One of the most dramatic spinoffs is the tiny new cardiac pacemaker that can be recharged through the skin. Developed at the Applied Physics Laboratory of the Johns Hopkins University, it uses nickel cadmium batteries, electronic circuitry and quality control procedures derived from space technology. Unlike conventional pacemakers which must be replaced by surgery about every two years, the rechargeable model will operate ten or more years before it must be replaced.

With heart attack victims, every precious second can mean the difference between life or death. Through a system now being used in many areas of the United States, patients can have their electrocardiograms flashed ahead to the receiving room of a hospital while they are enroute in an ambulance. It is done through chest electrodes which relay heart measurements via a radio telephone link. This advance EKG information allows doctors to determine the coronary status of an incoming patient and make emergency preparations

*Mrs. Celeste Thompson of Los Angeles (below) who developed a severe case of poliomyelitis at 19 years of age visited Capitol Hill to demonstrate a multi-channel proportional control unit developed for use in the NASA's Marshall Space Flight Center's Teleoperator-Manipulator Program.*





Astronaut Russell L. Schweickart (left) during suit-up for an Apollo Mission and a doctor at St. Luke's Hospital, Denver, CO, using the same type of helmet to lower the risk of infection in surgical procedures.

prior to his or her arrival. The electrodes were developed originally by NASA for use in advanced aircraft programs.

NASA also has developed a new "Telecare" emergency system which contains in one package all the instruments that a doctor or paramedic needs in a cardio-pulmonary crisis. These units are being used in ambulances in Houston, Cleveland and other cities.

Telecare additionally is an important ingredient in a new NASA-assisted cardio-alert program. Cleveland firemen, for example, trained as paramedics, telemeter a heart attack victim's data to the Fairview General Hospital's coronary unit in the following actual case history:

PM (Paramedic): "Kemper, this is squad two. We're at the victim's side. A 62-year-old woman. We have no respirations yet."

KU (Kemper Coronary Unit): "Did you institute CPR? (cardio-pulmonary resuscitation, or artificial breathing and blood circulation).

PM: "Yes. We're starting right now."

KU: "Is there a pulse?"

PM: "Negative."

KU: "Continue CPR. Do you think someone can start an IV of five percent dextrose and water?" (IV is intravenous infusion, which must be set up as fast as possible. If the heart isn't pumping blood to fill the veins, they'll collapse, making it difficult to medicate the patient.)

PM: "Five percent. Okay."

KU: "Are you hooking the patient up to the monitor?"

PM: "We're beginning."

KU: "Is she responding at all?"

PM: "Wait a minute. No. No pulse."

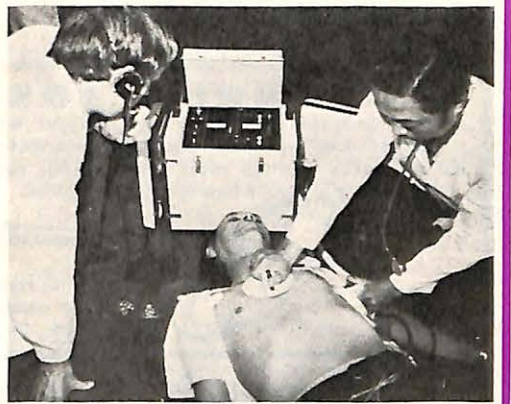
KU: "Try a precordial thump (a blow to the chest). How long has she been unresponsive? Can you hook her up to the monitor yet?"

As the dramatic dialogue continues, the paramedics, within one minute, begin transmitting the electrocardiogram, which is printed out and taped at the hospital. Then they shocked the woman's heart electrically into action. They administered drugs as advised by hospital contact, had the hospital notify the patient's doctor and retrieve her medical records, and rushed her to the hospital.

She lived. So do almost all such victims in the area of the cardio-alert. Similar Telecare-equipped teams are being set up in other areas of the country.

In today's era of inflationary medical care costs, the increasing use of space related electronic devices and techniques offers substantial reductions in hospital operational expenses by freeing highly trained personnel from routine patient watching duties.

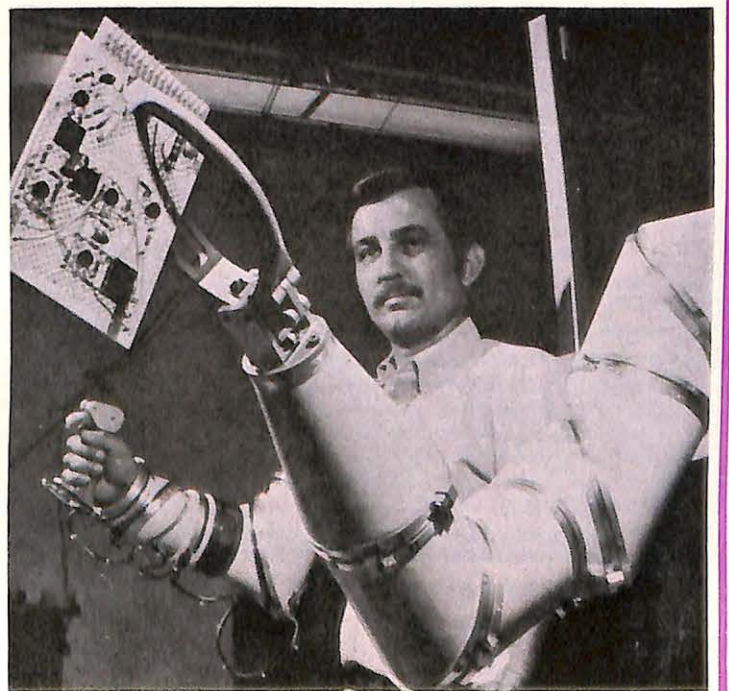
One case in point is a miniature sen-



Four-month old girl (top) recovering from surgery wears a tiny sensor and radio transmitter at her neck, developed for space research, that sounds an alarm if she experiences breathing difficulty. On-the-scene medical treatment (above) provided by Telecare equipment and communications can be a key factor in saving a patient's life, particularly in cases of heart attacks, shock or drowning.



A spinoff of the astronaut's biological isolation garment (above) will allow hospital patients who are highly vulnerable to infection to leave their sterile habitats. Advanced space suit research has led to the development of an experimental, arm-like device (right) that can duplicate the movements of a human "master" arm.



# SPACE-AGE MEDICINE

sensor and radio transmitter, initially created under NASA sponsorship, which automatically monitors infants and comatose adults suffering from windpipe obstructions. When injury or disease causes blockage of the upper air passage to the lungs, surgeons must frequently perform a tracheotomy, inserting a small tube in the windpipe to enhance breathing. If this tube becomes clogged, breathing will stop and brain damage or death can result within minutes.

To prevent this, a full-time nurse is required to check the tube visually and take immediate action if necessary. The sensor, however, has been modified to note subtle differences in the temperature of air passing through the tube,

and actuates an audible or visible alarm within 10 seconds of any change. Such a signal can be given at a nurse's station, or in another room.

Similarly, small, battery powered electronic devices, designed by aerospace companies and strapped to patients' arms or legs in a hospital's intensive care unit, transmit physiological information, including temperature and blood pressure, from as many as 64 patients to one nurse seated at a central monitoring console.

"This is the type of benefit which is of particular assistance when we note that many of the Veterans Administration hospitals do not have the necessary personnel to adequately care for the patients," says Florida Congressman Louis Frey.

Weird looking contraptions and devices, designed specifically for moon-bound astronauts, also have found prac-

tical, if unusual, application for the sick, injured, lame and paralyzed.

At a number of medical facilities, including the Kansas University Medical Center, astronaut-like helmets are used as respirometers for children. Previously, youngsters found the conventional rubber mouthpiece applied for collection of exhaled breath to be both uncomfortable and difficult to keep in place. This often impaired the accuracy of the data on oxygen consumption.

Space helmets neatly solved the problem. They come equipped with an air inlet and outlet, a rubber seal around the neck and a suction pump to continuously circulate fresh air, pick up the exhaled breath, and draw the combined fresh air and exhaled breath into an oxygen analyzer.

Surgeons, too, in some hospitals now are using astronaut-type helmets instead of surgical masks, which in addition to their comfort, are more sanitary and help cut down on the possibility of infection in the operating room.

Additionally, helmets equipped with sponge electrodes to obtain electroencephalographic (EEG) tracings from astronauts and test pilots under stress have been redesigned to detect hearing defects in children.

One of the most innovative applications of astronaut apparel saved a young woman's life in Palo Alto, California. Twenty-five-year-old Mrs. Mary Phillips, a mother of two, was bleeding to death and doctors at Stanford University Hospital had run out of conventional ways to save her. They had administered 46 pints of whole blood and 64 units of plasma over a five week period, and had performed nine operations, but nothing halted the bleeding.

In desperation, Dr. H. Ward Trueblood, chief resident in surgery at the hospital, called space scientists at NASA's Ames Research Center in nearby Mountain View, and asked for help. A team of specialists studied the unusual problem and recommended Mrs. Phillips be fitted in an astronaut-type "G" pressure suit, worn by test pilots to avoid blacking out during high-speed maneuvers. It applies pressure to counter the draining of blood from the brain and upper body.

The suit stopped Mrs. Phillips' internal hemorrhaging overnight by reducing the difference in pressure between the blood within the arteries and the tissue outside them. This allowed her blood to coagulate naturally, and she returned home to resume a normal life.

For long term bedridden patients, bed sores are a problem. A new plastic foam, however, first developed for seats in manned spacecraft, is making such patients more comfortable—in the form of bed pads, cushions for wheelchairs,

(Continued on page 35)

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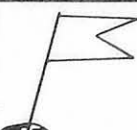
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# NEWS OF THE LODGES

From a group of Teenagers of the Month, Scott Gilrane was chosen by **Orlando, FL, Lodge** to be the Teenager of the Year. Est. Lead. Kt. John Krapp, chairman, offered his congratulations to the young man.

Hamburgers, hotdogs, and watermelon were served to over 300 people who attended a recent family party held by **Red Lion, PA, Lodge**. The youngsters enjoyed races and softball games, while the adults listened to a concert performed by Brodbeck's Concert Band.

Paying tribute to local lawmen was the focus of the Law Appreciation Nights held at **Thousand Oaks and Big Bear Lake, CA, Lodges**. ER Robert McKee and Chm. Scott Dool of Thousand Oaks welcomed Steve Trueblood, a highway patrolman, Deputy Sheriff Edward Le Clair of Ventura County, and Sheriff Samuel Olmstead of Los Angeles County. Police Chief Ed Davis of Los Angeles was the guest speaker at Big Bear Lake Lodge, which also hosted Frank Bland, San Bernardino County sheriff, J. David Martin, division commander, Senator Robert Presley, and Chief Ray Rucker. ER James Jenkins, Chm. and PER William Betterley, and PER Ray Merrill of Big Bear Lake Lodge were among the dignitaries who applauded the officers.

Students of St. Clair's and Eisenhower Schools in **North Palm Beach, FL**, received flags from the local lodge. Fifty small flags were carried by children of the Brownie Scouts in parades. The North Palm Beach Brothers also donated 17 boxes of clothing to the VA hospital and the Florida State Hospital. Mrs. Pou, a volunteer worker at the state hospital, thanked the Elks for a check, a radio, and a typewriter.

*Arcadia Elks pass out luau tickets.*



An annual sports banquet was held by **Hyannis, MA, Elks** recently. The Peter Nugnes Sportsmanship Trophy, the recipient of which is chosen by the players themselves, was awarded to Frank Hufnagle. ER Charles Peluso presented the trophy and congratulated the athletes who were present.

In anticipation of **Arcadia, CA, Lodge's** city appreciation dinner-dance, the Brothers offered to exchange luau tickets for traffic tickets. Jack Molden (right), assistant police chief, indicated that traffic tickets were available in return for reservations for the luau, which ER Griffith Morrison (center) and Chm. Rex Dondlinger were distributing. The event was given in honor of the city officials, including policemen and firemen.

**New Rochelle, NY, Elks** recently constructed an addition to their lodge as a tribute to GER Homer Huhn, Jr. The Heritage Room was dedicated to the GER during his recent visit to the lodge. A dedication ceremony and cocktail party marked the opening of **Staten Island, NY, Lodge's** new hall. The ceremony was conducted by PDD and PER Leslie Bellows, and the participants included PERs Alfred Lotz, Paul Sadosky, Robert Greifenstein, Frank Aue, Vincent Cataldo, and John Vecchio.

In recognition of Ernest Gibson's dedication to Elkdom, **Havre de Grace, MD, Lodge** scheduled the initiation of a class in his honor. Brother Gibson is 80 years old and is in his 36th year as a lodge officer.

On the second Thursday of each month, cards are shuffled and good food is enjoyed by the old timers of **Waukesha, WI, Lodge**. Any Brother 62 years of age or older may join the



*The Explorer's new unit*

fun along with the lodge's oldest living member, 93-year-old George Blume.

A recent initiation at **Hartford, VT, Lodge** introduced 87-year-old Roscoe Nichols to the order. The Brother decided to concentrate on helping others and chose membership in Elkdom as a means of doing so.

The oldest new member of **Gresham, OR, Lodge** was initiated into Elkdom recently. Brother Troy Sitton, who is 94 years of age, received a warm welcome from ER Les Harp.

For those with failing eyesight, the joy of reading may be inaccessible. To combat this problem, **Eureka Springs, AR, Lodge** began a fund for the purchase of large print books for residents of the Fayetteville Veterans Hospital.

During the homecoming visit of VP John Cangelosi to **Westwood, NJ, Lodge** the ritualistic team presented a program. DDGER Ernest Thomaier was also on hand to enjoy the traditional Elks performance.

A van was recently purchased by the Explorer Search and Rescue Post No. 76 and their sponsor, **Jonesboro, AR, Lodge**. The vehicle was converted into a state certified emergency unit by the Explorers, which are a group of forty members who are qualified in various specialties needed for emergency missions. These fields include emergency medical technology, scuba diving, rappelling, and radiological monitoring. Ten of the members were trained by the National Weather Service to act as sky warn spotters. (From left) ER Dewey Sifford joined Brother Paul Grimm, post advisor, and Mark Sifford, post president, for an examination of the van's new facilities.



**THE PEE-WEE** football league of Westerly, RI, recently received a flag and a flagpole for their newly excavated field from the members of the local lodge. On hand to make the presentation of the gift were Est. Lead. Kt. Thomas Lombardo (left), Trustee Rico Federico (second from left), DDGER Angelo Lombardo (right), and ER John Turano (second from right). Frank Woycik, representative of the football league, prepared to raise the flag.



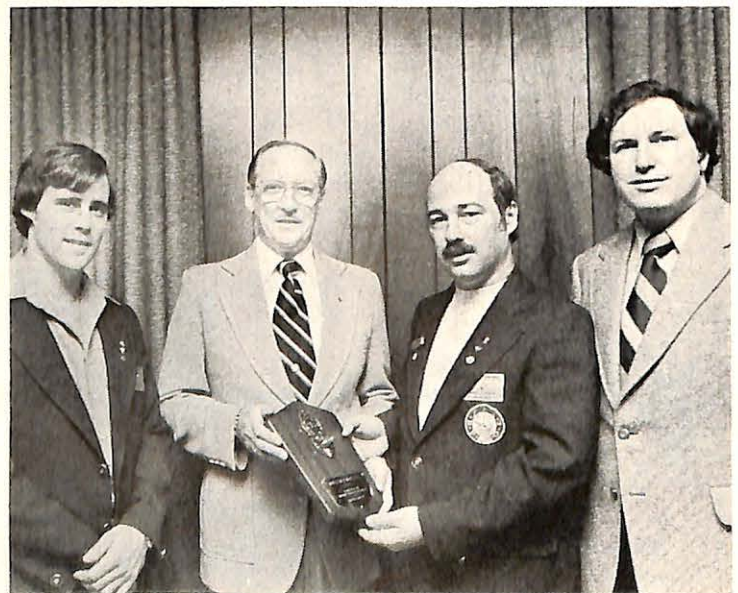
**EMERALD** Tall Elks plaques were presented to Arthur Butler (third from left) and John Singleton (second from right) for their donations of \$500 each to the state major project. The Tacoma, WA, Lodge Brothers were congratulated by (from left) lodge Chm. Arthur Mikelsen, visiting DDGER Carl Bush, ER Robert Skidmore, and State Chm. Gary Underwood.



**A CHECK** for \$500 was presented to Frank Cornell (second from left) and Mike Boccelli (third) of the Sunrise CB Club by Wakefield, MA, Lodge's ER Robert Miller (left) and Trustees Chm. Frank Forte. The funds were given to the gentlemen to aid them in a drive to purchase a "jaws of life" for the fire department.



**THE AFFECTIONATE** Shih Tzu puppy held by Kimberly Kirk caused the happy expressions on the faces of the 15-year-old girl and PER Earl Ludlow of Carmichael, CA, Lodge. The puppy was a gift from the lodge to the cerebral palsied youngster, who hopes to raise the dogs for commercial purposes.



**AN APPRECIATION** Night was held at Waterville, ME, Lodge for local firemen, policemen, and members of the rescue unit. ER Robert Quirion (second from right) presented a plaque to Police Chief Ronald Winston, while Chap. and Chm. Stewart Horner (left) and guest speaker Congressman David Emery offered their thanks to the public servant.



**CHILDREN** from the Trinity River Mission attended a party hosted by Dallas, TX, Lodge recently. Ten of the 34 youngsters who were entertained during an afternoon luncheon paused to exchange greetings with ER Lonnie Hart (right) and Est. Lead. Kt. Bill Atteberry.



**DEEP-SEA** fishing aboard the Happy Dolphin recently were 40 residents of the Gainesville VA Hospital and members of Ormond Beach, FL, Lodge. Chm. Frank Casata and ER Ralph Pool announced that the Brothers will sponsor the fishing trip annually.



**AT THE SUGGESTION** of Brother Dave Thomas (second from left), manager of the Horseshoe Club, patrons of the Club began donating loose change to an unofficial CP fund. Eight months later, Brother Thomas and Brother Rudy Siebert (second from right), owner of the Club, delivered the jug of change, which amounted to \$309.55, and a \$100 check from Brother Siebert to Palmdale, CA, Lodge's CP Fund. ER Louie Chavez (right) and PDD Roscoe Hogan thanked the two Brothers for the contributions.



**DURING** the diamond anniversary of Bloomfield, NJ, Lodge, a check was presented to PGER William Jernick (center) for the Elks National Service Commission. ER Salvatore Renga (right) and PDD Charles Doherty greeted the PGER, who was the distinguished guest of honor at the 75th anniversary celebration.



**KINDERHOOK, New York,** Lodge recently dedicated a new building. ER John Savosky (second from right) welcomed distinguished guests (from left) DDGER Raymond Daley, SP Perry Miller, and VP John Danahy to the celebration.



**AN ELKS** emblem clock and chimes made by Brother Wally Solomon (left) of Garden Grove, CA, Lodge was presented to ER Victor Templeton of newly instituted North Houston, TX, Lodge. Brother Solomon, father-in-law of North Houston Lodge's Est. Lead. Kt. Dean Provost, proffered his gift during a lodge visit.



**THE UNIVERSITY** of Southern Mississippi received a \$10,000 scholarship endowment through the Partners in Progress program of the university foundation from Hattiesburg, MS, Lodge. Cynthia Anne West (left), a junior medical technology major, accepted the first award to be made on behalf of the lodge by ER Harold Hale.



**OLD TIMERS** Night was held at Bay City, MI, Lodge recently in honor of a group of long-time members. Among the Brothers who attended the evening supper were Howard Ford, PER J. C. Hirschfield, Richard Fletcher, Frank Provost, Floyd Duchaine, PER Floyd Beutel, Russell Pope, PER Ralph Swan, PER Frank Daily, Benjamin Boutell, and Walter Tomczak.



**FROM COLORADO** to Ocala, FL, is a long distance for an elk—even a mounted elk's head—to travel. James Lee (left), a member of Ocala Lodge, obtained the elk's head from his brother, who shot the animal near Greeley, CO, nine years ago. ER Albert Chandler thanked Brother Lee for the head, which is displayed in the lodge's dining room.



**"A LIFETIME OF SERVICE"** as a peace officer earned Edward Davis (left), former Los Angeles police chief, a plaque of appreciation from Pasadena, CA, Lodge. ER Raymond Gross made the presentation to Mr. Davis, who retired after 37 years of service, during the lodge's Law Enforcement Night.





**FEDERAL**, state, county, and city law enforcement officers were honored for their dedication to duty by Idaho Falls, ID, Lodge recently. (From left) In. Gd. Gary Kranz, who also served as chairman and master of ceremonies, joined ER Dale Anderson in presenting a plaque dedicated to the officers to Dick Ackerman, city police sergeant, and Seward French, president of the 7th Judicial Bar.



**DISTRICT** "Hoop Shoot" winners Janna Wilczek and Tony Unzicker and runner-up Lilly Dee Nickson displayed their trophies following the contest. The three youngsters were honored by Rangely, CO, Lodge, which sponsored them. Janna and Tony then went on to compete in the state contest.



**MAYOR JAMES EAGAN** (third from left) of Florissant, MO, put his signature to a proclamation which set aside a weekend for the 27th annual Elks State Bowling Tournament. On hand as the mayor signed the proclamation were (from left) VP George Farmer, ER Charles Horsey, PSP Bob Green, and Est. Lead. Kt. Basil Ledgerwood. Florissant Lodge sponsored the event in which 108 teams participated.

### State Association Conventions

State	Date	Place
AZ	5/10 thru 5/13	Phoenix
AR		Jonesboro
GA	6/8 thru 6/11	Jekyll Island
ID	6/22 thru 6/24	Pocatello
IL	5/19 thru 5/21	Decatur
IA	5/3 thru 5/6	Ft. Dodge
KY	5/25 thru 5/27	Louisville
LA	4/7 thru 4/9	Shreveport
ME	5/5 thru 5/7	Rockland
MD, DE & DC	6/23 thru 6/25	Annapolis
MA	6/9 thru 6/11	Chicopee
MO	4/21 thru 4/23	Fenton
NV	6/8 thru 6/10	Reno
NJ	6/8 thru 6/11	Wildwood
NM	4/13 thru 4/16	Las Cruces
NY	5/18 thru 5/21	Kiamesha Lake
OR	5/4 thru 5/6	Seaside
PA	6/8 thru 6/11	Monroeville
RI	6/3 thru 6/4	Newport
SC	6/17 thru 6/19	Florence
SD	6/1 thru 6/3	Rapid City
TX	6/15 thru 6/17	Amarillo
UT	5/19 thru 5/21	Provo
VT	5/27 thru 5/29	Bretton Woods, NH
VA	6/9 thru 6/11	Norfolk
WA	6/15 thru 6/18	Sea-Tac Airport
WV	8/10 thru 8/13	Fairmont
WI	5/5 thru 5/7	Green Bay



**THE EMPLOYEES** of Huntington Park, CA, Lodge recently completed payment on a participating membership in the National Foundation. Gaynelle Ellison, supervising director, presented the check to Chm. Roy Newsom, while the other contributors observed.

# MAJOR PROJECTS

*This is part of a continuing series on the state major projects. All state chairmen have been contacted by The Elks Magazine and have been asked to forward information for upcoming articles.*



Andrea (right) spoke with her teacher, Mrs. Claudia Pacini, about her walker from New Mexico Elks.

The needs of the individual who has cerebral palsy are many and complex. In **Wisconsin**, the Elks' aid to the cerebral palsied works toward a total rehabilitation program for the individual and provides funds, equipment, and treatment as they are required. A diagnosis of cerebral palsy by an attending physician and a requisition for treatment enable anyone, regardless of age, race, or creed, to receive assistance from the Wisconsin Elks Major Project. When federal and state assistance cannot be utilized by the handicapped, the major project steps in with aid, assuring that the individual will not be overcome by financial worries.

All phases of the treatment program are conducted by professionals and begin with the attending physician or, in some cases, with a total evaluation clinic which consists of a team of medical professionals. The team may include an orthopedic surgeon, clinical psychologist, pedodontist, neurologist, occupational therapist, pediatrician, registered nurse, clinical audiologist, ophthalmologist, physical therapist, and speech therapist. The actual treatment may be given in the home or at a hospital or medical center.

The Infant Developmental Program is one of the groups which operates in cooperation with, and through, funds supplied by the major project. The physical therapy provided by the Program teaches youngsters to control and move their bodies and to acquire basic, important skills, such as standing, walking, making

sounds, and eating. The Program's clients include Becky, a 2½-year-old who recently learned to crawl and to walk without help. She progressed to the point where she requires therapy once every two weeks in addition to her home program with her mother. During one year of therapy Tina, another 2½-year-old, became less resistant to using her involved hand, and learned to crawl reciprocally, to stand from the floor without help, and to walk without any assistance. The continuation of physical therapy is extremely important to Tina, who can improve the quality of her walking and increase her ability to use the left hand as an aid to the right hand.

The "Elks Lodge" is a new, winterized building at a year-round camp for Wisconsin handicapped people. An \$80,000 payment by the major project Board of Directors enabled the camp to have the large building constructed. The Board of Directors also approve the purchase of equipment—training mats and bars, walkers and wheelchairs. In addition to the support of the camp, the major project budget gave \$46,000 to United Cerebral Palsy of Wisconsin, including a number of statewide affiliates like the Infant Developmental Program. The total budget for the past year was \$140,000—an increase of \$119,000 from the original budget 11 years ago.

The major project is supported by all of the lodges in Wisconsin, even though there are no quotas. Recognition is given to various lodges for their participation

in fund-raising events. Among the statewide events are the 365 Program, in which members save a penny a day, and the Stamp Program, in which members purchase stamps sent to them by the major project officers. An Exalted Rulers' March is held for the collection of all funds from the lodges' special events (dinners, dances, skate-a-thons, etc).

The Wisconsin Elks Major Project is administered by four officers, a president, vice-president, secretary, and treasurer, nine directors who are elected for 1-3 year terms, and 20 members who are appointed for 1-3 year terms. Although fund-raising is an important aspect of the Elks' participation in the major project, the members work closely with the programs they support. Their major concern is to see that treatment is given where it most meets the needs of the individual, and sometimes the process of meeting those needs is a painful one.

Unlike Becky and Tina from the Infant Developmental Program, 5-year-old Jimmy has had his therapy program disrupted by a series of illnesses. The emphasis of his program was placed on improving his feeding, and work with his head, trunk, and arm control are still required. Despite the setbacks from illnesses, Jimmy will continue to receive treatment. There are many people learning to walk, eat, and work through physical and occupational therapy programs. There are many people who need those programs. The Wisconsin Elks Major Project is a group which tries to work with people's needs.

There are giants standing above you, a forest of wooden poles meets your eyes, and a strange-looking black thing tickles as it crawls across your hand. It's a long, long way from this jungle back to the soft, small world of the crib—welcome to the dining room. Crawling about the house, while Mom and Dad observe, is one of a child's early adventures. It's the chance for him to practice what will be, hopefully, a life-long experience—exploring his environment.

In recognition of man's need to explore, to meet challenges, the Elks of **New Mexico** gear their Cerebral Palsy Program to providing children, for whom crawling, talking, and walking are a difficult stage of growth, with the means to escape confinement. The supply of physical therapy, equipment, and grants-in-aid comprise the direct service approach which the Elks maintain as the working philosophy of their major project. Within the range of the three aspects of the project there is a wide variety of programs for the cerebral palsied. No program is considered permanent, and each one may be discontinued or reorganized at any time. Change and versatility are the rules, not the exceptions, in running the program.

Any resident of New Mexico from birth to 21 years of age who has been diagnosed as cerebral palsied is eligible for aid. Children from nearby areas of Arizona are also treated at times, and exceptions are made in regard to age requirements on an individual basis.

*(Continued on page 38)*



# VICTIMS HAVE RIGHTS TOO!



by Margaret Poynter

□ Mary Williams, an elderly widow, discovered a robber in the dining room of her home almost a year ago. In addition to stealing her purse and some small appliances, he struck her several times before he fled. She has recovered physically, but will never forget how frightened and abandoned she felt during her three-day stay in the hospital.

"I was so worried about my dog," she says. "There wasn't anyone to take care of him. And the robber had my purse—he could take my keys and steal everything else in my house, and maybe run up bills on my credit card.

"Now they've caught the one they think did it, and I'm supposed to go to court and be a witness. They don't seem to realize that I live a mile from the bus stop, and I sure can't afford to take a taxi. Just how am I supposed to get to the courtroom?"

To Mary and hundreds of victims like her, it must seem that they are the forgotten members of the crime team. The other half—the criminal—plays the starring role during the investigation and apprehension. Then when he is caught he receives free transportation, lodging, meals, and medical care. If necessary, he is provided with free legal counsel.

Who sees that the victim gets financial assistance, physical care, or emotional bolstering? Who reads him his rights?

Law enforcement agencies in many parts of the country are beginning to realize the inequities in the system. These agencies, often in conjunction with religious or civic groups, are setting up victim assistance or advocacy programs. The programs are aimed at giving the victim at least as much consideration as the criminal.

The problem is attacked from two different directions. First, steps are taken to insure that each victim witness understands the criminal justice process and his part in it. This understanding enables him to play an active and constructive part in that process. Secondly, the victim is provided with both temporary and long-range assistance—emotional, medical, and financial.

There is good reason for this two-pronged attack. It is fast becoming evident that the practice of placing the entire emphasis of police work upon the crime problem itself is wrong. Granted that the causes and prevention of crime and the jailing of the criminal are important. However, too little attention has been paid to the crime victims and their families. These victims undergo a great amount of physical and emotional suffering, family tension, and income and property loss. The fact that the victim is often in a low income bracket makes the situation worse, since there is little to cushion the loss.

As the problems of the crime victim were studied, it became evident that they had a direct connection to the growing crime rate

# Victims Have Rights, Too!

itself. A frightened, injured, confused victim becomes a balky, uncertain witness. Many times this fact becomes evident after the victim has signed the warrant, and the preliminary hearing has been scheduled.

The preliminary hearing is an extremely important step in the prosecution process. A defendant who is bound over for trial at this stage is about ninety percent certain of eventually being convicted. However, in Wayne County, Michigan alone, over fifty percent of the dismissals at the preliminary hearing were the direct result of the non-appearance of witnesses. Certainly, many of the people who were released at that point would eventually have been found guilty and taken off the streets.

What happened to the victim witnesses between the time they signed the warrant and the preliminary hearing? In order to find the answer Wayne County officials talked to a random sampling of the people in a warrants section waiting room. Five main problems were repeated over and over.

© Crime victims suffer extreme mental and emotional suffering, many times long after the commission of the

crime. Most of the people who told about such suffering were uncomplaining and undemanding. None of them had ever tried to seek any help. It became obvious that someone should have come forward and actively offered them assistance.

© Almost all of the working people lost time and money by coming to sign the warrant. Many of them said that their employers had not been very understanding about their absence from work, and that they would no doubt be docked for the time off. They agreed that a letter or telephone call from the police to the employer might have prevented this difficulty.

© About a third of the victims had been injured during the course of the crime. All of them had been extremely uncomfortable during the long waits for treatment of the injuries. This discomfort, added to the feelings of fright and bewilderment, made the experience almost unbearable. The fact that no one had seemed to care left them with a feeling of bitterness.

Many of them had had trouble getting the emergency treatment, including those who had been covered by medical insurance.

© All of the victims had a deep fear of retaliation. Many of them had al-

ready had to answer questions while the accused was standing a few feet away threatening to "get even." None of them felt as if there was anything they could do about any future threats.

© Many of the witnesses were confused about everything from what the warrant procedure or the preliminary hearing was to where to find a parking place. No one had bothered to explain what was expected of them, what the various legal terms meant, where the court buildings were, or how long they might have to wait. If there were any explanations given, they were either wrong, or the victim had been in such a confused state of mind that he misunderstood them.

Almost everyone interviewed felt pessimistic about the system. They had expected aid and comfort and understanding. Instead, they were enduring long, uncomfortable waits, misinformation, lack of attention, and extreme inconvenience. A few of the women had not been able to hire a baby-sitter and their youngsters were tired and hungry after two hour waits.

Several victims were extremely fearful about appearing as a witness. The thought of facing the defendant in the courtroom and the possibility of being

*(Continued on page 39)*

## 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."



Goldsboro, Rocky Mount, and Raleigh, NC, Lodge representatives recently visited the veterans hospital in Durham with three television sets, 100 pens, and \$100 worth of toilet articles. (From left) District Chm. Henry Capucille presented the gifts to Jim Williams, recreation chief, and John Arledge, hospital director.



Gifts and \$200 collected by the Elks' ladies were brought to the Castle Point VA Hospital by members and ladies of Poughkeepsie, NY, Lodge. The delivery was made by (from left) Ron Glusenkamp, Mary Ann Chiumento, PDD Ernie Tinklepaugh, Doris Glusenkamp, Barbara Long, Jack Hickey, and PER and Chm. Jim Crawford.



The library fund of the Denver VA Hospital recently received assistance from the Elks of Longmont, CO, Lodge. A \$250 check was presented by ER Frank Marcantonio (second from left) to Glenn Hall (third), hospital director, while John Kreiling (left), hospital vets chairman, and Leland Greb, lodge chairman, observed.

# "To Our Absent Brothers"

Those who no longer answer when their names are called were honored with remembrance by lodges throughout our Order last December 4—Elks Memorial Sunday—in Elksdom's annual tribute to the memory of its "Absent Brothers." GL Lodge Activities Committeeman John Sullivan of

Southern Pines, NC, Lodge received reports from 425 lodges, with a total of more than 30,000 in attendance.

The judges for this year's competition were North Carolina SP Ralph Pitts of Newton Lodge, PSP W. Ernest Bell of Durham Lodge, and PSP John

Nichols Jr. of Mount Airy Lodge.

Awards will be presented at the Grand Lodge convention July 16-20 in San Diego, where all brochures submitted will be displayed. Photographs from the first-place brochures are shown here.



Savannah, Georgia

Weymouth, Massachusetts



Tacoma, Washington



## 1977 WINNERS

### Lodges with fewer than 301 members

1. Savannah, GA
2. Cartersville, GA
3. Plano, TX

Honorable mention: San Juan, PR

### Lodges with 301 to 600 members

1. Fulton, NY
2. Clifton Forge, VA
3. Cobleskill, NY

Honorable mention: Winona, MN

### Lodges with 601 to 1,000 members

1. Weymouth, MA
2. Portsmouth, VA
3. Augusta, GA

Honorable mention: Oswego, NY

### Lodges with 1,001 to 2,000 members

1. Hamilton, NJ
2. East Hartford, CT
3. Midland, MI

Honorable mention: Anderson, IN

### Lodges with 2,001—or more members

1. Tacoma, WA
2. Corvallis, OR
3. Phoenix, AZ

Honorable mention: Kearney, NE



Fulton, New York



Hamilton, New Jersey

# Quick Bind

A new desktop system for professional binding!

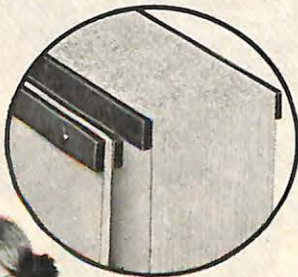
The Quick-Bind System from Gestetner lets both amateurs and cagey vets get beautiful bindings swiftly and easily. No squiggly spirals or flying rings. You can give your legal briefs, sales presentations, accounting or research data, surveys, reports, archives, or you name it, professional packaging without professional costs.

It's so simple.

First, Quick-Bind perforates your pages' binding edge. Slip in a batch and pull handle. Step Two sees you binding them securely (drop-outs and tear-outs don't happen).

This 27-pound portable binds your work in just nine seconds! There's a wide choice of cover colors and textures coordinated with strong, flexible binding strips that grip your typed, duplicated, copied, drawn, or printed pages with handsome importance, which is what they deserve, right? Right. Write up the coupon for details.

Binds any number of pages—from just a few to a book one inch thick.



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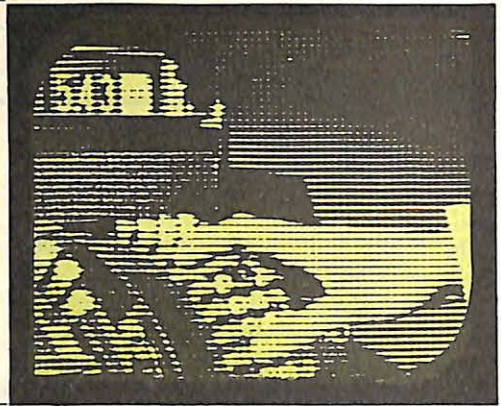
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City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

# IT'S YOUR BUSINESS

by John C. Behrens



## PROPRIETORS NEED TO SOUND OFF

What's on the minds of small business owners these days? What's the mood of the heavily taxed middle class proprietor as he completes his 1977 returns?

"We need more controls on the big chain corporations—like a tax on the square footage of their stores, plus a gross sales tax. A tax on their advertising space also. They use several pages of advertising weekly. An independent can't afford one page. Why wait until the horse gets out of the barn before we lock the barn door?" That's what an Albuquerque, New Mexico, salesman wrote me recently.

"Business can no longer be all things to all people and survive," a California shop owner told me in another letter. "Broader use of contract labor and/or licensed independent agents might allow business to concentrate on real business instead of philanthropy. Contract labor, a deductible service, eliminates the shop's responsibility for all of the taxes, insurance, retirement benefits, etc. This responsibility and its resultant expense is shifted to the contractor. Contract labor as it exists now is simply not feasible, nor a dependable source of skilled labor. It could be developed and refined to suit a more important role in the industry."

A Texas businessman believes you can't avoid the telltale signs of a massive deflation. "Within the past three years, a large section of inhabited areas have been devastated by natural disasters, necessitating some kind of large federal aid. Inflation has aggravated the misery. These are the present day market place signals that producers and consumers are either unwilling or unable to assume. The net result is deflation."

A retired business executive from Eureka Springs, Arkansas, thinks that "it's futile to try to polish the image of business. It is not possible to cure sores by covering them with talcum. I think the press does a good job. Although relying on advertising is essential to the financial support of the press, it still has the courage to tell the facts.

"There can be no dispute over the violations by many companies," he continues. "There is no dispute over the illegal price fixing in the electrical business for it was revealed, fines were paid and refunds were given. There is no dispute either in other fields.

"Perhaps young people draw the wrong conclusions in some cases but it would

seem to me that the public, reading all that has been exposed, has a reason to be suspicious of business."

A Farmington, Utah, salesman who has worked as an electrician's helper and owned a wholesale florist business thinks we've got to work on our image. "Lawyers, judges and juries have used the business image in court decisions favoring the little guy, the poor consumer and the so-called disadvantaged. Our public school system for many years now—controlled incidentally by 'association,' or let's be honest, unions—have continually downgraded business.

"Only an idiot would go into business unless he anticipated a profit. The only thing that will create more jobs is expansion derived from profits. There have been abuses by business both large and small and some controls, such as Teddy Roosevelt's Anti-Trust Law, are necessary. However, the great majority of American businessmen and women are hard-working, honest and patriotic people. They are smart and they have the best interest of our great country at heart.

"The place to change the image of business is: first, in our schools. We should see to it that a true picture of business profits is given in all grades, certainly in college. And, business men and women should see to it that the liberal press discusses the honest profit figures on the front pages as well as on the financial pages. Our chambers of commerce have done a splendid job of bringing new business to their respective communities but they have failed miserably in presenting the proper and true facts about business to average people."

A Pennsylvania businessman wrote to tell me that one way to stop the meddling with the economy and rid ourselves of the meddlers is to take financial influence out of elections. "We, the people, want television and radio stations as a public service (without charge) for establishing periods prior to election days to provide candidates for such offices as President, the Senate and the House of Representatives, who have been approved by their respective parties, with time so that they shall not be allowed to spend any campaign monies whatsoever of their own or others, thus keeping public office off the auction block."

Finally, there was a note from a university librarian in the state of Washington  
(Continued on page 34)

# LODGE VISITS

GRAND EXALTED RULER HOMER HUHN, JR.



Funds raised by Las Vegas, NV, Lodge for the National Service Commission were presented to GER Homer Huhn, Jr. (right) during his visit to the state's mid-winter meeting. The presentation of the \$1,000 check was made by ER Adrian Brubaker, who explained to the GER that the funds were raised by the lodge from a drawing for sports equipment.



A trip by the GER to Keizer, OR, Lodge included a stop at the Keizer Elks' future building site. Among those who joined Brother Huhn (fourth from left) in inspecting the property were Chap. Jim Jacobs, SP Ernie Zielinski, ER Bob Lindquist, PGER Frank Hise (fifth from left), Est. Lead. Kt. Don Sim, State Secy. Orville Mull, Grand Trustee Frank Garland (second from right), and PER Ed Miller.



A Grand Exalted Ruler's Banquet was held by West Chester, PA, Lodge in honor of GER Homer Huhn, Jr. (left). During the evening (from right) PER Charles Tomlinson Sr., PER Joseph Sullivan, and ER Carroll Hillebrand exchanged ideas with Brother Huhn.



The band played on under the direction of Don McCaw (left) during the dedication of Bremerton, WA, Lodge's new building. GER Homer Huhn, Jr., the guest of honor, expressed his appreciation of the rhythm exhibited by the band and Brother McCaw, both of Aberdeen, WA, Lodge.

James Ebersberger (right), secretary to the Grand Exalted Ruler, donned a robe and enacted the role of a servant for GER Homer Huhn, Jr. (second from right) and Mrs. Jo Huhn (third) during a medieval banquet given by the West Central District of Pennsylvania at Latrobe Lodge. DDGER Thomas Wildauer (left) joined Brother Ebersberger and Mrs. Huhn in listening to Brother Huhn address the Elks and guests who attended the feast.

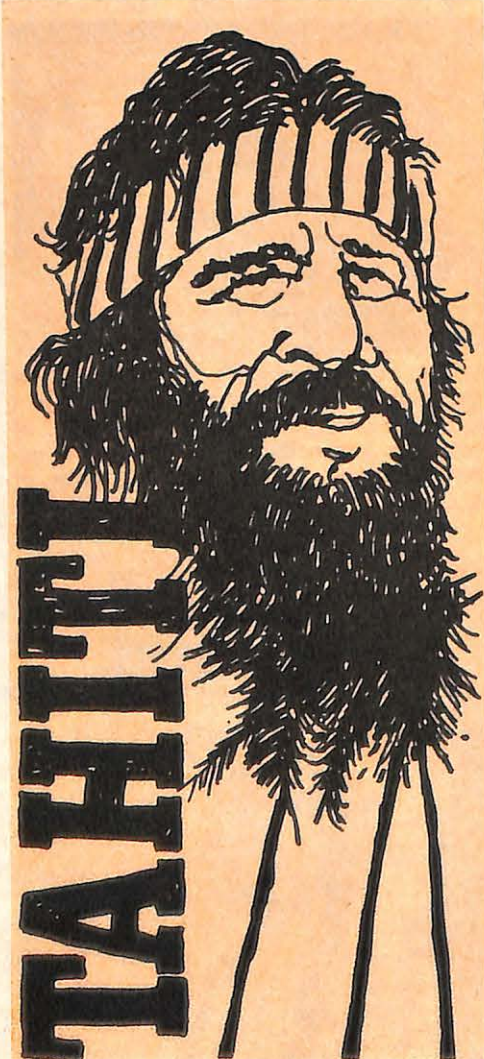


# "In every friend we lose a part of ourselves..."

Alexander Pope

by Jerry Hulse

Because next month begins my 18th year as a travel writer, the thought occurred the other day—what of the acquaintances I've made along the way: what of Muk and Jay Carlisle, Nicole deBussierre, Paul Kendall and Henry Rittmeister. Henry was particularly colorful. When I met him a dozen years



ago he was managing a hotel in Tahiti. He'd fled his own homeland during World War II. He was not cut out for battle, he said, and so Tahiti seemed a likely refuge. The trouble was, his timing was a trifle poor. For shortly after he arrived in Tahiti, Hitler invaded France. And because Tahiti is French and Rittmeister is German, the Tahitians figured they had to make him their prisoner of war, even though they liked him immensely and no one was fighting, not in Tahiti anyway.

Well, Ritt didn't mind. He never tried to run off. Not even when his guard would steal off into town to get drunk. Ritt remained at his post, cutting cane and tending a garden, tasks which the Tahitians had given him to do. Later when peace came Ritt married a Tahitian; eventually he moved to Hawaii, which is where I saw him one day recently. He lives on the Big Island now and he has no regrets, he said. None at all. The sunsets are supreme, the weather is nearly always perfect and he has sufficient food and drink. He's found his contentment at last.

• • •

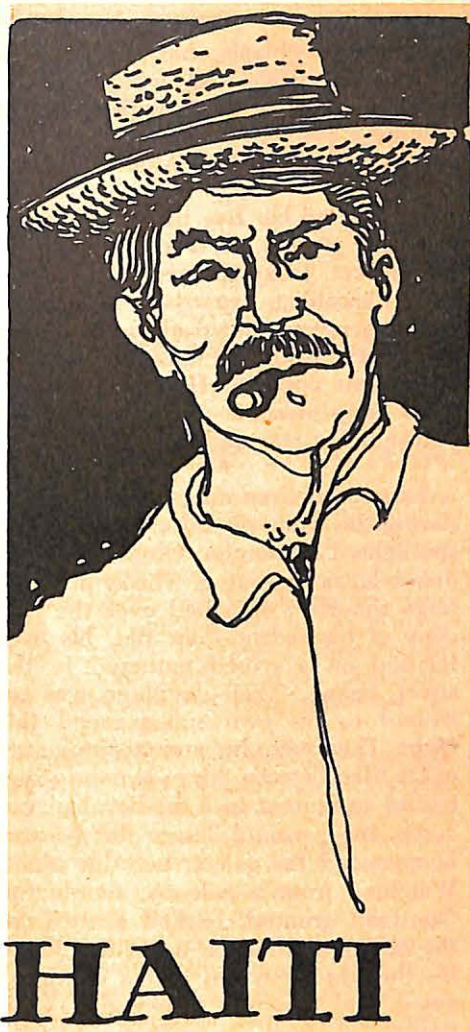
Well, as long as we're reminiscing, what of the two contessas I was introduced to in Italy: are they still well and happy and brightening the lives of other travelers who chance by their doors? There was the Contessa Cristina Villorosi de Loche who welcomed guests at her villa outside Florence. As I recall, the villa set back from the road, and when I stopped to take in the scene the contessa invited me in for a drink. The windows faced a garden which was profuse with flowers and the courtyard was filled with orange and



lemon trees. The perfume of their blossoms was heady stuff. Now I'm told the building has been declared a national monument, which tells you how ancient it is.

During dinner the contessa would hold court at a candlelit table, describing the villa and explaining how her





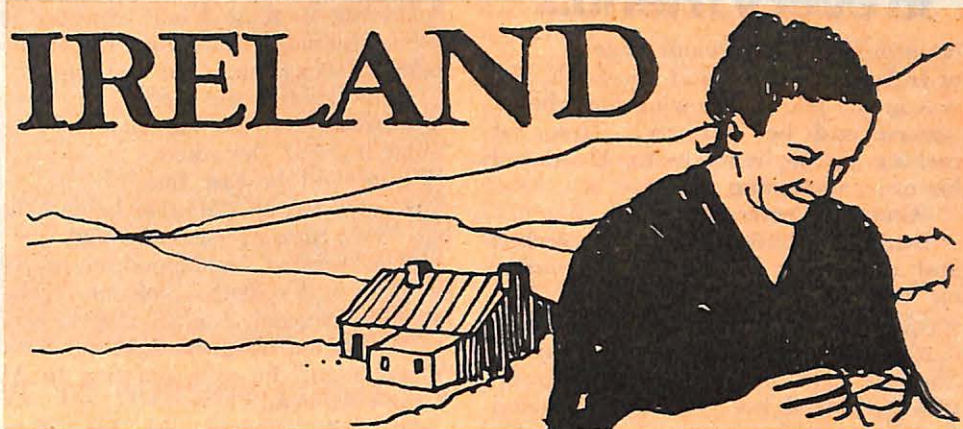
parents were married in the chapel next door. It has been several years since my visit, but I'm told the contessa is still its charming hostess. Some day I must return.

• • •

Shortly after leaving Florence I was introduced to the Contessa Nina Bertuzzi Benini, an Italian Zsa Zsa Gabor who told me, "Darling, everyone should 'feel romantic' while on holiday." Well, it was hard to argue with that sort of philosophy, so I decided to get acquainted with her village. This chance meeting occurred while I was motoring outside Rome; I had stopped at the little fishing village of Porto Santo Stefano. Porto Santo Stefano is the sort of place one half expects to run into William Holden holding hands at some little sidewalk cafe with Jennifer Jones.

The village is framed by the Mediterranean, with red-tiled houses and villas facing the sea. One of them belonged to the contessa. It stood on a hillside several hundred feet above the sea, overlooking a cove of incredible beauty. This was where her guests swam, down along the wild Monte Argentario Peninsula. Other times the contessa would join them on picnic cruises to the isle of Giglio. The air in Porto Santo

# IRELAND



Stefano is perfumed by oleander and bush blossom and salt from the sea, and the hillsides are smoky with olive trees and green with pine. The Saracen tower where the contessa set up her bar is 500 years old; once it was used as a lookout for pirates who sailed over from Africa. While I was there, though, it was used by young lotharios in search of pretty companions, and the hunting appeared just fine. The setting is contagious, particularly for the young lovers. In the words of the contessa: *Everyone should feel romantic, especially on a holiday . . .*

• • •

I got to wondering the other evening what ever happened to the crazy Frenchman I met one night on the French Riviera. Cannes, I believe it was. Several of us were in a pub and he was getting pretty drunk and I was telling him that I was going to St.-Tropez the next morning. He listened, patiently sipping his drink. Suddenly he slammed down his glass and stood up.

"Not tomorrow," he said, "tonight . . ."

"Tonight?"

He weaved drunkenly.

"Tonight, monsieur. Tonight we drive to St.-Tropez."

"We . . .?"

He pulled his girlfriend to her feet.

"Nicole," he cried, "we are going for a ride!"

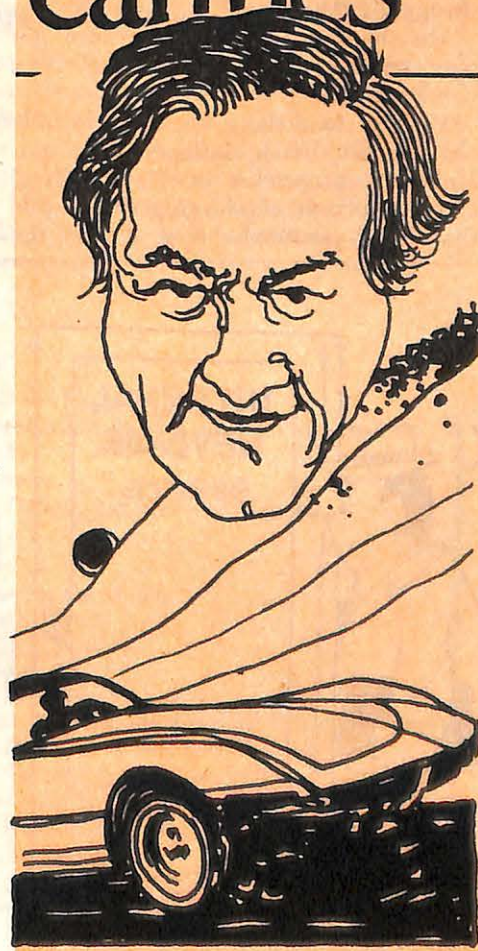
She giggled and they got into their car and I followed in mine. It was one hell of a race. Pushing the accelerator to the floor, I barely kept up with him. The tires screeched. Once I heard his girlfriend scream. Then she giggled again. Finally the dawn came just as we were pulling into St.-Tropez. We drove slowly through town. The shops were all shuttered. Only one cafe was open. (The beautiful people don't rise early in St.-Tropez.) Inside the cafe we ordered coffee. Afterward I studied the Frenchman and his girlfriend. She

was yawning and he had become pensive. I didn't ask, but his eyes said it. Yes, quite clearly. He was asking himself—what in heaven's name was he doing in St.-Tropez when he was expected at work in Cannes exactly one hour from now? I didn't have an answer for him. I really didn't. After all, I was just a tourist, off on a joyride.

• • •

By car from Shannon Airport it is less than an hour to Dilly Griffey's farmhouse. She's a dear, this woman who takes in guests. She wears the face

# Cannes



## "In every friend..."

(Continued from previous page)

of Ireland itself: old and rain-fresh. She was in the kitchen brewing tea when I arrived and her husband, Tom, sat rocking in the living room. He raised his cane, motioning to me.

"Come in, come in."

During my visit Tom Griffey rocked and drank tea or sherry (depending on the hour) and Dilly, bless her, scrubbed and cooked and milked the cows and did a dozen other chores. She said she didn't mind, though; she rather enjoyed her life. She explained that Tom couldn't work: "Poor dear, his health is a wee frail..."

One night we were sitting by the fire sipping sherry (the wind was crying mournfully outside) and I studied that lovely, tired face that belong to Dilly Griffey, and I knew why, in that harsh land, the Irish had survived.

And what of Al Seitz? The last time I saw him was five years ago...

The lights of Port-au-Prince blazed in the darkness as my taxi pulled to the door of the Grand Hotel Oloffson (which isn't grand at all, but a bit tacky). From the balcony Al looked down and grunted.

I dropped my bags and waved. "Hello, Al," I shouted.

He pulled a cigar from his mouth and grunted: "What, you back?" I shrugged. "Why not?"

He shook his head. "You sure got poor taste, comin' to this dump of a hotel again!"

He just stood there, the same lovable old Al, the brash, independent, cantankerous proprietor of Haiti's Hotel Grand Oloffson, an old gingerbread pile that looks positively as if it's on the

verge of collapse. Walking up the creaky old staircase I half expected to be met by some murderous rascal. Instead, Al Seitz stuck out his hand.

"Come in, sign the blotter."

Afterward he led me into the bar. "What'll it be?" he asked.

"Rum will be just fine."

He growled at a Haitian behind the bar. "Two rums over ice," he said.

Then, turning, he slapped me on the shoulder and smiled. "Welcome back," he said, "welcome back."

The barman laughed right out loud. "Crazy man," he said, pointing to Al. "Craz-yyy, man!"

Al Seitz picked up his glass. "Cheers," he said happily.

I wonder: Do you suppose he's still grumbling and insulting his guests, in far off Haiti?

My thoughts go back to Paris frequently and to the man who gave up home and country. When I met him, Jacky Kennedy was an ex-San Francisco schoolteacher, an American living in Paris whose day began at 6 o'clock each evening. Just as dusk fell across the City of Light, Jacky's boots would strike sparks against the pavement of Rue Jules-Chaplain, his tall figure silhouetted in the dismal, yellow glow of a street lamp. The light bathed a smoky cave, Jacky's Far West Saloon. From dusk till dawn he played hillbilly melodies and pop tunes for an enthusiastic audience from a dozen lands.

Jacky stood taller than 6 feet in his cowboy duds, looking for all the world like the good guy in the TV western. His saloon was only a block from La Coupole and Le Dome, the sidewalk cafes where Hemingway wrote and Modigliani painted and a lost generation sought itself. Inside, Jacky spun a record. The words spattered against the walls—"Come sit by my side if you love me"—and his eyes reflected a sadness, a melancholy for the West, for home.

"The nostalgia is always there," he said. "I have a terrible yearning for the California redwood and for Monterey and Carmel. Mostly what I miss are the open spaces and the ability to move from a city to an ocean to a mountain, all within minutes. And then there is San Francisco itself." Jacky removed his black Stetson and an old

lady with a black shawl struck the table with her cane. Over her arm she carried a basket filled with fresh-cut flowers.

"A flower tonight, Monsieur Kennedy?"

He handed her five francs and afterward she pinned a red rose to his rawhide jacket. Jacky Kennedy didn't consider himself an expatriate. Of course, the longer you remain away the easier it becomes. Still, it is not easy to forget one's own country. He smiled sadly. "You only become an expatriate of yourself. Do you understand...?"

Several hundred miles away in Rome during this same period a golden moon spotlighted Remington Olmstead, a big man who sat brooding, whisky in hand, huge shoulders hunched over the balcony of his second-floor flat, his eyes focused on a crowd gathered in the street below. Their laughter was an irritant to his own sullen mood this night. They were his guests—the guests of Da Meo Petacca, his enormously successful restaurant in a medieval piazza across the peaceful Tiber. But he was in no mood for gaiety, not this night. Watching from a balcony, Remington Olmstead grunted, backed away from the railing and looked up at the moon, his thought an ocean and a continent away. He, too, was thinking of California.

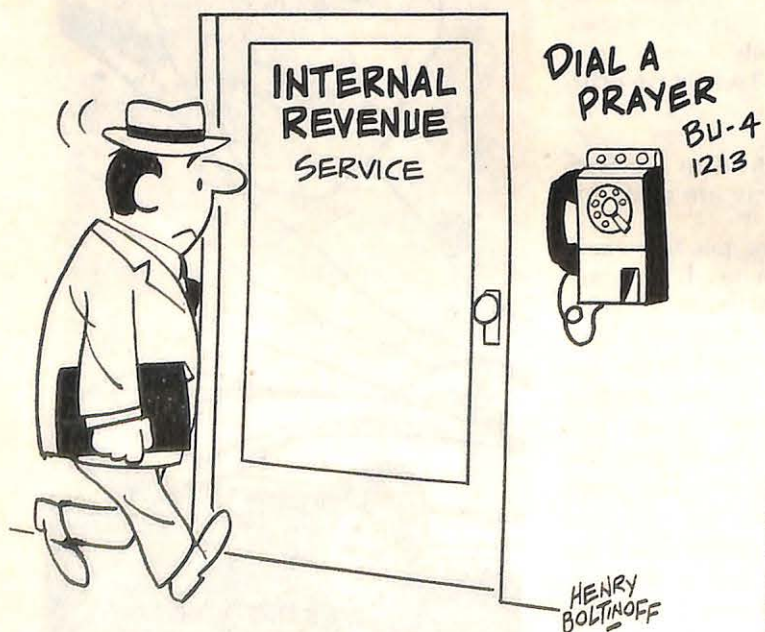
All his growing-up years he'd sung—first in the choir at All Saints Episcopal Church in Pasadena and later in high school and college. He'd studied at Pasadena Playhouse and after that he hopped the freight to New York. On Long Island he worked as a bellhop and lived in a \$2-a-week apartment and dreamed of stardom and ate oatmeal and beans.

"Those were the good days," said Remington Olmstead. "The days of hopes and dreams of what could have been."

He appeared in "Oklahoma!" on Broadway and after that he went to London and finally Italy where he fell in love with Rome. Now, though, his thoughts were of California and a recent visit home.

"Seeing old haunts stirred something inside me," he said, "the desert, the Sierra, the missions. But it's difficult to go back. When you've been away a long time there is this feeling that you've been left out of things... you see all the new people and it seems they have taken your place..."

The huge man looked up at the moon, bright and full now. At last he got up and struggled downstairs to the street and the loud singing. Remy stood for a moment. Then he joined the crowd. Moments later a strong tenor voice filled the night and the piazza. ■



# YOU AND RETIREMENT

by Grace W. Weinstein



## HOME CARE: AN ALTERNATIVE TO NURSING HOMES

Nursing home placement is not always the best solution for the ill or aged person who cannot live alone, even the person who needs some nursing care. Nursing homes are expensive; in many areas they are inadequate. And many people become depressed when forced to leave their homes for an institution. That depression, in turn, adversely affects their health.

An alternative, increasingly available across the United States: home care services. Home care services include informal family-arranged help, community-sponsored assistance to the homebound, and hospital-run programs.

Where an elderly person is relatively well but cannot cope with all the chores of daily living, a family may arrange for a capable teenager to come in once or twice a week to do the marketing and some of the heavier housework, to shovel the walk or mow the grass when necessary. Sometimes a college student or a single adult can be found who will live in, providing assistance in exchange for room and board. When nursing care is required, a practical nurse is less expensive than a registered nurse, and a nurse's aide is less expensive still. If full-time skilled nursing care is required for any length of time, however, a nursing home may be the only answer.

Community-sponsored assistance, all part-time, includes visiting nurses, homemaker-home health aide services, meals-on-wheels, and telephone reassurance services. Visiting nurses can give medication and supervise other aspects of home health care, including the homemaker-home health aide. Aides provide both personal care and homemaking services. Meals-on-wheels programs are usually locally funded and provide a friendly visit along with a nutritious meal. Telephone reassurance services, often staffed by volunteers (including the elderly homebound themselves), make daily telephone contact with those who live alone; they provide a friendly chat—and notify relatives or neighbors or police if the telephone is not answered at the prearranged time. A big-city variation, in which the Postal Service cooperates: mailboxes of the elderly are marked on the inside with a special sticker; if mail is not collected for 2 or 3 days the mailman notifies authorities.

Hospital-run home care programs for

the elderly are becoming more widespread. Some examples include:

▶ In Southern California the Los Angeles County-USC Medical Center provides regular doctors' visits to 500 elderly chronically ill patients. Some 70 resident physicians and 10 staff doctors are on call seven days a week, 24 hours a day. In one year alone physicians made some 10,000 house calls in a 50 mile area. Nurses, social workers, dietitians, and physical, occupational and speech therapists make house calls under this program as well.

▶ New York's Montefiore Hospital began home health care in 1947. Montefiore's community-coordinated program provides doctors, psychotherapists, social workers, homemakers, and technicians so that both medical care and

support services are provided in the home. In addition, Montefiore's new After Care Project brings the homebound chronically-ill to the hospital once a week for a full range of medical services; a specially equipped van picks up and delivers the patients. More patients can be helped in the same period of time. And patients have the opportunity to get out of the house and socialize with others. Home Care and After Care supplement each other, serving the needs of different patients.

▶ In Tucson, four hospitals and two skilled nursing services have combined to provide a city-wide system of geriatric day care services. Six SHIP (Senior Health Improvement Programs) Centers are located throughout the city, providing a range of medical and occupational therapy for some 400 older people. About 94 percent of the participants would have to be admitted to nursing homes within 30 days, the sponsors say, if the program were discontinued.

▶ In Chicago, St. Anthony's Hospital also brings hospital services to the community. Clinics have been opened in two low-income housing developments, staffed five days a week by a licensed practical nurse and an assistant; a doctor is on hand part of each day. Patients see the same doctor on each visit, and are treated by the same doctor if in-hospital care is needed.

▶ The Chelsea-Village Program of New York's St. Vincent's Hospital has been carefully designed to meet the needs of  
(Continued on next page)

## Schedule of Diamond Jubilee Celebration Elks National Home, Bedford, Virginia, 1903-1978

The Board of Grand Trustees announces that the Seventy-fifth Anniversary of the Elks National Home will be celebrated in Bedford, Virginia, on May 6 and 7, 1978. Helping to commemorate this event will be many Past Grand Exalted Rulers, as well as members of the Board of Grand Trustees, the Governor of Virginia, and other dignitaries. It is expected that a representative of each State Elks Association will also be in attendance. The May issue of *The Elks Magazine* will feature an article focusing on the Home as it is on its Seventy-fifth Anniversary and looking back at the high points from its past.

### SATURDAY, MAY 6

10:00 a.m.-

3:00 p.m.: Registration and guided tours of the Home  
Sing-along in the lobby, shuffleboard, golf, and croquet tournaments;  
(Scheduled times will be posted)

9:00 p.m.: Grand Ball in the main dining room  
Main Speaker: Hon. John N. Dalton, Governor of Virginia

### SUNDAY, MAY 7

8:30 a.m.: Church services

9:15 a.m.: Bible class in the recreation room of the Home

12:30 p.m.: Dinner for residents and overnight guests

4:00 p.m.: Main speaking program, which will include:  
Grand Exalted Ruler **Homer Huhn, Jr.**;  
Past Grand Exalted Ruler **John Walker**;  
Chairman of the Board of Grand Trustees, **Dr. Leonard Bristol**;  
Home Member of the Board of Grand Trustees, **Robert Grafton**;  
Executive Director of the Elks National Home, **Doral Irvin**;  
General Chairman of the Anniversary Program, **Tony Machnik**;  
Congressman **Caldwell Butler** of the Sixth District of Virginia;  
Mayor **B. W. Saunders** of Bedford, Virginia

5:00 p.m.: Cook-out on the grounds of the Elks National Home,  
with adjournment following.

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## You and Retirement

(Continued from previous page)

the community's isolated and homebound elderly. Teams of physicians, nurses and social workers provide a wide range of services to residents located through a wide-ranging community survey. A trilingual driver (Spanish and Italian as well as English) has been specially trained; he transports the health team, moves patients when necessary, and can take electrocardiograms right in patients' homes. Other community agencies are called on when necessary in the St. Vincent's program, including homemakers, friendly visitors, visiting nurses and Meals-on-Wheels.

Similar programs—all designed to keep the chronically ill in their own homes—exist in Albuquerque, New Mexico, Rochester, New York and Baltimore, Maryland. The American Hospital Association (AHA) found in a recent survey, in fact, that 79 percent of hospitals having 500 or more beds offer some ten home care services, such as physical therapist, registered nurse and psychologist.

Many more such programs could be used. About 6 percent of those in hospitals at any one time (or 75,000 people on an average day) could actually be cared for at home, according to the AHA; there are not nearly enough programs to do so. Yet home care benefits patients by allowing them to remain independent and out of institutions; morale is usually far better in familiar surroundings. Home care benefits all of us, as taxpayers, because it greatly reduces the costs of patient care. In Rochester, New York pa-

tients are cared for at home, for example, at an average daily cost of \$18 against the \$116 it would cost in hospitals. Home health care is also far less costly than nursing home care, but Medicare provides more benefits for care in a nursing home than in the patient's home.

Legislation pending before Congress would expand the federal government's support of home health care programs. Meanwhile, some insurance plans are expanding benefits to include home care. In Maryland the Blue Cross and Blue Shield Home Care Program has marked its fourth anniversary. Under the Maryland plan benefits include doctor visits, nursing care, medical and social services, physical and speech therapy, prescription drugs, X-ray and laboratory services, ambulance service between the hospital and the patient's home, medical appliances and equipment, and home health aide services.

Home care services may exist in your community. If nursing home placement is being considered, ask your doctor or your hospital what home care services are offered. But before you subscribe to a home care program, cautions Alex McMahon, President of the American Hospital Association, "be sure that the program is certified by your state for payment by Medicare or Medicaid. There are many home care programs which are licensed to operate but are not eligible for reimbursement under federal or state regulations. Check with your physician, hospital or local social welfare agency before you subscribe or else you may find yourself paying the bills out of your own pocket." ■

## It's Your Business

(Continued from page 28)

who pointed out, quite logically I thought, that the image of business has perhaps slipped because the businessman hasn't attempted to document his own history and consequently, lacks an understanding of his role in America's development.

The concerns involved other matters, too. Several accountants told me of their disillusionment over the division that new federal tax laws have created between government and private sector practitioners. Tax reform measures and Freedom of Information laws, they contend, have caused as many conflicts for them as solutions.

The latest charge against business involves the estimates of several economists that proprietors are among the many Americans who are allegedly guilty of pocketing millions of dollars of income not reported to the Internal Revenue Service. The stories leave little doubt. Small business owners are quoted and used as obvious examples.

Assuming the stories are true, shouldn't businessmen respond? I can't believe the majority believe in such practices.

And what about the myriad of other suggestions that my letterwriters disclosed? I'm counting on you in the weeks and months ahead to let me know what

you think can be done about the problems we face virtually every day when we open our stores, meet a client or simply try to make income match expenses. It's not only good therapy, it can help others. A year ago, for example, a number of proprietors replied to a column I wrote about how small businessmen need a new deal. I made their difficulties known and sought out government officials to investigate the questions they raised. We got answers to questions that the bureaucracy had ignored and, while not all the responses were positive, we gave the businessman an opportunity to accept the decision or contest it.

I'm an optimist concerning the free enterprise system. Regardless of the party in power, I believe that surveys such as those mentioned several months ago by Prof. George Vredelved of the University of Cincinnati offer more hope than we realize. Prof. Vredelved pointed out that a national survey by the Advertising Council found that the American public has a favorable attitude toward the economic system and values it more than the high standard of living we enjoy. What's your opinion?

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

# SPACE-AGE MEDICINE

(Continued from page 18)

and as a lining for splints in fracture cases. The padding material can be formed in each instance precisely to "fit" the individual's needs.

Even something as simple as brushing teeth can be a real chore for those confined to bed. Because of problems encountered during the weightlessness periods of space flights, astronauts swallow their toothpaste. Regular toothpaste contains a detergent which makes it foam, but NASA has developed a digestible, non-toxic toothpaste which is easily swallowable.

Many space spawned inventions have found practical application in the area of rehabilitation. At the Texas Institute for Rehabilitation and Research and other centers, for example, handicapped children learn to walk in a sling support outfit first used by NASA's Langley Research Center in Hampton, Virginia, to help acquaint astronauts with the one sixth gravity on the moon.

Certainly one of the most imaginative space devices yet applied to medical uses is a sight switch created to aid busy spacemen on long distance flights. It has been adapted for use by paraplegics. With it, a patient can

manipulate a motor driven wheelchair by the movement of his eyes.

The switch operates on the principle of infrared reflection from the eyeball. An infrared light source bounces light off the white of the eye into a photo electric cell which carries the message to a control activator. When the eyes are moved sideward, one eye reflects the light while the pupil of the other eye absorbs it. The resulting imbalance of voltage controls the direction of the wheelchair. Such a device can be adapted also to turn pages of a book, flip on a thermostat, and switch radios and television sets on and off.

In an emotion-charged demonstration before the Congressional House Committee on Science and Astronautics, Mrs. Celeste Thompson, who had not had the voluntary use of her arms or her legs for 19 years, worked a multi-channel proportionally control unit for restoring movement to paralysis victims that had been built using NASA technology.

With the unit attached to one hand, she amazed the Congressmen by manipulating a set of building blocks, stacking and arranging them easily. It was a remarkable showing, for Mrs. Thompson contracted a severe case of poliomyelitis when she was 19 years old. She was left totally paralyzed with the exception of head and neck movement and a residual motion of her left thumb.

After being bedridden for many years, her physicians asked bioengineers at the Rancho Los Amigos Hospital near Los Angeles to fit her with a new electric arm brace and tongue switch control that had been developed at the hospital. With the new device, she was immediately able to control her arms and operate an electric wheelchair, and now she can leave her bed for periods of several hours daily, and even type letters.

"The value of this technology transfer from space to medicine is readily apparent," Dr. James R. Allen of Rancho Los Amigos Hospital told the Congressmen during Mrs. Thompson's demonstration. "Even more important, perhaps, is the potential good this technology can help accomplish. The hundreds of thousands of other disabled people with varying degrees of paralysis or amputation can be helped by similar applications."

A number of other space related advances are today aiding amputees. NASA's Marshall Space Flight Center in Alabama, working closely with specialists at a California hospital, have built an artificial hand. It includes a unique finger control capability which enables amputees to pick up and operate standard power tools.

Marshall scientists also have helped perfect a high purity, high strength car-

(Continued on next page)

## THE JOY OF GIVING

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Participating memberships were recently given by Elks' ladies Juanita Roberts and Clo Averett to their husbands Warren and Walt, and by Brother Pickard to his wife Edith, president of the Elks' ladies. Indio, CA, Lodge ER Dick Macknicki thanked the group for their support of the Foundation through their contributions in behalf of each other.



The first honorary founder from Iron Mountain, MI, Lodge, Secy. Harry Dransfield (center), received a certificate of appreciation for his \$1,000 contribution from visiting SP William Bailey (right). ER Robert Anttila was also on hand to offer his congratulations and thanks to Brother Dransfield.



◀ The National Foundation contributions from Houma, LA, Lodge have, in one year, reached a per capita total of \$31. PER and Chm. A. J. Screeton (second from right) accepted three \$1,000 donations made recently by (from left) PER John Hollinshead, Leo Whitney Sr., and PER Keith Whipple.

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bon which is being used for artificial limb attachment sockets implanted in the bone. The technology first was used for reentry heat shields and rocket nozzle liners. The new material provides the best available combination of strength, light weight, and physiological compatibility for implanted devices. It combines with skin and bone to form a permanent body "plug in." This direct skeletal attachment improves the wearability of artificial limb devices.

NASA scientists also have built a more mobile and attractive leg brace of light weight graphite epoxy composite material to replace regular orthopedic leg and pelvic braces, which are too heavy and impair movement.

Here are some other exciting space to medicine spinoffs:

✓ Blood pressure sensors so small they can pass through a dog's artery into the heart, have been developed by NASA, used on research animals, and show great promise as a diagnostic and monitoring instrument for humans. Such devices have measured blood pressure with unprecedented accuracy inside a dog's artery and heart in tests run at the Harvard Medical School. Permanent implantation of a sensor with a transmitter in a human body would allow continuous monitoring of a patient as he moved about freely.

✓ Apollo spacecraft windshields are being adapted for the treatment of severe burn victims. These three by four feet curved "shields" are placed over patients, allowing freer movement while a constant temperature is maintained under the device's surface.

✓ A new electrostatic camera, developed for space vehicles, produces moving or still "instant pictures" without any processing. It can focus on a patient in critical condition and keep vital photographic records instantly available for physicians. Transducer transmitters that relay intestinal data are currently in use, and doctors now anticipate a battery powered television system small enough to be swallowed, which would transmit pictures from a patient's stomach.

✓ A revolutionary muscle accelerometer has successfully undergone extensive testing to measure minute muscular tremors in the human body. Patterned after a transducer produced by NASA to measure micrometeorite hits

on a spacecraft, it is capable of recording impacts as faint as that of a grain of sand dropped from one inch. This is helping doctors in early diagnosis of such neurological ailments as Parkinson's disease.

No one yet knows what bonus, "hidden" spinoff benefits will be reaped by future space research and technology. Consider one such case history which involved one of the most unusual medical applications of space spawned knowledge to date, saving a man's life:

It occurred when doctors operated on 63-year-old Joseph Barrios of Morgan Hill, California, who had been shot by a holdup man. Surgeons were able to remove only fragments of bone and bullet from his head. The major portion of a .22 caliber bullet was lodged tight in the third ventricle of his brain—an extremely critical area deemed too risky for surgery.

Medical history, of sorts, was made, however, when the team of doctors, headed by neuro-surgeon James W. Markham, asked for help from aerospace experts at NASA's Ames Research Center nearby. Specifically, the surgeons wanted to use a centrifuge, a type of high-speed whirligig, like the machine used by astronauts to simulate the crushing pressures of gravity.

Barrios was strapped in the centrifuge and spun around at six times the force of gravity. Under such tremendous pressure, the bullet slipped into a less critical lateral ventricle of his brain, where doctors were able to operate successfully in removing it.

As NASA prepares to embark on the next series of manned flights aboard the new space shuttle, scientists will be carefully monitoring the health of the astronauts. Metabolic and cardiovascular systems will be measured in depth, and serious investigation of the orbital effect on nutrition, hematology, immunology, neuro-physiology and pulmonary functions also will be undertaken.

Such knowledge is important not only in planning for future space flights, but it also can contribute to a greater understanding of life processes basic to treating all human illnesses. And, from such spatial research undoubtedly will come a new host of spinoff benefits that will save lives and contribute to better care and comfort here on earth. ■

## Obituaries

**PAST DISTRICT DEPUTY** Harry G. Mullen of Derry-Salem, NH, Lodge died December 4, 1977. Brother Mullen was State President in 1973-1974 and was District Deputy Grand Exalted Ruler for the South District in 1974-1975.

**PAST DISTRICT DEPUTY** Ronald A. Andrews of Boulder, CO, Lodge died recently. Brother Andrews served as Dis-

trict Deputy Grand Exalted Ruler in 1961-1962 for the North District.

**PAST DISTRICT DEPUTY** Robert H. Carter of Fairfield, IL, Lodge died January 7, 1978. Brother Carter was District Deputy Grand Exalted Ruler in 1973-1974 for the Southeast District. At the time of his death, he was the Illinois State President.

# TAMING THE TWISTER

(Continued from page 10)

Storms Laboratory (NSSL) in Norman, Oklahoma, though, the emphasis is on super sophisticated Doppler radar. One day it may become the work horse of tornado tracking and forecasting.

"Doppler radar works on the same principle as the units police departments use to enforce speed limits," explains J. T. Lee, NSSL program coordinator. "It relies on the apparent change in frequencies caused by an object's motion. Perhaps the best illustration is a locomotive whistle. As the train moves toward you, the whistle seems to grow louder. That is because soundwaves reach your ear more swiftly as the whistle nears. Then it reaches its peak at the nearest point, and trails off as it moves away because of the frequency growing longer."

The similarity of a train whistle and Doppler radar lies in radar waves rebounding from an object, in this case a tornado funnel, over specified durations. Doppler works on a frequency which allows certain benefits over conventional radar. First, it not only "sees" a storm, but can gauge the speed of winds as waves rebound from water or debris particles trapped in the funnel; its sensitivity allows greater warning.

Doppler radar located at NSSL plotted a tornado moving toward Stillwater, Oklahoma, in the spring of 1976. Because of the radar's advantages, Stillwater residents were warned 20 minutes before the storm struck. With conventional radar, such warning would have been simply a matter of luck. Yet, while the Stillwater incident pointed up at least one Doppler strong point, some bugs remain to be worked out.

First, Doppler radar is a victim of limited range. The best storm detection is at about 62 miles. But if the radar beams do not encounter a storm in that range, searches can continue out to around 100 miles. Dr. Ron Alberti, NSSL chief of Meteorological Research, notes that the system has proven to be effective over 62 miles. One tornado, the Falcon Head, Oklahoma, storm of spring 1976, was first spotted some 80 nautical miles south of the Norman Doppler site. Another, which hit Wichita, Kansas, in June of the same year, was seen 120 miles north of Norman.

Besides range, cost is another Doppler drawback. Each unit's projected cost is from three-quarters to \$1 million more than conventional radar.

"I believe that NWS is convinced that Doppler does offer the capability of detecting these tornadoes while they are in their formative stages and before they do any damage on the ground," Alberti says. "This capability allows us

to increase warning time.

"Also, there is the possibility of tracking the storm before it touches down. That is comforting because, typically, the tornado warnings result only after the storm has descended and perhaps somebody already has been hit.

"So, we're examining the new radar very carefully, and trying to work out the bugs. At the price per unit, NWS wants to be very sure that it will fulfill their requirements."

If there is a general lack of knowledge about tornado formation, an equal dearth exists about the storm itself. Life and death of a tornado are speculative, and scientists aren't even positive of their wind speeds. Efforts to fill in those blanks are underway, however.

Based at the Norman facility, chase teams fan out across the south central United States each year in pursuit of tornadoes. Their objective is to photograph the storm with both still and movie cameras. Hopefully, their film will reveal the life-history of the storm.

"Film research of this type began in the late 1950s," Allen Pearson explains. "And it has helped us to dispel some misconceptions about tornadoes. Measuring the distance of the camera from the storm, and then computing the size and speed of debris in the funnel gives us a pretty accurate gauge of wind speed. In most cases, winds seem to be less than 250 miles per hour, although many people credited them with 500 or more."

Varying tornado configurations make photo evaluation difficult. Those storms gouging across open fields generate considerable dust around the edges, appearing larger than they really are. By contrast, small, tight storms, such as the one which smashed Union City, Oklahoma, in 1973, provide much more accurate information.

With limited chase personnel restricted to certain areas, NWS welcomes private films. Just any movie or still photograph won't do, though.

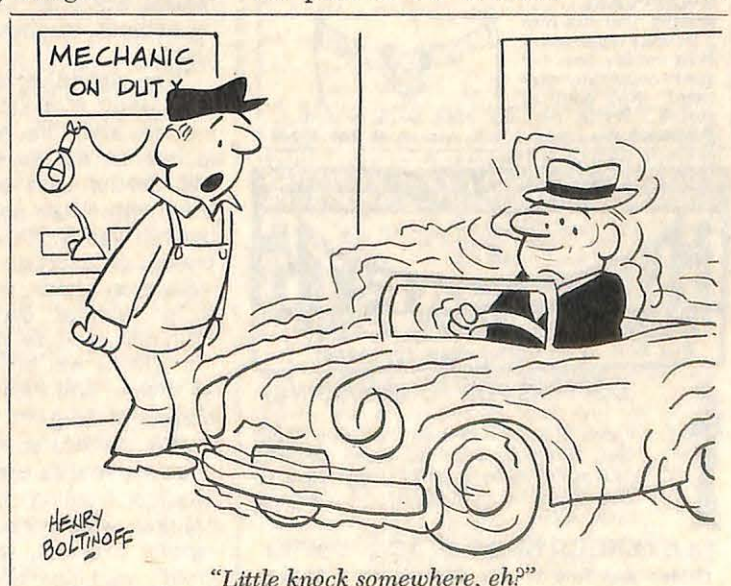
"We want high-quality protos—35-mm slides or 8mm or 16mm movies," Pearson says. "Zooming with movie camera lenses should be minimal and photographers should pan slowly with the storm. They also should use tripods. Reference marks such as a car, building or telephone pole in the foreground are helpful, too. But don't fill the screen with reference marks."

Further information about tornadoes comes from evaluation of engineered structures hit by the storm. When a twister slams through an area, NWS and affiliated personnel comb the site to determine how selected buildings fared under the stress. One fact learned is that an office building, for instance, which looks as though it were battered by 800-mile-per-hour winds was the victim of gusts probably no more than 75 to 100. Pearson notes, in fact, that studies show most damage is done by winds no stronger than 200.

"Buildings too frequently are the result of architect vanity. Safety against the elements takes second place, and glass is a major problem. It not only creates weak construction, but glass shards become missiles during a storm. Flying glass is our greatest concern.

"So, if I hear of a school about to be built, I contact the engineers or architects, hoping they will incorporate inexpensive tornado-safety features into their design," Pearson continues. "Halls are prime examples of poor planning, although they may be the best shelter area available sometimes. They can become wind tunnels during a storm, turning them into perhaps the most dangerous area within a building. By simply providing baffles at the ends of corridors, that problem is solved, and it doesn't cost much."

An expanding radio network. Satellites clicking photos of earth's weather patterns from space. Doppler radar scanning the countryside for storms. Photographers searching out and preserving churning storms on film. Engineering experts sifting through debris to find better ways to stem the twisting wind. All are part of the ongoing campaign to learn more about the mysterious and deadly tornado, and protect lives in the process. In the years to come, perhaps nature's most fierce storm will be beaten. But for now, all we can do is wait and wonder if we'll be next in the path of the tornado. ■




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## Major Projects

(Continued from page 24)

There are no financial limitations, and no questions are asked about the client's or his parents' ability to pay for services. The project does coordinate its efforts with state and federal programs, which have been changing over the past few years, thus giving the Elks more incentive for flexibility in administration.

A program director and a part-time medical records secretary run the program and are supervised by the all-volunteer Elks Executive Board. The Board is comprised of a chairman, a vice-chairman, and four regional members who are each responsible for approximately one-fourth of the state. The State President and the State Trustees must approve the major project budget. A volunteer CP chairman in each of the 20 lodges and the director coordinate their programs.

The facilities of the project consist of a central office, storage space, and a small, well-equipped wood working and welding shop. In the workshop, volunteers and vocational clinic clients design and construct equipment for cerebral palsied children. Wheelchair desks, relaxation chairs, standing devices, and other items, which come from the workshop or are purchased by the major project, are the means by which the Elks bring children in touch with the world.

Therapy services are provided wherever they are needed by consultants in the four areas of the state. Programs are initiated primarily by personal contact

with the parents of the children and the professionals who work with them. The major project central office, the local CP chairmen, or the schools and centers which receive grants-in-aid pay the therapists. The annual dispensation of funds by the major project support university speech and hearing programs for evaluations and speech therapy. The most recent contributions were \$4,000 to the University of New Mexico, \$1,000 to Eastern New Mexico University, \$3,000 to New Mexico State University, and \$2,500 to the Carrie Tingley Hospital Educational Workshops in Orthopedics.

Most operating funds for the New Mexico Elks' major project are raised by Elks and Elks' ladies. Contributions from non-Elks are accepted. The major source of the Elks' revenue is an annual fund drive in which all of the lodges participate. A Cadillac and other free gifts serve as the incentive for yearly donations. For the 1976-1977 year, the New Mexico Elks grossed \$106,500. The projected budget for 1977-1978 is \$120,000. Raising funds, planning new programs, and being involved in developing equipment in their areas are among the activities pursued by New Mexico Elks.

In viewing the future of the Cerebral Palsy Program, New Mexico Elks remember that answering the needs of cerebral palsied children is their purpose. The program director expressed those needs as "mobility, communication, and education." He recognized that they are not easily achieved, but worth the effort when they can be achieved by a child who might not otherwise have left his crib or his bed.

## Medicine and You

(Continued from page 14)

question involving chemical and neurological functions."

Dr. Miller himself may some day be in line for that kind of honor, since the bearded cardiologist is well known for his extensive work in exercise research.

"My associates and I conducted a remarkable study dealing with the effects of exercise on asthmatic children. Our results will alter the view of asthmatics by parents, teachers, coaches and physicians.

"The definitive, scientific research we did during that study confirmed several theories about the relationship of exercise to asthma. We proved that if an asthmatic will persist with exercise, will actually train with tough physical activity, he will benefit greatly. It's true that after a short period of exercise the asthmatic child suffers an attack, which usually lasts five to ten minutes. But if the asthmatic will train and exercise for a couple of months, his attacks will be less frequent and not as severe, and they will require a smaller dosage of drugs to handle the problem.

"We discovered that 80 to 90 percent of all asthmatics can be involved in school physical training programs, and that all children with asthma need some form of regular exercise. Naturally an asthmatic child's participation in such training will

require the coordination and cooperation of the parents, the teacher or coach, and the family doctor.

"It must be noted," interjects the acclaimed cardiologist, "that most asthmatics have mild to moderate conditions. Severe cases of asthma are few and help for them is minimal. Strenuous exercise is not an aid for severe asthmatics, but it will help the majority of sufferers. Special breathing exercises will benefit severe asthmatics."

Dr. Miller does not suggest that everyone rush out and begin strenuous exercising to alleviate asthmatic attacks. He states that anyone entering into any kind of physical training program as a way to benefit a medical condition should do so only after consulting a physician.

The pediatric cardiologist stares pensively out at the noontime sun.

"There are at least 2,000,000 American children between the ages of six and 18 who suffer from asthma. One of my primary goals is to make their day-by-day life easier. Research into the exercise performances and capabilities of such children holds the key."

*While Larry Holden cannot diagnose, he is interested in any questions or comments of a general nature and news of developments in the medical field. Write to: Larry Holden, c/o The Elks Magazine, 425 Diversey Parkway, Chicago, IL 60614.*



# Victims Have Rights, Too!

(Continued from page 26)

badgered by the defense lawyers made them doubtful that they would be able to give effective testimony.

After the interviews, one official said that what was amazing was not that witnesses didn't show up at the preliminary hearing, but that *any* did.

Armed with this information, the Wayne County Prosecutor's Office set up a Victim Assistance Program. This support system starts with the patrol officer, who makes the initial crime report, and ends with a full time staff, whose time is devoted solely to helping approximately fifteen hundred witnesses a month.

A staff member is assigned to a witness and is responsible for him from the signing of the warrant until the trial is over. Each witness is given a ten minute slide-sound orientation and a Handbook for Witnesses, which answers many commonly asked questions—What if I can't appear on the date scheduled? What if I can't find transportation? What will happen to me in court? When will I get my belongings back from the police? What if the defense attorney contacts me?

If the witness has any problems or questions after the initial briefing period he can call the telephone assistance line. Many calls which are placed come from people who feel as if they've been ignored or misunderstood by the prosecutor, or who are experiencing intense emotion, such as fright, worry, or anger. The telephone is answered by people who have been trained to listen with understanding and to handle "hot line" or crisis calls.

The Victim Assistance Program in Pasadena, California, is run in conjunction with the Fuller Theological Seminary. The full time professional staff is aided by a volunteer staff, who are trained by a qualified counselor from the seminary. The volunteers learn how to listen to and "draw out" people who are in the grip of emotional stress. When victims are encouraged to express their rage and their need for help, they can be helped more quickly.

Many times just the simple extension of a hand in friendship and understanding is all the victim needs. A volunteer asks him if he needs someone to stay with him for a few days, or if his plants or pets need care while he is in the hospital. Perhaps he has some relatives or an employer who should be notified, or maybe his locks should be changed if his keys were stolen. Does he need someone to shop for groceries for him?

Such simple things as an offer of help in filling out insurance forms or reporting lost credit cards can ease the

burden of the crime victim tremendously. In a time of crisis such details can seem overwhelming. A helping hand at the right time can prevent the experience from leaving an agonizing, lingering scar on the mind.

As in Wayne County the Pasadena program starts functioning as soon as the patrol officer takes the initial crime report. He is trained to recognize whether or not a victim needs immediate help. If he sees such a need, he can call on a volunteer any time of the day or night. If the need is not urgent, he turns a copy of the report in to the public relations officer. It is then picked up by the civilian director who notifies one of the volunteers.

The visit is preceded by a telephone call, since the last thing a crime victim needs is a stranger knocking insistently on his door. If the offer of help is refused, the volunteer sends a card upon which is printed his telephone number and basic facts about the help which is available.

After the victim is helped through the first few days of crisis, if longer term help is needed, his name is given to the proper agency for financial, legal, or emotional counselling. If victim compensation is available from the state, he is helped to file for it.

While the civilian volunteers are doing their job, the prosecutor's office is helping by keeping the victim informed about the progress of the case and answering questions about the criminal justice process. Knowing exactly what is happening and what the police can and cannot do prevents a great many misconceptions and unrealistic expectations on the part of the victim.

Cities which have Victim Assistance Programs are experiencing a marked reduction in cases dismissed due to witness non-appearance, increased convictions in cases involving violent crime, relief and appreciation on the part of the witnesses who have benefitted from the service, and heightened morale of the police and court personnel whose efforts have become much more rewarding because of a lowered crime rate and an increased conviction rate.

People have the right to expect—to demand—a commitment on the part of their law enforcement agencies to insure that they are not ignored or pushed around if they become crime victims. If a citizen feels that he is a real partner in the criminal justice system—if he sees that there is something in it for him—he is much more willing to cooperate to reduce the crime rate. The value of this feeling of partnership between the police and the public more than outweighs the time, effort, and money it takes to maintain it. ■



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# NEWS OF THE LODGES

(Continued from page 23)

## Ye Olde English Feaste

The call of the first fanfare resounded throughout Kenosha, WI, Lodge to herald the commencement of the third annual Olde English Feaste which was presented by the Tremper High School Madrigal Singers. The Lord High Chamberlaine, Brother Donald Bussard, entered the great hall with the Lords and Ladies who included GER Homer Huhn, Jr. and his wife Jo.

The Brothers hosted the grand affair for five nights, and though the guests had to abide by such rules as "Gueysts myst never leave bones on the table: allways hyde them under the chayres," the festive air still prevailed. Jesters, jugglers, magi-



The Guest Hosts, GER Homer Huhn, Jr. and his wife Jo.

The jesters staged a mime performance (top right photo). The madrigal singers followed the tune of the recorders (bottom right photo).

cians, acrobats, fencing masters, and musicians entertained the guests and the Lords and Ladies while they feasted on a traditional English meal. The wassail bowl was passed to toast the season and homage was

paid to the boar's head, which is of symbolic importance. The event's program explained that "The boar, because he roots into the ground with his tusks, has long been revered as having taught mankind the

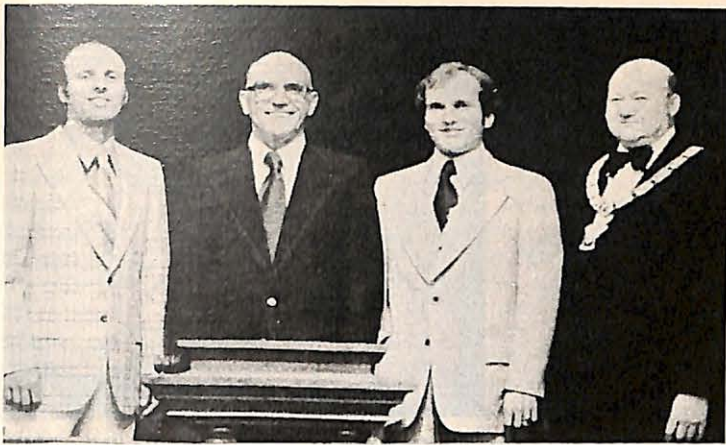
art of plowing." Madrigals were also sung, and Silent Night, the last song, preceded the recession of the celebrants from the hall in which the spirit of medieval England had been aroused.



**THE WINNERS** and runners-up of Ohio's South Central District 12- and 13-year-old division of the Hoop Shoot Contest were honored by sponsoring lodge representatives Mark Thomas (back row, second from left) of Jackson Lodge, Jack Suedkamp (third) of Columbus Lodge, Richard Frankhauser (fourth) of New Lexington Lodge, and Larry Franz (fifth) of Ironton Lodge. Chm. A. J. Sexton (right) and Brother Bill Neithers congratulated (front row, from left) champions Brad Walke and Shawn Steward as well as runners-up Jim Albanese and Susan Jackson.



**A 1906 MAIL** wagon, drawn by three horses, was loaned to Mattoon, IL, Lodge by Brother Guy Pfeiffer (driving the coach) in order to advertise the lodge's Chili Day. The proceeds from the occasion were contributed to the Illinois Elks Crippled Children's Commission, which is the state major project.



**TWO BROTHERS** were members of a new class initiated into Bismarck, ND, Lodge by ER W. J. Brintnell (right) recently. The initiates' sponsor, Senator Evan Lips (second from left), proudly welcomed his two sons Evan and Erik to membership in the order of Elkdom.



**OLDTIMERS** of New Philadelphia, OH, Lodge gathered together for a party recently. The affair was attended by 60 Brothers and their wives who honored (from left) PER Carl Gieb and Brothers Earl Gross, Emery Gintz, Guy Kimmel, and Dean Exley. Brother Kimmel, who joined in 1915, is a 62-year member, while the other four honored Brothers, who joined New Philadelphia Lodge in 1922, have been members for 55 years.



**THE WINNERS** of North Dakota's Hoop Shoot contest, held at Jamestown, ND, Lodge, were congratulated by State Chm. Jack Brown (left) and Trustees Chm. Dave Nething (right). The children then went to Denver, CO, to participate in the regional competition.



**A DONATION** of \$1,000 was made by Clawson-Troy, MI, Lodge to the Royal Oak, MI, Salvation Army recently. Major Rowland (right) thanked ER Edward Wilson for the contribution which was used to purchase wheelchairs for the handicapped. ▼



**BROKEN** and abandoned toys are collected by Abilene, KS, Elks and delivered to Brother Charles Eis (right) who repairs them. Brother Eis is retired and devotes a good deal of time to restoring toys to be donated to community organizations which distribute them to children.



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# ELKS FAMILY SHOPPER

More for your money

by Mike LeFan



## BARGAINS NO JOKE

You can save money this month—and that's no April Fool joke. Check out these bargains.

Clothing—save on ladies' lingerie, foundation garments, hosiery, sleepwear, women's shoes, and women's coats. Save, too, on men's and boys' suits. You seamstresses will find good savings on fabrics for sewing.

Household goods—hunt the bargains on washing machines, clothes dryers, kitchen ranges, radios, stereos, tape players and recorders, and outdoor furniture. Spring cleaning supplies are also sale priced.

Sales to watch in April—check the after-Easter clearances carefully.

Supermarket Snoop reports savings on these fresh produce items: strawberries, pineapple, grapefruit, oranges, asparagus, rhubarb, and sweet corn.

(Be sure to update your *Bargain Calendar* if you have one.)

As you know, April 17 is the deadline for filing your federal income tax return this year. Have you ever wondered about your chances for a tax audit by the IRS? If your income is \$30,000 a year or more, the odds that your return will be audited are four times greater than those in lower income brackets. According to the American Society of Chartered Life Underwriters, about eight percent of returns in the upper income range will be audited by the IRS, but only about two percent of the lower income group will be checked. So take heart.

Are you restoring an old house? Here's a new catalog that tells where

to buy authentic products for restoring and decorating pre-1914 houses—including ceiling medallions, tin ceilings, mouldings, wide plank flooring, hardware, lighting fixtures, and much more. It's hard to find this stuff, but this catalog puts all the sources at your fingertips, listing 525 companies and 5,873 products and services. For more information on *The Old-House Journal Catalog*, write: The Old-House Journal, Dept. MM, 199 Berkeley Place, Brooklyn, NY 11217.

"Dear Mike: Would you please send me names and addresses of people or companies where I can sell coupons. I have so many I can't use. I am a shut-in, so I clip all newspaper and magazine coupons"—Bess Walker, Dyersburg, TN.

Thanks for writing, Bess. I've heard of such exchanges for trading stamps, so surely there's something for swapping coupons. Readers, do you know of anybody offering this service? In the meantime, Bess, how about giving a coupon swapping party? Ask some friends to be saving coupons to bring to the party for trading.

Clothes are costly, so don't ruin an outfit through carelessness. If you use chlorine bleach in your washing, be very careful not to splatter or pour full-strength bleach on anything—including clothes partly submerged in the washer. The bleach will damage all cotton, linen, and rayon fibers, and in the next washing you'll find little holes where the bleach splattered the fabric.

Health insurance is a big deal these

*The finest Elks Rings you can buy!*

We are suppliers to the Elks and have a complete line of jewelry, gifts, banners, plaques etc. We are here to serve you and your lodge

R486 10 kt. Gold \$87.00 Many styles N.Y.S. add tax \$2.00 Post. Sizes over 10 - \$4.00 extra	P.E.R. RINGS Heavy 10 kt. Gold \$80.75 each Genuine Onyx Synthetic Ruby Blue Spinel	R597-PER
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Write for catalog. R561-PER

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**TRY the HANDBOOK OF LAWN MOWER REPAIR.**  
Rush only \$7.95 plus 75¢ handling on 10-day money-back guarantee.  
EMERSON BOOKS, INC., Dept. 515-D, Buchanan, NY 10511

days. Learn the facts and figures on health insurance with this free 80-page booklet called *Source Book of Health Insurance Data*. It discusses health costs, quality, private insurance, and Medicare/Medicaid. Single copies are free from Health Insurance Institute, Attention of Rhea Tabakin, 277 Park Avenue, New York, NY 10017.

Villard Brida of Springfield, MO, sent this tip for the family grocery shopper: "When buying food, always remember that it costs more to box than to bag. So, if you have no preference then you should choose the item in the bag because you see it's cheaper.

Speaking of grocery shopping, do you always buy a certain brand of food item even though another brand may be cheaper? If so, how come? It's a fact that most of us can't tell our favorite brand from other brands of the same type of item. This includes non-food items like paper goods and cleansers. With few exceptions, the usual cause of our brand preferences is advertising. Using only your own senses of taste, touch, sight, and smell, you may well prefer the cheaper store brands to the more advertised brands.

Millie Newquist of Aurora, CO, agrees with that idea. "It really pays to think twice before using those cents-off coupons," she says. "Compare that product with the store brand and more often than not the store brand is cheaper. I saved over a dollar on a laundry product by *not* using the coupon. The size and ingredients were identical and the instructions for use called for equal amounts per washer load."

Thank you, Millie. It's true that store brands are often the biggest bargain around. I appreciate the reminder.

*Dial 800* is a directory for toll-free telephoning. Whether you want to reserve a room, rent a car, buy airline tickets, get info on your stocks, or complain to somebody, *Dial 800* has your number. Order a copy for \$1.95 from Dial 800 Publishing Co., P.O. Box 995, Radio City Station, New York, NY 10019.

"Dear Mike: A reader recently inquired about a tin can opener. I am also interested in obtaining the name of a manufacturer of such a device. I

have heard that Sears had them at one time"—Louis Nelson, Frederick, SD.

Louis, I haven't heard a thing about tin can openers yet, and my Sears catalogs don't show any. Come on, readers. Give us the word.

Free booklet—*How to Care For, Train and Feed Your Dog*. Write Ken-L Ration Dog Care Book, Box 6333, Chicago, IL 60677.

Mrs. Kinsella of Bernardsville, NJ, says, "With the price of coffee sky-high, I freeze any leftover black coffee in ice cube trays. When I need coffee for frostings, cake desserts, or gravy, I just take out my ice cubed coffee. Saves time and money."

"Dear Mike: Do you know where I may be able to buy a small hand snow plow (about a 36-inch blade width, 45-inch handle, with two 8-inch tires)? I had one about 12 years and it came in handy"—Mary Saunders, Toms River, NJ.

There was a shortage of snow plow equipment this last winter, Mary, which may explain why you couldn't find a replacement for yours. I'd recommend that you shop again early next fall—before any snow appears. Check the various large department, discount, and hardware stores.

Do you have a tip for "Money Saver of the Month"? Send it in. If it's published, you'll get a nifty prize.

Money Saver of the Month: Arthur Watts of North Fort Myers, FL, says, "I have found that when painting walls and woodwork it is necessary to use both a roller and a brush. Since you don't use both at the same time, it is advantageous to enclose the one you're *not* using at the time in aluminum foil to keep it flexible and ready to use again when you're ready for it. This is much better than placing the brush or roller in water while you use the other." Of course you'll still have to clean both the brush and roller after you're done, but this tip should save you time and paint. You're welcome.

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

Because of the volume of mail received, individual replies cannot be made.

# DO-IT-YOURSELF

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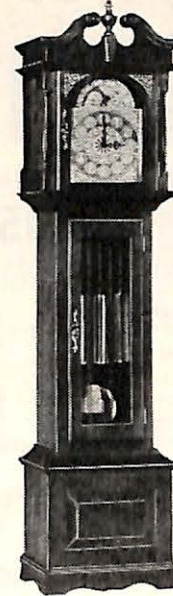
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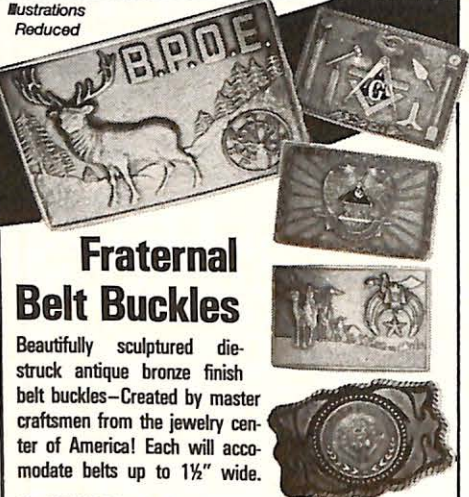
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**Elks Family Shopper**

**consumer/news**

It is becoming a common experience: "I ordered merchandise in October. The firm cashed my check but never delivered the goods. It also ignored all follow-up letters..."

The Federal Trade Commission has received complaints against hundreds of companies. Recently, the FTC enacted a Trade Regulation Rule concerning mail order merchandise.

Although the FTC can do nothing about individual cases, each complaint is entered into a computerized system which can quickly identify problem companies. If a number of complaints are received an investigation may be launched.


The FTC urges anyone with a mail order complaint to send a copy of the correspondence to: Director, Bureau of Consumer Protection (MO-P), Federal Trade Commission, Washington, DC 20530.

People suffered through the cold of last winter with sweaters and, took aspirin when the heating bills came in. As a result, a lot of people are adding insulation to their homes.

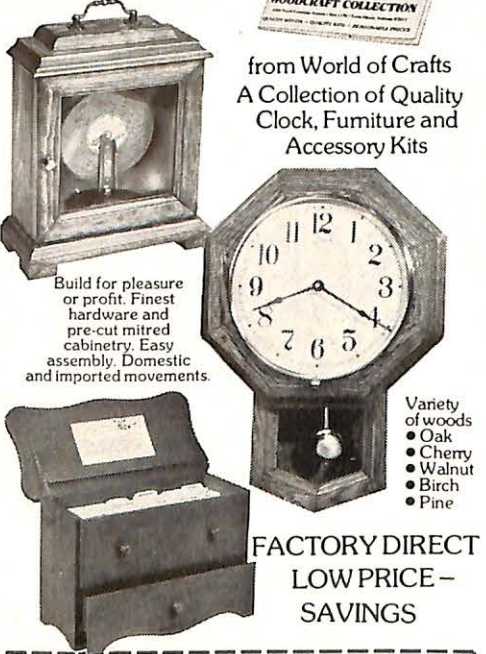
(Continued on page 46)

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

# Why Rip Up Your Lawn? Zoysia Saves Time, Work, Money

**SPECIAL INTRODUCTORY OFFER. UP TO 375 GREEN BEAUTY ZOYSIA GRASS PLUGS FREE**

By Claude Gerard

If you're like most lawn owners, you've been advised again and again to dig up your lawn to rebuild areas that have died. More advice is to lime, seed, rake, roll the soil, weed and feed. In short, traditional grass experts tell you to re-plant your lawn the same old way. What they don't add is that you will get the



same old results! This year, say "goodbye" to such work and expense. Plant the real thing: Green Beauty premium Zoysia.

**Switch To "30 Below Zero" Zoysia**  
Please don't confuse "30 below 0" Green Beauty with any other grass. No matter where you live, from frigid Canada to the torrid South, Green Beauty won't heat kill or winter kill. For instance, Mrs. Harry Winslowe in the heart of wintry New England tells how she got rid of weeds with zoysia: "We had a lawn that was a disgrace. My husband used weed killer for every known weed — but next season new weeds sprang up. We dug up the lawn twice and re-seeded before we learned about Zoysia. It does everything you say . . . how pleased we are with our Zoysia lawn."

**WON'T HEAT KILL, RESISTS WEAR, TOO**  
Green Beauty is so heat and drought resistant it stays green despite searing winds and withering sun. Once established, it's so wear-resistant there's no lasting harm from kids' play, cookouts, lawn parties. After heavy frosts, it just goes off its green color, regains fresh new beauty every spring.

**Are Slopes A Problem?**  
Established Green Beauty ends wash-outs and erosion for good.

**FREE DELIVERY**  
SAVE SHIPPING CHARGES. After you have paid for your order, some nurseries charge you to deliver it. To deliver a typical 300 plug & pluggger order "collect" a few hundred miles will cost you from \$5 to \$14 ADDITIONAL. Larger orders sent greater distances (as to Pacific States) can cost YOU about \$38 ADDITIONAL. Also C.O.D. delivery may make you go pick up your order. We deliver Free, saving you time, work, money.

**DON'T DIG UP YOUR PRESENT LAWN, PLUG IN GREEN BEAUTY**  
Just set plugs into soil a foot apart. When you plant Green Beauty into your present lawn, it drives out old, unwanted growth including weeds. Easy planting instructions with order.

**Chokes Out Crabgrass & Weeds All Summer**  
Green Beauty grows so thick, crabgrass seeds don't even germinate in it! Positively weed-free all summer long!

**Cuts Mowing By Two-thirds!**  
Frees time for family, recreation.

**Endless Supply of Free Transplants**  
Take up transplant plugs from established Green Beauty. Plug it elsewhere as desired.

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Care of a seeded lawn can cost a lot of money, not counting the value of your labor. Green Beauty lawns cut the costs of repeated seedings. They end the cost of spraying questionable chemicals like crabgrass killers. They cut water bills — even the cost of gas for a noisy mower! They cut (or end!) the repeated feedings needed by less hardy grasses. Green Beauty's proven savings make it the lowest cost lawn — help you stretch your dollars to balance the family budget.

**FREE PATENTED STEP-ON PLUGGER**  
With orders of 500 plugs or more  
Digs holes for plugs as it cuts away unwanted growth. Gets plugs off to a faster start, makes planting easy. Invaluable for taking up transplants.

**IRONCLAD GUARANTEE**  
With Green Beauty plugs, nothing less than 100% success will do. Every plug positively MUST grow wherever you plant it, from part-shade to full sun, no matter your climate, no matter your soil. Any plug failing to grow within 45 days will be replaced FREE — no "ifs," no "ands" no "buts." Your assurance of success.

**IMITATIONS AREN'T THE REAL THING**  
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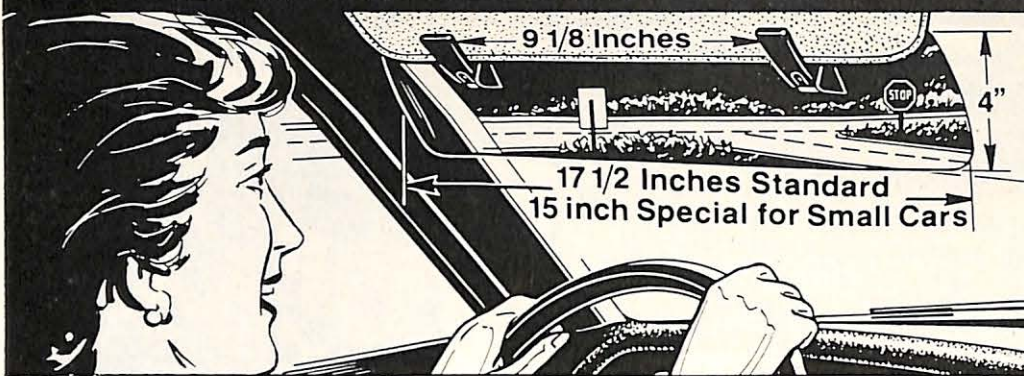
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## Elks Family Shopper consumer/news

Well, according to the Consumer Product Safety Commission and the Federal Trade Commission, there are a few things you need to know before you begin.

And to help you learn about putting in insulation or dealing with an insulation contractor, the Department of Energy has published a new free booklet called *How to Save Money by Insulating Your Home*. For a copy, send a postcard to the Consumer Information Center, Dept. 603F, Pueblo, Colorado 81009.

Once you decide to put in insulation or add to your existing insulation, you need to know how much. And for that you have to understand "R" ratings. These ratings measure the rate heat goes through the insulation. The higher the number, the better the job the insulation will do. Use these ratings whether you do the job yourself or hire someone to do it for you.

If you have less than three inches of insulation in your attic, you should add insulation rated at a minimum of R-19. With three inches or more, you should add insulation rated at least R-11.

If the wall space is accessible,

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See Advertisement on Inside Front Cover

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Check here and send 50c for year's subscription to our full-color catalog of fine gifts. (Z389032X)  
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**\$19.95**



While the cost of everything else is skyrocketing, BADGE-A-MINIT, Ltd. announces another breakthrough in badge-making technology. Now you can make the same high quality, colorful, plastic-protected, metal pin-back badges and buttons instantly for fairs, reunions, local events, school and club activities, elections, for business promotions or just for Fun for LESS than ever before! Discover "Badge Power": power to persuade, promote or create sympathy with your cause; let the guests at your next party "let it all hang wear upon arrival. Make one or one hundred — whenever the occasion calls for strong motivation. The button business can be a great side line for an enterprising son or daughter, too!

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The BADGE-A-MINIT system includes steel and fiberglass reinforced Lexan plastic hand die press, high impact color coded die set, 12 badge shells, 12 pin-back parts, 12 pastel perforated message discs, 12 plastic protective circular discs and colorful literature on all BADGE-A-MINIT, Ltd. accessories plus fully illustrated operating instructions.

BADGE-A-MINIT, Ltd., Dept. EL-48, Box 618,  
Civic Industrial Park, La Salle, Illinois 61301

Yes, send me a free sample button and fully illustrated details.

I'm convinced. Rush me the complete system. I've enclosed \$19.95 (check or money order) plus \$1.75 for postage and 5% sales tax for Illinois residents. Or use my credit card indicated below.

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SIGNATURE \_\_\_\_\_

UNCONDITIONAL MONEY BACK GUARANTEE



# Elks Family Shopper

## consumer/news

you should install to the R-11 or R-13 level. If the walls are finished, a contractor can usually blow in insulation.

And if you live in a cold climate and have floors over unheated spaces, you should put insulation rating from R-11 to R-19 under the floors.

How do you do it?

It's not hard, and the attic is the place to start. If you have an attic with no floors, you can just lay the insulation in between the joists. Make sure the vapor barrier is facing the heated space to prevent condensation problems. And leave a three inch space around lights or heat fixtures. But before you go up there put on clothes with long sleeves, and gloves, and wear a dust mask. Insulation can be very irritating.

If you are adding more insulation, use unfaced insulation or take off or slash the vapor barrier so condensation won't form between the layers.

If you have a floor in your attic, you'll probably want a contractor to do the work, since it involves taking up a board or two and blowing the insulation in place.

If you decide to hire a contractor, get three bids, make sure that you have described the job identically to each of them. Use "R" ratings for amount of insulation to be installed. And if a contractor won't talk with you in "R" ratings, go to another.

Check with your local Better Business Bureau or consumer protection office to see if there are any complaints about the contractor.

If the contractor is using blown-in insulation, make sure that the bags have federal specifications HH-1-1030A and HH-1-515B listed on the label. These labels show that the insulation meets federal standards and tell the amount of coverage for a specific R value. You

(Continued on page 48)

## FAMILY CREST RINGS



Ring #11  
16x14mm top

Solid 14k Gold  
\$210.00

Sterling Silver  
\$95.00

### WE WORK IN THREE BASIC WAYS

1. If you do have a coat of arms, just send us a photograph or picture of it and that is what we engrave.
2. If you do not have a coat of arms send us your name and we'll look it up for you at no extra cost, or you may check it against our list (see below).
3. If you wish you may design your own coat of arms.

### SEND FOR OUR FREE COLOR CATALOGUE

If, in addition to our free catalogue you wish to get our booklet containing over 20,000 names for which we have records of coats of arms and for which this jewelry is available, plus instructions on "how to design your own coat of arms". SEND US \$1.00.

**HERALDIC IMPORTS, INC.** Dept. EL  
21 WEST 46th ST. NEW YORK, N.Y. 10036

# 100% GENUINE NATURAL DIAMONDS

## 1/4 to 4 CARAT FROM ONLY \$9.95!

These beautiful diamonds are the real thing. Not artificial or synthetic. Each diamond comes with a signed and notarized legal certificate guaranteeing that it is a 100% GENUINE NATURAL DIAMOND.

The average diamond in an engagement ring is 1/2 carat and normally sells in jewelry stores for \$500 to \$1,000. A 4 carat diamond normally sells for \$10,000 to \$20,000. **HERE ARE OUR FANTASTICALLY LOW PRICES:** 1/4 carat only \$9.95! 1/2 carat only \$17.95! 1 carat only \$29.95! 2 carat only \$49.95! 4 carat only \$79.95!!

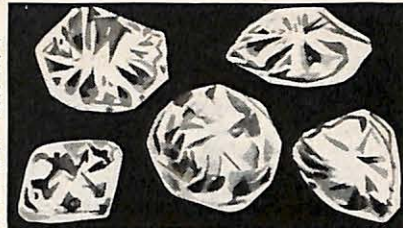
**HOW CAN WE DO IT?** We make huge diamond purchases. Then, rather than cutting and polishing these diamonds, we leave them in their pure natural form—unprocessed. These are 100% PURE diamond nuggets cut to beautiful shapes by Mother Nature alone. We purchase perhaps 20,000 times as many unprocessed diamonds as an average jeweler, who rarely carries them in stock. So do not be surprised when your jeweler says that he can special order an unprocessed diamond of comparable appearance but costing 20, 30, or 40 times our prices!! We are confident that you will definitely not pay less for diamonds of equivalent quality and appearance!

Our wild unprocessed diamonds are impressive and extremely stylish. We pay extra for our diamonds because they are carefully and individually hand-selected for quality and stylish appeal. Only the MOST SPECTACULAR DIAMONDS are accepted. They go beautifully on pendants, necklaces, earrings, tie-clasps, cuff links, bracelets, rings, etc. Your jeweler can easily mount these diamonds into whatever setting you desire. They are EXQUISITE JEWELS for yourself, ELEGANT and ORIGINAL GIFTS for loved ones. GREAT CONVERSATION PIECES, and SUPERB INVESTMENTS. Dazzling on both women and men.

A diamond is the most PRECIOUS, the HARDEST, and said to be the LUCKIEST of all gems. It is the most accepted symbol of love in the world. It is a perfect way to show a loved one how much you care.

**A diamond is forever, but this offer is not!** With the threatening civil war in southern Africa and the exhaustion of most world diamond mine reserves, diamond prices are skyrocketing, and unprocessed diamond prices are soaring the fastest. Our limited stock of the rare 4 carat diamond is a phenomenal buy. The bigger the diamond, the more spectacular its appearance and the greater its investment value. This is truly the BEST INVESTMENT BUY ANYWHERE! We will not be undersold!! If you want these diamonds at these rock-bottom low prices, send immediately. 15-DAY UNCONDITIONAL MONEY BACK GUARANTY OF COMPLETE SATISFACTION. YOU TAKE NO RISK AT ALL!

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Our dazzling 100% GENUINE DIAMONDS make the perfect gift and investment. Our prices are unbeatable. Treat a loved one—treat yourself!

MAIL THIS NO-RISK COUPON TODAY!

**U.S. DIAMOND IMPORTS**  
Dedicated to serving satisfied customers

3600 Wilshire Blvd., Suite 1510, Dept. A17 Los Angeles, CA 90010. 15-DAY FULL MONEY BACK GUARANTY. Each diamond comes with a luxurious velvet diamond pouch and a legal certificate of authenticity.

DIAMOND SIZE	QUANTITY	TOTAL
1/4 carat at only \$9.95 each!		\$
1/2 carat at only \$17.95 each!		\$
1 carat at only \$29.95 each!		\$
2 carat at only \$49.95 each!		\$
4 carat at only \$79.95 each!!		\$

Order 3-5 diamonds, deduct 10% on total purchase price. Order 6 or more, deduct 20%!

ADD POSTAGE & HNDLNG \$1.05

**TOTAL \$**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_

## NON-METAL TAPS



Run-down in 3 months Like new with NO-NOISE

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



(Can save you \$4.00 in heels) ©1971  
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**JUST \$3.50 per year**

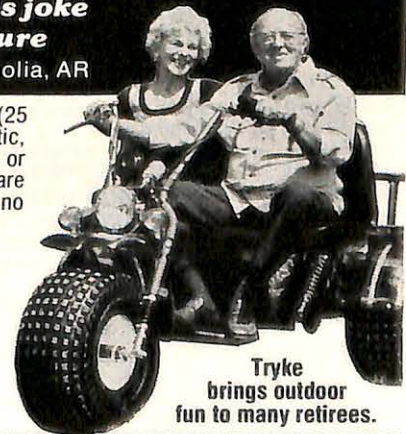
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**"I am age 65 and retired. My friends joke about my second childhood but I sure enjoy the bike."**

L.M. Dendy, Magnolia, AR

Super Tryke's your ticket to outdoor fun or economy (25 mpg) transportation. Reverse gear (option) and automatic, torque converter make handling a breeze. Select forward or reverse and go — always in the right "gear." All controls are hand operated. Double seat (option) is 24" off ground — no drop sitting or awkward climb getting up. Four-shock suspension and low pressure tires smooth any bumps. 10 H.P. Briggs & Stratton engine runs smoothly at moderate speeds to 45 mph. You assemble Tryke from an easy-to-build kit, save assembly costs. In 8-10 hours using common tools you'll have a quality, handcrafted machine. For information, send to:

**Carl Heald, Inc.** Dept. EK-4, P.O. Box 1148, Benton Harbor, MI 49022

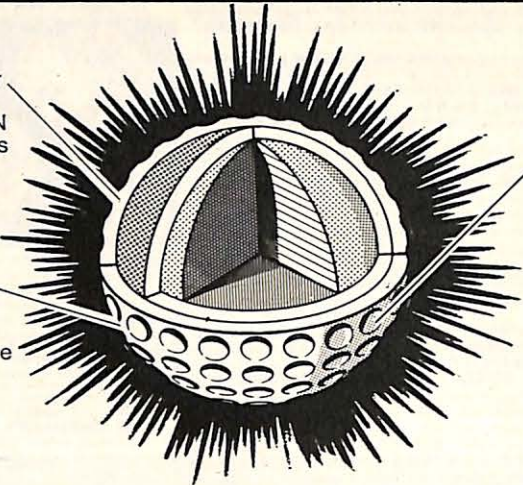


Tryke brings outdoor fun to many retirees.

# Mention This Ball And Golf Hustlers Clam Up!

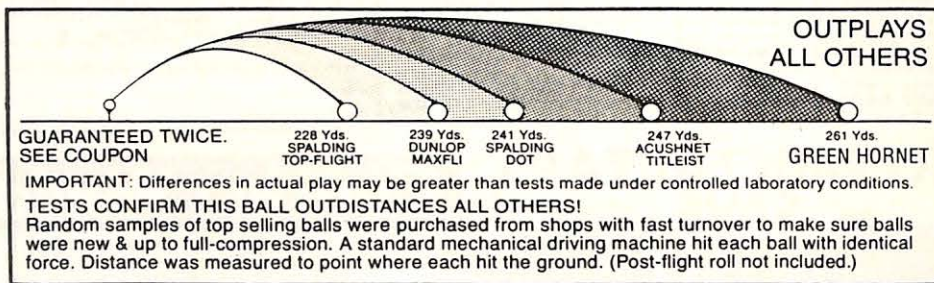
• Cut-Proof Cover (based on DuPont SURLYN research) means longer playing life. No ball is more durable.

• Two Separate Coats of Paint sealed under polyurethane are the secret of our ball's long-lasting whiteness.



• Aerodynamically designed dimple pattern provides extraordinary spin and lift—ball bores through the air straight and true.

It drives 20-30 yards longer. Putts like a billiard ball. Straightens out hooks & slices. Trims 3 to 5 strokes off your score! Guaranteed! To prove it we'll send 1 ball FREE. (Be convinced or don't pay!)



### WARNING: Illegal for USGA Tournament Play!

By regulation, no USGA approved ball can come off the clubhead at a velocity of more than 250 feet a sec. But The Green Hornet can, and does! So, they made it illegal in the U.S. Our ball comes off the clubhead faster! It travels farther with more roll and less bounce!

On the green it putts like a dream and is so deadly in money play that one top tournament pro commented, "They'd have to make every course in America 2,000 yards longer if this ball was ever legalized." (You know who he is, but if we used his name in this ad he'd sue our pants off.)

### How it Works

Our golf ball is smaller in circumference, yet weighs the same as the American ball. This means it has greater density, and higher compression packed into a smaller area. So, it comes off the clubhead like a cannon shot, with a flatter, lower trajectory. It handles better in wind, goes straighter and 30 yards farther! What's more, it cuts down on hooks and slices be-

cause, its smaller size makes more contact with the clubhead's "sweet spot"! No wonder the same pro states point-blank, "any time you have the choice, it's silly to play the big ball."

### Like Putting Into a Barrel!

Our ball drives at least one club longer. You will hit one club less on short irons. On long par 5's, reach the green in 3 (or even 2 if you're already a long hitter). You'll birdie shorter par 4's. Even duffers will find themselves shanking fewer shots, because you can actually hit this ball off-center and it'll still go straight! On the green, it putts like a billiard ball, so you'll sink more short putts and leave long-putts closer to the hole. Our golf ball starts off faster and runs truer, and you worry less about the way the putt will break! Furthermore, because the ball-to-cup ratio is changed dramatically in your eyes, you'll feel like you're putting into the mouth of an open barrel!

With all this going for you, if you don't cut at least 3 to 5 strokes off your score, you aren't really trying!

CREDIT CARD CUSTOMERS CALL TOLL-FREE (800-243-5592)

Golf Balls, DEPT. P-166, 49 Riverside Ave., Westport, CT 06880

Gentlemen: Please send me the following packages of your GREEN HORNET Golf Balls:

How Many? \_\_\_\_\_ Dozen(s) for \$15 per dozen PLUS 1 FREE (Add \$1.50 Delivery)

Still not convinced?  Try 3 for \$5 (add 75c delivery)

I understand I may play these balls entirely at YOUR risk. I must be 100% delighted, or I may return them within 30 days for full refund of the entire purchase price. The free ball is mine to keep.

I further understand that every ball is covered by a LIFETIME GUARANTEE of FREE replacement should it ever cut, go out-of-round or lose its built-in perfect balance.

CHECK OR MONEY ORDER ENC. for \$ \_\_\_\_\_ (CT residents add sales tax.)

CHARGE: (Min. Charge: \$10)  
 Diner's Club  Carte Blanche  
 BankAmericard/Visa  Master Charge  
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Card No. \_\_\_\_\_

Expire Date \_\_\_\_\_ Master Charge Bank No. \_\_\_\_\_

Signature \_\_\_\_\_

PRINT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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

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## Elks Family Shopper consumer/news

can then check the number of bags the contractor uses to make sure you are getting the coverage you need.

Be sure to get a written contract that says everything the contractor promises to do. And be sure the contract includes a warranty.

For more suggestions about installing insulation, get a copy of *How to Save Money by Insulating Your Home* (free).

John F. Floberg, vice president and general counsel of the Firestone Tire & Rubber Company in Akron, studies Greek, Arabic and Norwegian while driving to work.

Bill Anderson, sales manager for a Detroit auto dealership, listens to talks by Dr. Norman Vincent Peale and Jesse Owens of Olympic fame.

They are just the two of many who have found that their car's tape players can broaden intellectual horizons while driving.

Available tapes now include such subjects as readings from the Bible, poetry, best-selling novels, plays, speeches by top executives and a host of others, according to the Automotive Information Council.

Tapes can be purchased or rented and many public libraries now have them in their lending file.

Says Floberg: "I have a 20-minute drive to work and I just feel that a person should not spend 20 minutes without learning something. I especially enjoy listening to language tapes because they

### FREE Catalogue Offer



only \$45.95

Order Today!

Satisfaction Guaranteed!

Save \$22 from full Retail price on this 100% sterling silver and turquoise Elk's Ring.

Yes that's right, we're willing to save you \$22 on the purchase of this bold, handsome Elk's ring — just for asking for our 1978 Deluxe Catalogue. You see we think that you'll like our Distinctive Line of Fine Elk's Jewelry so well that you'll be ordering other items. And we really want you to have our catalogue!

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(Please allow 4 weeks for Delivery)

FREE Catalogue Offer - Save \$22

FREE Catalogue Offer - Save \$22

# Elks Family Shopper consumer/news

don't require my total concentration, which would be the case if I were listening to a lecture on taxes."

Anderson adds that he lives 40 miles from his job and that "listening to these tapes gives me something to do while I'm driving besides turn into a vegetable." He said listening to the inspirational messages gives him positive stimulation for his job.

One listener said it took him about a month of driving to listen to Irvin Stone's two volumes of "The Agony and the Ecstasy," which were recorded on 21 tapes. Most books are not that long. The average unabridged book takes from eight to 10 tapes. Month-long rentals of such books cost between \$6.50 and \$7.50.

In addition to classic and contemporary literature, tapes are available on a full range of "how to" subjects—raising children, passing an exam, being a success in sales, budgeting money, etc.

And tape companies have even produced old radio programs in the event you don't want to turn on your radio and listen to the new

(Continued on page 50)

## NOW! LIFT A TON WITH ONE HAND

WITH  
AMAZING  
1-LB.  
POCKET  
HOIST!



Picture your car stuck in a ditch. You pull out this little brute, attach to the nearest tree, pull the nylon cord with one hand and ZAP! You pull that car out of the ditch without raising a sweat!

This powerful multiplying ratio block-and-tackle that fits in the pocket of your hunting jacket and weighs less than a pound, will make you as strong as 7 men!

With it, you can hoist a 250-pound deer easy as lifting a child. Lift a ton of freight. Haul the engine from your car. Move huge rocks. You name it. Complete with 65-ft. nylon rope, and

aluminum and stainless steel block-and-tackle.

**30-DAY MONEY-BACK GUARANTEE—ORDER TODAY!**

The JOHN STURGES HOUSE, Inc. Dept. TH116

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Please rush ..... POCKET HOIST(S) @ \$9.95 ea. Add \$1. ship. & hdg. SAVE! 2 for \$18.95 ppd. Sorry, no C.O.D.'s. I enclose  check  money order for \$..... (Please add applicable sales tax.)

OR, CHARGE:  BankAmericard/Visa

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Clear a field of tree stumps.



Load or unload your boat trailer.



Lift a King-size deer for dressing.

up to  
2000lb's  
ONLY  
\$995

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## EVERYBODY'S STEAMCLEANER!

### HOT DOUBLE OFFER!

... and almost everyone  
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### TAKE THE FOOLISHNESS OUT OF STEAMCLEANING

- Air Conditioning
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SUKII...  
lightweight,  
quickfiring,  
long-lived, easy  
to operate, the  
choice of steam  
cleaners. L.P.  
gas fired and  
at a price users  
can live with.

DESIGNED FOR SIMPLICITY.  
LOW MAINTENANCE COST—  
NO SMOKE OR FUMES.

## BIG MONEY 2 WAYS



Produces  
Hot  
Steam  
**FAST!**

### 1. DEVELOP YOUR OWN SUKII DEALERSHIP— Big Money Filling Demand All Over Your Territory

Earn a giant \$200.00 profit per sale. Dozens of different kinds of businesses... service stations, garages, factories, farmers, etc... earn extra profits by saving time and work cleaning their property and equipment. Keeps customers happy, too.

### 2. BE A SUKII FRANCHISE DISTRIBUTOR—Earn Biggest Profits, Realize Your Dreams

Openings available right now for top-flight men and organizations qualified to step into the booming SUKII picture. Unique moneymaking program with protected territory.

Use your

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master charge

BankAmericard

Master Charge

Send your name, account no., expiration date and identification no., if any.

\$259<sup>50</sup> SHIPPED F.O.B.  
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Tell me how to clean up with newly designed  
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Here's a check or m.o. for \$259.50—rush me  
demonstrator machine (\$479.50 retail value)  
and moneymaking details.

Tell me how to get started as SUKII dealer.

How do I qualify for that EXCLUSIVE  
FRANCHISE and PROTECTED TERRITORY  
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PHONE.....

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40% more room when you need it!



tote it right onto the plane... it's light-weight! 20" x 20" closed



roll it right thru the airport... 4 wheels glide along easily! 20" x 26" open

Roll-along luggage for one night or around the world... gives you 40% more packing room by just opening a zipper! Now you can have high fashion styling in a bag that's as practical as it is good-looking and light in weight. It carries everything you want to take plus all the things you want to bring back! It also has a handy outside zippered pocket, detachable strap with shoulder pad, and a snap-on handle holder. The handsome tan woven pattern is trimmed with rich brown vinyl; it's scuff-resistant, water-resistant. Best of all, you get all these features for only **\$19.95**

CALL TOLL-FREE 24 hrs., 7 days Credit card orders (800) 648-5311; in Nevada (800) 992-5710

HOUSE OF ORLEANS, EB4 2042 Armacost Ave., W. Los Angeles, Ca. 90025  
 Ship \_\_\_\_\_ Expand-A-Bag(s) at \$19.95 ea. plus \$3.00 shipping (Ca. residents add tax)  
 Enclosed is \$ \_\_\_\_\_ (check or m.o.) or charge my acct.  Carte Blanche  Diners  
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## Elks Family Shopper

### consumer/news

offerings. Enjoy the tapes, says the Automotive Information Council, but don't forget to pay attention to your driving.

There are about 9,400 people in the U.S. who are **over 100 years** of age, the American Council of Life Insurance reports.

But in the Soviet Union there are about 20,000 people over 100 years old in a population of 225 million (the U.S. population is 214 million).

Why? No one knows yet, but scientists in the Soviet Union and the U.S. National Institutes of Health are studying longevity to determine what makes some people live to be very old and others to die young.

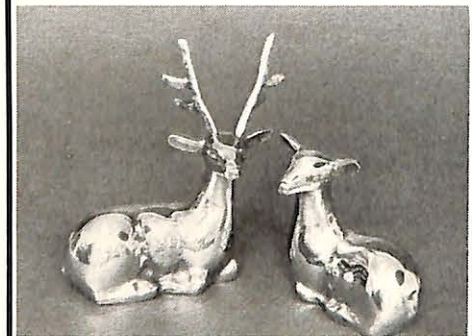
Meanwhile, the Soviet magazine *Literaturnaya Gazeta* (quoted in *Atlas World Press Review*) reported on a survey of Russians aged 96 to 132 and came up with these tips for "long living."

The overwhelming majority of "long-livers" in the Soviet Union "never smoke nor drink alcoholic beverages," the magazine reports, and many never take medicines at all.

Some 22 percent restrict their diets to meatless dishes, while 78 percent consume the most diverse foods—onions, garlic, tomatoes, cucumbers, eggplant, beans, walnuts, honey, meat and spring water.

The long-livers were unanimous on one principle: if you want a long (Continued on page 52)

### "Especially for You"



### "ELK"

Pictured here this Stag and Doe are resting in peace and harmony, yet ever vigilant and ready.

These exquisite figurines are solid cast brass, permanently finished, so you won't have to polish them. They would greatly enhance any home or office. Height is 4 1/2 inches.

**\$15.00** ppd.

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### NEW FOR THE ELKS MAN

These beautifully hand-crafted pieces of Elk styled jewelry will make a handsome gift, or buy it for yourself, you deserve it. All pieces are unconditionally guaranteed against breakage.

Watch band, belt buckle and bolo tie are available in silver plate or gold plate; your choice at one low price.

Watch band—\$19.95, Belt buckle—\$16.95, Bolo tie—\$12.95. Price includes shipping and handling. Please allow up to 3 weeks delivery time from date order is placed.

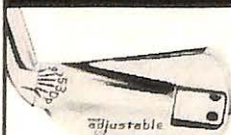
When ordering, be sure to specify gold or silver. To order thru:

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Fill in card numbers & expiration date below.

Send all orders to J & L Enterprises, P.O. Box 486, Montebello, CA 90640, (213) 724-6407.

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The Adjustable® - a great club for practice, wherever you are; when the course is too wet for carts; for par 3 courses; travelling, or

if you're just tired of carting around a bag full of clubs. Many golfers use it all the time and find their scores are as good as with a set. And they finish their rounds feeling fresh. The Adjustable® All-In-One golf club adjusts to driver, 3, 5, 7, 9 iron & putter. Money back guarantee. Regularly \$44.90. Special Spring Offer, only \$39.95 ppd. For Master Charge & BankAmericard, send number & expiry date, or order toll free 800-621-8318 (Illinois residents 800-872-8308). Specify right left handed & height for proper club length.

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**\$299.95**  
 Compare at \$499.95  
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7 H.P.  
 New 1978 models  
 One full year warranty.

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Over 3,000 Big, Powerful 7 H.P. Briggs & Stratton Mark VII Riders, featuring a bigger cut. Fully assembled in crates, delivered free. Dozier blade & grass catcher available. We are not a Mfg. Sales Co. selling other Co's. products, we are the manufacturer. Order now or send for free brochure while they last! Write...

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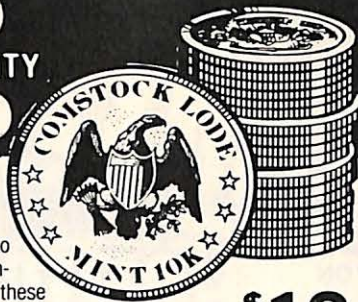


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**\$18**  
Individual Units  
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Centre Coin Co., Box 1, Dept. E-3, Sherman Oaks, Ca 91413 — Enclosed please find \_\_\_\_\_ for \_\_\_\_\_ gold piece(s). Please add \*1.50 for insurance & Handling.  
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Due to gold fluctuation, we may withdraw offer at any time. CA residents add 6% sales tax.

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75c ea. ELKS, K of C., MASONS, ETC. 75c ea. p.p. 25c  
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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

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Plus 26c Pstg.



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Kintlen Co. Dept. EK-48BU  
809 Wyandotte Kansas City, Mo. 64105

## GREENHOUSES

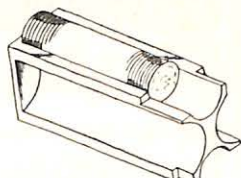
from \$88<sup>95</sup>!



Uses up to 40% LESS HEAT!!

All-bolted California Redwood and Fiberglass. Portable. Write to MCGREGOR GREENHOUSES, Box 36-B4, Santa Cruz, CA 95063. (408) 476-5390

## Unique COIN COUNTER & PACKAGER

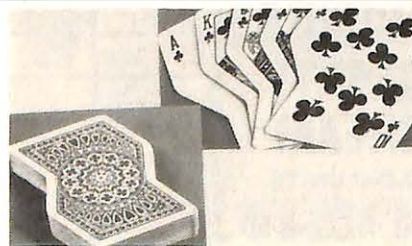


**\$2.50**

plus .35 (p-H)  
Pa. residents add 6% sales tax

Enables you to accurately count pennies, nickels, dimes and quarters in standard amounts and easily place them into standard tubular coin wrappers. Plastic and pocket size. Dealer inquiries invited.

CHESSMAN CORP., Dept. E-2  
307 Susquehanna Ave., Wyoming, Pa. 18544



DEAL A "CROOKED" DECK for your next card game and be the life of the party. It's not a dishonest deck but actually crooked in shape. Regulation deck shuffles perfectly, fits the hand well. Order several for friends. One deck, \$1.75 ppd.; two decks, \$3.00; 6 decks, \$7.50. (Ill. res. add 5%.) Chorley House, Dept. EM4, P.O. Box 117, Wilmette, Ill. 60091.

## Elks Family Shopper

### consumer/news

life, engage in physical labor.

"Whoever keeps company with his pillow will not live long," says 108-year-old Sona Aligzy Kerimova. "I have always gotten up at 5 am sharp," she said.

An important economic event in the nation's history has been the emergence of private individual pension plans (IRAs), the American Council of Life Insurance says.

These plans grew out of Congress' passage of the 1974 Employee Retirement Income Security Act (ERISA). That law permits private citizens who aren't protected by employer-sponsored pension or retirement plans to start their own plans by setting aside a tax-free portion of their yearly incomes for future use when they retire.

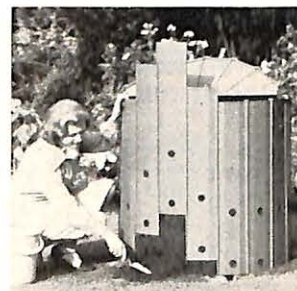
Some 685,000 Americans have IRAs with reserves totaling \$1.125 billion at the beginning of 1977, the Council reports in its latest edition of "Pension Facts 1977." The reference publication, which gives a history of ERISA and the pension movement in the U.S., provides an up-to-date summary of the emerging problems and trends affecting the public and private systems in the nation.

Among the facts included in (Continued on page 54)

Fast, Efficient, Reliable

## COMPOST BINS

Turn garden and kitchen wastes into rich, fertile compost to improve poor soil and feed your plants. Grow bountiful harvests of vegetables and more beautiful flowers. Scientifically designed bins produce valuable compost in weeks. No turning the heap. Make a ton in one season. Send for FREE catalog:



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### ROTOCROP

See Advertisement Inside Back Cover

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Gentlemen: Please send me \_\_\_\_\_ pairs of these slacks, for which I enclose my full remittance of \$\_\_\_\_\_

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AVAILABLE IN SIZES:  
Waists 29-30-31-32-33-34-35-36  
37-38-39-40-41-42-43-44  
45-46-47-48-49-50-51-52-53-54  
Inseams 26-27-28-29-30-31-32-33-34

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

Save! Prices Slashed On World-Famous Amazoy Zoysia!

**\$4.45**  
**SALE!**  
UP TO 600 PLUGS  
**FREE**



By Mike Sandin  
Agronomist

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.

Amazoy is the Trade Mark Registered U.S. Patent Office for our Meyer Z-52 Zoysia Grass.

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!"

Wonderful? Yes, Amazoy Zoysia Grass IS wonderful! Plant it now and like Mrs. Mitter you'll cut mowing by 2/3 . . . never have another weed problem all summer long the rest of your life!

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!

These represent but 2 of thousands of happy Zoysia owners. Their experiences show that you, too, can grow a lawn from part shade to full sun, and it will stay green and beautiful thru blistering heat, water bans—even drought!

## Work Less • Worry Less • Spend Less

- Easy To Plant, Easy To Care For
- Perfect For Problem Areas
- Reduces Mowing 2/3
- Chokes Out Crabgrass
- Resists Blight, Diseases, And Most Insects
- Stays Green Through Droughts
- Won't Winter Kill
- Laughs At Water Bans

## No Need To Rip Out Your Present Grass Plug In Amazoy

**FREE** PATENTED STEP-ON PLUGGER, AVAILABLE EXCLUSIVELY FROM AMAZOY. FREE WITH ORDERS OF 1000 PLUGS OR MORE.

A growth-producing 2-way plugger that saves bending, time, work. Cuts away competing growth at same time it digs holes for plugs. Invaluable for transplanting. Rugged yet so light a woman can use it.

Just set Amazoy plugs into holes in ground like a cork in a bottle. (Plant 1 foot apart, checkerboard style.) Easy planting instructions with each order.

Order now for your Bonus Plugs Free, and earliest delivery at correct planting time in your area.

All orders sent shipping charge collect, via most economical means.

## 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.

## WEAR RESISTANT

When America's largest University tested 13 leading grasses for wear resistance, such as foot scuffing, the Zoysia (matrella and japonica Meyer Z-52) led all others.

Your Amazoy lawn takes such wear as cookouts, lawn parties, lawn furniture, etc. Grows so thick you could play football on it and not get your feet muddy. Even if children play on it, they won't hurt it—or themselves.

## 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!

## NO NEED TO RIP OUT PRESENT GRASS

Now's the time to order your Amazoy Zoysia plugs—to get started on a lawn that will choke out crabgrass and weeds all summer long and year after year.

Plug it into an entire lawn or limited "problem areas". Plug it into poor soil, "builder's soil", clay or sandy soils—even salty, beach areas, and I guarantee it to grow!

## PERFECT FOR SLOPES

If slopes are a problem, plug in Amazoy and let it stop erosion. Or plug it into hard-to-cover spots, play-worn areas, etc.

## 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.

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

## Your Own Supply of Plug Transplants

Your established Amazoy lawn provides you with Amazoy Zoysia plugs for other areas as you may desire.

## NO SOD, NO SEED

There's no seed that produces winter-hardy Meyer Z-52 Zoysia. Grass and sod or ordinary grass carries with it the same problems as seed—like weeds, diseases, frequent mowing, burning out, etc. That's why Amazoy comes in pre-cut plugs . . . your assurance of lawn success.

## 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!

Every plug must grow within 45 days or we replace it free. Since we're hardly in business for the fun of it, you know we have to be sure of our product.

**FREE** UP TO 600  
TO PLUGS

JUST FOR ORDERING NOW!  
MORE THAN A HALF BILLION PLUGS SOLD!

Compare Bonus Plug offers with our nationally advertised prices and see how you save!

Consider the time and money you invest in your lawn and it doesn't pay to struggle with grass that burns out just when you want it most. Order Amazoy now and let it spread into thrilling beautiful turf!

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

To: Zoysia Farm Nurseries, Dept. 532  
(Our 23rd year) General Offices and Store  
6414 Reisterstown Rd., Baltimore, Maryland 21215

Please send me the quantity of guaranteed Amazoy as checked below:

<input type="checkbox"/> FULL SIZE PLUGGER . . . . . \$4.95			
<input type="checkbox"/> 100 PLUGS Plus Bonus of 40 FREE	<input type="checkbox"/> 100 PLUGS & PLUGGER Plus Bonus of 40 FREE	<input type="checkbox"/> 200 PLUGS Plus Bonus of 80 FREE	<input type="checkbox"/> 200 PLUGS & PLUGGER Plus Bonus of 80 FREE
TOTAL 140 PLUGS \$4.45	TOTAL 140 PLUGS \$7.45	TOTAL 280 PLUGS \$7.95	TOTAL 280 PLUGS \$10.95
<input type="checkbox"/> 500 PLUGS Plus Bonus of 200 FREE	<input type="checkbox"/> 500 PLUGS & PLUGGER Plus Bonus of 200 FREE	<input type="checkbox"/> 1000 PLUGS & PLUGGER Plus Bonus of 400 FREE	<input type="checkbox"/> 1500 PLUGS & PLUGGER Plus Bonus of 600 FREE
TOTAL 700 PLUGS \$17.95	TOTAL 700 PLUGS \$20.95	TOTAL 1400 PLUGS \$30.95	TOTAL 2100 PLUGS \$39.95

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

NAME \_\_\_\_\_

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CITY \_\_\_\_\_

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

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# BUMPERSTICKERS!

LET ME TELL YOU ABOUT MY GRANDCHILDREN

America's 30 Hottest Bumperstickers!  
Tough yellow Vinyl, 3" x 12" 59¢ each,  
postpaid. Satisfaction guaranteed. \$3.00  
MINIMUM ORDER. Master Chg. &  
Visa accepted by phone or mail.

**59¢**  
each, ppd.

- 1) I FIGHT POVERTY—I work
- 2) ELVIS THE KING 1935-1977
- 3) Ask me about MY GRANDCHILDREN
- 4) MAY THE FORCE be with you
- 5) Warning: I stop at all GARAGE SALES
- 6) PASS WITH CARE driver chews tobacco
- 7) DON'T HONK I'm pedaling as fast as I can
- 8) Librarians are NOVEL LOVERS
- 9) SUPPORT BINGO keep Grandma off the street
- 10) CRIME WOULDN'T PAY if the gov't ran it
- 11) LOVE A NURSE p.r.n.
- 12) Keep the Canal GIVE CARTER AWAY
- 13) BALD IS BEAUTIFUL
- 14) Caution: I BRAKE FOR ANIMALS
- 15) HAVE YOU HUGGED your kid today?
- 16) God Bless JOHN WAYNE
- 17) I FOUND IT!
- 18) I NEVER LOST IT!
- 19) Christians aren't perfect JUST FORGIVEN
- 20) TWINKIE POWERED
- 21) Teachers HAVE CLASS
- 22) WHEN I GROW UP I wanna be a diesel
- 23) NOT SO CLOSE, I hardly know you
- 24) Don't laugh IT'S PAID FOR
- 25) DON'T RE-ELECT ANYBODY
- 26) I hate BUMPERSTICKERS
- 27) IF IT'S ROCKIN don't come knockin
- 28) I MAY BE SLOW but I'm ahead of you
- 29) WELL, EXCUUSE ME!
- 30) My other car is a ROLLS ROYCE

We'll print ANY WORDING you want on a bumper-sticker. For details, prices, send stamped envelope.

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Plus please add 10% for shipping. Any order for 6 or more pieces are shipped Free. Mass. residents add 5% sales tax. Send your check, Visa or Master Charge No. and expiration date to:

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MINTED BEFORE 1939  
ALL 5 ONLY \$2.50

**2 REAL OLD COINS**

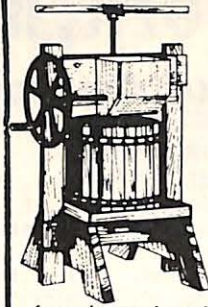
**INDIAN HEAD CENT LIBERTY "V" NICKEL**

Indian Head Cent minted before 1909. Liberty "V" Nickel minted before 1913.

**BOTH OLD COINS ONLY \$1.75 OR, SEND \$4.25 FOR ALL 7 COINS.** Add 50¢ postage. Immediate shipment. Catalog included. Satisfaction guaranteed.

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## NEW! Complete Home FRUIT GRINDER and CIDER PRESS



An extremely efficient double purpose unit available completely assembled or in low cost kit form. Grind your own apples (and many wine making fruits) in the top mounted grinder—then press the pulp to produce delicious cider and fruit juices. Enjoy fresh pure cider, and vinegar for year 'round cooking, from bruised or fallen apples. Full bushel capacity—over 4 ft. tall! Constructed from spruce and Vermont maple hardwood to last a lifetime. Plans and kits also available. Send for free catalog.

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Dept. 80124P, Charlotte, Vermont 05445

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Stains are instantly removed from cotton, wool and all fabrics. Easy to use — just moisten stained area with water and "dab" lightly with INK LIFT. Harmless to fabrics and garment dyes. One INK LIFT removes hundreds of stains. Only \$3.00 per tube. Min. order — 2 tubes. Shipped ppd. Check or M.O. with order orders welcomed from Visa and Master Charge.

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DEODORIZES AS IT DE-HUMIDIFIES  
**KEEPS ROOMS, CLOSETS, BASEMENT, ATTIC DRY FOR MONTHS**

**NO ELECTRIC COST! IDEAL FOR BOATS, GARAGES, MACHINE SHOPS, LAUNDRY ROOM, REPAIR SHOPS, TOOL SHEDS.**



**HOW MOISTURE TRAP CONTAINER WORKS.**

When water fills container, simply pour off and MOISTURE TRAP is ready to work again. You don't have to risk discomfort and potential costly damage that excess humidity can cause. Humidity lurks wherever air circulates. Use MOISTURE TRAP in every room in the house, in your country home, tool chest, storage rooms, card and play den.

**A 2 LB. CONTAINER WILL ABSORB MOISTURE IN AN AREA OF 500 CUBIC FEET.**

- Stops mildew and musty odors in clothes closets.
- Stops dampness, rust, fungus, rot in store rooms.
- Reduces excess humidity in all rooms and attics.
- Traps and soaks up moisture like a sponge.



1 lb. container.. \$2.98  
2 lb. container.. 4.75  
5 lb. container.. 9.50  
10 lb. container.. 16.95

ORDER TODAY! Satisfaction guaranteed. Send check, M.O. Add 80¢ shipping. Major credit cards accepted.

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Farmingdale, N.Y. 11735 • (516) 752-1644

## Elks Family Shopper consumer/news

"Pension Facts 1977" are:

▶ Some 150 million persons had Social Security earning credits at the beginning of 1977, including about 126 million who had been in the program long enough to qualify for payments at retirement.

▶ About 15.2 million Americans were enrolled in pension plans administered by life insurance companies at the beginning of 1976, and 30.3 million are covered by other private plans.

▶ Pension reserves and assets of life insurance company plans totaled \$88.4 billion at the beginning of 1977.

▶ Nearly half of all workers in commerce and industry in the U.S., and about three-fourths of all government civilian personnel, are now covered by retirement plans other than Social Security.

"Pension Facts 1977" is intended as a reference for writers, editors and educators, as well as for those in government, business and trade unions involved with pensions and other employee benefits. Single copies are available free by writing to the American Council of Life Insurance, 1850 K Street, N.W., Washington, DC 20006. ■

## Buy your own phone. Cut your telephone costs forever.

phones are complete with wire and plug—ready to use, and fully guaranteed. They pay for themselves quickly—free catalog with every order.

**The Erica phone—** the Swedish one piece phone—with bottom dial. A unique telephone—red, ivory, white, green.

**\$59.95**



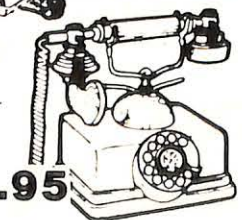
**The Contempra—** dial is in the handset—for wall or table use in any room—Assorted colors.

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**French Cradle—** La Belle Decorative phone for bedroom or period room—in ivory, bright brass trim.

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Send \$1 for catalog. We will enclose a \$2 credit towards your purchase. N.Y. residents add sales tax.

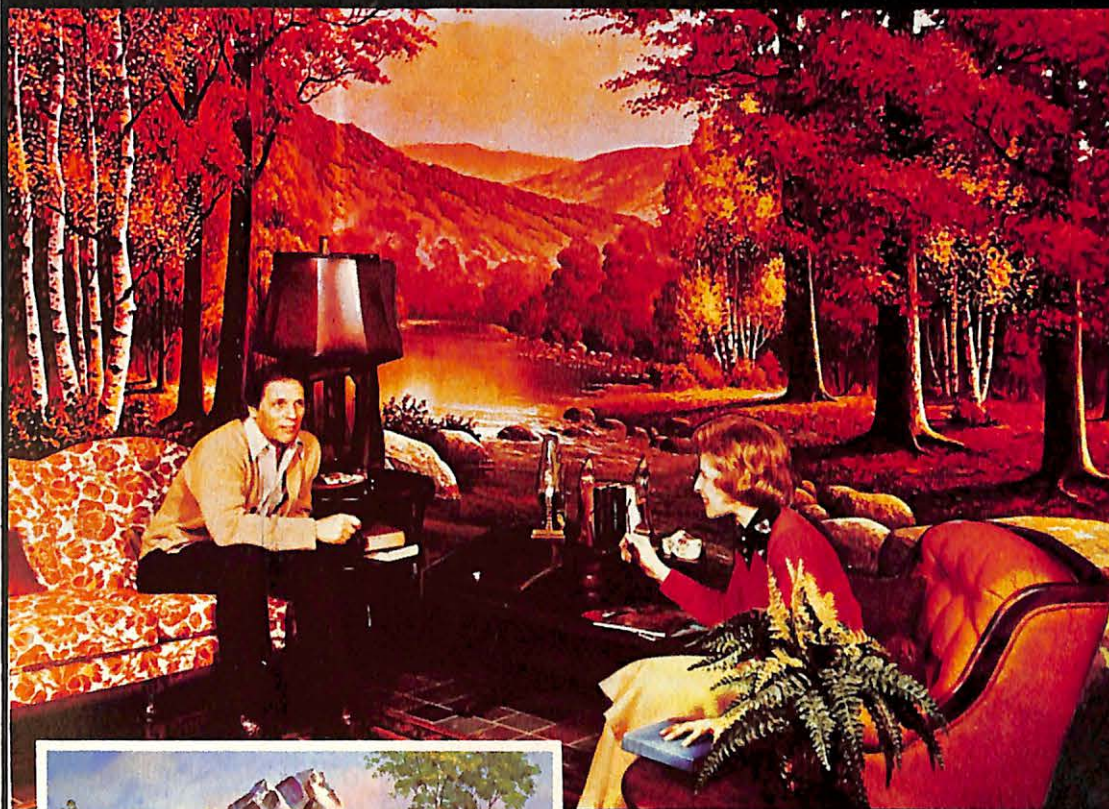


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# Breathtaking Nature Wall Murals Bring The Great Outdoors Indoors!

*right into your living room, bedroom,  
den, family room, dining room or office!*

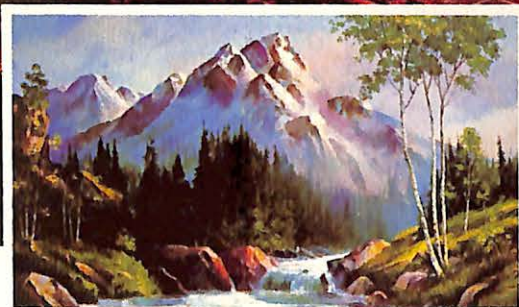


**TRANSFORM  
ANY PLAIN,  
ORDINARY  
WALL INTO A  
BRILLIANT  
GATEWAY TO  
NATURE ....**

**So magically  
Real And  
Majestic You  
Can Almost Hear  
The Trees Rustle  
Taste The Cool  
Water Of A  
Mountain  
Stream!**

(Autumn Woods)

**12 FEET WIDE BY 8  
FEET HIGH MURALS**  
(Can be trimmed to fit any wall!)



(Mountain Mists)

JUST IMAGINE... you can spectacularly "landscape" any bare wall in your home or office, coloring it with outdoor splendor—floor to ceiling, wall to wall—for less than what you'd pay to cover it with some dull, commonplace wallpaper pattern!

Yes, this is that famous Interior Decorator secret that you've seen for as much as \$49.95 at a mere fraction of the cost. Is it ever beautiful! Each of the two Nature Murals you see was created especially for us by one of America's renowned landscape painters (you'd have to spend thousands for him to work in your home!). And each perfectly captures the softness of an autumn haze, the sparkle of a rushing stream, the awesome power yet incredible delicacy of a snowcap like no simple photograph can!

Just wait until you see one of these magnificent Nature Wall murals in your home! You'll discover the extra exciting dimension it can add to any room—and you'll also enjoy the fact that you've achieved this elegant custom-designer look for an amazing low price! The Nature Wall Murals measure a full 12 feet wide x 8 feet high, but can be trimmed to fit your exact specifications without losing any pictorial impact. They come in 8 easy-to-hang sections, so putting them up is a breeze. And they wipe clean with a cloth! Full instructions are included. You must be completely delighted or your full purchase price will be refunded! Order today!

**HANOVER HOUSE**  
Hanover Bldg., Hanover, Pa. 17331

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9330 Charles de la tour, Montreal, P.Q. H4N 1M2, Canada Credit cards not accepted for Canadian orders.

**SATISFACTION GUARANTEED! MAIL COUPON TODAY!**

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What a truly magnificent—and economical—decorating idea! Please rush \_\_\_\_\_ Nature Wall Murals as indicated  Autumn Woods (2451211)  Mountain Mists (2451245) for the amazing low price of just \$12.99 each plus \$2.00 heavyweight shipping and handling on full money-back-guarantee!  SAVE! Order any two for just \$24.99 plus \$3.75 heavyweight shipping and handling on same guarantee! **CHARGE IT!**  American Express  Bank Americard/Visa  Diner's Club  Carte Blanche  Master Charge

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# Don't be fooled!



by Mike Senkiw  
Chief Agronomist  
Lakeland Nurseries

the one fully Guaranteed

MEYER Z-52

# ZOYSIA!



There you have it—in writing—the reasons why we can state that—

**LAKELAND ZOYSIA GROWS DENSE, GREEN, PERFECT LAWNS IN ANY SOIL -- ANY CLIMATE**  
**THRIVES WHERE SEED & SOD FAIL**

There are no 'ands,' 'ifs,' or 'buts' about our guarantee. It's short and to the point. But it's as complete as complete can be! That's why you invest in a sure thing with Lakeland Zoysia Plugs.

**The importance of a 3-month Guarantee**

Ask any soil and plant expert. He'll tell you that a 30-day or 45-day guarantee—the kind others offer—are 'iffies' at best. Weather changes may be slight in a month or so. But a Full Three Months Guarantee...that's foolproof protection...complete protection. And that's what Lakeland gives you! Don't settle for anything less. Remember! When you invest your hard-earned green in Lakeland Zoysia, you get perfect thriving green in return.

**Guaranteed-to-grow Lakeland Zoysia Plugs are the lowest priced!**

Don't be hoodwinked by those who boast they pay shipping charges. Just compare our prices against theirs! You'll probably find they've cleverly disguised shipping costs in much higher prices.

**Finest quality, too!**

Lakeland Zoysia Plugs are the finest quality, famous Meyer Z-52 Zoysia Grass...planted, cultivated, harvested, and packaged at our own facilities under exacting professional standards. Our complete dedication to unsurpassed quality and horticultural integrity is the key reason millions of loyal Lakeland customers have continued doing business with us for over 44 years. So, join them...insist on the real thing. Demand the highest guaranteed quality. Insist on Lakeland Zoysia.

**Saves money, headaches!**

How often have you spent good money on seed and sod...spent hour after hour nursing it, slaving over it, only to watch it wash away in a heavy or prolonged rain...scorch blotchy-brown in the sizzling sun? Lakeland Zoysia ends these disappointments, wasted investments. Even through killing heat and drought, Lakeland Zoysia remains a lush, rich green. Yes, your investment is smaller, safer, and more beautiful on the Lakeland side of the fence!

**Sharply cuts your work! Needs little or no care!**

Lakeland Zoysia liberates you from 'lawn slavery'!! Plugs spread out in a lush, rich growth of green...chokes out crabgrass and weeds in its path. Never requires reseeding. Needs much less watering. Best of all...cuts the heavy, sweaty, time-consuming drudgery of mowing by a huge 2/3rds! Summertime can truly be fun-time — not lawntime!

**Practically indestructible!**

Merely place the living, pre-cut Lakeland Zoysia Grass Plugs in the ground. They flourish thicker...wider...covering your entire lawn area. No need to rip out existing grass! Once established, your Lakeland Zoysia 'lawn carpet' becomes so tough, so resilient, it withstands cook-outs, lawn-parties, and children's play. Even thrives on clay or sandy soil. Color fades only with a sharp frost...but renews itself gloriously rich and green in the spring. Lakeland Zoysia is the hardiest, most carefree grass for every climate! Plant plugs 1-foot apart. Easy instructions included.

**No-bend, step-on Plugger for fast, easy planting**

Light, but rugged, 2-way Plugger operates from standing position...eliminates back-breaking labor. Cuts away present growth...prepares a perfectly proportioned hole for each plug. Fast, easy, efficient...anyone can use it!

**ASTOUNDING LAKELAND ZOYSIA FACTS**

- Perfected by the U.S. Government
- Released by the U.S. Golf Association, Green Section
- Won't Winter-Kill...survives 30° below zero
- Won't Heat-Kill...when other grasses burn, Zoysia stays green
- Never needs replacement
- Thrives in 'problem' spots...slopes, bare areas
- Resists insects and disease
- Chokes out crabgrass, weeds
- Needs less mowing...less watering...than ordinary grass
- Plugs in without ripping out present grass

**LAKELAND NURSERIES SALES, Dept. L-1159  
Hanover, PA 17331**

Please send the guaranteed Zoysia Plugs checked below:

<input type="checkbox"/> FULL SIZE PLUGGER (L000778H) \$4.95	<input type="checkbox"/> 100 PLUGS (L000927Y) Plus Bonus of 25 FREE PLUGS \$4.88	<input type="checkbox"/> 100 PLUGS & PLUGGER (L000950Y) \$7.88 (SAVE \$1.95)
<input type="checkbox"/> 200 PLUGS (L000935Y) PLUS 50 FREE PLUGS \$8.88 (SAVE \$3.32)	<input type="checkbox"/> 200 PLUGS & PLUGGER (L000968Y) PLUS 50 FREE PLUGS \$11.88 (SAVE \$5.27)	
<input type="checkbox"/> 500 PLUGS (L000943Y) PLUS 125 FREE PLUGS \$18.88 (SAVE \$11.62)	<input type="checkbox"/> 500 PLUGS & PLUGGER (L000976Y) PLUS 125 FREE PLUGS \$21.88 (SAVE \$13.57)	
<input type="checkbox"/> 1000 PLUGS (L003293Y) PLUS 250 FREE PLUGS \$28.88 (SAVE \$32.12)	<input type="checkbox"/> 1000 PLUGS & PLUGGER (L003301Y) PLUS 250 FREE PLUGS \$31.88 (SAVE \$34.07)	
<input type="checkbox"/> 1500 PLUGS (L007633Y) PLUS 375 FREE PLUGS \$37.88 (SAVE \$53.62)	<input type="checkbox"/> 1500 PLUGS & PLUGGER (L007666Y) PLUS 375 FREE PLUGS \$40.88 (SAVE \$55.57)	

Zoysia also on sale at Lakeland Nursery Barn, U.S. Rte. 30, W. Abbottstown, PA., 20 min. East of Historic Gettysburg.

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Shipped "Transportation Collect" the most economical way.

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# LAST CHANCE!

This could be the **LAST TIME** you'll see

**2** Pairs of Executive SLACKS for **17<sup>95</sup>**

**Gentlemen: Beware the Runaway Inflation!** If you think you may be needing some good new executive slacks soon for business or vacation, **GRAB THIS VALUE** and be sure you have your full supply before rampant inflation blows prices up again! Haband, the mail order people from Paterson, NJ, have a huge inventory of over 50,000 pairs of top grade made-in-U.S.A. Executive Dress Slacks in stock now. In your exact size & color choice, at the lowest cost they'll ever be made again!

- Full cut for the mature figure, with plenty of room in the knees, crotch, seat and thighs!
- "Talon®" unbreakable nylon Zephyr Zipper
- "Ban-Rol®" no-roll inner waistband
- Good wide belt loops for today's wider belts
- Handsome slash front pockets
- Two deep back pockets, with button on wallet pocket
- Tough no-hole pocketing
- Taller looking straight leg model

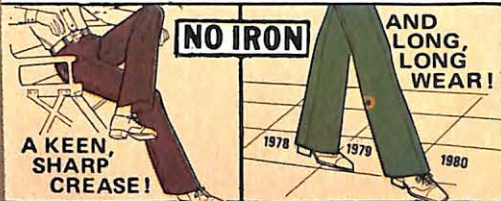
**100% NO IRON** Permanent Press **WASH & WEAR**  
**TWO PAIRS for 17.95!**

How can such a price possibly be?

Haband is one of America's biggest, most important distributors of executive clothing. We control extensive contracts for top quality 100% polyester DoubleKnits made BEFORE the big price increases. Since Haband prices are based on these pre-inflation costs, you will see an important difference in what we charge. Compare our slacks with what you would have to pay in your local haberdasher. You save on the original price! You save on Cleaner's Bills! And you save wear and tear on your more expensive clothing!

**Build Your Own Personal Stockpile** of these Deluxe **EXECUTIVE SLACKS**  
 See them at home at No Risk  
**5 Colors to choose —**  
**Any 2 pairs for 17.95**

**3 for 26.75**  
**4 for 35.50**



**CONSUMER'S REVENGE!** This could be the only way left to protect your purchasing power on clothing! In the next 12 to 36 months, rampant inflation is going to cut your dollar's worth everywhere. **BUT HERE IS A CHANCE TO BEAT THE CRUNCH!** We will be proud to send you any two pairs in your choice of size and color, direct to your home. Try them on. Show the family. Then decide. Read the guarantee on order form. **But Hurry!**

Haband's 100% Polyester Knit  
**NO IRON KNIT SLACKS** **2** pairs for **17<sup>95</sup>**  
**LAST CHANCE** WHILE THEY LAST!

HABAND COMPANY  
 265 N 9th St, Paterson, NJ 07530

Gentlemen: Please send me ..... pairs of these slacks, for which I enclose my full remittance of \$ .....

**GUARANTEE:** I understand that if, upon receipt, I do not choose to wear them, I may return the slacks immediately for a full refund of every penny I paid you!

72G-063

**AVAILABLE IN SIZES:**  
 Waists 29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54.  
 Inseams 26-27-28-29-30-31-32-33-34



COLOR	What Waist	What Inseam
Lt. BLUE		
TAN		
NAVY		
Dk. GREEN		
Dk. BROWN		

Name ..... Apt. #  
 Street .....  
 City .....

State ..... ZIP CODE [ ] [ ] [ ] [ ] [ ] [ ]

**HABAND**  
 MAIL ORDER HOUSE  
 265 North 9th Street  
 Paterson, NJ 07530

**HABAND COMPANY • Paterson, N.J.**

# Seven & Seven. Adds up to great taste.

Only smooth, consistent Seagram's 7 can make a real 7 & 7. Start with 1½ oz. Seagram's 7 and add 7 Up. Over ice in a tall glass, it's unbeatable.

**Seagram's 7 Crown**  
Where quality drinks begin.

