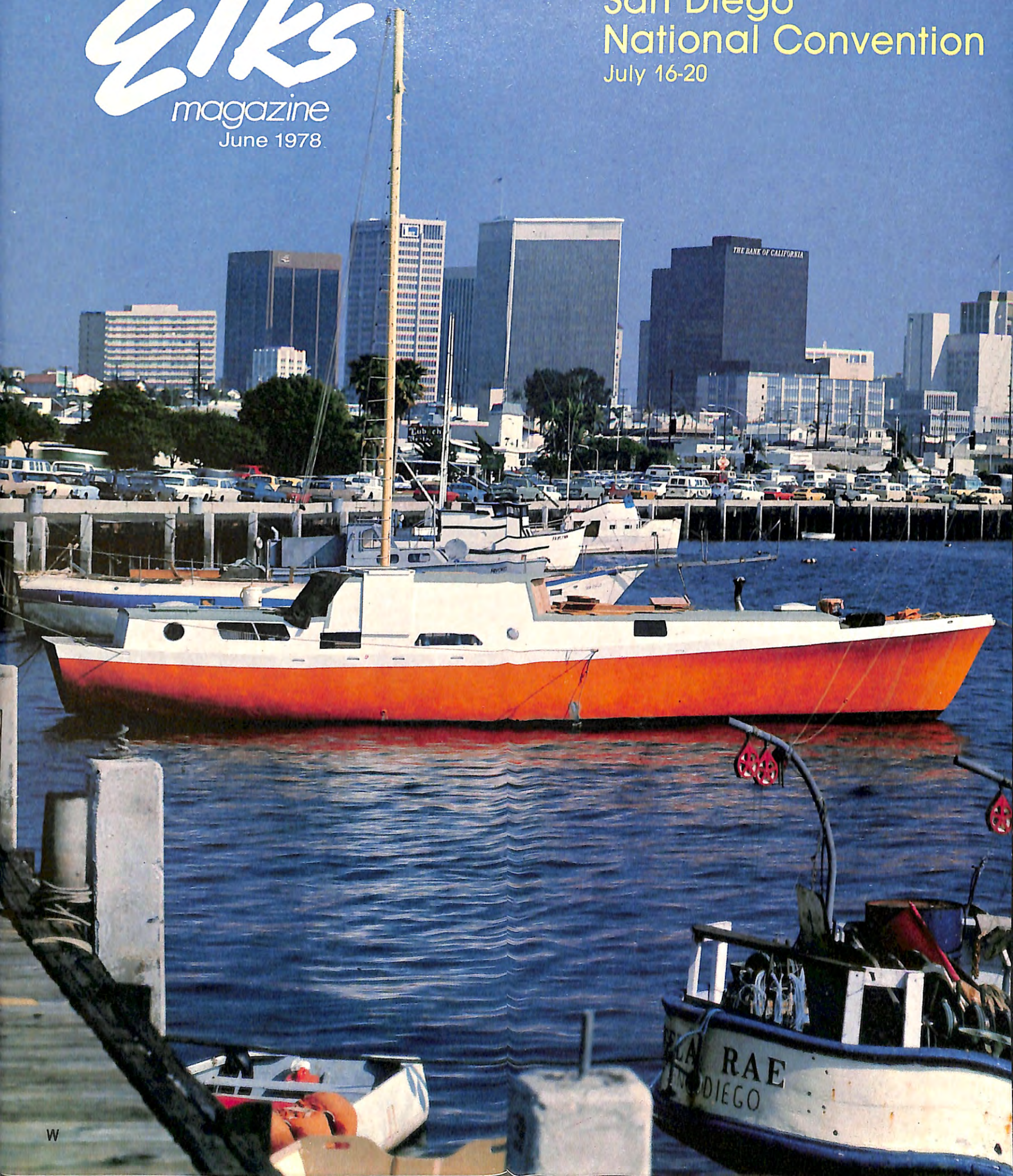


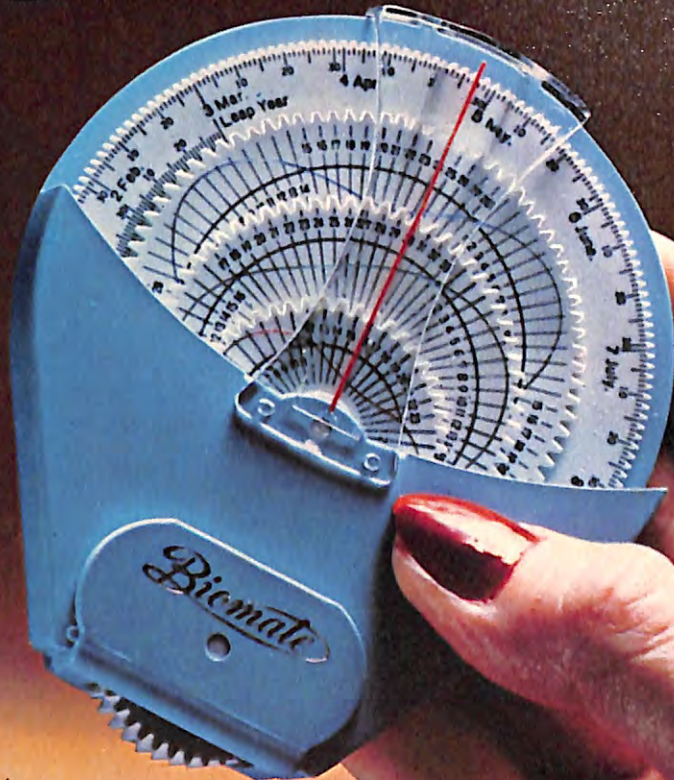
the
Elks
magazine
June 1978

San Diego
National Convention
July 16-20



YOU

Nearly 90 years ago, Sigmund Freud had a new idea about human behavior: body cycles... biological rhythms determined at birth. We all have them—three of them, in fact, according to numerous present-day scientists. An emotional cycle... an intellectual cycle... and a physical cycle. The little Biomate computer shown here will chart your life cycles for you—and tell you a lot about yourself. Set it to your birthdate, flip the dials each day, look at the charts and cycle curves... and you'll know when to buy, when to sell, when to act fast, when to stall, when to exercise or rest—even when to stay home in bed. Now you can know for months, even years, in advance just how you're likely to "shape up" on any given day. Day by day, Biomate gives you an accurate, scientifically proven reading of your (1) emotional moods, (2) intellectual power, and (3) physical condition. The science of bio-rhythm deals with the ebb and flow of these three cycles within every one of us.



Fact. Time after time after time the outcome of professional football games proved to be exactly as bio-rhythm researchers had predicted. Ask the Washington Redskins, for example, about a certain game they lost to the lower rated New England Patriots. Experts predicted the Redskins to win. Bio-rhythm researchers, after interviewing each of the teams' members, predicted the upset.



Fact. Biomate also shows us that: Billie Jean King won against Bobby Riggs when she was at a "high" in two of her cycles; Judy Garland and Marilyn Monroe committed suicide on their "critical days", or mid-cycle periods; Clark Gable suffered his fatal heart attack on his "critical day".



Fact. Bio-rhythms can reduce accidents. Among the companies which have made use of the bio-rhythm method in their safety programs are: the Omi Railway in Japan, which has compiled an astounding accident-free record; 5,000 other Japanese firms; many European airlines; the transportation system of Zurich, National Lead Industries, etc.



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TO KEEP THIS COVER INTACT—USE COUPON ON PAGE 43

You can't be turned down for this Insurance if you're 50 to 80!



Here is a life insurance policy that can be yours for the asking if you inquire before June 30th. Not only is no physical examination required, but the policy is actually issued to you without a single health question!

PRIME LIFE 50 PLUS® Is an individual life insurance policy that guarantees to accept every man and woman between 50 and 80 who applies during the Guaranteed-Acceptance Period—regardless of any other insurance carried.

PRIME LIFE 50 PLUS is underwritten by Colonial Penn Life Insurance Company of Philadelphia, Pennsylvania, specialists in serving the specific needs of America's older population. This protection is recommended to their members by two of America's highly respected national nonprofit organizations of the mature: the National Retired Teachers Association (NRTA) and the American Association of Retired Persons (AARP).

An Important Opportunity for Every Older Person!

PRIME LIFE 50 PLUS is a distinctive concept of life insurance, achieved as a result of the years of effort Colonial Penn has devoted to meeting the insurance needs of mature people.

Our goal was a life insurance policy we could make available to all mature people—a policy whose cost would be reasonable and whose benefits would be worthwhile. With PRIME LIFE 50 PLUS, the Colonial Penn Life Insurance Company has succeeded.

Here's How PRIME LIFE 50 PLUS Can Do This For You:

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The cost? JUST \$6.95 A MONTH!

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Act Now—You Have Nothing to Lose!

To obtain full information on PRIME LIFE 50 PLUS in time to take advantage of this opportunity to become insured, please mail the coupon before June 30th.

With PRIME LIFE 50 PLUS insurance . . .

- * Everyone between 50 and 80 can get this life insurance—no one will be refused!
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- * There are no health questions!
- * There is no physical examination!
- * This policy provides increasing cash values which begin in the first or second year!
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REMEMBER—To take advantage of this guaranteed opportunity to obtain PRIME LIFE 50 PLUS without answering any questions about your health, please mail the coupon before Friday, June 30, 1978. Full information and your guaranteed-issue application will be on their way to you at once by mail.

No broker or agent will visit you and you will be under no obligation to purchase the policy.

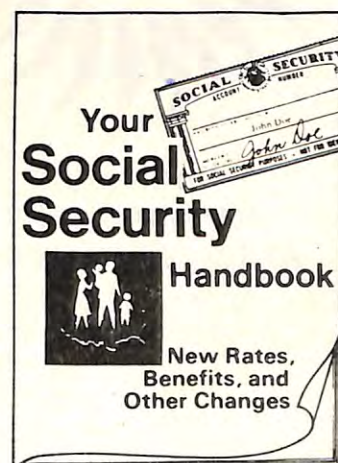
Even if you are not old enough for this insurance, you may want the information for another member of your family or for a friend.

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A message from the
Grand Exalted Ruler

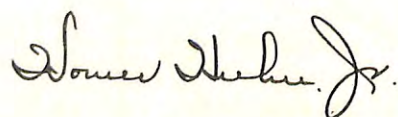
IN THE GOOD OLD SUMMERTIME

School's out. It's time for picnics and clambakes, for Little League baseball and softball. It's Summer, when Elk activities move outdoors. One great reason why it's fun to be an Elk is our capacity to enjoy the simple pleasures of life, such as bringing our families together for a barbecue joined by visitors from neighboring Lodges.

Events like these are among the happiest memories of my years in Elkdom. Anyone who doesn't take part in these affairs is missing much enjoyment. In spite of mosquitoes and maybe some sore muscles, they help to blow the mind and freshen the spirit.

Young people aren't the only ones to benefit from our outdoor youth activities. Elks and their wives who do the organizing and other needful work for junior baseball, golf tourneys, swim meets, fishing contests and the many other projects of our Order during the summer are big gainers also in the satisfaction that comes from helping young Americans grow strong and straight.

It's the same with those tireless and dedicated Elks who let no summer go by without arranging for patients in the nearby Veterans Hospital to have a chance to enjoy the pleasures of a picnic, a cookout, a golf tourney or, for some, a trip to a baseball game. The pleasure they give and the good they do are great. If you can lend a hand, do it. Remember: Individual Responsibility has Assured Success. "Continued Commitment to Effort and Enthusiasm" will arouse more personal support for Elkdom among our members—more individual involvement.



Homer Huhn, Jr.



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Responsibility
Assures Progress"**



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IT'S YOUR BUSINESS

by John C. Behrens



1978 COULD BE MORE OF 1977

The Republicans see it as a major issue Jimmy Carter has fumbled. The housewife and businessman knew about it long before congressmen and government officials started to investigate and jaw-bone. Worse, those who monitor it aren't unanimous about how to combat it.

The subject? Inflation.

My dictionary says that it is a sharp increase in prices generally associated with an increase in the supply or velocity of money. Many Americans will tell you they haven't seen any increase in supply of green backs but they can give you eyewitness accounts of rising prices in local stores.

The New York *Times* talked to a number of congressmen who returned from their home districts not long ago

and most reported that people really aren't angry, they are confused and uneasy. Most of all, said the legislators, constituents are uneasy about inflation.

It took awhile to sink in but Washington now is equally concerned. Said a White House expert on economic stability to the Senate Budget Committee recently: "We are making absolutely no progress in reducing the rate of inflation." The administration aide said that inflation is likely to remain at 6 to 6.5 percent "indefinitely."

Surprisingly, others are optimistic. They're buoyant, in fact. A Northeast business reporter interviewed proprietors in a number of communities and found the majority bullish about the retail climate and sales.

Such conflicting views, says business and finance specialist Allyn Earl, a consultant on banking and economics professor in upstate New York, have made economic forecasting more difficult in recent years.

"Business people tend to project on recent experiences," he explains. "Economists are usually looking beyond what happened in recent days. They're predicting turning points months away. The problem, though, is that business people frequently want to project too quickly on the day-to-day circumstances."

Businessmen—especially those in retail—had a fairly strong 1977, he noted. "The Christmas season was good even if it was spotty. Sears, for example, came in with earnings that were below what some expected for the last quarter. But the experiences for the average small businessman were good. Nondurables, to illustrate, were quite strong. It left some business owners perhaps with the feeling that strong consumer spending will continue."

But will it?

The New York economist wouldn't put money on it. "It's simply an unknown factor. In the last few years it has moved in spurts. It changes rapidly at times. Many in a position to know are now forecasting that residential construction will be a little lower than last year. It has been fairly good in the past few years. Autos are another area that probably will be weaker than 1977 and this is a key industry, too. We're not getting any pickup in domestic auto sales and this will probably be a neutral or negative for the future."

Earl contends that the economy will not produce any real growth in the remaining months of 1978 "but I don't think it will be bad enough to buy us a recession either. If, however, the Federal Reserve panics about the inflation that could be serious—supplies such as beef, wheat, etc., are expected to be down this summer and there are indications of even higher food prices—especially if the fed attempts to slam on the brakes and cause higher interest rates. This is supposed to curb price inflation. The fact is, though, you can overdo this. It can guarantee a recession."

The Federal Reserve Board's new chairman, G. William Miller, agrees. In an interview with Leonard Silk of the New York *Times*, Miller said that he is also concerned that higher interest rates on capital could have "an adverse impact on growth." Miller says that he's not "slavish" about the interest rates however. He feels that there are limits to what any monetary policy can be expected to do to combat inflation. There is a general agreement among government policymakers, he says, to do whatever is necessary to reduce inflation.

Such promises worry private sector economists. "It's too often the classic way of handling it. The central bank—the Federal Reserve—follows the policies that will increase interest rates which will encourage foreigners to buy American securities which will reverse the dollar problem here and at the same time en-

(Continued on page 29)

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A Tax Shelter For Everyone



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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the **Elks** magazine

VOL. 57, NO. 1 / JUNE, 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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- 10 **Loneliness: America's Newest Killer** Frank Thistle
 A cruel killer, loneliness in America often leads to heart disease and premature death . . .
- 17 **California Here We Come** Jerry Hulse
 A special convention issue look at San Diego and the points of interest on the West Coast.
- 20 **Mighty River In The Sea** Joseph Stocker
 It carries 25 times as much water as all the land rivers in the world, and affects us as does no other natural phenomenon.
- 24 **Supermarket Safari** James Coyle
 "Our food bills look like the cost estimates for the B-1 bomber. We've got to do something."

Departments

- 2 Message
- 4 It's Your Business: Fiscal Plans
- 8 Convention Program
- 8 Letters
- 9 PGERs' Convention Welcome
- 12 Mayor's Convention Welcome
- 14 Medicine and You: Hypertension
- 15 News of the Lodges
- 22 Elks National Service Commission
- 23 Major Projects: AZ/AK
- 27 You and Retirement: Summer Reading
- 29 The Fraternal Corner
- 30 Elks National Foundation/ Joy of Giving
- 33 Visits of Homer Huhn, Jr.
- 38 Elks Family Shopper/ More For Your Money

Cover: Harbor and skyline at San Diego, CA George Schwartz
 Nestled between the mountains on the east and the Pacific on the west is San Diego, 1978 convention site.

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THE ELKS MAGAZINE, Volume 57, No. 1, June, 1978. Published monthly at 425 W. Diversey Pkwy., Chicago, IL 60614 by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Chicago, IL, and at additional mailing office. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Single copy price 25 cents. Subscription price in the United States and its Possessions, for Elks, \$1.25 a year, for non-Elks, \$2.50 a year; for Canadian and Foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.

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"3 inches off my waistline in just 10 minutes"

JIM CHANDLER

"...over 8 inches from my waist and tummy"

LAURIE JENSEN

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Jim Chandler—"When I first got my Astro-Trimmer, I reduced my waistline 5-1/4 inches, from 39" to 33-3/4" in just 3 brief sessions. Now, if I get too busy to use it for a few weeks, it is great to know I can get out my Astro-Trimmer, zap 3 inches off my waistline in 10 minutes and look my best and trimmest the very same day!"

Laurie Jensen—"The Astro-Trimmer totally solved my figure problem in just 3 days. That's all the time it took to reduce my waist over 3-1/2 inches—from 28-1/8 to 24-1/2; my tummy 5 inches—from 33-1/4 to 28-1/4. I loved the program, it was fun, it was easy, I didn't have to diet—and the inches stayed off!"

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Jim wraps the Astro-Belt completely around his waistline, before hooking the Astro-Bands to a convenient doorway. He is then ready to perform one of the pleasant, marvelously effective Astro-Trimmer movements—just about 10 minutes.



Now Jim simply relaxes a few moments with his Astro-Belt in place. His Astro-Trimmer movements have triggered the Astro-Belt's incredible inch-reducing effect which goes on working even as he relaxes.



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Cheryl Long—"Unbelievable! Totally fantastic, yet it really happened—in just 3 days the Astro-Trimmer trimmed 3 1/2 inches from my waist and 6 1/2 inches from my tummy. I just love my slim, new shape."

Jim Morgan—"With the Astro-Trimmer I actually reduced, firmed and tightened my waistline 5 inches—from 33 1/4 to 28 1/4—in just 3 days—without dieting. Remarkable results from a remarkable product!"

Debbi Brandon—"This is truly instant reducing. What a thrill to see 3 inches disappear from my waist and 4 inches from my tummy in just 3 short days!"



BEFORE

AFTER

Jim Chandler
...5" off waistline in just 3 days.



BEFORE

AFTER

Laurie Jensen... her incredible results in just 3 days.

How many excess inches can I lose with the Astro-Trimmer? How many excess inches do you have? Look what Jim and Laurie did in just 3 days. Many users lose 2 or more inches from their waists and 2 or more inches from their abdomens the very first day. Not everyone will do this. The degree of inch loss will vary with individual body response. However, this matchless body shaper melts excess inches off the waist, abdomen, hips and thighs with such amazing speed that if your waist and abdomen aren't a total of 4 to 8 inches trimmer after using your Astro-Trimmer for just 3 days and if you don't lose these inches without dieting and in only 5 to 10 minutes a day, you may simply return your Astro-Trimmer and your money will be refunded.

No risk — no obligation — money back guarantee. So-called "waist trimmers" and reducers have been nationally advertised for as much as \$19.95 and more. Yet the sensational new Astro-Trimmer which trims and slims excess inches far faster, far more effectively than anything we have ever seen — is being offered for only \$9.95 with a complete money back guarantee. If you are not satisfied that the Astro-Trimmer is the fastest, the most effective waist reducer you have ever used, it will not cost you a penny. So if you want a trimmer, more ideally proportioned body — right now — send for your Astro-Trimmer today.

ORDER NOW FOR A SLIMMER, TRIMMER WAISTLINE THIS WEEK!

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Please send me my results are guaranteed and, if within 2 weeks I am not completely satisfied, I can return my Astro-Trimmer and get my purchase price immediately refunded.

I enclose \$9.95 for each Astro-Trimmer plus .90 each for postage and handling.

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Charge Account No _____

Man Waist Size _____

Name _____

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City _____ State _____ Zip _____

Woman Waist Size _____ Exp Date _____

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Astro-Trimmers along with complete easy-to-use instructions. I understand No COD's accepted. **PLEASE CHARGE TO MY:**

**THE
SAN DIEGO
CONVENTION
TENTATIVE
PROGRAM**

**114th Session Grand Lodge, B.P.O. Elks
San Diego, California, July 16-20, 1978**

REGISTRATION

SATURDAY, JULY 15, 9:00 AM and continuing daily during the Convention. Representatives (Exalted Rulers), Grand Lodge members, accompanied Elks and ladies—The San Diego Convention Center (downtown), 202 C Street, San Diego, California. This is the Information Center for delegates, their families and accompanied Elks. The first obligation is to register so that all concerned will be properly informed about the Convention and the facilities offered by the City of San Diego, recommended restaurants... ladies information, sightseeing tours, etc.

REGISTRATION HOURS

Saturday—July 15	9:00 AM to 5:00 PM
Sunday—July 16	{9:00 AM to 4:00 PM
	{8:00 PM to 10:00 PM
Monday—July 17	8:00 AM to 5:00 PM
Tuesday—July 18	9:00 AM to 5:00 PM
Wednesday—July 19	9:00 AM to 5:00 PM
Thursday—July 20	8:00 AM to 9:00 AM

GRAND LODGE SESSIONS

All held at the San Diego Convention Center as follows:

SUNDAY, JULY 16, 8:30 PM—Official Grand Lodge Opening Ceremonies. Addresses of welcome by local dignitaries and Hon. Horace R. Wisely, Past Grand Exalted Ruler, who will preside. Principal address by Grand Exalted Ruler Hon. Homer Huhn, Jr.

MONDAY, JULY 17, 9:00 AM—Opening Grand Lodge Business Session. Election of Grand Lodge officers for 1978-79. Report of Americanism Committee.

MONDAY, JULY 17, 10:00 AM—Special Ladies Entertainment, Performing Arts Theatre-Convention Center downtown.

MONDAY, JULY 17, 2:00 PM—District Deputies-designate—photos as per advance notification and schedule.

TUESDAY, JULY 18, 9:00 AM—Grand Lodge Business Session. Following business session, at 1:30 PM Grand Exalted Ruler-elect's personal conference with Exalted Rulers and State Presidents in which the Grand Exalted Ruler-elect will outline the Grand Lodge program for the coming year—Town & Country Hotel Convention Center—Shuttle Bus Service provided.

(Note: Arrangements have been made for a hosted luncheon at the Town & Country Hotel Convention Center—Shuttle Bus Service provided for Exalted Rulers and State Presidents *only*.)

WEDNESDAY, JULY 19, Open Session of Grand Lodge. Reports and awards by Elks National Foundation, Elks National Service Commission and Youth Activities Committee. Ladies invited and urged to attend.

11:00 AM MEMORIAL SERVICE

(Ladies invited and expected to attend Wednesday morning Session and Memorial Service.)

WEDNESDAY, JULY 19, 9:00 PM—Grand Ball—Location to be published in official program—Exalted Rulers and their families. All Elks and ladies invited. Admission by badge. Refreshments available. Local laws prohibit carry-in beverages.

THURSDAY, JULY 20, 9:00 AM—Final Grand Lodge Business Session. Installation of newly elected Grand Lodge Officers (11:00 AM). Ladies invited.

FRIDAY, JULY 21, 9:00 AM to 5:00 PM—Induction of District Deputies-designate, followed by Conference with Grand Exalted Ruler. State Association Presidents invited. Town & Country Hotel. This session will conclude at approximately 5:00 PM. Advance return reservations for those involved should be determined by this mandatory schedule. All involved should request hotels for late check out privilege, *in advance*.

RITUALISTIC CONTEST

SATURDAY, JULY 15, SUNDAY, JULY 16, MONDAY, JULY 17, Preliminary Contests—San Diego Convention Center.

WEDNESDAY, JULY 19, Finals Mission Ballroom Town & Country Convention Center. Details of schedules will be available in final printed program of the Convention upon registration.

EXHIBITS

Display of activities by Grand Lodge Committees and Commissions, in addition to State Associations and others—Registration area—San Diego Convention Center downtown.

SHUTTLE BUS TRANSPORTATION

Shuttle Bus transportation will be provided for all hotels and motels not within walking distance of the Convention Center. A \$3.00 per person bus pass will be available for purchase at the Convention Center downtown. First trip to the Convention Center is free. Bus passes will be honored throughout the Convention. Taxis will also be available at all hotels and motels.



• Allow me to congratulate you on an outstanding piece of journalism.

So it really is a horse and buggy, I never would have guessed it.

Alton A. Miller
Flint, MI

Yes, and it really was shot by Joseph Quinlan. Some additional information which arrived too late to be included with the byline on the table of contents . . .

The Amish buggy and horse was shot just north of Middlefield, Ohio, a community ringed by Amish farmers and tradesmen. The buggy was built locally by Dan Kurtz from memorized plans which have been passed from generation to generation for hundreds of years. All the Amish use the horse and buggy as a means of transport since their religious tenets preclude the use of motor vehicles.

• I would like to compliment *The Elks Magazine* staff on the excellent articles appearing each month. I was particularly impressed with the articles in the April, 1978, issue ["Taming the Twister," "Space-Age Medicine," and "Victims Have Rights, Too"]. They were all most interesting and informative. Keep up the good work.

Myron Fulrath
Provo, Utah

• Just wanted to say how much we enjoy Jerry Hulse's article ["In Every Friend We Lose A Part of Ourselves . . ." April, 1978] about the people he has met during his travels.

Gretchen Walker
Seattle, WA

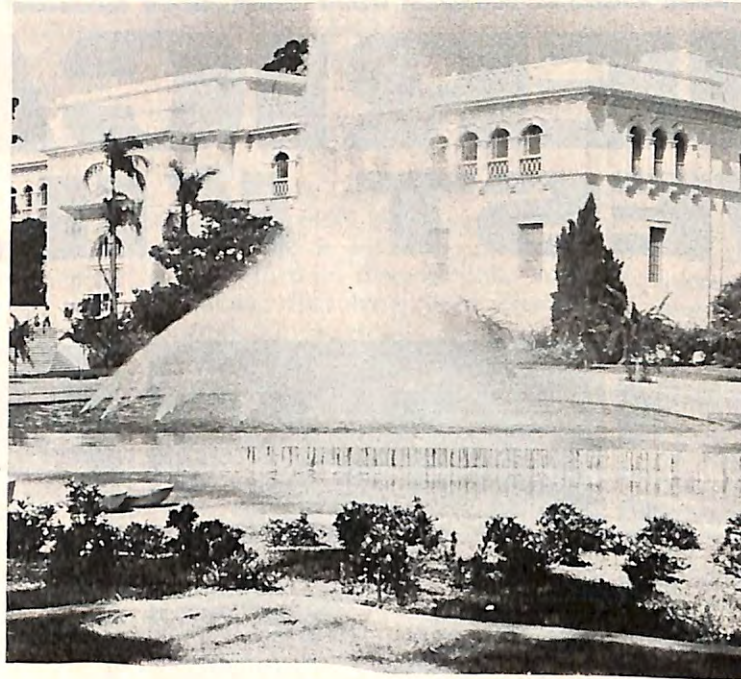
• For some years it has been a continuous annoyance to hear people and see newspapers refer to the "Elk's Club" when in reality they mean the Elk's Lodge. I firmly believe that it would enhance our image in the public eye if a program was started through the local lodges to get the individual members to refer to their organization as a lodge and not as a club.

I have noted that when I mentioned some of the programs that the local lodge has backed or initiated and the amounts that the Grand Lodge spends for charity each year they are astounded. Certainly we are missing a wonderful opportunity to gain new members if our ideals were brought into public view.

Lewis J. Sevestre, PER
Summit, NJ, Lodge No. 1246

Letters must be signed and may be edited. Address to: Letter Editor, *The Elks Magazine*, 425 West Diversey, Chicago, Illinois 60614.

WELCOME TO SAN DIEGO



BROTHER ELKS AND THEIR FAMILIES

Saludos, Amigos:

The 170,000 Elks of California bid you a warm welcome to our Golden State! San Diego is the birthplace of California. It is the oldest permanent settlement in our beautiful State and is, therefore, one of our most historic cities. Since Juan Rodriguez Cabrillo sailed into its excellent natural harbor in 1542, the city has become an important commercial and U.S. Navy center. In 1769, San Diego de Alcalá Mission was founded by Father Junipero Serra, a Franciscan missionary, becoming the first of many missions established by Father Serra along the coast of California.

The San Diego area has many natural and man-made attractions for your enjoyment—San Diego's world-

famous zoo bordering on beautiful Balboa Park, the aquatic wonderland at Sea World, the exciting Wild Animal Park at San Pasqual, nearby Old Mexico, and many cultural and historic sites.

All California Elks hope that about the first of July, throughout America, Elks and their families will be singing "California, Here I Come!" We want you to make a real vacation of your trip visiting some of the historic and famous places in San Diego and in other parts of California. Everything is "GO" for a great convention! Good weather and pleasant surroundings. A warm and sincere welcome awaits you!

Hasta la Vista, compadres!



Gerald Strohm
Past GER



R. Leonard Bush
Past GER



Horace R. Wisely
Past GER

LONELINESS: AMERICA'S NEWEST KILLER



by Frank Thistle

Loneliness can kill.

The bachelor who hops from one singles bar to another, the middle-aged divorced man who spends his nights watching television, the elderly widow who seeks companionship from her poodle—all are likely to die from illnesses aggravated by the same disease: their feelings of isolation. At least that's the theory of Dr. James J. Lynch, a specialist in psychosomatic disease at the University of Maryland's medical school. He argues in his best-selling book, "The Broken Heart," that loneliness is a cruel killer in America which often leads to heart disease and premature death for the single, widowed and divorced.

Dr. Lynch believes that "human dialogue"—both physical and emotional—is the single most disregarded factor in modern medicine.

"We live in a society in which 'King Loneliness' has no clothing, yet, because everyone believes he is the only one who feels lonely, we tell ourselves that loneliness must be a mirage," says Dr. Lynch.

In his book Dr. Lynch cites a wealth of statistics to demonstrate the unhealthy aspect of being lonely and then gives clinical data to corroborate the magical power of human contact, especially in a family setting. According to Dr. Lynch's statistics covering a recent three-year period and Americans 15-64:

- ▶ Of white males per 100,000 population, 176 married men die of heart disease compared to 362 single men.
- ▶ Of nonwhite males per 100,000 population, 142 married men and 298 divorced men died of heart disease.
- ▶ Of white females per 100,000 population, 44 married women died of heart disease as opposed to 67 widows.
- ▶ Of nonwhite females per 100,000

population, 83 married women and 165 widows died of heart disease.

Dr. Lynch says that for every listed cause of death—cancer, suicide, cirrhosis of the liver, rheumatic fever, pneumonia, diabetes, tuberculosis, syphilis—the single, widowed and divorced had significantly higher death rates than did married people, both white and nonwhite and of both sexes.

Asks Dr. Lynch: "How in the world did we become a society of bad relationships blind to the health implications of loneliness?"

Dr. Lynch says that historically American doctors and laymen consider disease to be an assault by nature, such as the infectious diseases polio and tuberculosis, that have been effectively controlled by scientific medicine.

"The return to a medicine—and a society—that once again recognizes the healing power of human contact will meet resistance from many sources within the medical community," he says.

But he maintains it is absolutely necessary. According to Dr. Lynch, people who are critically ill are helped toward death in many hospitals by being denied human contact, especially with spouses and family. The doctor/author says that in the case of heart disease, statistically the leading killer in the United States today, the primary case study of the causes of the "silent killer" disregards the factor of loneliness and emotional instability.

He points out that scientists studied, over several decades, the people in Framingham, MA, which is a small city of socially stable people, most of them married and with families. The group has a lower index of coronary trouble than the rest of the country. Dr. Lynch also points to the bordering states of Nevada and Utah in making his point that the family situation is a key factor in health. Nevada, which has

the highest divorce rate in the country, also has the highest rate of premature heart disease. But Utah, which has one of the lowest divorce rates in the nation, has the lowest rate of premature heart disease.

"But this is not to say that someone can't be happy and healthy who is unmarried," says Dr. Lynch. "There are definitely ways for single people to have strong, meaningful relationships with others."

He notes his book only lends meaning and significance to the statistical reality that single, widowed and divorced people die more often before they reach the age of 64—well below average life expectancy for American men and women.

Says the expert on loneliness: "We must evolve a medicine that moves beyond science. We have to treat humans as more than man-machines that can be fixed up with pills and technology. We must realize that feelings cause disease."

More and more medical men and sociologists are realizing that loneliness is America's newest killer.

According to Dr. Edward Stainbrook, professor and chairman of the University of Southern California Medical School's Department of Human Behavior, human beings are threatened with loneliness from birth.

"The infant, thrust into a cold and unfamiliar world, has been separated from an object that has satisfied, supported, loved, gratified and affirmed from the moment of conception. The threat of loneliness is a very intrinsic part of being human. It's a genetically built-in distress signal, warning: You're on the fringe of depression, a variety of psychoses may occur. The more void the situation, the worse loneliness becomes until it can claim the person completely, even result in self-destruction, both mental and physical."





Loneliness affects everybody from the youngest to the old and dying. As David Reisman observes in his famous book, "The Lonely Crowd," most of mankind is struggling against alienation, in whatever environment, large or small, rich or poor. Chances are, we are no lonelier than the next person, whether it be our co-workers, our waitresses or our lover.

Dr. John Milner of the University of Southern California School of Social Work observes that most people neither recognize nor accept that fact. Usually, they cannot even admit to their own personal loneliness.

"To say 'I'm lonely' is to admit you're essentially inadequate, that you have nobody who loves you," says Dr. Milner. "Unfortunately, ours is a society in which our own sense of self-importance is so tied up with our meaning to others that we can't admit to a personal need or failing."

Dr. Milner thinks loneliness is killing thousands of people every day.

"Loneliness is probably the most in-

sidious condition in modern society—the product of increasing urbanization and the cultural liberalism peculiar to the '70s. The stresses of daily life are becoming so great, so many uncertainties—economic and otherwise—that most people think mere survival is all they have time to handle. They forfeit personal happiness in the rat race."

According to Dr. George Morren, professor of anthropology at Rutgers University, New Brunswick, NJ, Americans have a difficult time forming friendships because the most fundamental aspects of our culture are loneliness and separation of people. Our institutions do everything to maintain this. He says it starts immediately after birth when a mother and baby are separated in the hospital. Then, when the baby is brought home, it is given its own room, and the only way it can gain attention is to cry. Very few other cultures have this system of care for newborns, he notes. Things are no better as we grow up and then get old. The anthropologist says we compartmentalize people from nursery school through old-age homes.

"In most cultures, little kids are

taught by older kids in a natural way," Dr. Morren explains. "Our schools are not organized to take advantage of this near peer learning."

He says we also compartmentalize people at work. Although men are supposed to have the ability to communicate easily, which allows them to interact with complete strangers on a seemingly friendly basis, our competitive society does not allow true friendships to be formed.

"For example, two business people who meet are soon on a first-name basis; they exchange pleasantries and may even talk about their families. They go out to lunch, have a few drinks, share some entertainment and pretty soon they are old buddies. Yet they are locked into rivalry. Neither one has a strong, friendly feeling toward the other."

A lot of people, however, are trying to cure their loneliness. Personal ads seeking companionship or marriage are no longer confined to the underground press. They are appearing with increasing frequency in suburban newspapers. And they typify what researchers, psychologists, and social counselors believe is an epidemic of loneliness.

Dr. Robert Weiss of the Laboratory of Community Psychiatry at the Harvard Medical School says loneliness is "almost as prevalent as colds during the winters."

The rush out of the cities that has turned one-half of Americans into suburbanites has had some unanticipated effects. It brought suburbanites the privacy they always dreamed of; the independence and mobility they always desired; and the luxury of a plot of grass and a home. But finally, it has left many of them alone.

Psychologists say there are many reasons for the upsurge in suburban loneliness, including: Suburbanites who fled the city seeking privacy and convenience are cut off from each other; job-based mobility—frequent traveling for the best job—has destroyed a sense of roots; the nation's economic problems have spawned what is—to many—a frightening realization that material goods no longer provide a sense of security; the rapid rise in the American divorce rate—one in three marriages—has left thousands of men and women emotionally and socially crippled in family-oriented suburbia; increasing numbers of singles, who have moved into suburbia for jobs and housing, find themselves unable to meet people or to develop lasting relationships.

At counseling centers in the Philadelphia suburbs, psychiatrists report that requests for help are increasing by as much as 30 percent each year, with loneliness a predominant concern. And

(Continued on page 30)



PETE WILSON
MAYOR

March 8, 1978



TO THE MEMBERS OF THE GRAND LODGE - BENEVOLENT & PROTECTIVE ORDER OF ELKS:

GREETINGS:

I am both honored and delighted to welcome each of you to San Diego. As host city for the convention of the Grand Lodge - Benevolent and Protective Order of Elks, we stand ready to do everything within our power to insure that your visit here is productive, stimulating and enjoyable.

Amid your full conference schedule, I hope that you will find some time to explore the magic of our city. We offer a myriad of natural and man-made attractions which await your discovery, our world-famous zoo bordering on beautiful Balboa Park, our aquatic wonderland at Sea World, the exciting Wild Animal Park at San Pasqual, and a host of cultural and historical sites. I also hope you will take the time to enjoy a performance at one of our many community theaters.

San Diegans are proud of their city, rich in a splendid heritage spanning more than 200 years, and proud of a city that is, at the same time, young with the spirit of progress and achievement.

Again, I join the people of my city in welcoming you to San Diego. We invite you to share the beauty and excitement that is ours and to return again soon and often to further enjoy the hospitality of San Diego.

Sincerely,

PETE WILSON

SEAMLESS SPRAY PUTS YOU IN AN INFLATION-PROOF BUSINESS!

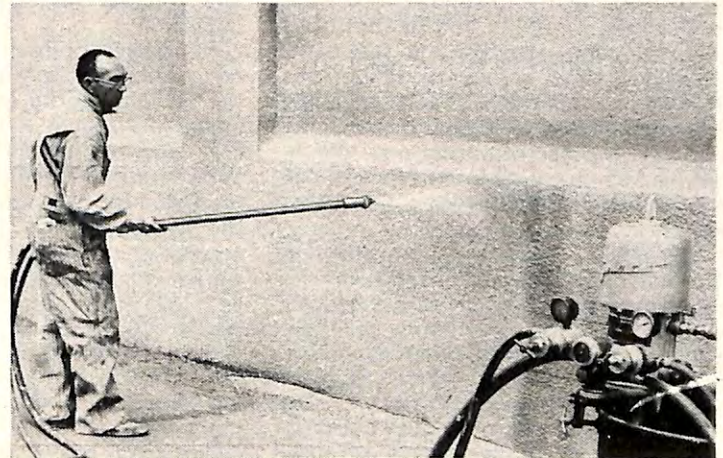
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If you've done any selling at all you know you can't make it anymore selling nickel and dime items. You can't afford to bust a gut selling a half dozen orders a day and wind up making \$25 to \$30. You need a necessity that everybody needs—that's quickly and easily sold because it solves problems born out of the inflation.

We call our process SEAMLESS SPRAY. It fills a vacuum created by the soaring price of new roofs. Roofs everywhere are leaking—in desperate need of repair. Using our Seamless Spray Equipment, factories, plants, shopping centers, schools, hospitals, apartment complexes use their own maintenance people to renew, waterproof these roofs at a cost of less than 12 cents per square foot. We loan equipment absolutely free. On the average Seamless Spray order you make over \$500. You need absolutely no experience in our

business. Our program is organized step-by-step for easy, successful use whether you sell General Motors (they are Seamless Spray users) or the corner garage.

When I tell you, PACE saved one school \$28,400 with Seamless Spray roof renewal, you'll understand how fast you eliminate sales resistance. Your market is pre-sold. Roof contractors with their exorbitant prices hand you the business on a silver platter.

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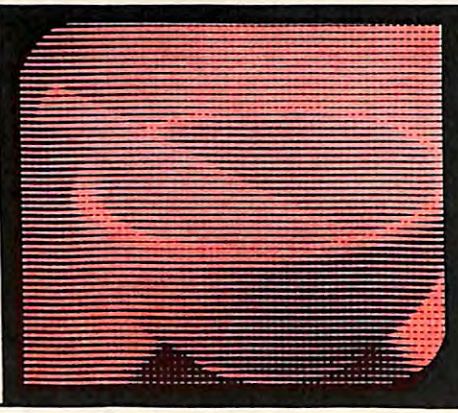
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City _____ State _____ Zip _____

MEDICINE AND YOU

by Larry Holden



THE SILENT KILLER

Approximately 25 million Americans are walking around with a disease that's one of the major producers of premature sickness, disability and death in our adult population—despite the fact that, at any given time, a majority of persons with it are symptom-free. The prevalence of the disease increases with advancing age, but it afflicts the young and middle aged, as well as the elderly. What is this silent, potential killer? Hypertension: high blood pressure.

Hypertension—even a slight elevation in normal blood pressure—markedly increases the risk of major cardiovascular complications. The insurance industry has long emphasized that even slight elevation of blood pressure correlates with increased risk of premature death. In one study a "modest" elevation of blood pressure (all too frequently treated as insignificant) was associated with a 76.4 percent higher death rate in middle age.

When hypertension coexists with other major risk factors, such as cigarette smoking or hypercholesterolemia (the presence of excess cholesterol in the blood), the risks are additive. Men age 30 to 59 with hypertension as the only risk factor experience twice as high a death rate as men with no risk factors. But when hypertension coexists with cigarette smoking or hypercholesterolemia (either one of these two) the risk of dying

is more than tripled. And when hypertension is present along with both these other factors, the death rate is five times higher.

Increased premature mortality is by no means the only problem. Data from the Social Security Administration clearly shows a sizeable amount of disability in the labor force attributable to hypertensive disease. The economic losses to the individuals involved are great, as are the costs to government and society at large. Overall, of the 330,783 worker disability allowances in 1968 (the year of latest record) 24 percent were due to diseases of the circulatory system, with arteriosclerotic heart disease at the top of the list for each of the four major sex-race groups. At least one-third of the coronary cases have hypertension as the major contributing cause of their disabling illness. An even higher proportion of the persons disabled by stroke have the same major contributing cause. These figures conclusively rank high blood pressure and its complications at the top of the list as producers of disability for all of the major sex-race groups in the labor force.

Morbidity, disability and mortality from hypertensive disease per se is costing the nation over 1.7 billion dollars annually in indirect costs. If we assume that hypertension is a contributing factor in

about a third of premature heart attacks and strokes, roughly another 5.9 billion dollars in indirect costs of hypertensive disease could be concealed in these categories, totaling about 7.6 billion dollars in indirect costs alone. A similar calculation gives a direct cost estimate of almost two billion dollars. Therefore, the total costs of hypertensive disease add up to over 9 billion dollars each year.

Despite the obvious and critical nature of high blood pressure, a majority of the hypertensives are unaware of their condition. Instances of undetected hypertension are vast and widespread. Plus a sizeable percentage of those who know they are hypertensive are not on any treatment program. The tragedy of this is that controlling high blood pressure is one of the few ways we have of preventing stroke, heart disease and kidney disease.

Why don't people treat a disease that might kill them? Part of the problem is misinformation. There are a number of misconceptions about high blood pressure that lead people to improper action. Many people think that hypertension is the same as nervous tension or stress. It's not. High blood pressure means that the pressure of the blood on the walls of the blood vessels is too high. A second misconception is that high blood pressure can be cured. In most cases it cannot. Once you get blood pressure down, you have to keep it down, usually with a pill or two taken every day. Another misunderstanding involves the low-salt diet, weight loss or smoking restrictions that doctors sometimes prescribe for people with high blood pressure. These are, generally, not substitutes for daily medication.

Even if all the misconceptions were cleared up, a person with hypertension still might not treat his or her high blood pressure. Let's face it, high blood pressure is boring. There are no aches or pains to remind you to treat it or to gain sympathy or understanding. You're not home in bed or in a hospital or on crutches. You're not weak and pale. On the contrary. You're walking around strong and strapping and, to everyone else, apparently healthy. You have a disease that might kill or cripple you and yet is silent and without symptoms.

It's not surprising, then, that many people with hypertension don't understand the need to take pills daily. Their family may not understand. Their employer may doubt they really have to miss work three or four times a year for checks.

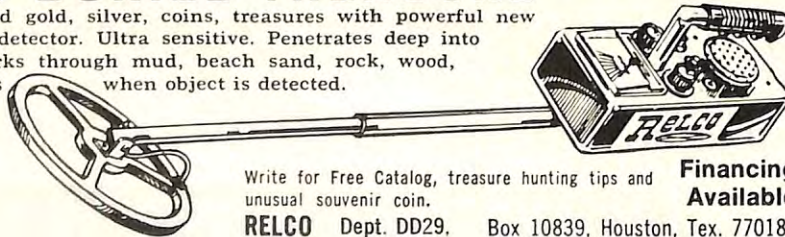
A 1973-74 survey by the National High Blood Pressure Education Program shows that about a quarter of this country's hypertensives are not treating their high blood pressure and another 20 percent are getting inadequate therapy. That's more than ten million people.

So what steps can you take to get the proper treatment for hypertension and gain support for your perseverance? First, be sure you understand that you are sick. Admit it. High blood pressure is the biggest cause of stroke, heart disease and kidney failure. Then, take comfort in the fact that you can prevent blood pressure

(Continued on page 29)

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



NEWS OF THE LODGES

Brothers from 13 lodges in Arkansas gathered together at Highland, AR, Lodge for a meeting. Hosting ER Charles King conducted the opening ceremonies and Brother Bob Atchison of Mountain Home Lodge was guest speaker for the dedication of the new Highland Lodge building, the highlight of the occasion.

A giant purple pig was built recently by Est. Lead. Kt. George Clawson of Placentia-Yorba Linda, CA, Lodge for promotional purposes. The purple pig is the symbol of the California-Hawaii Elks Major Project, Inc. (CHEMPI), a

A class of 28 candidates became members of Queens Borough (Elmhurst), NY, Lodge recently. The new Brothers were initiated in honor of Grand Treas. George Balbach and the lodge's ER Joseph Fabrizi.

The net proceeds of the 12th annual Vermont Sports Award Banquet were presented by Gifford Hart (center), past president of the Vermont Sportswriters and Sportscasters Association, to ER Winston Perron (right) of Montpelier, VT, Lodge, while Albert Fraser, banquet chairman, observed. Co-sponsored by Montpelier Elks and the Association, the banquet honored Vermont Athletes of the Month and of the Year. The proceeds of \$624 were donated to Silver Towers, the Elks' summer camp for exceptional children.

Sweet Home, OR, Lodge collected 461 hides and received an award for their high quality and number. District Chm. and ER

Robert Harbaugh, local Chm. Al Severson, and Brother Bill Hackett shared the responsibility for delivering the hides. The Veterans Committee of Renton, WA, Lodge contributed the hides their Brothers collected to the Seattle VA Hospital. Chm. and PER Dale Orff, PGER Robert Yothers, and ER Larry Henrickson were thanked by Jerome Dolezal, hospital director.

Honorary life member Cliff Wagy of Bakersfield, CA, Lodge became 100 years old recently. During a party held at the lodge to celebrate the event, ER

Major project directors and Elks at Colonie Lodge's breakfast



Charles Lentz and Brother Earl Riddiough wished Brother Wagy a happy birthday.

More than 70 members of Sheridan, WY, Lodge became participating members of the National Foundation recently. Est. Lect. Kt. and Chm. Darnell Just and Esq. and Co-chm. Charles Bassett, who personally recruited 40 new Foundation members, directed a concentrated drive to expand Foundation enrollment.

A donation of \$1,500 was made to Pascack Valley Hospital by Westwood, NJ, Elks recently. Brother Nicholas Verastro, hospital administrator, thanked ER Kenneth Common and Hank Escaravage, who presented the check on behalf of the lodge, for Westwood Elks' continuing financial support of the local hospital.

The first- and second-place winners of an Oregon Elks arts and crafts contest for residents of VA hospitals were Harold Williams and John Palo. The two Elks were sponsored by Medford, OR, Lodge, which also donated deer and elk hides to the local Veterans Administration Hospital.

In attendance at a breakfast run by Colonie, NY, Elks for the benefit of the state major project, aid to the cerebral palsied, were Director Sasha Hovik (left) and Julia Cenci (third from left), Albany director, with one of the 16 mobile units used by the project's home service program. Welcoming the visitors, who were among over 1,000 people who came to the lodge during the series of fund-raising breakfasts, were ER Roland Babbitt (second from left), Chap. Harold Anglin, and Inner Guard Glenn Hayes, lodge major project chairman.

program for the handicapped. The giant pig, made of chicken wire and papier-mache, has been in parades and is available for other lodges to use.

The Brothers of Jamestown, ND, Lodge welcomed the Class A state girls' basketball teams to their lodge recently. A banquet was enjoyed by the young ladies who were competing in the state tournament.

The Bakersfield Chapter of the American Red Cross in California joined forces with Kern River Valley, CA, Lodge to create a first-aid program. Classes in cardiopulmonary resuscitation, standard first aid, and multi-media first aid are taught and, so far, 45 people have learned first aid, 40 have completed the CPR course, and eight have been trained as instructors.

An Americanism program, held around the flagpole at the Laboratory School in Jefferson County, CO, was sponsored by Evergreen, CO, Lodge recently. The Laboratory School is used by all the county primary schools for the study of nature and outdoor education. ER James Kaiser presented a new flag to Principal Jim Jackson during the program.

The 12th annual Vermont Sports Award Banquet



EXALTED RULER of Tucumcari, NM, Lodge in 1928, Joe Bonem (right) was honored by his Brothers for over 50 years of service to the order. ER L. Wayne Foster gave a plaque to PER Bonem and offered his congratulations to the active Brother following the meeting on PER Night, during which Brother Bonem acted as Exalted Ruler.



THE NORTHEAST District lodges of New York recently contributed \$1,710 to the district veterans fund. DDGER Raymond Daley (second from left) proffered the check to Paul Philippi (third), director of the Albany VA Hospital, while Bruce Cassler (left), chief of social services at the hospital, and District Chm. Moses Sweetgall observed.



THE FRANKLIN owned and driven by Brother Clarence Moe was Indio, CA, Lodge's major project entry in the Riverside County National Date Festival Parade held recently. Publicizing the Elks' Cerebral Palsy Projects, the antique car transported Brother Tom Gilmore, Esther Simmons, a major project physical therapist, and cerebral palsy theme children Jimmy Hargrove and Walter Garrett in classic style.



WITH PLANS for their Indianapolis Soap Box Derby underway, the members of Indianapolis, IN, Lodge took the time to honor the derby's co-sponsor, Willis Clayborn (fourth from left), marketing manager of Burger Chef, Inc., for his outstanding efforts on behalf of area youngsters. A Citizen of the Year award was presented by (from left) Trustee Ed Fershtman, In. Gd. Lou Lekovich, Est. Lead. Kt. Bill Hartley, ER Donald Martin, Esq. Harry Olsen, and Trustee Jim Kahren.



A NATIONAL Foundation plaque, which contains the names of all paid-up members and the amounts they have donated, was presented to Carmichael, CA, Lodge by Floyd Nathan (center). Chm. Keith Case (left) and ER Michael Koch assisted Brother Nathan in displaying the gift to the lodge members. The plaque was designed so that it can be updated to include the names of future donors. *(Continued on page 34)*

CALIFORNIA HERE WE COME

Elks representing every part of the country will meet in the golden state for the 114th session of the Grand Lodge

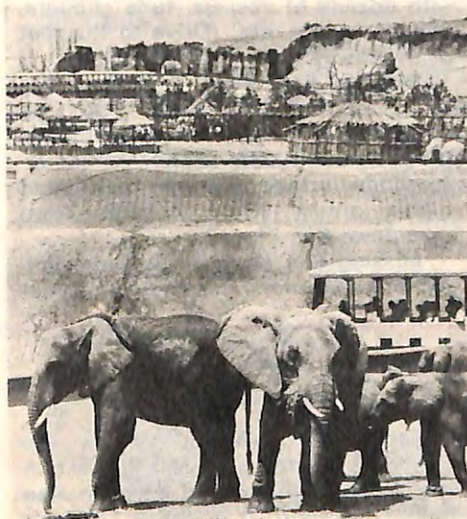


by Jerry Hulse

California here we come will be the cry of Elks during next month's convention in the *golden state*. The big party of course will center in San Diego. But before and after, hundreds of Elks and their ladies will fan out across the entire state, traveling north from the Mexican border all the way to San Francisco and beyond; they'll motor through desert oases, produce-rich valleys, redwood forests; they'll cross mountains and follow mile-upon-mile of magnificent coastline. For those of you intending to join the caravan, it is our pleasure to introduce you to California in this month's issue.

The trip begins naturally enough in San Diego, a coastal metropolis that describes itself as "America's Finest City," and in many respects it is. We can name dozens of reasons to visit San Diego: clean air... a lovely bay... 70 miles of beaches... nearly six dozen golf courses... an aquatic park second to none... attractive man-made islands and lakes... the nation's finest zoo. I could go on.

My involvement with San Diego began during World War II. I was a 17-



year-old sailor and I did my "boot" there; I recall riding the ferry to Coronado Island (reached by bridge now) and seeing the city's lights reflected in the harbor. During the war San Diego was alive and lusty. Sailors and marines crowded her streets one day and shipped out the next, some never to return, ever...

Revisiting San Diego recently I set out to explore every mile of this sun-blessed county—the streets, the marinas, those man-made islands and the God-made hills which frame San Diego's lovely face.

I wasn't surprised to learn that San Diego is now California's second biggest city. Still, in many respects it hasn't changed so very much: the air is still clear and the streets appear freshly scrubbed. Great Navy vessels still move through the harbor, riding high over water taxis and sightseeing launches. And visitors continue their pilgrimages to San Diego's famous zoo, looking in on pigmy chimps from Africa, koalas from Australia, long-billed kiwis from New Zealand, golden mar-

(Continued on next page)

CALIFORNIA HERE WE COME

mosets, Indian rhinos and the Okapi from the Congo, altogether

more than 5000 specimens representing the largest collection of wild animals in the world. Beyond the city, 30 miles or so, hundreds of other animals prowl through San Diego's Wild Animal Park. Riding monorails, visitors catch glimpses of addax and antelope, gazelles and gnus, impalas, zebras, buffalo, gorillas and ring-tailed lemurs.

One of San Diego's closest neighbors is the lovely neighboring art colony of La Jolla. In a world undergoing constant change, La Jolla remains refreshingly unspoiled. Waves fill small coves and mists rise up as the sea explodes against the cliffs. Artists stand with their easels, capturing scenes of ships and surfers, as well as strollers who fill their souls with sunsets while gulls soar high into the slowly darkening heavens.

Because of its near-perfect weather, La Jolla attracts writers and sculptors as well as painters and crowds of sightseers. Indeed, all of San Diego County



Visitors to the Old Town section of San Diego will find a section of Old San Diego Avenue closed to automobiles . . . but great for pedestrian or surrey travel.

offers the finest weather imaginable. In a poll taken a few years ago, meteorologists declared that San Diego was the "only area in the United States with perfect weather." It seldom becomes uncomfortably warm in summer; ocean breezes cool the air. And during winter the days are sunny and pleasant, almost without exception. Sometimes the fog rolls in at night, but by noon usually the grayness is gone.

As for San Diego's harbor, nearly everyone agrees it rivals Hong Kong's.

Especially at night when the lights of the city glow against its waters. Hundreds of vessels crowd the bay: Navy aircraft carriers, a huge sportfishing fleet, tuna seiners and sleek yachts. Fresh-caught seafood is served in scores of excellent restaurants.

San Diego's visitors crowd Sea World—a misty sort of Disneyland; Balboa Park; Mount Palomar; the Spanish missions; Old Town; and bases operated by the Navy and Marine Corps. Lying flush up against Mexico, San Diego's

Sightseeing In San Diego

Cabrillo National Monument—This is where California's discovery is commemorated with a museum and lighthouses. It's also noted as a whale-watching point. (Located at the tip of Point Loma.)

San Diego Zoo—The world's largest zoo occupies 128 acres only minutes from downtown San Diego. (There's also a children's zoo.)

Old Town—Restored adobes make this California with a Spanish accent. Shops and restaurants. (Old Town: just off Interstates 5 and 8.)

Balboa Park—A delightful setting of galleries, theaters, museums. (Only a few minutes from downtown San Diego.)

Hotel del Coronado—It was here

that the Duke of Windsor met Wally Simpson. A State Historical Landmark, it is Victorian in style, modern in comforts. (Cross the bridge to Coronado Island.)

Embarcadero—Here is where harbor tours begin. The area is crowded with dozens of vessels: tuna clippers, square riggers, etc. (Drive to the foot of Broadway.)

Mission Bay Park—The home of world-famous Sea World with its aquatic shows, Japanese pearl divers, porpoises and killer whales. Other attractions include a public beach and picnic areas. (Only minutes from downtown San Diego.)

Mission San Diego de Alcala—Oldest of California's missions. Excellent

setting for picture-taking. (Take Interstate 8.)

U. S. Naval & Marine Corps Training Stations—Tours conducted by both the Navy and Marines. Weekly graduation day ceremonies are very impressive.

Tijuana—Take Interstate 5 or 805 south to the border. The town is tacky but you'll find some excellent shops as well as stores dealing in expensive souvenirs.

Shelter & Harbor Islands—Both are man-made. Some fair-to-excellent restaurants. The "islands" are connected to the mainland. Shelter Island offers the best atmosphere: a Polynesian restaurant, boat launching ramps, attractive hotels, biking paths.

Sightseeing Beyond San Diego

Salton Sea—About an hour's drive beyond San Diego, this immense salt water lake was once an inland sea.

Laguna Beach—Painters' galleries by the dozens in this art colony north of San Diego. Beautiful beach, coves. Laguna's famous Festival of the Arts and Pageant of the Masters is held each summer in an outdoor amphitheater.

Newport-Balboa—These twin beach communities are only a few miles beyond Laguna; feature millions of dollars in breathtaking yachts, pleasure craft. Both communities offer many fine hotels, motels and restaurants.

San Juan Capistrano—Where the swallows return each year to nest in the old adobe walls of Mission San Juan Capistrano. A pleasant 1½-hour car trip from San Diego.

Disneyland—Two hours by car from San Diego. A walk down Main Street is a stroll back into another, less-hurried century. Few leave without carrying away pleasant memories of Disney's Enchanted Kingdom.

Knott's Berry Farm—Another amusement park, just minutes from Disneyland. Features a ghost town, entertainment, specialty shops and restaurants. Like Disneyland, it's a family-oriented park.

Catalina Island—Twenty-one miles offshore, Catalina has been a tourist attraction for nearly 100 years. Motels, restaurants, beaches. Boat trips daily from Long Beach area.

Queen Mary—Figure on two hours (by car) from San Diego. The Queen is permanently moored in Long Beach. Daily guided tours.

Los Angeles & Vicinity—Major sightseeing attractions include the impressive Music Center, Hollywood Bowl, Chinatown, Little Tokyo, Universal Studios, Dodger Stadium, Olvera Street, Exposition Park, Farmers Market, J. Paul Getty Museum, Huntington Library and Marineland.

nearest neighbor is Tijuana which boasts the busiest border crossing in the entire world. Tijuana is a town lit with neon and crowded with tourists, its bazaars spilling over on either side of Avenida de Revolucion, the stores stacked with Japanese silks, French perfumes, Swiss watches, and German cameras. Visitors attend jai alai games and bullfights, dog races and horse races. So you see, when it comes to California—well, San Diego is the end. . . and Mexico is just the beginning of still another adventure.

To the north, California continues all the way to the Oregon border, offering myriad attractions for *Elks who travel*. For those members intending to motor beyond San Diego, we have prepared the following capsule description of several famous California destinations.

Palm Springs

Can you name another resort where poodle parlors operate alongside beauty salons? Ever since a silent-screen star drove his Pierce Arrow into the desert for a relaxing weekend, Palm Springs has proved to be Mecca for Hollywood film stars. Since that day—far back in the '20s—the rest of the world has gotten the message: Palm Springs is America's best-known sandpile. Still, it took a golfing president to bring the resort international fame: the late General Eisenhower did for the desert spa what Princess Grace has done for Monaco.

Altogether, the town contains 5500 swimming pools, 38 golf courses, 250 tennis courts, and 6300 resort and hotel rooms. Show-biz personalities have staked their claims on various golf courses: Frank Sinatra, Phil Harris, Desi Arnaz, Hoagy Carmichael, Danny Thomas. The list goes on. You ask yourself: Is it just the weather or something else that brings them back, year after year—the thousands of vacationers? I'm not sure. All I know is that several months ago, after doing The Springs for several years, I moved there myself. I got hooked, I suppose, by the dry air, the relaxing way of life. Now jack rabbits cross my path whenever I take the dog for a walk and coyotes howl from the hills at night. Whenever someone asks me what Palm Springs is *really* like, I tell them about the lighted trees along Palm Canyon Drive . . . how the San Jacinto range rises so spectacularly behind town . . . how the evening sun sets sand dunes aflame . . . how the stars shine so brightly at night . . . how . . . but, come see for yourself.

Hollywood

Even in its heyday, Hollywood hardly rated star status. But a while back Universal Studio chiefs decided to entertain the tourists. When they opened the floodgates, the public poured in.

Prior to this, Hollywood's visitors took trips to Disneyland or Marineland;

they watched a Dodger game, lunched at the Farmer's Market or spent the afternoon at Forest Lawn. Now there's culture, too—at the Hollywood Bowl, the magnificent new Music Center (in downtown Los Angeles), the Greek Theater and the art museum.

Beverly Hills

Beverly Hills begins where Sunset Strip flows into Sunset Boulevard near the former homes of such legendary figures as F. Scott Fitzgerald, Dorothy Parker and Robert Benchley. It's six square miles of palm trees, swimming pools, tennis courts and fashionable shops. Magnificent mansions face its streets. Quiet streets. Streets frequently empty except for tour buses whose drivers point out homes belonging to

Lucille Ball, Jimmy Stewart and others. Hollywood's migration followed the arrival in 1919 of Mary Pickford and Douglas Fairbanks. Film stars dine at La Scala, the Luau, the Brown Derby and The Bistro. Fashioned after Le Grand Vefour in Paris, The Bistro attracts actors and actresses, politicians and corporate kings.

Down where Rodeo Drive runs into Wilshire, Hernando Courtright welcomes visitors at his famous Beverly Wilshire Hotel. Other guests sign in at the Beverly Hilton or that showplace of showplaces, the Beverly Hills Hotel. Tucked away in one of its corners is a watering hole called the Polo Lounge that in the late afternoon fills up with

(Continued on page 32)

There's a "Gold Mine" Right Where You Live!

Look in the parking lot where your wife does her grocery shopping. Examine the parking areas in your local airport—the nearby shopping centers, school yards. Every public parking lot is filled with cans, papers, cigarette butts, and litter of all kinds.



Can you imagine how much it's worth to clean up that mess? \$10,000, \$25,000, \$50,000 a year? If you guessed \$50,000 you might be low. Full-time parking lot maintenance can be worth more than \$50,000 a year. Part-time parking lot maintenance can be worth more than \$15,000 a year.

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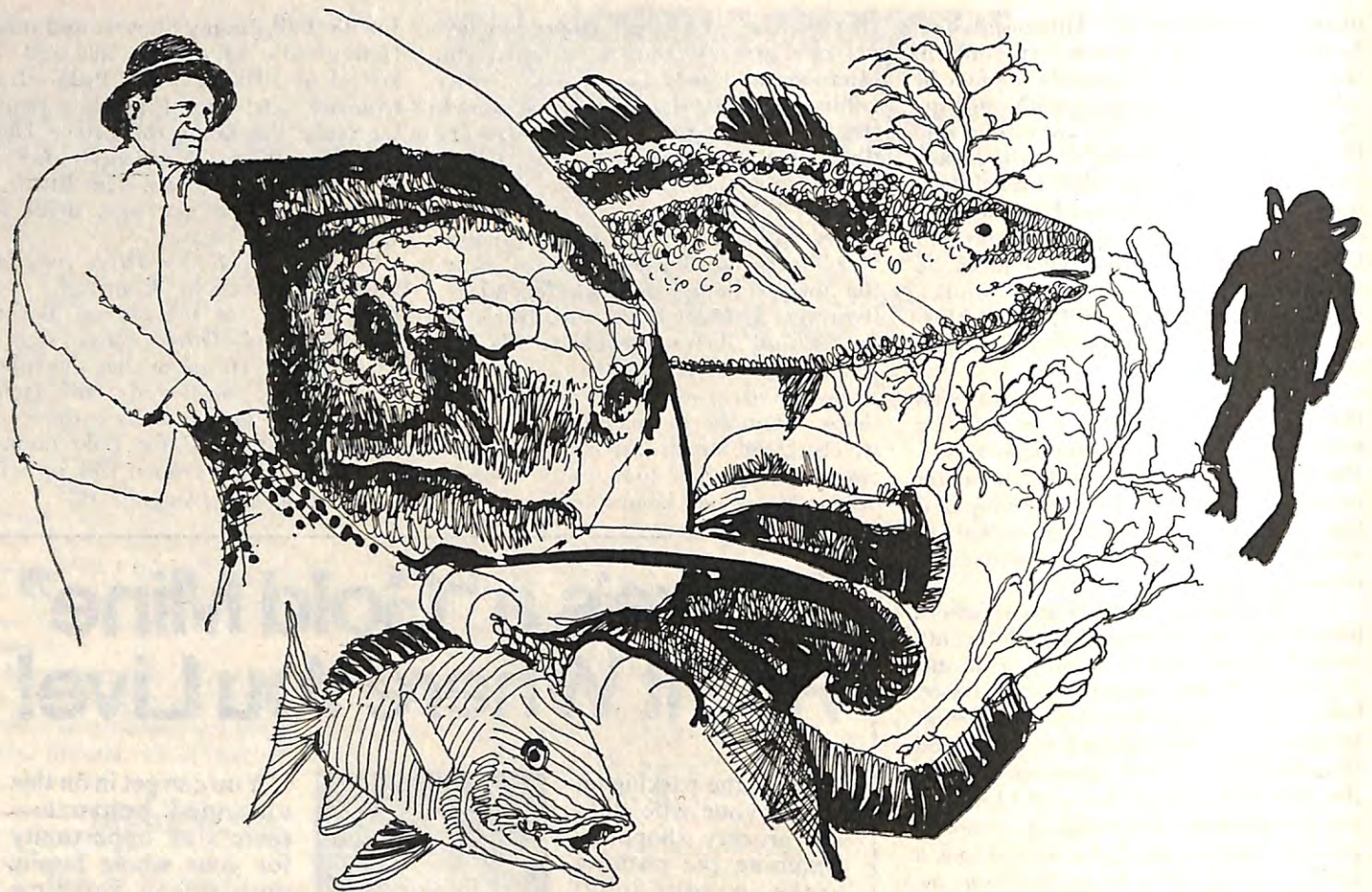
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the gulf stream...

mighty river in the sea by joseph stocker

The Gulf Stream is warm and that warmth does some kooky things...

It starts up in the Gulf of Mexico and squirts through the narrow strait between Florida and Cuba like a jet from some enormous nozzle. It surges on past the East Coast and then fans out across the North Atlantic to affect a sizable portion of the human race as does no other natural phenomenon on the face of the globe.

Consider some jumbo statistics:

The Gulf Stream carries 25 times as much water as all the land rivers in the world. Its flow past Key West has been estimated as the equivalent of a hundred million bathtubs per second. It is the equal of 700 Amazons or 8,800 Mississippis.

Another statistic:

If all the salt were evaporated from just one hour's flow of the Gulf Stream through the Florida Strait, it would take about 50 times as many seagoing vessels as are now afloat to carry it all off.

And still another:

If all the oceans of the world were emptied and the Gulf Stream poured in at the point of its strongest flow, it would fill them up again in 290 years.

And finally:

If the Gulf Stream were a hose that could be turned on the United States, it would flood the entire country to a depth of 4½ feet in a single day.

The Gulf Stream is warm—80° or so for its first 400 miles—and that warmth does some wonderful and kooky things. It makes the winters of Reykjavik, Iceland, warmer than those of New York. It causes palm trees to grow in Ireland. It keeps the port of Hammerfest in Norway open the year around while the Latvian port of Riga, 800 miles to the south, is icebound in winter.

It produces in one year more heat than could be produced by all our reserves of oil, gas, and coal thrown together and ignited in one grand and

glorious conflagration. Every 12 months the Gulf Stream gives Norway an amount of heat approximating that which would be produced by burning as much oil as could fill a 100,000-ton supertanker every other minute for a full year.

Icebergs drifting into the Gulf Stream melt at the rate of 15,000 tons a day. And if you were so inclined, you could dive into the Atlantic 100 miles out from Chesapeake Bay in the middle of the winter and have yourself a heck of a nice swim.

A man named Sebastian Cabot (the 16th century English explorer, not the actor who died recently) found that beer being carried in the hold of his ship turned bad. He had sailed into the Gulf Stream, although he didn't know it at the time, and the heat of the water caused the beer to ferment.

Not long ago a naturalist on a photographic mission into the Gulf Stream off Cape Hatteras conducted an interesting experiment. He asked the captain to stop the boat just athwart the edge of the stream (clearly visible at that point from the contrasting colors—blue in the warm waters of the Gulf Stream, green in the cold waters adjacent to it). One member of the crew went to the bow, another to the stern, each with a bucket. The captain blew his whistle. Each sailor dropped his bucket and brought up some water. The buckets of water were taken to the bridge and thermometers thrust into each. The water from the Gulf Stream end registered 82°, the water from the non-Gulf Stream end 62°.

Off the coast of Newfoundland the warm waters of the Gulf Stream collide with the cold waters of the Labrador Current sweeping down from the north, in a part of the ocean known as the Grand Banks. The collision causes one of the densest masses of fog to be found anywhere in the world. And it can be a very lethal fog. On July 4, 1898, a French liner, *La Bourgogne*, ran into a Nova Scotian boat called the *Cromartyshire*. *La Bourgogne* sank and all but 59 of her 505 passengers drowned.

But the rendezvous of Gulf Stream and Labrador Current creates something infinitely vaster and more significant: Fish. Billions and billions of tons of fish, especially the silvery codfish.

What happens is this: The merging of icy water with warm triggers a great turbulence, churning up from the ocean floor the essential nitrates and phosphates that sustain plankton. Plankton is, of course, the microscopic plant life of the sea upon which fish feed. The resultant nutritious broth spreads over an area of 150,000 square miles,

In one year the Gulf Stream produces more heat than could all of our oil, gas, and coal reserves ignited at once . . .

twice as large as all the New England states put together.

Early-day Americans and Europeans realized that the codfish was uniquely useful. Its flesh was rich without being oily, and its protein value high. The fish could be cured by smoking and salting and hence shipped great distances without refrigeration. And the supply was limitless. (Each female codfish lays 3 to 5 million eggs per season!)

The Grand Banks became the "silver mines" of the North Atlantic, and Boston became the codfish capital of the world. In 1784 a Boston member of the Massachusetts House of Representatives moved formally, "that leave might be given to hang up a representation of a codfish in the room where the House sit, as a memorial to the importance of the Cod-Fishery to the welfare of this Commonwealth." That emblem remains there to this day.

Besides helping to generate this mammoth harvesting of codfish, the Gulf Stream offers a haven and breeding ground for an endless variety of ocean life. Gamefish abound in its warm waters. Ernest Hemingway's "Old Man of the Sea" fished in it, as did Hemingway himself, out of Havana in his black-hulled boat *Pilar*.

The Gulf Stream does odd things to various species of ocean life. It carries a particular kind of snail larvae the amazing distance of 2,640 nautical miles from the Bahamas to the Azores. The odds against the survival of any one larva over a distance so great is about 2,000,000 to 1, given the factors of predatory fish, natural mortality, etc. Yet larvae do survive.

In one of the world's most extraordinary migrations, eels are swept from the Sargasso Sea, east of Bermuda, all the way across the Atlantic on the Gulf Stream, to titillate the palates of European eel connoisseurs. The stream also is the carrier of that strange-looking jellyfish with "sails" known as the Portuguese Man-of-War, as well as a sea wasp from Puerto Rico that can kill a healthy man in minutes.

But it isn't only sea creatures that are swept across the ocean by the Gulf Stream. A test bottle thrown into the water at Sidney, Nova Scotia, landed many months later on the south coast of Australia, completing what may have been the longest bottle voyage in history. It must have drifted across the Atlantic with the Gulf Stream, south with the Canaries Current to reach, eventually, the Brazil Current, then around Cape Horn to be picked up by



the gulf stream...

the Antarctic West Wind Drift.

In 1900 a coffin containing the remains of an actor named Charles Cogland was blown off a ship near Galveston, Texas, in a hurricane. It wound up 2000 miles away in the mouth of the Gulf of St. Lawrence, near the actor's old home at Prince Edward Island!

Navy patrol planes flying over the Gulf Stream, along the "interface" separating the moving warm waters of the stream from the stable cold Labrador water, have spotted some interesting sights: Thousands of birds attracted by the fish, a herd of 200 sea turtles, "each as large as a wash tub," bucking the current swimming south, and lumber. "On just one flight," reported a Navy flyer, "we must have spotted enough lumber to build a couple of skyscrapers (if skyscrapers were built of wood)—every stick of it caught just at the interface."

To seafarers the Gulf Stream is either a boon or a bother, depending on which way they're going. Whichever, though, a knowledge of the Gulf Stream and its whimsies is essential for navigation. Cargo ships and tankers cost thousands

of dollars a day to operate. If a skipper knows that by shifting course ever so slightly he can pick up a

several-knots-an-hour boost, he saves his company time and money. And yachtsmen realize that races can be won or lost depending on a captain's familiarity with the Gulf Stream and its meanderings.

Without a map, a chart or even any particular knowledge of the Gulf Stream, however, you can spot the edge of it from a plane flying off the Atlantic coast. Look down, and if you see two big ships close together, going in opposite directions, you can be fairly sure that the edge of the Gulf Stream runs right down the middle between them. The northbound ship will be in the current, taking advantage of the extra push. The southbound ship will be going to considerable pains to stay out.

Once, a good many years ago, a schooner was cut in half by a steamship off Nantucket Island. The two halves of the schooner floated for about six months—but in opposite directions. The front half, caught in the Gulf Stream, floated north and finally grounded on the Maine coast. The stern half traveled southwest and sank in the mouth of Delaware Bay.

It was just such vagaries of the Gulf

Stream that led to its discovery in 1513 by the doughty Spanish explorer, Ponce de Leon—although he didn't know he was discovering it. All he knew, as he sailed west from Puerto Rico for Florida, searching for the Fountain of Youth, was that his little fleet of three ships was encountering an extraordinary force. They had the wind with them as they turned back south at what is now Cape Canaveral, but they were taking the full impact of the Gulf Stream head on at the point of its strongest flow. The ships began to slip backward. Two of them dropped anchor. The third was in water too deep to anchor, and, as the crews of the anchored craft watched aghast, the third ship drifted backward against the wind until it vanished from sight.

Over the next couple of centuries mariners came to realize that there was something odd happening in the Atlantic. Ships took three or four weeks getting from Boston to Charleston, SC, but only a week to get back.

It remained for—of all people—Benjamin Franklin to solve the mystery and, in the process, identify, chart and name the Gulf Stream. He was then postmaster general of the colonies. Visiting London, he was told by his English counterpart of a strange puzzle-

(Continued on page 48)

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

ELKS NATIONAL SERVICE COMMISSION



The Seattle Veterans Hospital received games, a television set, and large coffee percolators from Auburn and Renton, WA, Lodges. Renton Lodge Brothers William Stewart (left) and PER Dale Orff (second from left) and Auburn Lodge's Vets Chm. Paul Blaylock (right) and VP C. J. Hauge (second from right) made the presentation of the items to Jerome Dolezal, hospital director.

Two hi-fi AM/FM tape players/recorders were donated to the Albany VA Hospital by the members of Cobleskill, NY, Lodge. (From left) Trustee John Homburger, ER Donald Warner, Vets Co-chm. George Mickel and Robert Mostar, and Roderick O'Connor, chief of voluntary service, displayed the recorders, one of which was given to a geriatric ward and the other, put on loan for a number of wards to share.



In recognition of volunteer services performed by Tacoma, WA, Elks, the lodge was awarded a plaque by Harry Spank (left), chief of voluntary service at the VA hospital at American Lake. (From right) ER Robert Skidmore and Vets Chm. William Bysegger accepted the token of appreciation during the lodge visit of DDGER Carl Bush.



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.

Brothers from across the United States who need high quality nursing care are welcome to take advantage of the Long Term Care Unit owned and operated by the **Arizona Elks Association**. Regardless of their ability to pay, members of the BPOE can receive medical attention at the state and federally licensed facility in Tucson. Seven Registered Nurses and a number of nurse's aids and orderlies are dedicated to supplying the competent care needed by the patients 24 hours a day.

Opened in 1931 as the Arizona State Elks Association Tubercular Hospital, the Unit began with the purpose of assisting any needy Elk who came to Arizona with health problems. By 1965, various remodeling and construction plans had brought the hospital to a position where it could house and care for 46 patients, but the need for a tubercular facility had declined as advancements in the medical field caused the illness to occur less frequently in this country. The increasing importance of geriatric care for the aged in the United States suggested a new mission to the Elks. Thus, the Long Term Care Unit began with the duty of providing Elks with the finest in nursing care.

Arizona Elks Major Projects, Inc., is managed by a seven-member Board of Directors who serve staggered terms. The Elks' State President appoints the Board members. Annual meetings of the corporation are held in conjunction with the annual state association convention. An administrator who supervises the operation of the Long Term Care Unit reports to the Board on the day-to-day procedures necessary to running the project.

In caring for the men who stay at the Unit, the Arizona Elks consider everything from dietary needs to fun and entertainment. There are exercise machines available for the patients' use and a number of outside activities, such as trips to ball-games, sponsored by the Elks and Elks' ladies of various lodges. Although the Unit no longer provides for all hospital services, it maintains a working agreement with the nearby St. Mary's Hospital which affords access to medical services for serious problems or situations.

The Elks Major Project Auxiliary is an organization of women who raise funds for the Unit and give their time and service wherever they are needed at the facility. From stuffing over 30,000 envelopes for the annual Board reports to

running parties, making beds, and writing letters, the Auxiliary women are constantly involved in supporting the project. Their donations have included a heart machine, wheelchairs, dishwasher, televisions, and paying for all the haircuts and personal laundry of the gentlemen.

The operating budget of the Unit is approximately \$430,000, about 70 percent of which comes from patient fees paid by those who can afford to do so. The balance of the income comes from the Elks. Although the lodges are encouraged to make per capita contributions each year, there are no quotas assigned to the Brothers. Awards are given for participation and the spirit of competition is encouraged. There is an annual statewide sweepstake event and a 365 Club, both of which raise large sums of money. All of the lodges throughout Arizona participate in supporting the major project in one way or another. By giving their time, effort, and money, the Elks insure that the Brothers at the Long Term Care Unit receive the best of care and comfort.

Donations from the 15 lodges of **Alaska** support the state major project, which provides physical therapy and conducts screening tests of school children for scoliosis and postural problems. The services of the full-time professionals who operate the program are free to any patient who applies for aid on an individual basis or through a state agency. The therapists visit highways and major towns on a regular basis and travel to small towns and villages when a need for their assistance is demonstrated.

The Alaska State Elks Major Project covers seven areas of service. Physical therapy treatment is the first important area and consists of standard techniques of therapy, which include home programs of exercise, ambulation, heat, ice, massage, traction, and postural drainage. The treatment is on an itinerant basis and serves patients with various orthopedic, muscular, neurological, and respiratory problems.

The second and third areas of service consist of follow-up procedures and evaluations. Patients who have been treated in hospitals and rehabilitation centers and then have been sent home receive visits where the therapists consult with them on their home adjustment, continuing progress, and their understanding of the program set up for them by the previous

therapist. The major project therapist will act as a liaison between the patient and the original department of treatment or the patient's physician if it is necessary.

Evaluation is for the establishment of a baseline for further treatment, is an aid to other agencies in preparing patient programs, and provides information concerning the patient's current status for the physician or for future referrals. One of the difficulties often encountered by people who are disabled is the lack of flexibility in the arrangement of the average home environment. Stairs become useless and kitchens and bathrooms often become obstacle courses for arthritic patients and people in wheelchairs. An evaluation of the home for possible modifications which accommodate the individual's disability and allow for a maximum of independence is a major consideration for the major project workers. And finally, evaluation includes the measuring and fitting for canes, crutches, wheelchairs, and other home aids.

The screening tests conducted for school children are the fourth section of the project. Four years ago, 96 percent of the population of Cordova, AK, was tested for scoliosis. The \$30,000 program provided the medical profession with information on various aspects of the disease. Upon the completion of the program, the X-ray machines were donated to Cordova Hospital.

Teaching the community about various disabilities and the role of physical therapy in maintaining and improving the health of many people is another aspect of the Alaska project. Patients and their family members are taught how to carry out a beneficial exercise program. Whenever possible, swimming is taught to handicapped people. Inservice training for community groups covers everything from the cause, care, and management of stroke patients to crutch and cane walking, to discussions of physical therapy as a career. Participants in these sessions include hospital staff members, public health nurses, firemen, and teachers.

The two aspects of the project which occur constantly, uniting therapy, follow-up visits, evaluation, and teaching, are consultations and referrals. One sign of a well-planned and well-administrated program is frequent communication. The major project representatives consult with teachers of special education on developmental, gross, and fine-motor activities. They are in touch with physicians about their clients, and they discuss patient care with hospitals, nursing homes, and agencies. Therapists refer their clients to a physician if they notice any medical problems and suggest referral to a rehabilitation center if it seems appropriate. Agencies such as public health nurses and vocational rehabilitation centers are also within reach of the therapists' referral service.

Each year, the Alaska Elks budget between \$55,000 and \$70,000 for the major project. The physical therapy program they sponsor consists of a network of services which puts the handicapped people of Alaska in touch with themselves and the community, and the community in touch with them.



"Our food bills are beginning to look like the cost estimates for the B-1 bomber program," my wife said as she sat at her desk on Saturday morning going over the household accounts. "We've got to do something about it."

"Good idea," I nodded, deep in a *Sports World* story about how Bob McAdoo of the New York Knicks, who makes upwards of \$400,000 a year, has much the same problems as you and I.

"I propose a two-pronged attack on the problem," she went on. "Prong number one, we stop supporting the habit of a certain junk food junkie."

"Calling names never solved anything," I said, slipping back the Hershey bar I was about to take from my pocket. "Let us reason together."

"Let's. Here's Exhibit A, from one of our recent treks to the SuperDuper-Mart." She held up a cash register tape. "I've jotted down items purchased alongside prices. I quote: Bread, Twinkies, Milk, Pringles, Butter, Cokes, Lettuce, Ding Dongs, Eggs, Dr. Pepper—you want more?"

"Uh, maybe we were stocking up against that cookout for the Armbrusters and the Willises."

"The Armbrusters and Willises never touch snacks and never drink anything but Scotch—at least, not at our house. And, you know, I'm on a low calorie diet."

"Well, sweets," I gave her the old boyish grin, "man lives not by bread alone."

She didn't crack a smile. "Prong number two—we outsmart the SuperDuper-Mart."

"And how do we do that?"

"I've been taking a crash course in defensive shopping."

"That's news to me."

"It's all in here." She tapped a paperback lying on her desk. "The book's called 'Games Supermarkets Play, or How to Get Out of a Super Market Without Blowing Your Life's Savings.'"

"So what's your game plan?"

"First," she picked up her pencil, "I make a detailed shopping list of *everything* we need. This eliminates impulse

buying of all those high-profit, non-nutritional extra goodies."

"Makes sense," I said, sneaking a nip off my Hershey bar. "When's post time?"

"The second rule is never shop on an empty stomach when you're tempted to buy everything. So I thought I'd go after lunch."

"Works for me," I said.

She shook her head. "Rule No. 3 is never to take your husband or children along to the market."

"You mean just because a guy picks up a few snacks to tide him over between meals?"

"Bingo!"

"Who's going to push the cart for you, and load all those heavy bags into the car?"

"I didn't tell you, I've been working out with barbells."

"Okay, sweets, I promise—no more junk food."

"You've promised before." She got up and closed her desk. "Meeting adjourned."



"But this time I really mean it. Scout's honor."

She gazed at me for a moment, then shrugged. "Better to have you in my sight, I guess, than home with the cookie jar. We'll leave around two."

"I'll be revving the engines."

The parking lot at the SuperDuper-Mart was jammed, and I had to park way out in left field. But a brisk five-minute walk brought us to the emporium entrance, which was plastered with gaudy banners and posters suggesting a circus sideshow.

"Hey, it's Carnival of Values Week." I pointed to the lettering on a huge red-and-yellow banner strung above the entrance. "Clever, eh?"

"Very," my wife said as we passed through the automatic doors to the interior, which had been redone in early Ringling Brothers Barnum and Bailey. "Only I could do with less carnival and more values."

"My sentiments exactly." I latched onto the last empty cart. "What's our strategy, coach?"

"Supermarket floor layout," my wife said as she took out her shopping list, "is designed to lead the shopper first around the perimeter where the high profit items are—produce, meat, frozen foods, dairy goods, liquor and the like."

"So what's our move?"

"Elementary, my dear Watson. We head for the middle aisles and the low-profit staples first, while we're still solvent."

"You really play hardball."

The first item on her list was Bolger's Coffee, 1 lb. "You'll note," my wife said after we'd pushed through the crowded aisles to the coffee shelves, "that all you can see at eye level—which is the action spot—are two-pound cans of SuperDuperMart's private brand."

"Pretty sneaky." I searched the rows of cans for the familiar label. "Hey, here's Bolger's," I said, getting down on my hands and knees, "right on the bottom shelf."

"Surprise, surprise." She checked her list. "And now on to the wonderful world of washday products."

At the detergent section there was the usual array of screaming packages in every possible size from Regular to Boxcar. I noticed some of the weight markings. "What's with these oddball weights?"

"It's designed to keep shopping a continuing adventure." My wife opened her purse. "Only we outfox 'em with our Handy Dandy pocket calculator." She checked prices and weights on several packages, then punched the keys. "If we buy New Generation Zowie! in the giant king size at \$2.39 for 5 lbs., 1½ ozs., rather than in the economy at 59¢ for 1 lb., 2 1/16 ozs., we save a whopping 2 cents a pound—or about 3.3 percent on our investment."

"You could do better parlaying show bets."

"Yea, verily," she said, dropping the economy package into the cart.

After touching base at Peanut Butter, Breads and Rolls, Dairy Products and Farm Fresh Produce we arrived at our last stop, the meat counter.



A sign in Seafood and Poultry caught my eye. "Looks like a terrific buy on fish heads and chicken backs." "I know," my wife nodded. "We'll just have to resist temptation."

"Hey!" I pointed to a sign above the beef section: TODAY'S SUPER SPECIAL! SPENCER STEAK \$2.39 A POUND. "That's my favorite."

"Might be a buy," she said, shuffling quickly through meat packages, "if there were any."

"I'll call a butcher." I pushed the button under a card that said PLEASE SUMMON OUR EXPERTS FOR FRIENDLY CUSTOMER SERVICE. No friendly experts appeared. I noticed a handwritten note stuck down in a corner of the glass partition: OUT TO LUNCH.

"It figures." My wife picked up a package of meat. "Of course we can get Boneless Rib at \$2.79 a pound, or Boneless Club at \$2.69, or Center Cut Club at \$2.89 or Newport Rib at \$2.99."

"But they're not Spencer."

"They're *all* rib steak, just like Spencer, merely cut in different ways. So-o-o," she reached to the back of the tray, "we select a good thick rib—at \$1.89 a pound—and carve out our own Spencer."

"Flaky!"

On our way to the checkout counter

we passed a dump display filled with all kinds of candy bars. AS ADVERTISED! The sign read. YOUR CHOICE, 4 FOR 79¢.

"Hey," I said, "here's some Hersheys."

"You took the pledge, remember?"

"Yeah. Only I hate to pass up a bargain."

"What do you pay for a Hershey bar?"

"Twenty cents."

"So you buy four and save a penny. That's a bargain?"

"Yeah, you've got a point."

At the checkout, the lines were long and the carts loaded. "Ever see so many fatsoes," I said, pulling in my stomach, "with such mountains of food?"

"Where else but in a free America," my wife said.

"Let's try that last line. The carts don't seem so full." As soon as we got into the line, it stopped moving. I groaned.

"It's Mrs. Murphy's law," my wife explained. "A line that appears to have lighter loads will always be filled with check cashers, cents-off coupon redeemers and Sweepstakes signer uppers." She stepped over to the magazine rack near the cash register and came back with a handful of magazines. "We may as well make use of the library facilities."

By the time we reached the checkout counter my wife had finished Woman's

World and Home Beautiful and I had gone through Sports Scene, Girlie and Peephole Confidential.

"Hi," the checker greeted us wearily. She wore a circus bareback rider's costume, with pink tights and a short skirt.

"SuperDuper Mart advertised a special on Gypsy peanut butter," my wife said, holding up a clip from the market's newspaper ad. "There isn't a bottle on the shelves."

"We ran out," the clerk said. "Like a rain check?"

"Not really. What I'd like is to know why the store advertises a special and doesn't stock up to meet the demand."

The clerk shrugged and pointed to where the store manager, in ringmaster's top hat and shiny boots, was surrounded by a crowd of shoppers with checks to be OK'd. "You could ask Mr. Ziegenfuss."

"When? He's too busy playing banker."

The clerk shrugged again and held up four Hershey bars. "You wouldn't remember the price on these, would you, ma'am?"

I took my eyes off the clerk's legs and began admiring the store decorations.

"They're not mine." My wife looked at me. "Some *child* must have put them in the cart when I wasn't looking."

The clerk shrugged once more, tossed the chocolate bars aside and finished adding up our purchases. "That'll be \$36.83."

My wife opened her purse. "I'm sure glad they licked inflation," she said as she stopped the bag boy from putting the tomatoes in the bottom of the sack.

On the way out I spotted a sign in the liquor department. EXTRA SPECIAL! IMPORTED CHAMPAGNE \$6.79 A FIFTH.

"Hey," I said, "let's celebrate."

"Celebrate *what*?"

"Well, we saved around a dollar buying rib instead of Spencer, 79 cents on the—uh—Hershey bars, and say a dollar for each of the five magazines we read. Which just adds up to the price of the bubbly."

"I wish I had a head for figures," my wife signed. "All right, Albert Einstein, go get your bottle."

"No need to waste a sack," I told the liquor clerk as he took down the champagne. "Just slip it in here with the groceries."

"Those sacks aren't the greatest," the clerk warned. "Better watch it."

"Like a hawk."

We arrived at the car and I unlocked the trunk.

"Gives you a warm feeling inside, doesn't it," I told my wife as I began lifting the bags out of the cart, "out-smarting the old SuperDuperMart—"

"Be careful!" she screamed.

It was too late. As the bottom of the first bag cleared the cart's edge it suddenly burst wide open and in another second *whammo!* all the packages, including the bottle of champagne, had crashed to the asphalt.

We stood and stared silently at the jumble of groceries and broken glass lying there in a pool of faintly bubbling champagne. My wife shook her head slowly. I thought she was going to cry.

"Cheer up, sweets," I said, putting my arm around her shoulders. "Even Bob McAdoo doesn't always shoot a basket on the first try." ■



"I don't like the looks of this, Helen."

YOU AND RETIREMENT

by Grace W. Weinstein



SUMMER READING

Summer is almost here, which means it's hammock time again, time to think of reading and relaxing on the beach or in the shade of a tree. Books can entertain. They can also inform. The following recent books are related, directly or indirectly, to retirement.

In the Fullness of Time: The Pleasures and Inconveniences of Growing Old by Avis D. Carlson (Henry Regnery Co., 1977) is, as its subtitle suggests, more about growing old in general than about retirement in particular. But growing old inevitably follows retirement, whether sooner or later, and this book is worth reading. Carlson, herself an octogenarian, deals with the minuses of old age (among them, the battle for self-respect) and then with the pluses (the new freedoms for self-fulfillment and service to others). In each instance she writes gracefully and well, citing the various ways in which people cope with increasing age and infirmity, drawing on her personal experience, and describing programs and organizations which can help. An easy-to-read and inspirational book, in the best sense of the word.

Hanging In There by Peter Schwed (Houghton Mifflin, 1977) is subtitled "How to Resist Retirement From Life and Avoid Being Put Out to Pasture." As the subtitle implies, *Hanging In There* is a rallying cry composed of one part personal experience and one part inspirational sales pitch. Written by a 66-year-old book publisher and tennis player, this book does contain some useful information on avoiding physical and mental atrophy in the later years. For the most part, however, it deals with maintaining a positive mental attitude.

It Takes a Long Time to Become Young by Garson Kanin (Doubleday, 1978) is even more of a personal cry against retirement and discrimination against older citizens. Infuriated by a CBS News editorial supporting mandatory retirement, playwright Garson Kanin replied, first on the air and then in print. *It Takes a Long Time to Become Young* is filled with examples of people who are productive into their 70s and 80s—including Kanin's wife, actress Ruth Gordon—and is exactly what the jacket declares: "An entertainment in the form of a declaration of war on the mindless youth cult that has our time in its grip: demoralizing our people, weakening our

system, depleting our energy, feeding our depression, wasting our experience, and blowing out brains." Well worth a look.

Call It Zest: The Vital Ingredient After Seventy by Elizabeth Yates (Stephen Greene Press, 1977) profiles more than a dozen men and women over seventy, each possessed of the zest for life which makes life worth living at any age. From a retired college president who took up weaving with his wife, and continues to find solace in this avocation after her death, to a woman, long past seventy, running a restaurant, the people come alive. Among the others: two doctors, a banker, an engineer, a painter, a saleswoman. All share what Yates sees as a zestful approach to life, an approach that keeps them active and productive and unmindful of age.

Threshold by Alan H. Olmstead (Harper & Row, 1975) is not a new book but I want to recommend it to you. A day by day diary of the first six months of retirement, written by a New England newspaperman, *Threshold* recounts all the pains and pleasures of that adjustment period: falling into a new daily rhythm, getting used to a reduced income, re-establishing a marriage. There are pleasures: Going out for lunch is a pleasant interlude, a reason to get dressed up, and far less expensive than going out for dinner. And there are mistakes: An offered job, for example, with its proof that Olmstead is still wanted and needed by the world, tempts him to accept. But the job, once accepted, limits his life, cuts back on the chance to expand and grow with the freedom of retirement. *Threshold* is one man's view, but it should strike a responsive chord in many readers.

Move Over Mama, by Marie Sorenson (Osmar Press, 1977) is a thoroughly delightful look at what happens when a husband retires—from the point of view of his loving but long-suffering wife. Written in the framework of "Agatha's" letters to her sister, *Move Over, Mama* vividly describes what can happen when life is shared on a minute-by-minute basis. For instance: "Herman" brings cost-accounting to the supermarket, decides to go unshaven—when the minister comes to visit, beats Agatha to the mailbox in a daily sprint for the mail, insists on showing Agatha a better way to do household chores she's been managing very well for
(Continued on next page)

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You and Retirement

(Continued from previous page)

years, and frequently (now that he's well rested) becomes loving in mid-afternoon. This whimsical, tongue-in-cheek but all-too-true look at post-retirement marriage is available by mail from-Osmar Press, P.O. Box 126, Modesto, CA 95353 (\$3.95).

On the serious side, **The Retirement Threat** by Tony Lamb and Dave Duffy (J. P. Tarcher, 1977) is, as its name implies, a warning. Lamb, an outspoken advocate for senior citizens, vividly describes the financial horrors awaiting those who fail to plan for retirement. "Look out for yourself," he says; "no one else is looking out for you." In chapters on Your Retirement Budget; Social Security, Pensions, and Savings; and Plan to Have Money you'll find detailed descriptions of what you will need to maintain your pre-retirement standard of living, and what you can expect. Particularly good information deals with combating inflation. Tables show exactly how many years your standard of living can be maintained if you invest certain amounts at specified interest rates. The book also details post-retirement job opportunities and health coverage needs. It is filled with anecdotes showing what happens to people who fail to plan ahead. Scare tactics, but they work—if you pay attention and start your own financial plan for retirement.

Rosefsky's Guide to Financial Security For the Mature Family by national financial columnist Robert Rosefsky (Follett, 1977) is a detailed look at the financial needs of the mature family, the family whose children are on their own. These are the years, whether or not retirement is immediately in the offing, when your attention should shift from capital accumulation to capital preservation. These are years when more money may be on hand—career may be at its peak, children grown, and house paid up—but opportunities to make more

money as needed may also be gradually curtailed. Rosefsky starts his discussion with eye-opening examples of men and women describing, in their own words, the personal pitfalls and pleasures of the mature years. He then leads into detailed financial advice, in all areas—from banking to the stock market to working with financial advisors to avoiding rip-off schemes. Full of charts and tables, this is a handy reference guide.

Sunbelt Retirement by Peter A. Dickinson (E. P. Dutton, 1978) is a brand new and very practical guidebook to retirement in the south or west of the United States, a useful reference for anyone contemplating such a move. Dickinson's extensive research comes through, first, in general information about what the Sunbelt has to offer and about sizing up any community, then, second, in almost 300 pages of specifics on specific communities—complete with details on climate, population, health facilities, cost of living, recreational opportunities, and where to write for more information. Each regional summary ends with Dickinson's own personal rating of the area and, while no book substitutes for your own personal evaluation of a place to live, this book could give you a solid head start if you are beginning to plan a post-retirement move.

The Older American's Handbook by Craig and Peter Norback (Van Nostrand Reinhold, 1977) is an oversized soft-cover book filled with listings of agencies from the Administration on Aging to the YMCA and YWCA. In between it deals with transportation, nutrition, mental health centers, housing, etc. . . . listing national and local sources in each subject area, by name and address. While it's probably useful to have all this information in one place, it might be more useful for institutions than for individuals.

Please note: These books are not available for order from Grace Weinstein or *The Elks Magazine*. Check with your local bookseller. ■

Worcester, MA, Lodge Presents Alfred J. Mattei for Grand Trustee



Whereas: Brother Alfred J. Mattei has served Worcester, Massachusetts, Lodge No. 243 for twenty-seven years as a chair officer, as Exalted Ruler in 1960-1961, and is a Life Member; and

Whereas: Brother Mattei has been active in the Massachusetts Elks Association, having been a Member of the Elks National Foundation Committee, Trustee of the Massachusetts Elks Association in 1961, Secretary of the State Association from 1962-1970, Vice President from 1970-1974, and President of the Massachusetts Elks Association from 1974-1975; and

Whereas: He presently serves the Massachusetts Elks as the President of the Massachusetts Elks Scholarship Fund, Inc., state major project, and as Chair-

man of the Massachusetts Elks Charity Award Committee; and

Whereas: He has distinguished himself by service to the Grand Lodge as District Deputy Grand Exalted Ruler from 1962-1963, Massachusetts West Central District; served two years on the Grand Forum, two years on the State Associations Committee, and is presently serving as a Member of the Grand Lodge Committee on Judiciary;

Now therefore be it resolved that the Officers and Members of Worcester Lodge No. 243 hereby present to the Delegates assembled at the Grand Lodge Convention in San Diego, California, in July of 1978, the name of Alfred J. Mattei as a candidate for election to the Office of the Board of Grand Lodge Trustees of the Benevolent and Protective Order of Elks of the United States of America.

Robert J. Heman, Jr.,
 Exalted Ruler
 Henri S. Long, Jr.,
 Secretary

It's Your Business

(Continued from page 29)

courage Americans to keep short term investments in the U.S. as opposed to buying investments in other currencies," Earl replies.

"The negative part of higher interest rates, of course, is what affect they will have upon the domestic economy in terms of business investment. One of the very disappointing things about the recent economic recovery is that business investment spending hasn't been as high as economists had hoped. We're still counting on business investments to keep the economic recovery going so obviously anything that discourages business investment such as higher interest rates would be a negative.

Miller, Earl suggests, is inevitably part of the dilemma regardless of his ability or concern. "His newness has caused uncertainty and will probably continue to create a question mark because no one is quite sure where he's headed. With Arthur Burns you pretty well had a line on what the Federal Reserve was thinking at a given time. Miller's impact probably won't come until later this year. He's considered a generalist as compared to Burns. Burns had a technical knowledge that was well respected even by those who disagreed with him. Miller is simply an unknown quantity.

Fiscal policy—expenditures of the federal government in relationship to taxes—seems to be headed toward expansion, the New York banking consultant says.

Medicine and You

(Continued from page 14)

from ever really interfering with your life. There's not much you can do about nuclear war, dirty air or crime, but high blood pressure is one threat—one that is perhaps more important to you than all the others—that you can control. If you are 35, for example, and effectively treating your high blood pressure, you will live an average of 16 more years than somebody who ignores the problem. But no matter how old you are, you can add years to your life and help avoid the stroke or heart disease that can put you in a wheelchair.

Today most doctors agree that a simple, effective drug that takes salt out of the body—a diuretic—should be the first drug prescribed when treating high blood pressure. A diuretic works effectively in three out of four cases. If your doctor doesn't start you with a diuretic, ask why. Diuretics generally have few side effects. They may decrease the potassium in your body and thus cause leg cramps, but this can be counteracted with a large glass of orange juice or a banana or two a day. Not a large price to pay for possibly saving your life.

Don't let anything stand in the way of your taking the proper amount of medication every day. If other drugs are necessary, they are usually prescribed in addition to the diuretic. They may cause headaches, diarrhea, occasional dizziness and other side effects. These problems are usually temporary and will subside

The president still wants to see a tax cut yet this year. "Expenditures at the state and local levels seem to be picking up so the fiscal side should be moderately expansionary throughout the rest of the year," he adds.

What can a proprietor expect in business trends for the remainder of 1978?

"I don't think 1978 will be much different than 1977. Last year was a good one although it was erratic. And many people are forecasting the same kind of business conditions this year. Normally we expect smoother growth from quarter to quarter allowing us to establish patterns. But trends aren't identifiable today," Earl continues.

How can a small businessman prepare for such fluctuating conditions?

Says Earl: "One of the things I would do—especially if I was thinking of expanding—is line up the financing as quickly as possible. Interest rates will probably get higher—perhaps in a matter of days—if the statistics continue to show a steady rise. I would be very skeptical right now of any forecast. I believe that inflation and balance of payments are crucial and consequently, I think you have to watch a variety of indicators. Consumer price index, balance of payments reports and leading indicators should enable you to keep close tabs on the economy."

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

once your body gets used to the drug. The key thing is to get through the first three or four months of treatment. You are an individual with your own unique medical history, lifestyle and reactions.

When a person should start taking drugs for their high blood pressure must remain the decision of your doctor. There are, however, a couple of facts you should know. According to a report by the National High Blood Pressure Education Program, if a person's diastolic pressure (the lower number) measures between 95 and 105, it's time to be on the alert. Factors such as age, family history and a few simple test results will have to be evaluated to determine if drug treatment should be begun. *If the diastolic measures above 105, however, the report says the drug treatment should be started.*

Your doctor, neighborhood health center, local heart association or the High Blood Pressure Information Center (120/80 National Institutes of Health, Bethesda, Maryland 20014) will have pamphlets that give more details on the purpose and importance of medication and other treatment methods to combat hypertension.

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

The Fraternal Corner

The question in the March offering of "The Fraternal Corner" about Elk aprons recalled a bit of nostalgia for me. As a lad I remember seeing the aprons around the house (circa 1900). They were white, much like carpenters aprons, with pockets. An Elk was embroidered in brown with "BPOE" and the lodge number in purple. I'm quite sure they were used socially.

John J. Callicotte
Morro Bay, California

Have in my collection of Elk memorabilia a purple felt apron that fastened with a buckle. Also have the Prince Albert coat, vest and hat once worn by the brothers to funerals, etc.

Orren M. Ward, Jr.
Oak Harbor, WA

Admitted student of Elk History, Sam Fitzsimmons of Van Wert, Ohio, writes:

At one time, all Elks wore an apron whenever they attended the lodge. It was not a local or regional custom.

Its use was eliminated in 1895, according to The History of the Order of Elks. Arthur C. Moreland of New York No. 1, Past Grand Secretary and many times a member of the Committee on Work and Ritual, made reference to this in an article in The Elks-Antler in 1912.

The committee in 1895, according to Moreland, sought to provide a ritual which was purely Elk.

It is not known when the use of the apron was adopted, but it was undoubtedly "borrowed" from another popular fraternal group at the time.

Without any proof, I would make an educated guess that each Elk had his own apron, which he wore to the lodge, and was instructed to be buried with it. This, I strongly suspect, is why you don't find many of them around. At least burial was the custom of the other fraternal group.

At the bottom of very early Elk Lodge charters is a drawing of a group of gentlemen. They are wearing their lodge regalia including shawls or horsecollars (popular with still another fraternal group) and standing in an unusual position. What they are doing, without a question, is extending the secret grip of an Elk, the hand of Fellowship.

And by the way, those Elks permitted to wear shawls and aprons were known as Devout Elders . . . They'd received the second degree. But that's a story for another day.

This column will appear periodically. The purpose will be to answer the more common questions received by both The Elks Magazine and the Grand Secretary's Office.

Questions for "The Fraternal Corner" may be addressed to: Fraternal Corner, The Elks Magazine, 425 West Diversey, Chicago, IL 60614.

LONELINESS

(Continued from page 12)

the singles bars scene is bursting at the seams, while loneliness seminars, group encounters and dialed counseling services are popping up everywhere.

At a recent psychology class at Montgomery County Community College, students responding to questions about their own sense of loneliness indicated that the word sparks a variety of feelings.

"I've tried the bar scene," said one pretty brunette, her voice rising in disgust. "If you talk to a girl, you can hear them saying, 'She's gay.' If you talk to a guy, he buys you a drink and expects you to hop in bed."

A growing willingness to admit loneliness is partially responsible for its growing visibility, according to one telephone counseling service. At Contact Philadelphia where equal numbers of calls come from often desperate urban and suburban residents, executive director Linda Baier reports that loneliness spurs the majority of calls.

"Not only is loneliness the largest category, but it is responsible for many of the other categories such as sex, drugs, and alcohol," she says. "It's all basically loneliness. One of the reasons for the increase, I think, is that for years people would never admit to their lone-

liness and reach out. Now people will say 'I'm lonely.'"

People don't actually die of loneliness, per se, but loneliness which leads into depression or melancholia can cause abandonment of the will to live," says Lolita Sapriel, who practices Gestalt psychology in Santa Monica, California. "In certain primitive tribes, people have been known simply to sit down and die—and they die."

Treatment or correction of loneliness and depression, she says, ranges from changing environment to extended psychotherapy—something to "bring the inner person out." But without professional help, many people turn to ineffective means, such as alcohol or drugs, to help them escape introversion.

"Drinking may take up the emptiness, relieve the tension he believes causes his introversion," Ms. Sapriel explains, "but alcohol and drugs prevent genuine contact with another person. Real interpersonal relationships are blocked, and the person becomes even more withdrawn; when he stops drinking, his ability to have friends increases markedly. It's almost a case of which comes first, the chicken or the egg. Does he drink because he can't be friendly without the alcohol crutch? Or does alcoholism prevent people from seeking his company?"

"Whether or not loneliness becomes a clinical condition, such as depression,

depends on what the person does about it. Some people manage to keep busy, to find activities, train for a career, pursue a creative hobby—those are acceptable means of defeating loneliness. Others, however, fantasize—even make up a person, a companion and confidant, someone who is all understanding, who shares and contributes to the relationship.

"Everyone, at some time, has a fantasy—but when the fantasy becomes more real than reality, mere loneliness has made the leap into a more serious condition of mind. Then a whole psychosomatic component enters, ranging from boredom to headaches, sleeplessness, tension, backache—all as a substitute for, or excuse for, the lack of real personal contact.

"The more self-supporting and emotionally self-sustaining, the less prone a person is to loneliness. The mistake is when we feel we'd die without external support. Most of us never have learned to give ourselves understanding, care, comfort, emotional support. We spend most of our lives looking for something outside ourselves to give meaning to life itself, ignoring the fact that ability to be your own best friend increases the capacity for meaningful outside relationships."

According to Dr. Stainbrook, a good marriage can be one of life's most gratifying experiences.

THE JOY OF GIVING

Elks National Foundation

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PDD Robert Shell (center) of Watertown, MA, Lodge received an honorary founder's certificate from Nelson Stuart (right), Foundation executive director, who was on a visit to the area. SDGER W. Edward Wilson was on hand to join in thanking Brother Shell for his generosity.



National Foundation pins were awarded to three Elks' ladies recently by Carmichael, CA, Lodge. Chm. Keith Case (left) and ER Michael Koch (right) made the presentations to Bea Prinzing (second from left), Marie Koch (third), and Vernell Moddison (fourth), who made \$100 donations to the Foundation.



Certificates and heart pins were presented to members of Redondo Beach, CA, Lodge who became members for the first, second, and third time. Congratulations were offered by PDD William Brunner and Chm. George Olivieri, both of whom contributed \$100 for the fifth time, and ER Don Smith.

"Loneliness derives from lack of gratification in a significant relationship outside the self," he explains, "and then it becomes a self-feeding, destructive force. When there's no gratification in a marriage, hostility and resentment take its place and prevent love from easing the pain. Even though one or both partners may want to give and receive love, extended periods of hostility damage the relationship. The person is eaten up by it."

The subject of loneliness and the personal havoc it can cause has become so widely recognized that courses on the subject are now being taught on some college campuses. At the University of the Pacific in Stockton, California, for example, a course on loneliness is taught by Walter L. Nyberg, a professor in the Religious Studies Department. It requires that students become "significantly involved" for at least six weeks with one or more lonely persons. They are to "understand the loneliness of these people and see if they can do something about it." Students, to fulfill the requirement, may visit young children, talk with people who frequent bars, meet with terminally ill patients, visit skid row residents or take part in community activities. Herbert R. Reinelt, chairman of the Philosophy Department, is teaching a companion course on love.

"The capacity to love and the capacity to accept the love of others for us is the power that overcomes loneliness," Reinelt says.

What can be done to cure loneliness?

After listening to people in trouble for 20 years, Los Angeles psychiatrist Charles William Wahl has come up with a prescription for our society. He says we need a "people bank."

"It's unfortunate," he says, "that although psychiatrists like me can write a prescription when a patient needs a drug, we cannot write a prescription

for a friendship. I've known people whose lives might have been saved if someone could have written them a prescription for three hours of friendship and then sent them to a people bank where the prescription could be filled."

Dr. Wahl is a clinical professor of psychiatry at UCLA, as well as a private practitioner of psychoanalysis. He calls his proposed institution a bank because he believes it should be a place where people could make both deposits and withdrawals.

"It's striking," he observes, "that, in a complex society such as ours, we have no formal way in which people who need human contact can reach those who are willing to offer it. All of us have something uniquely personal to give, but we don't. Not because of selfishness, but because there is no vehicle for such a purpose to be channeled. I see people all the time who are hungering for some kind of human contact that other people would be glad to give if they knew how to go about it. There are people who go mad from loneliness while other people with free time are playing shuffleboard. Some of the few hours that the 'shuffleboard people' throw away could make the difference in a person's life between living and dying.

"When you come right down to it, the thing that keeps a person sane is the meaningful interactions he or she has with a beloved, with two or three close friends, and perhaps 10 or 12 acquaintances. It's very significant that the famous psychiatrist Harry Stack Sullivan once said he had never seen a schizophrenic with one good friend."

Dr. Wahl readily acknowledges he is not the first to recognize modern society's need for something like a people bank. A generation ago, poet W. H. Auden wrote: "We must love one another or die." ■

Obituaries

PAST DISTRICT DEPUTY Ed O. Davis of El Paso, TX, Lodge died recently. Brother Davis held the post of District Deputy Grand Exalted Ruler for the West District in 1976-1977.

PAST DISTRICT DEPUTY Forest E. Murley Sr. of Mesquite, TX, Lodge died recently. In 1974-1975, Brother Murley served as District Deputy Grand Exalted Ruler for the Northeast District.

PAST DISTRICT DEPUTY Thomas J. Strang died recently. A member of Troy, NY, Lodge, Brother Strang was appointed District Deputy Grand Exalted Ruler in 1973-1974 for the Northeast District.

PAST DISTRICT DEPUTY Francis V. LeMieux of Waukegan, IL, Lodge died

March 1, 1978. In 1968-1969, Brother LeMieux was District Deputy Grand Exalted Ruler for the North District.

PAST DISTRICT DEPUTY Donald W. Hynes of Whiting, IN, Lodge died February 5, 1978. Brother Hynes was District Deputy Grand Exalted Ruler in 1951-1952.

PAST DISTRICT DEPUTY Fred McHenry of Corvallis, OR, Lodge died recently. Brother McHenry served as District Deputy Grand Exalted Ruler for Oregon's South District in 1939-1940.

PAST DISTRICT DEPUTY George A. Hall died March 20, 1978. Brother Hall, a member of Litchfield, IL, Lodge, was District Deputy Grand Exalted Ruler in 1938-1939 for the Southwest District.



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CALIFORNIA HERE WE COME

(Continued from page 19)

Carmel

Carmel is a little like Disneyland. Only instead of Main Street and the Magic Castle, there's Ocean Avenue and the Pine Inn, with its cheery fireplace and gazebo dining room. If not the richest small town in California, certainly Carmel is the quaintest. In Carmel, privacy is a religion. While shops and inns exist for the visitors, private homes remain hidden among cypress and Monterey pine.

In a town without house numbers and mail delivery, everyone queues up at the post office each morning, exchanging bits of gossip, and along the shore, waves with rainbows in their spray break on white sands; the sea is full of rocks and kelp, and the hills are green with trees and golden with poppies when springtime comes. In the beginning, Carmel was a writers' refuge. They were followed by artists—and now—the tourists.

San Francisco

For most visitors San Francisco is pure magic, a delight, a habit that's hard to kick, a compact 47-square-mile conglomeration of parks and bridges, busy boulevards, Victorian homes and elegant shops, along with some of the world's finest restaurants.

"Everybody's Favorite City" is how residents refer to their town. A sophisticated easterner once told me: "San Francisco is the most attractive, most civilized, most desirable city in the U.S." Foreigners adore it, just as Americans do. A group of Germans recently

producers, starlets and tourists who take it all in.

declared that it was more enchanting even than Paris. Imagine! And a Gallup Poll named San Francisco the place where most Americans would go if they could leave home.

Before television, when the nation still worshipped the radio, America listened to the big bands playing from The Mark Hopkins Hotel. In hundreds of towns across the land there were those who dreamed of being in San Francisco. This was long before the jet and so it all seemed distant—distant and romantic. Visitors still go to the Top of the Mark, watching ships sail beneath the Golden Gate; others do likewise across the street at the Crown Room. Alcatraz is outlined in the bay, grim and yet exciting, and Fisherman's Wharf still ranks as one of San Francisco's No. 1 attractions. Visitors look in on The Cannery with its shops and restaurants; they breathe the fragrance of flowers in Union Square, hike up Telegraph Hill, and visit Chinatown, Little Italy, the Embarcadero, the Presidio, Golden Gate Park, and Coit Tower. It's a city block-to-block with sidewalk cafes, jazz joints, speakeasies, North Beach bistros and more than 2600 restaurants, ranging from Blum's and Bernstein's to Ernie's and Alexis.

The Napa Valley

This lovely wine-producing region is a pleasant drive out of San Francisco. At the great Christian Brothers Winery alone, as many as 2000 people crowd the tasting rooms daily. Another winery occupying a hilltop perch permits self-guided tours of its Mediterranean-style building, while bells brought from a bombed London church toll the hour. For those remaining overnight, a number of country inns welcome Napa's visitors.

JULY 4th, A DAY FOR REMEMBERING THAT:

America Means Freedom



The preamble in the Grand Lodge Americanism Manual states that "the ambition and goal of the Americanism Committee is to stimulate an awareness—a genuine feeling of pride and respect toward patriotism—so that we, as Brothers of the Benevolent and Protective Order of Elks, will become constant reminders that truly *America Means Freedom*." No finer time falls on our calendar to make this preamble meaningful than July 4th.

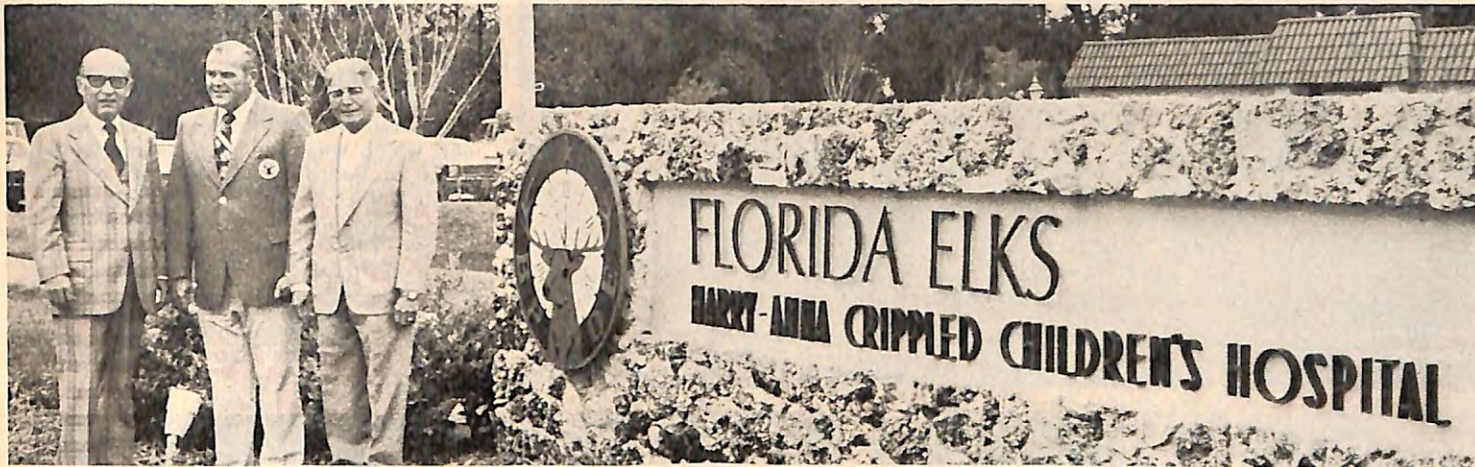
This day is sort of an "All-American Day" for every citizen of our nation who believes in the precious heritage left to us by our forefathers. It is a day for family gatherings, picnics, and community celebrations. But, most of all, it is a day for realization of the Independence and Freedom that our nation's founders worked and fought for.

As Elks we should take the lead in proclaiming this day by making every effort to see that the Stars and Stripes are flying everywhere. As the Liberty Bell announced our independence in 1776, so should we ring the bells in each community proclaiming this the day of our nation's birth.

The Americanism Committee takes this opportunity to extend to each of you our warmest regards and heartfelt thanks for helping to remind the people of our nation that our strength truly lies in our love of our country and the constant awareness that *America Means Freedom*.

LODGE VISITS

GRAND EXALTED RULER HOMER HUHN, JR.



One of the highlights of GER Homer Huhn, Jr.'s (left) visit to Florida was a tour of the new Harry-Anna Crippled Children's Hospital in Umatilla. James Oliver (second from left), hospital administrator, conducted the tour for PGER William Wall and the GER.



Joining thousands of viewers in the grandstand, GER and Mrs. Huhn watched the Tournament of Roses Parade in Pasadena, CA, recently. Accompanied by PGERs Horace Wisely, R. Leonard Bush, and Gerald Strohm and Grand Trustee Marvin Lewis, SP Donald Luce, DDGER Gene Weigand, PSP Paul Haines, and Bob Murray, state photographer, the Huhns visited the P. K. Wrigley House, home of the Tournament, attended a reception and dinner-dance at Pasadena Lodge, saw the construction of the parade floats, and received a souvenir game ball signed by the Washington team players.



A day of fishing for (from left) GER Homer Huhn, Jr., North Palm Beach, FL, Lodge's ER Ed York, Grand Trustee Robert Grafton, Sarge Starziano, PGER William Wall, PER Paul Harvey, and Trustee S. Brower was rewarded with a prize catch. During his visit to North Palm Beach Lodge, Brother Huhn also congratulated Brother Dominick Colangelo, who, over a period of several years, participated in the rescues of eight people.



During the regional "Hoop Shoot" contest held in Danville, PA, GER Homer Huhn, Jr. (left) joined Emile Brady (center), regional director, and Gerald Powell, national director, for a discussion on the "hooping" feats they had witnessed. Five state associations were represented at the regional semi-finals.



A guest at a meeting of Illinois Elks, the GER and his wife visited with local, state, and Grand Lodge officials. Grand Trustee H. Foster Sears (left) and SP Fred Sheehan Jr. (right) welcomed GER Homer Huhn, Jr. to the event, which was also attended by Grand Secy. Stanley Kocur and his wife, Kay Carter, wife of Illinois' late state president Robert Carter, and over 1,000 Elks and their ladies.

NEWS OF THE LODGES

(Continued from page 16)



THE VIRGINIA State Procedure Protocol seminar, which was held at the Elks National Home in Bedford, VA, recently, featured PCGER Francis Smith (fourth from left) as the principal speaker for the event. Among the 150 Elks in attendance were (from left) SP Bernard Kofira, PCGER John Walker, Doral Irvin, chairman of the state protocol committee, Chief Justice of the Grand Forum Alex Harman, and SDGER Bill Scott.



FRANK PETERS (center), a member of Cortland, NY, Lodge for 67 years, exhibited a frame of every membership card which has been issued to him since 1910. The 92-year-old Elk displayed his collection with the help of Secy. Joe McGuire (left), a 40-year member, and ER William Call during the lodge's annual Old Timers Dinner.



AN ORIGINATOR of the Wyoming Valley, PA, United Cerebral Palsy organization some 23 years ago, Stanley Penkala (third from left) was honored by Wilkes-Barre, PA, Lodge as a Citizen of the Year for his continued involvement in community service. On hand for the award presentation to Brother Penkala, who is afflicted with cerebral palsy, were (from left) Community and Social Welfare Chm. Joseph Tirpak, Mrs. Elvira Johnson, CP visiting nurse, ER John Bednarski, Secy. Thomas Dugan, and Est. Lead. Kt. Joseph Garlan.



LIVING in Leisure World, Laguna Hills, CA, a retirement area, does not necessitate retirement from the order for approximately 100 Elks who retain memberships in lodges across the country. PCGER R. Leonard Bush (standing, second from right) was a recent speaker at the monthly luncheon and social group organized by the resident Elks. Known as the "Wapiti Club," the group arranges programs of interest for any of the local Elks who wish to stop by.



INITIATE Scott Williams (left) joined his father ER Ron Williams (center) and his grandfather Henry Mundell in examining his newly acquired membership pin. The Lompoc, CA, Lodge young man was initiated in a ceremony conducted by his father.



A GARAGE sale sponsored by Canton, OH, Lodge was run by the Elks' ladies for the benefit of the Cerebral Palsy Fund and the National Foundation. (From left) Mrs. Gordon Bernherd, Mrs. Robert Long, chairman, and Mrs. Richard Gerwin, co-chairman, were among the women who presided at the sale which raised a total of \$1,225.



UNION, New Jersey, Lodge recently dedicated Elks Memorial Park in honor of the deceased Brothers of the lodge. Among those on hand for the ceremony were ER Richard Schofield, DDGER Arthur Cuttillo, Chap. Lewis Fernicola, Est. Lead. Kt. Carmen Ventola, VP John Farrow, State Assemblyman and Brother C. Lewis Bassano, and Est. Lect. Kt. Walter Bernouer.

Bigfoot Hikes for the National Foundation

Paul Tourigny of Lewiston, ME, Lodge is hiking the *Appalachian Trail* this spring and summer for the Elks National Foundation. Each mile that he covers is worth a donation pledged by the lodges of Maine for the charitable programs administered by the Foundation.

Known by many hikers and backpackers as "Bigfoot" because of the imprints left by his size 14 boots, Brother Tourigny and the members of Lewiston Lodge organized a statewide pledge system prior to the trip. Their goal was to obtain \$50 in pledges per mile, thus collecting over \$100,000 for the trust fund.

On April 1, 1978, "Bigfoot" set off from Springer Mountain, GA, with the hope of reaching the summit of Mt. Katahdin, ME, in mid-September. The 47-year-old retired Army major's northward hike along the Appalachian Trail extends for 2,047 miles through 14



states. From various places along the route Brother Tourigny has been sending postcards to the Brothers of the 18 lodges of Maine, who are eagerly charting his course. Averaging 11.2 miles per day, "Bigfoot" sent his last report from Hot Springs, NC. He had completed 261.6 miles of the long trek.



THE BROTHERS of Colorado gathered for a meeting hosted by Colorado Springs, CO, Lodge recently. Among those who attended the affair were (from left) PER Marvin Flinn, meeting chairman, Chris Flinn, PGER George Klein, Ruth Klein, SP Edgar McMechen, Sonja Rilea, and ER Bill Rilea. During the banquet Hal Blume, Americanism chairman, presented to Brother Klein a plaque commemorating his being given one square foot of Pike's Peak.



ELKDOM welcomed a new lodge in Idaho recently. On hand at the institution of Payette Lakes Lodge were (front row, from left) GL Committeeman B. J. Bybee, DDGERs Norman Bauer, and Arthur Smith, SDGERs Philip West and Robert Tancredi,

DDGER L. Dan Rowell, and (back row, from left) PDDs Ken Downend, Don Downen, Walt Strachan, and Bill Shumate, DDGERs Lou Morton and J. D. Bassett, and PSP Don Gummersol. The new lodge officers were congratulated.



POSTERS which won the New Jersey State Crippled Children's Poster Contest were displayed by Jan Palowida (third from left), contest judge, Frank Gubervat (fourth), art supervisor, and State Co-chm. Marty Mundy (fifth), while State Chm. Edward Van Vooren (left), Paul Balog, judge, and PSP Joseph Russo looked on.



IN ANSWER to a request made by the members of Wrangell, AK, Lodge, the intensive care room at the Wrangell General Hospital was "given" to them to maintain. Est. Lead. Kt. Herbert Ingram (left), Brother Clyde Downs (third from left), and ER Terry Johnson (right) presented a \$700 check to Emma Ivy, hospital administrator, for the purchase of equipment for the "Elks' Room" at the hospital.



A TESTIMONIAL dinner was held by Kittanning, PA, Lodge for PER and Secy. Robert Himes (second from right). The appreciation of the lodge members for Brother Himes' 30 years of service as an officer was expressed by toastmaster PER George Weaver (second from left), and congratulations were offered by PER Dan Painter (left) and ER Richard McCafferty.



THE WELCH family members of Galesburg, IL, Lodge welcomed Richard (second from left), the fifth Elk and youngest member of the family, into the order. Congratulations were expressed by (from left) Flag Day Chm. Patrick, PER Edward, the initiate's father, ER John, and Steve. The ceremony was conducted by the Past Exalted Rulers of Galesburg Lodge.



THE CALIFORNIA Bay District PER Association recently honored SP Donald Luce (fourth from left) and his wife Millie (third) at a dinner-dance. Among those who welcomed the guests were a group of past state presidents who included (from left) Past

Grand Esq. Henry Budde, PDD Edward Keller, Past Chief Justice of the Grand Forum Donald Quayle, and James Spence, chairman of the event. A personalized wall-hanging was presented to the Luces by PER Joseph Statler.



THE FIRE fighters of Keizer, OR, received an American flag and a flagpole from the local lodge recently. Chief Duane Sanford (left) thanked Americanism Committeeman Darrell Ulerich (second from left), Est. Lead. Kt. Don Sim (third), In. Gd. Stanley Mathis (fourth), and ER Bob Lindquist for the gifts.



A MATCH was held to Bullhead City, AZ, Lodge's mortgage recently. Dignitaries who attended the mortgage burning ceremony and the rededication of the lodge, conducted by PDD Terrance Rice (photo), included PGERs Horace Wisely, R. Leonard Bush, and Gerald Strohm, DDGER Thomas Thompson, and Past Grand Est. Loyal Kt. Roland Wilpitz.



THIRTEEN Eagle Scouts were honored by Farmington, NM, Lodge recently. Scout Chairmen Kenneth Wilson (front row, left) and Ralph Davignon (right) joined Eagle Scouts (second row, from left) Kevin Butler, Michael Secrest, Mark Hiatt, Jeffrey Cook, Kent Barney, Greg Cook, Rodney Wilson, Colin Story, Kevin Story and (third row) Roger Perkins, Joel Roundy, and Craig Marcum at the honorary banquet. ER James Fry (third row, second from right), Chm. Charles Renk (third), and Jerry Van Lancher (fourth), guest speaker, were also on hand to welcome the young men to the lodge and to congratulate them for their accomplishments.



FOR HIS many years of work with the local youth and service to the community, Brother Vince Jackson (second from right) received a Citizen of the Year award from Oceanside, CA, Lodge. Among those who gathered to congratulate the honored Elk were (from left) Elmer Thompson, ER William Korbacher, and Ruben Miranda.



THE BROTHERS of Canon City, CO, Lodge were visited by Miss Rodeo America on the occasion of a birthday celebration. ER William Bloom (left) and PDD Clarence Amerine (right) welcomed Almabeth Carroll, who joined the Brothers at their monthly birthday dinner.

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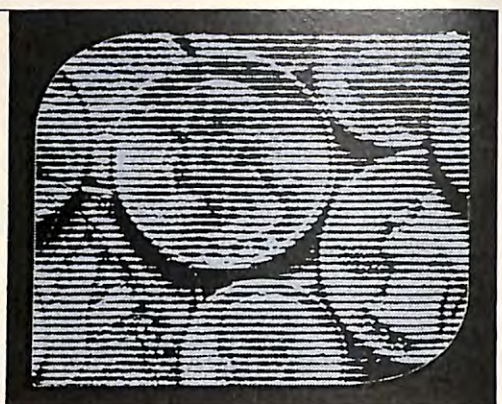
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ELKS FAMILY SHOPPER

More for your money

by Mike LeFan



HOT BARGAINS

June brings its own kind of weather and its own list of hot bargains. For instance—

Supermarket Snoop reports seasonal savings on fresh apricots, blueberries, nectarines, peaches, plums, prunes, limes, strawberries, cantaloupes, honeydews, and watermelons. You'll find fresh vegetable bargains this month on sweet corn, green beans, Lima beans, cucumbers, tomatoes, beets, North Carolina cabbage, sweet peppers, green onions, and okra.

Clothing—save during June on lingerie, hosiery, and women's shoes; men's wear (especially after Father's Day) and boy's wear; also all sleepwear and sportswear.

Housegoods—shop the bargains on bedding, furniture, major appliances, floor coverings, and storm windows.

Other bargains—stay alert for savings on camping and sporting goods. Sales to watch—Father's Day.

(Update your *Bargain Calendar* with the new items).

As noted above, cantaloupes and honeydews are in season. When buying cantaloupes, select those with smooth, round, depressed scars on the stem end. If the scar is rough or the stem is still on, the melon won't ripen properly. Most store-bought cantaloupes need ripening. Keep them at room temperature until they're yellow and have a distinctive aroma. When ripe, refrigerate and eat as soon as possible (a good source of vitamins A and C). Honeydews are more difficult

to judge, but usually they're ripe when the color is a creamy yellow, with a velvety surface and a faint aroma. White melons with a tinge of green, and a hard, smooth feel are not ripe. Small sunken spots don't affect quality. If you must buy unripe melons, leave at room temperature to soften them before serving. Keep ripened honeydews cool and moist until eaten.

Are you a tea drinker? Besides being a tasty beverage, tea also makes a unique and delicious flavoring for a variety of foods from appetizers to desserts—especially spice teas. You can get a new brochure on this. Send a stamped, self-addressed envelope to Spice 'n Easy, Dept. M, 86 Orchard St., Hackensack, NJ 07601.

In the April column, Louis Nelson of Frederick, SD, asked about finding a tin can canning machine. As usual, you readers "know where it's at." H. E. Chatfield of Santa Ana, CA, says he worked his way through college selling tin canners made by Burpee Can Sealer Co., Barrington, IL 60010. An anonymous reader from Cozad, NE, says that Sears does have these canners. They're called a "Can Sealer" and sell for \$59.99. And R. L. Ford of Sterling, CO, says try Cumberland General Store, Rt. 3, Crossville, TN 38555. Their catalog is \$2. There you have it.

Do you remember that Long Distance calls are 35 percent cheaper after 11 pm, and 60 percent cheaper on weekends up until 5 pm Sunday? On a ten-minute direct-dial call from Chicago to Boston, for instance, you'll

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Are you interested in tricks for getting more for your clothing money? You need to know several things, like exactly how much of your income can comfortably be allotted to apparel, how to judge a garment's quality, and how to get a good fit. If you're interested in saving money, get the new booklet called *Your Clothing Dollar*. It's full of tips on shopping for adults, teens, and children, with valuable advice for both singles and family shoppers. Send 50¢ and your name and address to Money Management Institute, Dept. MM, Household Finance Corp., Prudential Plaza, Chicago, IL 60601.

Mrs. Donna Nickels of Hutchinson, KS, writes, "Save and freeze all the little pieces of leftover beef and pork from your daily meals. When enough has collected, thaw and chop fine. Simmer for an hour in a barbeque sauce and serve on buns as barbeque sandwiches."

Sounds delicious. Thanks, Donna.

If you'd like to add authentic brick accents to your home but you're afraid of laying brick or don't think your foundation will support the weight, there's an attractive and economical solution—decorative brick. It's authentic, often firesafe, a simple do-it-yourself project, and comes in a variety of styles. If you can spread icing on a cake, you can put up decorative brick. Get a free color brochure from K-Lux Decorative Brick, K.S.H., Inc., 10091 Manchester Rd., St. Louis, MO 63122.

"Dear Mike: Sometime, somewhere I have seen an ad for a lid holder that holds a lid upright and catches the steam that runs off while you are stirring or checking whatever is cooking. I did not order it and have regretted it since and have tried many times to find one. Can you help me?"—Dorothy Eatmon, Lewiston, Idaho.

I'd suggest, Dorothy, that you check the mail order catalogs like Walter Drake, Lillian Vernon, Sunset House, and so on. Does anybody else have a suggestion? Let's hear it.

New. The 1978 *Budget Motels List* is ready for you with the facts on 37 motel chains offering cheap sleep. It

includes updated information, including many toll-free phone numbers for info and reservations. Remember, every so-called "budget motel" isn't. Send \$1 and a stamped, self-addressed business-size envelope to Mike LeFan, Budget Motels Dept. E, 1802 South 13, Temple, TX 76501.

J. Ealey of Ashland, Kentucky, says, "Newspaper has useful insulating properties. I wrap frozen foods in several thicknesses of newspaper to keep them frozen while I'm defrosting the refrigerator. I also use a sheet of newspaper to make glass sparkle when I'm washing the windows."

Here's news on a delicious, nutritious, and cheap food you can grow yourself indoors without soil in a week or less. I'm talking about sprouts, which are vitamin rich and are great in salads or with other foods as a budget-stretching delicacy everyone can afford. Get free growing instructions and recipes by ordering *About Sprouts*. . . . Send a stamped, self-addressed envelope to Fair Mail, Box 746-S, Plainfield, NJ 07061.

Save your squeezed and used lemons—or other citrus rinds. They're still useful. Try rubbing them on sink and bathroom faucets, then rinse and polish. The acid in the juice will make that chrome shine like a new penny.

Send in your tip for "Money Saver of the Month" and get a prize if it's published.

Money Saver of the Month: "With tea bags so expensive," says Elizabeth Obrist of Evans Mills, NY, "I've come up with a way to stretch them further. One tea bag isn't enough for two good cups of tea, so each time I use a tea bag once I drop it in my teapot. When I have three of them, I pour a cup of boiling water over them and have another good cup of tea. For every box of 100 tea bags, I get 33 extra cups of tea." You've brewed up a good idea, Elizabeth. And readers, 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. ■

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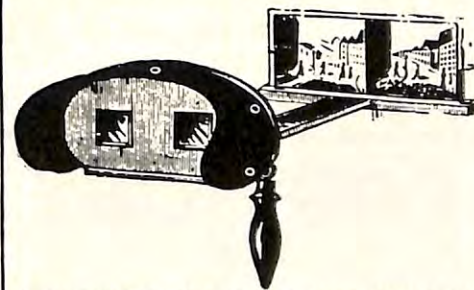
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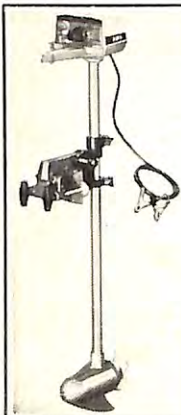
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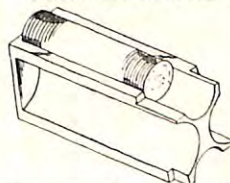
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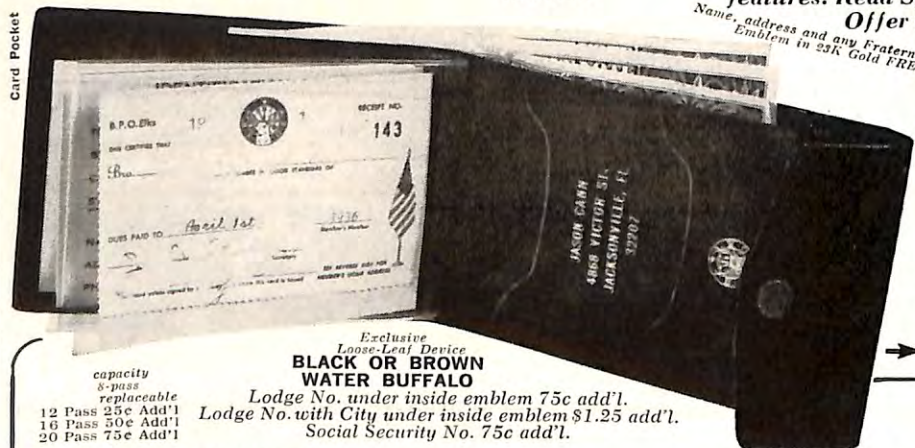
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Custom made from durable aluminum to block out the sun's rays. Easily installed and instantly removable. Increases air conditioner efficiency and saves passengers and contents from the ravages of a blazing sun. For free information send year, make, series, model (sedan, station wagon, pickup, bus, etc.), and style (2 or 4 door), with your name and address to SIDLES MFG. CO., INC., Box 3537E, Temple, TX 76501. For questions and/or same day shipment on Master Charge/VISA/UPS COD phone orders, call TOLL FREE (800) 443-3101. In Texas call (817) 778-1636.

Elks Family Shopper

consumer/news

recognizing the extensive youth work of the Order. These are available on a first-come-first-serve basis. Write: Consumer/News, 425 West Diversey Parkway, Chicago, IL 60614.

A new booklet of interest to fishermen everywhere has recently arrived on the scene according to the Evinrude Fishing News. "How to Catch America's 'Terrific Thirteen' Sport Fish" by the internationally known fisherman, Homer Circle, is (Continued on page 44)

ELKS CAR AND WELCOME MAT

Made of pure vinyl, fade resistant with a ten year wear guarantee. Black mats with a five-colored ELKS logotype.

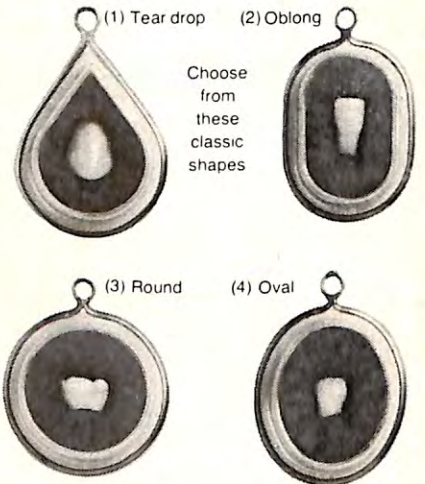


A set of
2 car mats &
1 door mat
\$19.95 set

Plus mailing. Calif. residents add \$1.20 per set for sales tax. LOGO GRAMS OF CALIFORNIA 3127 CALLE QUEBRACHO THOUSAND OAKS, CA 91360

TOOTH FAIRY INTERNATIONAL IS HERE AT LAST!

Are you among the many who always wondered what to do with your child's baby teeth other than put them in a drawer where they were forgotten? Or worse - lost? We turn those precious reminders of your child's early years into treasured heirlooms.



Choose from these classic shapes

Your Child's Baby Teeth Made Into Exquisite Jewelry

Each baby tooth is hand-mounted in a rich setting and becomes the centerpiece of an elegant necklace, lapel pin or key ring. Beautifully gift-boxed, they make ideal gifts for males and females of all ages. Gifts for grandparents, parents, friends and children. Send front teeth and back teeth. Even worn, filled and broken teeth can be made into exquisite jewelry.

Satisfaction guaranteed.

Tooth Fairy International is the originator of these stunning conversation pieces cherished for their enduring nostalgic value.

Canada and foreign countries add one dollar more for each order.

Choose type of holder: (A) Necklace, (B) Key ring, (C) Lapel Pin.
Choose background color:
(1) Red, (2) Black, (3) Navy blue, (4) Emerald green, (5) Gold.

TOOTH FAIRY INTERNATIONAL
Box 568-EF J.W. McCormack Bldg.,
Milk & Devonshire Sts., Boston, Ma. 02102

Enclose (carefully wrapped) baby tooth to turn into jewelry, also \$6.95 plus 70¢ postage & handling, on money back guarantee if not completely satisfied.

Please send me: Shape — 1, 2, 3, 4.
Holder — A, B, C.
Color — 1, 2, 3, 4, 5.

Add same amount for each additional tooth. Write name, address, instructions on separate paper.

Name
Address
City State Zip

**DAY OR NIGHT
SLEEP BETTER**

WITH THESE SLEEP SHADE AIDS
THE BEAUTY SLEEP® SHADE EYE MASK is specially fashioned from fine satin. It covers your eyes in style and insures total darkness and comfort.



PASTEL & JEWEL TONES, ALL SATIN (State Choice of color) **\$7.50**
(PASTEL — Pink, Blue, Green, Yellow.
JEWEL TONES — Midnight Blue, Royal Blue, Forest Green, Burgundy, Crimson)

The fine quality and unique design of the SLEEP SHADE® EYE MASK has been giving sleeping satisfaction to thousands for over 40 years. It's comfortable and easy to wear.

SLEEP SHADE® EYE MASK provides complete darkness for sound sleep.
DELUXE ALL BLACK ACETATE SATIN **\$6.00**
REGULAR, SATIN AND SATEEN **\$5.00**

Pstg. and hdg. 75c. each add. pkg. 50c
SLEEPWELL® EAR STOPS are another great sleeping aid. They are soft, so they fit your ears easily and they are re-useable. If you want to eliminate noise—day or night—try SLEEPWELL®.

1 Pair 60¢, 6 pair in Box—\$3.00 (Pstg. & hdg. 25c; each add. pkg. 20c) If your Drug or Dept. Store cannot supply you, we will mail immediately upon receipt of M.O. or check. Calif. res. add sales tax.

SLEEP SHADE COMPANY
PO Box 968, Dept. E, 1089 Mission St.
San Francisco, CA 94101

**LIMITED SUPPLY OF
PILOT'S GLASSES
AVAILABLE NOW AT
REDUCED PRICES!**



ONLY \$9.95
MONEY BACK GUARANTEE

These precision Flight Glasses are now available to the public for only \$9.95. If you could buy them elsewhere, they would probably cost you over \$20. Handcrafted, these glasses feature hardened metal frames (in your choice of gold or silver). Impact-resistant, polished glass lenses. And selective ray-screening capabilities (a must for pilots, great for you).

Your satisfaction is guaranteed. If you don't find that your new Flight Glasses are worth more than \$9.95, simply mail them back within 10 days. Your money will be returned.

To order, send check or money order (include \$1.00 for postage and handling) to Precision Optics, Dept. 6, P.O. Box 14206, Atlanta, GA. 30324. (Please specify gold or silver frames.) SPECIAL: Order now and get TWO PAIR for only \$18 plus one dollar handling charge.

LIMITED OFFER FROM PRECISION OPTICS

See Advertisement on Inside Front Cover

ADAM YORK/UNIQUE PRODUCTS CO. Dept. Z-5502
Hanover, Pa. 17331

Please rush (Qty.) BIOMATE computer(s) No. Z392159 at \$10 plus \$1 shipping and handling each, complete with drawstring, satin carry case, detailed instructions. (Pa. residents add appropriate tax.)

I enclose \$ (check or m.o.) payable to Unique Products Co.

CHARGE IT: Diners' Club Master Charge
 American Express BankAmericard/VISA

Interbank # _____
Acc't. # _____ Date Expires _____

PRINT NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

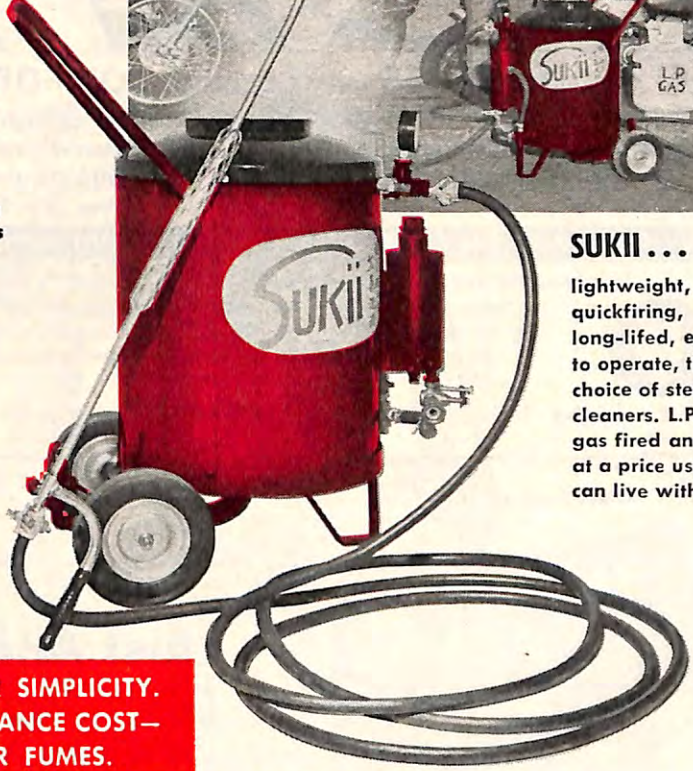
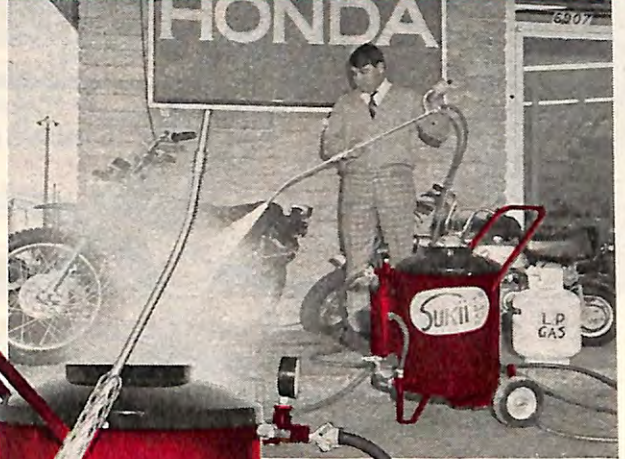
SUKII 誰にも使える蒸気洗剤
**EVERYBODY'S
STEAMCLEANER!**

**HOT DOUBLE
OFFER!**

... and almost everyone is a prospect

**TAKE THE
FOOLISHNESS
OUT OF
STEAMCLEANING**

- Air Conditioning
- Animal Farms
- Boats, Marinas
- Building Cleaning
- Business Machines
- Cafes, Hotels
- Cycle Shops
- Dairies
- Farms, Ranches
- Fish Markets
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- Garages
- Ice Plants
- Industrial Plants
- Lawn Mower
- Meat Markets
- Print Shops
- Refrigeration
- Saw Mills
- Service Stations
- Super Markets
- Truckers
- Veterinarians



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** **SUKII** 誰にも使える蒸気洗剤

**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
 BankAmericard
 Master Charge

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

SUKII INTERNATIONAL
PH. 602-994-3270
P.O. BOX 1653
SCOTTSDALE, ARIZONA 85252

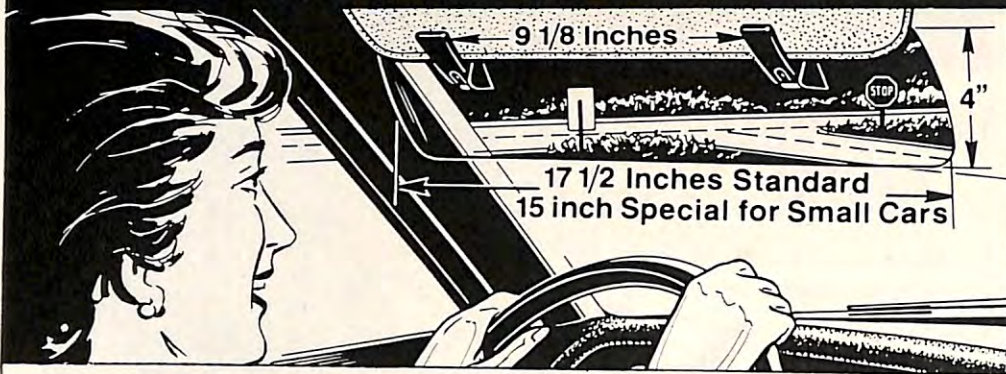
**Produces
Hot
Steam
FAST!**

\$259⁵⁰ SHIPPED F.O.B. FROM FACTORY NEAR SIOUX CITY, IOWA

CLEAN UP RIGHT HERE
Get All The Facts!
SUKII Ph. 602-994-3270 Dept. E-6
P.O. Box 1653, Scottsdale, Arizona 85252
Tell me how to clean up with newly designed SUKII instant steam cleaning machine!
 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 as a SUKII distributor?

PHONE _____
NAME _____
SHIPPING ADDRESS _____
(Please do NOT use P.O. Box No.)
CITY _____ STATE _____ ZIP _____

Sun Shield



DOUBLES your driving COMFORT

- Reduces ALL GLARE and HEAT, front or side, Day or Night
- Accepted by leading safety authorities • Positive screw clamps hold securely
- Universally adjustable for look-through or shade-and-look-under.
- SATISFACTION GUARANTEED (Return within five days for full refund)

THE IDEAL GIFT • MOST ENJOYED • MOST APPRECIATED

Sun Shields, Inc. • 9179 General Court • Plymouth, MI 48170

Check or money order enclosed; Michigan residents ONLY add 4% tax.

- \$5.00 for one Sun Shield, shipped postpaid promptly.
- \$9.00 for 2 Sun Shields - Make your passenger comfortable, too!
- \$42.00 Doz. (minimum, one order) for group buyers - fleet owners.

Specify 15 in. LENGTH (not car model) for sub compact & small foreign cars.

Name _____ Street _____

City _____ State _____ Zip _____



LAST U. S. SILVER COIN SETS

Never again will silver be used in coin mintage! Most has already been remelted so these UNCIRCULATED coin sets will increase in value yearly! 1964-\$6; 1963-\$6.50; 1962-\$7; 1961-\$7.50; 1960-\$8. All 5 sets \$32.50 (mounted in lifetime holders). M/C & BOA (VISA) accepted. Add \$1.50 for ins. & hndlg. Centre Coin Co., Box 1, Dept. K-6, Sherman Oaks, Calif. 91413.

'Just Another Dish' Valued at \$1750.00.

NORTHBROOK, Ill.—A major art exchange here reports that a man who found several “dishes” in his attic was amazed to learn that one was valued at \$1750.00.

The exchange says that, while this price is unusually high, exceptional collector's plates have been appreciating quickly on the market.

To aid investors, the exchange offers a free report on what to look for, when to buy, what to pay and much more, including opportunities in promising plates still at low prices.

To get your free report with no obligation, just send your name, address, and zip code to the Bradford Exchange, 2906 Bradford Place, Northbrook, Illinois 60062. A postcard will do. To be sure of receiving your free copy, please respond by July 15.

DEMI BOOT

takes a new stand. Soft & sturdy in Kid-soft polyurethane/nylon laminate. Has foot caressing lining, resilient rubber-like sole, & 1 1/2" heel for walking comfort.



\$12 plus \$1.75 P&H

CAMEL, BROWN, RED, NAVY, BONE, WHITE, BLACK.

Comb. full & half sizes: 5-8 1/2 + 9/10.

Vieki Wayne Dept. E6M

600 S. Country Club Tucson, AZ 85716

Send \$1 for our latest Fashion Catalogue (refundable with first purchase).

Elks Family Shopper consumer/news

a 33 page booklet which will be of interest to both the experienced angler as well as the neophyte just taking up the sport. They are available free of charge at participating Evinrude dealers.

Chronic tiredness ranks today as one of the most frequently voiced of all complaints. Although chronic tiredness can stem from illness, for many people it's the result of gradual deterioration of the body due to a lack of vigorous physical activity.

A booklet from the President's Council on Physical Fitness, *Adult Physical Fitness*, is a 64-page illustrated guide for men and women who want to undertake a physical fitness program. For your copy, send 70¢ to the Consumer Information Center, Dept. 088F, Pueblo, Colorado 81009.

(Continued on page 46)

ENJOY MORE GOLF



Whether you're just starting golf or are tired of toting a bag full of clubs, golf can be more fun and less tiring when you use

the Adjustabel®. A great club for practice wherever you are, when the course is too wet for carts, for par 3 courses or traveling. The Adjustable All-In-One golf club adjusts to driver, 3, 5, 7, 9 iron and putter. Only one club to carry and get used to, master and enjoy. Many golfers use it all the time and find their scores are just as good as with a full set. Money back guarantee. \$44.90 Ppd. For Mastercharge and BankAmericard, send number and expiry date or order toll free- 800-621-8318 (Illinois residents 800-972-8308). Specify right or left handed & height for proper club length.

INTERNATIONAL GOLF PRODUCTS
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Celebrate July 4th & ALL Special Events

CARBIDE CANNONS



MAMMOTH CANNON SHOOTS WITH TERRIFIC BOOM HEARD FOR BLOCKS! Rugged, Heavy duty cast iron. Lasts a lifetime. Many in use for 50 years. Hand-

some room decoration when not in use. Hundreds of shots for few cents. Uses carbide. Authentic design. Machined brass mechanism for easy loading & firing. Modern cannons have heavy-duty rubber tractor wheels. World War I cannons have large cast iron wheels. The bigger the cannon the louder the noise. ORDER NOW—limited supply. Send check or money order. Not sold in Mich. Prompt shipment. PHONE YOUR ORDER. Master Charge or Visa accepted by mail or phone (313) 791-2800. Give card number & expiration. Full money back guar.

Modern 60mm Cannon. 9" Long. 2 Tractor Wheels . . . \$10.95
Modern 105mm Cannon. 17" Long. 4 Tractor Wheels . . . \$21.95
Modern 155mm Cannon. 25" Long. 8 Tractor Wheels . . . \$27.95
17" World War I Cannon (shown) 2 cast iron wheels . . . \$19.95
25" World War I Cannon. 2 cast iron wheels . . . \$27.95
Carbide Ammo, about 300 shots . . . \$1.00. 3 packs for \$2.75

Add \$1.95 Shipping & Handling Each Cannon
Johnson Smith Co., 35075 Automation Dr.
DEPT. 736, Mt. Clemens, Mich. 48043

SPECIAL PRE-SEASON OFFER! **9⁹⁵**
WHY SPEND \$39.95 TO \$100?... ONLY

**GUARANTEED TO KILL MOSQUITOES,
 GNATS, FLIES, MOTHS, ETC.
 ELECTRONICALLY,
 OR MONEY BACK**

Safe for Humans, Pets, Birds—
 Kills Flying Insects with No
 Poisons, Insecticides, Sprays

- SPECIAL ANGSTROM BULB ATTRACTS ALL TYPES OF FLYING PESTS—KILLS THEM ON CONTACT
- SAME EFFECTIVE ATTRACTING PRINCIPLE USED AT MANY STADIUMS, RACE TRACKS, RESTAURANTS, DAIRY BARNs, SWIMMING POOLS
- PRICED THE SAME AS ANY DECORATIVE PATIO LIGHT AND AS BEAUTIFUL TOO
- NO CLEAN-UP, NO BAGS TO EMPTY
- USE INDOORS OR OUTDOORS
- ECOLOGICALLY SAFE FOR TREES AND SHRUBS
- WILL NOT HARM BEES OR OTHER BENEFICIAL DAY-WORKING INSECTS

Now, after extensive research and field testing, comes news of a major break-through in pest control. The IC7 Insect Control Lamp, employing same attracting principle used for years by commercial enterprises, is now available for home and patio.

This amazing insect control lamp will rid your patio and home of those pesky flying insects, clear hundreds of square feet and really let you enjoy your summer evenings.

AMAZING SCIENTIFIC PRINCIPLE

The Attracto/Angstrom Black Light Bulb, with its special wave length, attracts insects to the IC7 Lamp like a magnet. Once they come in contact, they are exterminated and disintegrated. No clean-up needed—

The lamp is 100% safe for children, pets, birds, is environmentally accepted.

**INSECT TRAPS WITH 10 WATT BULB SELL AT \$69.95.
 THIS MODEL IS A FULL 75 WATT BLACK LIGHT!**

Order now, at this special price of only \$9.95. Hurry. Mail this no-risk coupon today.

DEALER INQUIRIES INVITED

INSECT CONTROL CO., INC.
 283 Greenwich Ave., Box 464
 Greenwich, Conn. 06830

**LARGE 1 FT. TALL BY
 8" IN DIAMETER!**
 MADE IN U.S.A.
 Patent Pending

**SPECIAL
 PRICE OFFER
 ONLY**
\$9⁹⁵

**Draws insects
 like a magnet
 and kills them —
 ZAP!**

AS
 SEEN
 ON **TV**

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CREDIT CARD HOLDERS CALL AT NO CHARGE TOLL-FREE NUMBER: 800-331-1000

— SATISFACTION GUARANTEED OR MONEY BACK —

INSECT CONTROL CO., INC. Dept. ES-678
 283 Greenwich Ave., Box 464
 Greenwich, Conn. 06830

Yes, I want to rid my home and patio of flying insect pests the 100% safe, effective way. Please send me _____ (qty.) IC7 Insect Control Lamp(s) at only \$9.95 each, plus \$1.50 ea. to help defray postage and handling.

SAVE: Order 2 Insect Control Lamps at only \$17.50 plus \$1.50 postage and handling for both!

I enclose full payment of \$ _____ (N.Y. residents, add sales tax)

Charge to: BankAmericard Visa Master Charge. Interbank # _____

Card # _____ Expires _____

Signature _____

NAME _____

STREET _____

CITY _____ STATE _____ Zip _____

RADIO RERUNS

On Cassette Only \$2.98 Per Show!

Each 30 minute show as originally aired including commercials.

THE 20 BEST SHOWS EVER AIRED!

Buy 5 Get 1 Free!

Return to:

RADIO RERUNS
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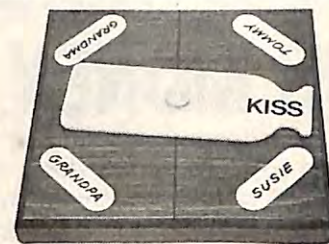
12. ABBOTT AND COSTELLO—Incl. "Who's on First"—All Time Classic 6/18/44
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103. AMOS 'N' ANDY — "Marriage Go Round" — All Time Classic
126. BABY SNOOKS — "The Opera" — Voted Best of Series
32. THE BICKERSONS — Argument at breakfast/Bedtime on a fishing boat/Anniv.
33. BOB AND RAY — Best of Their Comedy Routines "Bits & Pieces"
129. BURNS AND ALLEN — "Gracie Has Laryngitis" — All Time Best
123. EDGAR BERGEN & CHARLIE MCCARTHY — "Last Show" — Collectors Item
18. JACK BENNY SHOW — Last Radio Show, 1955 — A Collectors Must!
20. W.C. FIELDS — "The Day I Drank a Glass of Water" — All Time Classic
99. CBS NEWS ROUNDUP — Pearl Harbor attacked 12/7/41 — Hist. Collect. Item
100. GOLDEN DAYS OF RADIO—B. Crosby, J. Benny, A. & Andy, L. & Abner, B. Hope
46. THE GREEN HORNET — "A Matter of Evidence" — All Time Best Show
48. INNER SANCTUM — "Only the Dead Die Twice"
67. LIGHTS OUT — "Cat Wife" with Boris Karloff — voted best of series 1938
62. THE SHADOW — "Death From the Deep" w/Orson Welles — All Time Best Show
153. SUSPENSE — "Sorry, Wrong Number" — All Time Best Show 2/14/60
91. "WAR OF THE WORLDS" w/Orson Welles, 10/30/38 Part I
92. "WAR OF THE WORLDS" w/Orson Welles, 10/30/38 Part II
97. 50 RADIO COMMERCIALS — 5C Pepsi, Ovaltine, & more from early days of radio

TO ORDER: 1. Circle the "Numbers" of the shows you wish to order. 2. Clip Ad and return with \$2.98 for EACH show ordered. 3. Be sure to choose 1 FREE show for each five shows you order. 4. Add \$1.05 for shipping and handling.

Elks Family Shopper

consumer/news

The booklet points out that just 100 extra calories a day can make you gain 10 pounds in one year—but these extra calories could be burned up by a 15-20 minute daily walk. And, according to studies by the Harvard School of Public Health, just one-half hour of proper exercise can help you lose or keep off as much as 26 pounds a year. ■



GRANDPARENTS!

Play "Spin The Bottle" with your grandchildren. They'll love it and so will you. "Bottle", made of strong plastic, spins freely on a handsome wooden base. Write in names of players on pressure sensitive labels (included). Change names for different players. Great fun and also helps young children recognize your name while they smother you with kisses.

Send check or money order to **\$4.95**
K.T. Company
P.O. Box 282, Lincoln Park, N.J. 07035



FREE
Golf Glove

With the SECRET GRIP

wide Velcro™ fastener for best fit possible. Satisfaction guaranteed or your money back. Buy One Master Touch Glove @ \$6.95 and get one FREE!!! Add \$1 total for handling and postage. Limit: 6 gloves @ 6.95 each.

Choice of: White Lt. Blue Red
Number of gloves to be worn on Right Hand

MEN'S **LADIES'** Long-Life — Perfect Fit Has "Breathing" Qualities

ONE SIZE FITS ALL

Send coupon with check or money order to:

Carol Sport's Lt'd.
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OLD-TIME CURRENCY

\$1.00 U.S. SILVER CERTIFICATE
None minted since 1957.
A crisp, uncirculated bill that will increase in value. Plastic holder included—ONLY \$3.75

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Old Series (Not Bicentennial issue)
Extra fine condition
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SAVE 50¢—BOTH BILLS—\$8.00
Add 25¢ postage. Catalog included with order. IMMEDIATE SHIPMENT. Satisfaction guaranteed.

Village Coin Shop DEPT. E
PLAISTOW NH 03865

NOW! BADGE-A-MINIT™. COMPLETE SYSTEM

BREAKS THE PRICE BARRIER... MAKE BUTTONS LIKE THESE FOR EVERY COMMUNITY USE

COMPLETE SYSTEM

\$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 out" with buttons that they make and 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!

GET FREE SAMPLE BUTTON AND FULLY ILLUSTRATED DETAILS

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-68, 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.

VISA (Bank Americard) Master Charge
 Diners Club American Express Carte Blanche
Credit Card # _____ Exp Date _____
Inter Bank # _____

NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
SIGNATURE _____

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THE CONTINENTAL

FACTORY SPECIAL **\$299.95**
Compare at \$499.95
And Save \$\$\$

7 H.P.

New 1978 models
One full year warranty.

MANUFACTURER TO YOU

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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USED BY THOUSANDS: CARDIAC PATIENTS, ARTHRITIS, SENIOR CITIZENS, PHYSICALLY RESTRICTED, POST OPERATIVES...and household convenience.

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HURRY UP OR WAIT SALE!

Here's How The Sale Works:
Order before August 31st and deduct \$2.00 per marker. If you order by September 30th you can still deduct \$1.00 per marker. Either way you save!
Spear markers have been enhancing the appearance of millions of homes since 1949. Here are some reasons why:

- Raised white reflective letters on a tough black baked enamel coating.
- Rustproof Aluminum Plates.
- Solid Aluminum frames come in a natural satin finish.
- Any wording you want—printed on both sides.
- Space for 17 letters/numbers on long 18" x 2½" plate; 6 on short 7" x 2½" plate.
- Easy to install.

THE SOONER YOU ORDER—THE MORE YOU SAVE!
We ship in 48 hours / Satisfaction guaranteed or your money back.

DAY-NIGHT MARKERS



THE JOHNSONS 2917
Style M \$795

JOHNSON R.I. BOX 17
Style MF \$895

R.A. JOHNSON 2917
Style EM \$995

STYLE NL FOR LAWNS
\$1195

2917
Mr & Mrs R.A. JOHNSON
Style NM \$1095

JACK, DEE ARMSTRONG
RT I. BOX 13
Style EOM \$1395

STYLE NB FOR LAMP POSTS
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SINCE 1949
Spear ENGINEERING COMPANY
Dept. 4815, Box 7025, Colorado Springs, Co. 80933

STYLE → **ANY WORDING YOU WANT**

Up to 17 letters & numbers on long plate — 6 on short plate

Ordered by _____

Address _____

City-State-Zip _____

Check here to receive details on fund raising!

To use your bank charge card please fill out the boxes below

BankAmericard Master Charge Credit Card No. _____

Expiration Date _____

Month Year _____

Master Charge Interbank No. _____

PRICE \$ _____

ADD POSTAGE & HANDLING \$1.25

TOTAL \$ _____

Know your blood pressure



If your doctor recommends you keep close tab on your blood pressure, here's the perfect instrument. High-quality Aneroid-type with touch and hold sleeve fastener. No slipping. Accurate, easy-to read gauge. Compact zippered case. Unconditional one-year warranty against defects in workmanship or materials. \$18.95 + \$1.00 postage. You'll need a stethoscope and we have an excellent one for \$4.95 + 75c postage. Money-back guarantee if returned ppd. within 30 days.

Kinlen Co. Dept. EK-68BU
811 Wyandotte Kansas City, Mo. 64105

Fast, Efficient, Reliable

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the gulf stream...

(Continued from page 22)

ment. English mail packets sailing westward to New York were taking two weeks longer to get there than more heavily-laden merchant ships sailing from England to Providence, Rhode Island. Yet New York and Providence were scarcely a day's run apart. How come?

Franklin consulted a Nantucket sea captain, who told him it was a phenomenon with which New England whalers had long been familiar. They frequently had to cross the current to get to the whales, which tended to avoid warm water. The English seamen sailing to New York were breasting the current while those sailing to Rhode Island were not. It was as simple as that.

Franklin conjectured that the great sea-borne river originated in the Gulf of Mexico. And so he named it the Gulf Stream. He was right, of course, but for the wrong reason, his theory—and that of many early-day mariners—being that the Gulf Stream welled up out of cracks in the gulf's bottom. (Another early belief was that the Gulf Stream was the confluence of all the land rivers—and mainly, of course, the Mississippi—that emptied into the Gulf of Mexico. And back in the Middle Ages it was surmised that ocean circulation derived from a great hole at the North Pole. Water poured into the hole and on into the bowels of the earth, then flowed back through springs and rivers once again to the oceans. Or so 'twas thought.) In point of fact, of course, the Gulf Stream and the other ocean currents of the world are the end product of the great forces that dominate all of life on earth—the sun the winds and global rotation.

Ben Franklin's chart was, as the German writer, Hans Leip, puts it, the "birth certificate" of the Gulf Stream.

And from that time to the present the mighty river in the sea has been the object of endless study and probing.

In 1969 a Swiss oceanographer named Jacques Piccard, with a crew of five, drifted for 30 days in the Gulf Stream, in a specially designed 48-foot submarine named—appropriately—the *Ben Franklin*. They submerged off Palm Beach, FL, and surfaced near Halifax, Nova Scotia. And they learned some interesting things, among which was the fact that the speed of the Gulf Stream, which they thought to be about three knots per hour, was more like five. Deep down, where the *Franklin* spent most of its time, the speed is about half what it is on the surface. And so the mother ship had to travel in the opposite direction at two knots or so to stay on station. It was, as Dr. Piccard observed, the first time that a ship had sailed over 1500 miles backwards.

The explorers encountered less marine life than they expected, although they did sight a 30-foot jellyfish with tentacles four inches thick. A squid attached itself to the outside of a porthole for several hours. And a six-foot swordfish, apparently resentful of the intrusion into its domain of this 130-ton alien, attacked the *Ben Franklin*. It missed a porthole by only a few inches and then, judgment finally gaining the upper hand over valor, disappeared into the dark waters.

Once, 13 days into the mission, the *Franklin* got caught in a huge and violent eddy 600 feet below the surface and was swept out of the stream and up to the surface. Its support ship towed it back into the current.

"We can state categorically," said Piccard when the voyage ended, "that we have unlocked more questions about the Gulf Stream than our journey answered."

One of the most intriguing questions that men ask—and have asked for years—is: Can the Gulf Stream be put to work for the betterment of mankind?

Various ideas, some of them pretty far out, have been advanced. Early in this century an engineer named Carroll Riker proposed building a 200-mile-long causeway out from Newfoundland along the Grand Banks to keep the cold Labrador Current from bumping into the warm Gulf Stream. That way, or so the theory went, the Gulf Stream would swing in closer to the continent. Fog would be eliminated and with it the menace to shipping. And there would be an appreciable warming of the New England states, eastern Canada and the region up toward the Arctic Circle. Congress was asked to appropriate money for the project but somehow managed to resist the temptation.

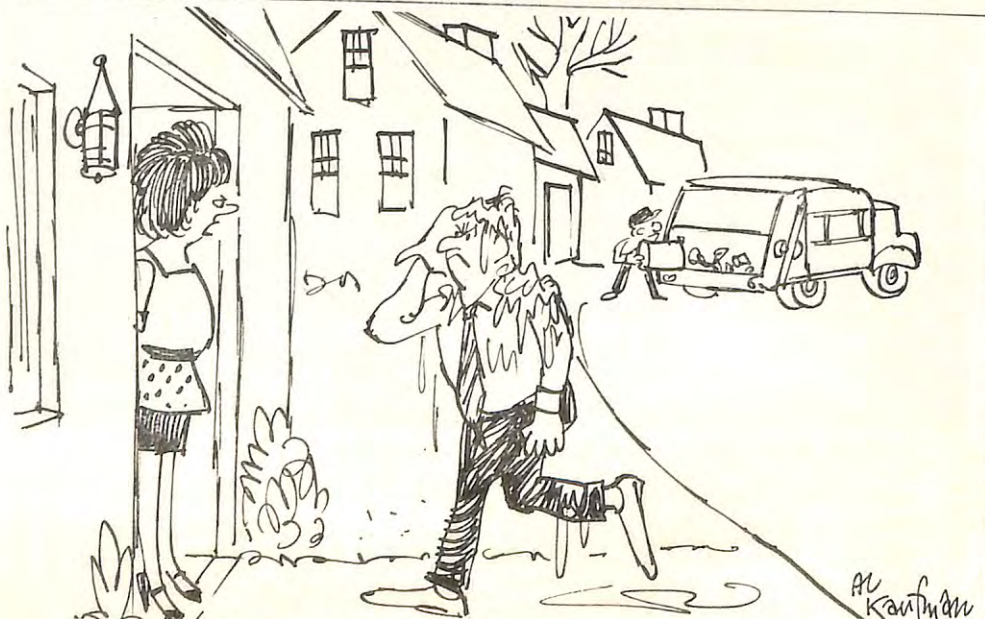
Even wily old Ben Franklin played with the notion of diverting the Gulf Stream. He proposed quite seriously, during the Revolutionary War, that the course of the great current be changed to plunge Britain into a new Ice Age.

Most scientists shy away from the idea of using the Gulf Stream, whether to make power, change the climate or change the course of history. They have enough to do just trying to figure out what makes it tick. As Samuel Carter III said in his book, *The Gulf Stream Story*: "We know now more about the surface of the moon than we do about this mighty river at our door."

Right now, for instance, the National Aeronautics and Space Administration is peering down at the Gulf Stream from a satellite in space. Integrating the spacecraft's observations with others from boats and airplanes based at its Wallops Flight Center on Wallops Island, VA, NASA is undertaking to measure the boundary and magnitude of the great flow.

For there is much at stake in gaining knowledge about "this river at our door": New light on the basic structure of the earth, clues to weather, and access to fresh sources of materials and foodstuffs for an overpopulated and over-consuming world.

Ernest Hemingway, fisherman, writer, adventurer, the beloved "Papa" of American literature, said, "The Gulf Stream and the other great ocean currents are the last wild country there is left." And British Oceanographer T. F. Gaskell spelled their significance in a few apt words: "The circulation of the oceans may well hold the key to our existence in the future." ■



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C														
D														
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EEE														

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