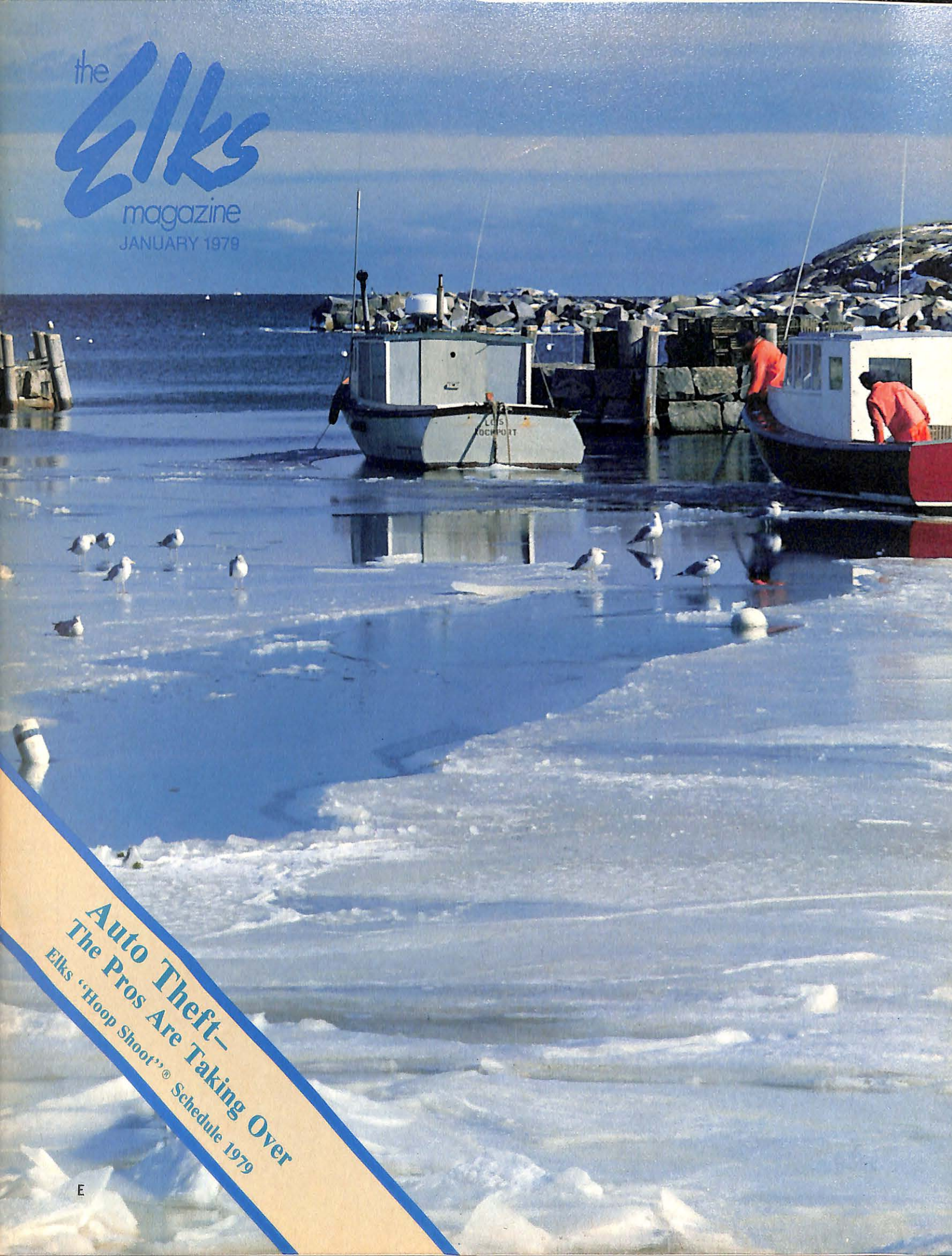


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Elks
magazine
JANUARY 1979



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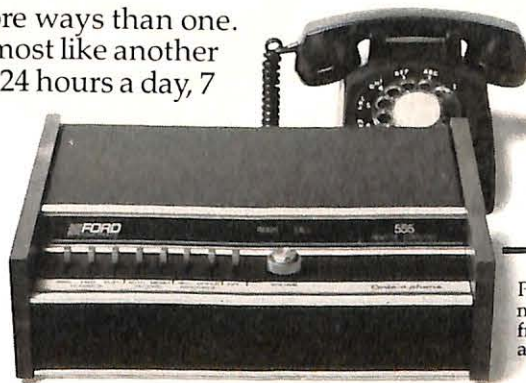
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Cover: Winter Magic

H. Wendler

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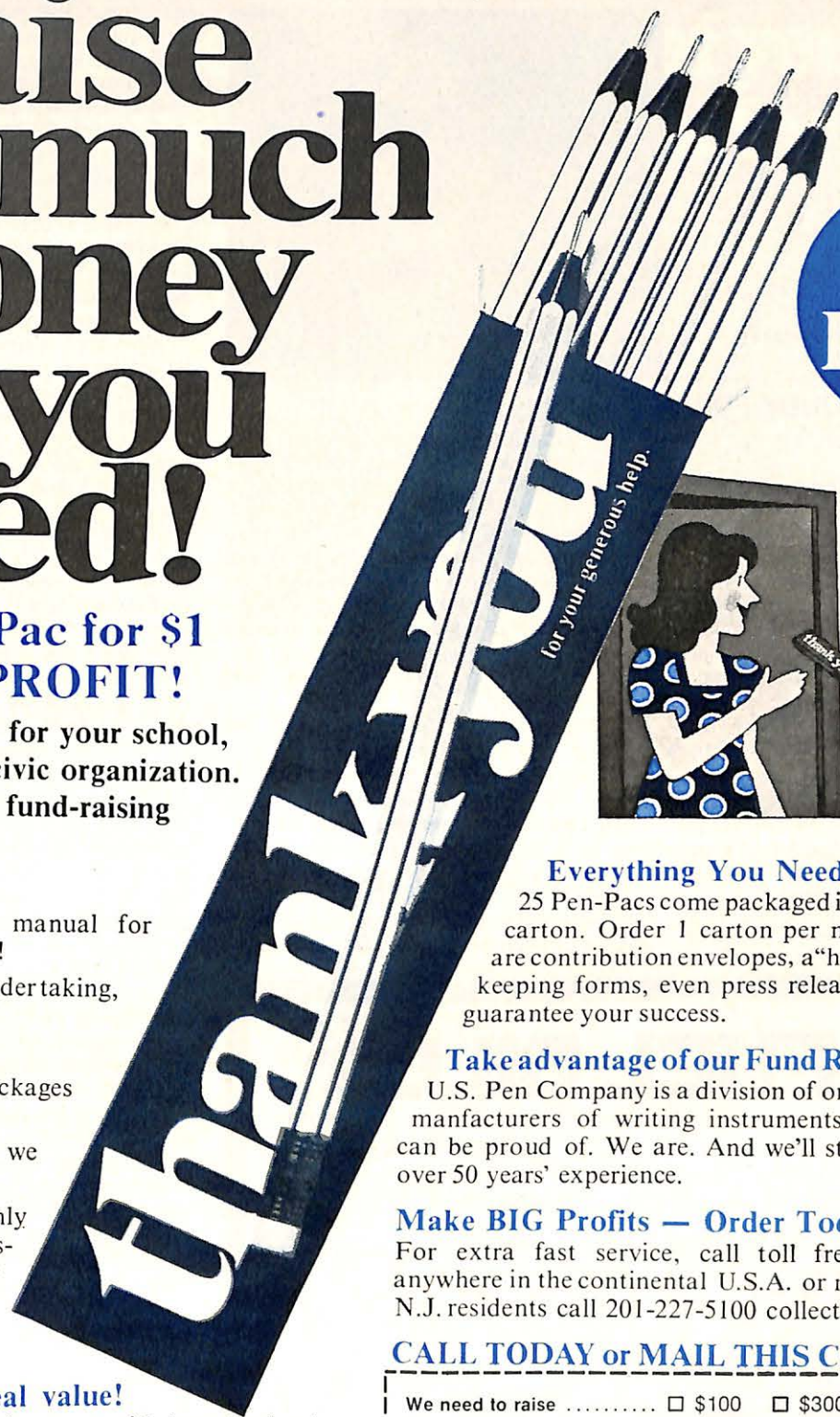
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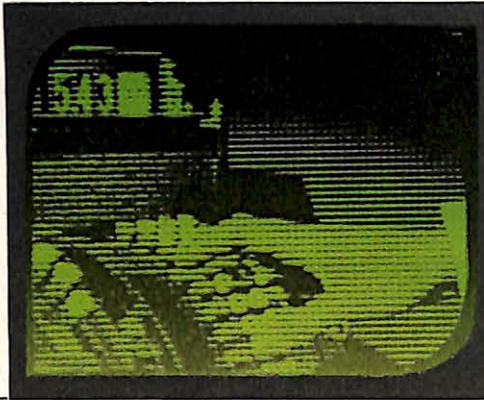
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IT'S YOUR BUSINESS

by John C. Behrens



CLOUDY FORECAST FOR 1979

What's ahead for the businessman this year?

It's hard, of course, to find two analysts who view the business climate the same these days. Some won't even discuss it anymore. "I predicted the economic recovery in 1977 and I haven't tried to make any predictions since," an economist boasted to me as he politely shrugged off my questions. Fact is, I couldn't find a bullish economy watcher who had good words about 1979.

The comments I did elicit about the new year sounded like weather reports. Cloudiness "that may be brighter than it looks from here," one told me. "Could be stormy," said another. A third tried to give me more color: "I see a lot of gray in the first two quarters but it could brighten or get darker after that."

There were a number of factors that caused concern among the experts I

talked with. Among the major ones were: Ⓞ President Jimmy Carter's mid-October announcement of voluntary wage-price guidelines. It's too early to call his pronouncement successful or political rhetoric, some said. The general belief is that his call for voluntary restraint won't have support unless union leadership acknowledges it. "It simply may not be enough for tough people on both sides of the management-labor struggle," said one business leader.

Ⓞ Economists are troubled about the growing consumer debt in America. And who isn't? That debt has reached \$300 billion and is up 49 percent. Residential mortgages, for example, are up 54 percent to \$750 billion. The federal government is \$825 billion in red ink, up 47 percent. For every \$3 owed in 1974, the U.S. now owes \$4; an indebtedness that exceeds the growth of the national econo-

my. The trend, said G. William Miller, chairman of the Federal Reserve, could have serious consequences if the country slips into a recession.

Is a recession ahead?

According to *Business Week* in its early winter preview, "Though plagued by several major uncertainties—inflation, interest rates and the voluntary control program—the economy is perking along and promises to remain on the up-slope going into 1979." At the same time, the magazine predicted a real possibility of double digit inflation early this year.

Allyn Earl, a New York finance specialist, economics professor and banking consultant, believes the business climate will change soon, however. And others agree.

"In the first six months of 1979 it looks like we could slip into a small recession. I think it could happen as early as this quarter. Many are forecasting it anywhere from the first to a later quarter this year. But the forecasts I find seem to be uniform. Most expect 1979 to have a mild recession—a 'soft landing,' so to speak," he says.

"I can't see a major one on the horizon, though. Many people looked for a drop in consumer sales to signal it . . . and that hadn't occurred in the late fall of 1978. The biggest problem, I suppose, is to determine if consumer buying in late 1978 was up to beat price increases. If this is so, it could lead to a more severe downturn later than anticipated. If everyone is buying cars, appliances and so on now to beat future price increases, it could be trouble. We're merely using up future demand at present," the New York analyst insists.

Earl has far more doubts about 1979 than he did 1978. "The recovery and consumer buying last year kept things going. I did miss on inflation. I thought it would have subsided. Actually, I hope 1979 will be no different than 1978. It was a good year with the exception of continued price inflation. Real GNP grew at a good rate—4 percent plus or minus a little—which is quite good for the overall economy to grow. If 1979 is going to be the same, it would be a real achievement. It doesn't look that way, however," he adds.

The small business owner will definitely feel change through increased pressure for higher wages. "Major contracts are coming up this year but it's the trickle down effect that will place pressure on smaller firms whether they are organized or not. Of course, some small businesses will be able to raise prices to offset the increases. Just about everything the businessman buys will probably be higher this year—gas, electricity, raw materials and the like."

What can the proprietor do to prepare for the months ahead?

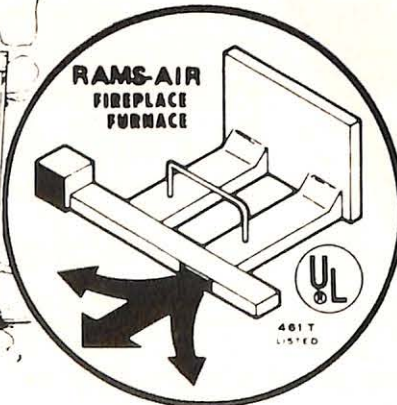
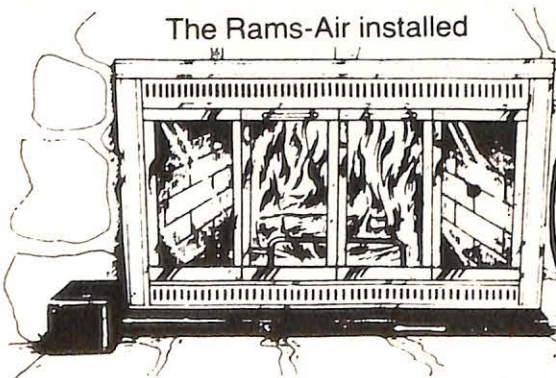
Earl believes the small businessman can minimize the effect of a recession by constant scrutiny of three essentials: inventory, loans and investments.

"The small retailer should watch inventory accumulation carefully," he suggests. "The decline in consumer buying could easily drop lower than usual this

(Continued on page 34)

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"AUTO THEFT-- THE PROS





ARE TAKING OVER

by G. R. von Kronenberger

Think for a moment—what could happen to you if your car was stolen today? How would you get to and from work? What would it cost to repair or replace your vehicle? Think of everything you do and the part your vehicle plays in doing it. Can you afford to lose it?

Every year nearly a million people in the United States have to ponder and resolve these questions. Official F.B.I. figures show 948,024 vehicles were stolen last year, approximately one every 33 seconds; or, stated another way, 1 out of every 157 registered vehicles in the United States was stolen in 1977. Of those, only 69 percent were recovered. In 1965, the recovery rate was 90 percent. The alarming drop in the recovery rate indicates that cars are being stolen by experienced car

thieves who know what they are doing and are motivated by profit. Last year auto theft cost U.S. consumers an estimated \$2 billion, and the loss is going to be even greater in the future if cars are not made tougher to steal and dispose of to an unsuspecting public.

F.B.I. records show that a decade ago almost three out of every four stolen cars were taken by “joy riders” who later abandoned them. During the 1967-1976 decade the juvenile (under 18) arrest rate has declined 33.7 percent, while during this same period, the total arrest rate for motor vehicle theft declined 22 percent. The declining arrest rate of juveniles for car theft correlates with the general declining recovery rate of stolen cars. Where once the “joy rider” abandoned the car at the curb and vanished, the steal-for-profit thief now parks in a “cut shop” and the motor vehicle vanishes.

To be sure, much of the problems associated with car theft still revolves around the teenager. The teenage “joy rider” still exists, but in increasing numbers the teenager may be caught up in a highly sophisticated network of individuals whose goal is to steal cars for money.

The fact is that organized crime has discovered car theft as a lucrative source of income. By stealing cars, producing phony titles, filing fraudulent insurance claims, and selling “hot” cars, organized theft rings can make big money, and can often go unpunished for years, if ever. For even though the crime of car theft is escalating, the public, the courts and many legislators have not noted the increase. As a result, thieves have been outstripping law enforcement agencies in their knowledge of theft techniques and their ability in avoiding prosecution.

“One of the key factors for the increase of commercialized auto thefts is the accelerated use of counterfeit docu-

mentation,” says Paul Gilliland, president of the National Automobile Theft Bureau (NATB). “It is not unusual for professional auto theft operations to possess nearly flawless counterfeit vehicle identification number plates, federal certification stickers, manufacturers’ statements of origin and other documentation used by the legitimate motor vehicle manufacturers to identify their products. In addition, professional counterfeiters provide required safety inspection stickers, documents certifying insurance coverage, as well as items of personal identification such as counterfeit social security cards, drivers’ licenses, registration certificates and a broad range of bogus identification.”

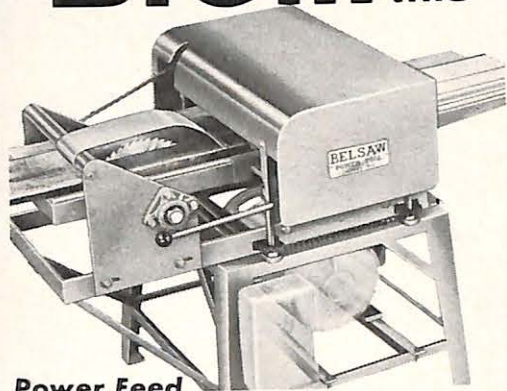
While professional car theft rings’ illegal activities usually follow the basic pattern—theft of a car; deliberate and skillful alteration of the car’s identifying characteristics; and the resale to the unsuspecting victim—many different methods of operation are used to complete the basic pattern and consistently and successfully cheat the public.

The amazing ease with which theft rings acquire stolen cars often reflects the carelessness of automobile owners.

Many professional rings have such large-scale operations that they hire juveniles to steal cars, for which they pay \$25 to \$100 per car. A rank amateur has little difficulty in locating an automobile which he can start and drive away.

If a car thief is unable to find an unattended car on the street with the key still in the ignition, he can walk onto almost any parking lot, get into a car, and simply drive away. A group of juveniles supplying stolen cars to one ring stole only those unlocked cars parked on hills or inclines. They would enter the car, place the transmission in neutral, and quietly coast the car off the hill. Some distance from the theft scene, the car was “hot-

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wired" and driven away undetected.

Some rings employ their own professional thieves and methods to acquire cars. Members of one Minneapolis ring posed as prospective buyers, approached car dealers, and requested to "test-drive" new, and late-model used cars. Their actual objective was to acquire the ignition key serial number so that they might later have a key made and steal the car at their convenience. If the key number had already been punched-out from the key, they would stop at a shopping center key shop and have a duplicate key made on the spot.

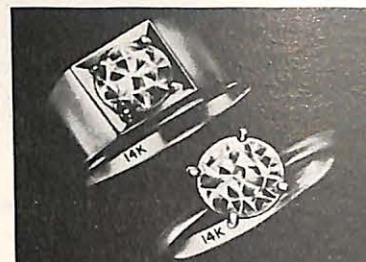
Bolder thieves employ the direct approach or "drive-off" method of stealing cars. Posing as a customer, the thief approaches either a car dealership or a private citizen who has placed a "for sale" ad in the newspaper. Requesting to either test-drive the car or show it to his wife, the thief drives the car away and never returns. At times, the thief might make a small downpayment or issue a worthless downpayment check. A similar technique is used when thieves "rent" cars.

Some rings are very selective in stealing cars. One ring searched an area for the model of car it needed, secured that car's license plate number, and contacted the State motor vehicle licensing bureau to determine the car's owner. Calling the owner and expressing an interest in purchasing a new car like his, the ring was able to obtain the name of the dealer from whom the car was purchased. Posing as the actual owner of the car, a ring member called the dealer, stated that he had lost his keys, and requested to be given the key identification number so he might have a new one made. Then it was just a matter of waiting for the right moment to make the theft.

The second step of the professional ring's basic pattern of operation—changing the car's identification numbers and forging its documentation—is the most important since it facilitates the quick and easy resale of the stolen car.

Vital to the second step is a hidden location where the necessary alterations can be made. Such locations may range from garages of suburban homes, farm buildings, small warehouses, body and fender shops, to the service and repair departments of large metropolitan car dealers. For this work, all rings have members who are specially skilled in paint and body work, motor mechanics, forgery, and vehicle number alterations.

(Continued on page 23)



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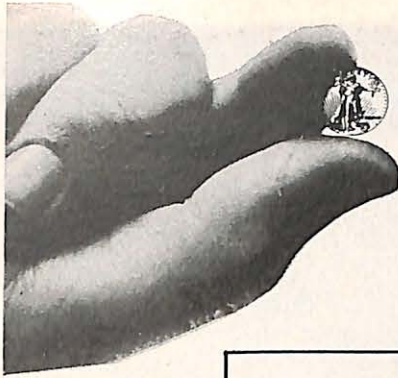
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YOU AND RETIREMENT

by Grace W. Weinstein



THE OVER-65 WORKER

The new retirement law takes effect this month. As of January 1 you can no longer be forced to retire before you turn 70, if you do not work for a government agency, for a company with fewer than 20 employees, in a high-risk job, as a tenured university professor, or as an executive whose pension would be more than \$27,000 a year. The rest of you, about 70% of the American work force as a whole, can keep right on working until age 70, if you want to.

Will you want to? No one knows just yet. And no one knows, either, how employers will respond. After increasing activity in recent years along the lines of pre-retirement planning, what will companies do now? Will they welcome the able older worker, and push pre-retirement programs off for a few years? Or will they sweeten the pension pie to make earlier retirement more attractive as an elective option?

The experience at two companies may be illustrative. Both, as it happens, are insurance companies. One, Connecticut General Life Insurance Company, is in Hartford, Connecticut. Its experience with flexible retirement goes back about a year. The other, Bankers Life and Casualty Company, is in Chicago. Its experience with older workers and voluntary retirement goes back some 40 years.

Connecticut General eliminated mandatory retirement at age 65, for its non-managerial employees, on August 1, 1977. The move was part of a carefully thought out plan, according to Donald Illig, Director of Compensation and Benefits, to examine and eliminate all the barriers which keep people from doing what they like to do or want to do. One such barrier, preventing people from working as long as they like, is mandatory retirement. Another, which keeps people on the job when they don't want to be, is restrictive pension provisions. Under Connecticut General's new comprehensive personnel policy, employees may stay on the job after age 65. There is no upper age limit. And, with liberalized pension provisions, they may leave the firm after age 45 without suffering significant financial penalties.

The trend has been toward more and more people leaving earlier. Five or six years ago, says Mr. Illig, 42% elected early departure. Now, with pensions secure at age 45, some 65-70% of the em-

ployees are leaving early. Some are retiring; others are changing jobs. At the same time, about 30% of employees who reach 65 in 1978 are expected to stay on the job.

The decision to retire (or to leave for another job in a midlife career change) is made by the employee. If performance declines and the employee is not ready to retire, he or she may stay on in another capacity. The key to the program is career counseling, built around personal discussions between employee and supervisor in which the employee's productivity records and career goals are assessed.

Objective performance standards have been formulated for each job, and the employee's record is assessed each year in terms of those standards. An argument advanced for mandatory retirement has been that employee performance does not have to be appraised; all employees are treated alike by being required to retire at a specified age. But all employees are not "treated alike" when they are younger; the employee who is not performing well is usually asked to leave, while the one who is doing the job is encouraged to stay. The same standards can be applied, without discrimination, to older employees.

Bankers Life has been applying objective performance standards for years. Every six months, each employee—regardless of age—receives an employee performance evaluation. "Age doesn't count," says company president Robert P. Ewing. "Getting the job done does. Allowing our employees to work beyond the traditional retirement age doesn't mean we keep people who can no longer do their jobs effectively. It does mean we don't stop an employee from working because of a particular birthday."

Although some employees still choose to retire at or before 65, Bankers Life has employees in their 60s, 70s, and 80s.

More than 70% of employees reaching age 65 in the last five years chose to stay on the job. Most retire voluntarily between the ages of 66 and 70. Almost all retire by 75. Some, of course, retire before 65. And some retire and later elect to return.

What has Bankers found over the years? The health of older workers, for one thing, does not interfere with work
 (Continued on page 34)

LETTERS

• "In The Business," (October, 1978) by Bruce Gibney, purported to be revelations on robbery tactics based on information from an experienced robber (Ray Johnson). If the "prestigious" Western Behavioral Sciences Institute really cared, the same information is available from the police and it would be unnecessary to support this hustler. It may come as a surprise but there are intelligent police officers knowledgeable in such matters.

I have degrees in criminal justice and sociology and am a retired police officer. I ran out of trust and belief in such types a long time ago. His type will find their way into your wallet, you can be sure, without lifting a finger in honest labor.

Vernon Clayson
Glendale, AZ

• The Fraternal Corner especially pleases me, as I have been collecting B.P.O.E. Memorabilia for many years.

It occurs to me that throughout Elkdom there are many other collectors who might be interested in corresponding with each other to exchange ideas. Therefore, I'd like to encourage anyone interested in Elks Memorabilia to write me.

Thomas E. Biggert
San Diego Lodge #168
4255 Adams Ave.
San Diego, CA 92116

• I read with great interest and pleasure your August, 1978, article on "Frontier Photography," by Richard Grant. I found the story on William Jackson so descriptive of a lost era.

I wonder if Mr. Grant knows where I could pick up some of Jackson's photographs and/or glass negatives?

Roger Lourie
McLean, VA

William Henry Jackson's entire Colorado collection of photographs was donated to the Colorado Historical Society. Copies of some 20,000 photos may be obtained at a moderate price. Write: Colorado Historical Society, 1300 Broadway, Denver, CO 80203. The Geological Survey also has a fine collection of Jackson's early works. For information on how to obtain copies write: The U.S. Geological Survey Library, Stop 914, Box 25046, Denver Federal Center, CO 80225.

Richard Grant

EDITOR'S CORRECTION: An error appeared in the November Message from the Grand Exalted Ruler. George Washington proclaimed the first national observance of a day for public praise and prayer on November 26, 1779. We apologize to Leonard J. Bristol, our readers, and America's main man, George Washington.

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

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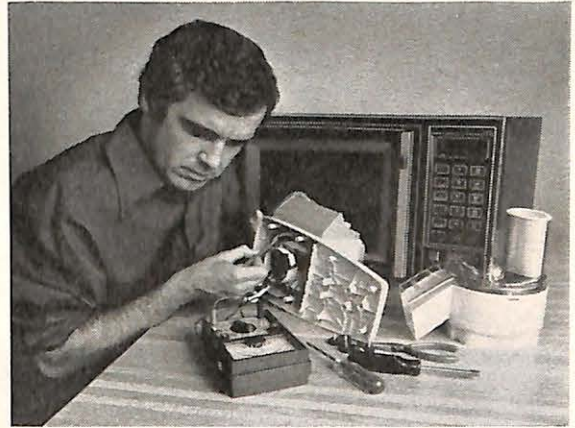
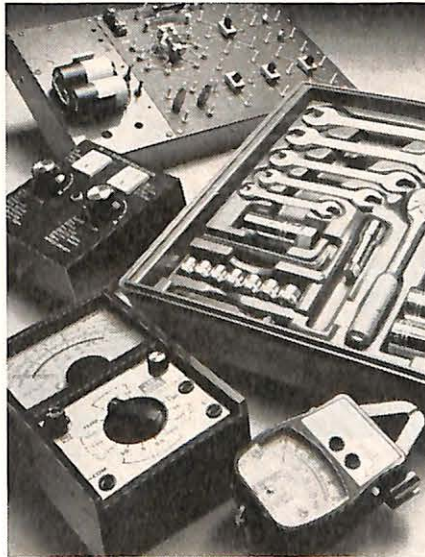
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LODGE VISITS

GRAND EXALTED RULER LEONARD J. BRISTOL



During their recent tour of New Jersey, GER Leonard and Virginia Bristol (fourth and sixth from left) paid a visit to the Passaic County Elks Cerebral Palsy Center. Guided by PGER William Jernick (fourth from right), state sponsor, the Bristols were greeted at the center by (standing from left) VP Frank Garvey, CP Trustees Chm. Frank Greco, Committee Pres. Thomas Brunck, Dr. Joseph DiStefano, Center trustee, and Ruth Richmond, therapist.



As the oldest PSP and one of the oldest Elks in the state of Michigan, Richard Miller (center) was on hand at the fall conference in Grand Rapids to deliver special greetings to guests GER Leonard Bristol (right) and PGER E. Gene Fournace, state sponsor. The 99-year-old Brother, who served as State President in 1926, received the thanks of the two officials, who enjoyed the company of an experienced and still active member of Elkdom.



The pilot and the weapons officer of an FB-111 at Pease Air Force Base briefed GER Leonard and Virginia Bristol (right) on the structure of the jet bomber. The Bristols were escorted to the base by the Brothers of Dover, NH, Lodge, who also hosted the special guests for a luncheon at the lodge. ER Albert Morancy and Dover lodge officers welcomed the Bristols and SDGER Ronald Simpson, GL Committeemen Arthur Kochakian and Robert Smith, SP Joseph Landry, and DDGERs F. Reginald Fuller and Herbert Cornell.



While traveling through Rhode Island, GER Leonard Bristol (second from right) stopped for lunch at an appropriate place—the town of Bristol. Local administrator Anthony Agateillo (third from left) presented to the GER a resolution declaring Leonard Bristol Day throughout the township, while (from left) SDGER Fred Quattromani, ER Samuel Correia, and SP Antonio Cabral observed. Brother Bristol and his party dined, of course, at Bristol County Lodge, where the Elks welcomed him to their neighborhood.



The traditional visit of the Grand Exalted Ruler to the national headquarters of the Boy Scouts of America in North Brunswick, NJ, was made by GER Leonard Bristol (fifth from left) recently. Accompanied by his wife Virginia (fourth from right), PGER William Jernick (second), and local Elks dignitaries and their wives, the GER viewed an exhibit interpreting the values of the Scouting program to boys who are handicapped. During the luncheon meeting, Harvey Price, chief Scout executive, presented a trophy to Brother Bristol in honor of Elkdom's support of the scouting program.

NEWS OF THE LODGES

North Carolina's first statewide swim meet was held recently. Greensboro Lodge was the host for the event and captured first place, while Winston-Salem won second place, High Point third, and Durham finished fourth.

An Outstanding Secretary of the Year award was proffered to Joseph McCaslin of Columbus-Fort Benning, GA, Lodge by the state association recently. The trophy was established by Dalton Lodge in honor of PDD John Andrews. Among the other honors received by Columbus-Fort Benning Brothers were Most Improved Bulletin and Best Continuing News Coverage awards.

Retired and semi-retired Brothers of Clayton, MO, Lodge formed a special interest group entitled Keen Agers. The members meet twice a month for a meal, card-playing, and afternoon socializing. Bay City, MI, Lodge also has an association of over 200 retired Brothers. They gather once a week for lunch and various recreational activities, as well as participate in state major project events.

Over 1,100 people attended Port Clinton, OH, Lodge's stag-eroo held recently. The annual event includes a luncheon and dinner and augments both the lodge and charity funds.

Massachusetts Elks Association's 33rd annual charity baseball game program was held at Fenway Park in Boston recently. During the event \$1,000 was presented to the Jimmy Fund. (From left) PDD and Chm. Leo Dawson, Past GL Committeeman Joseph Brett, Jim Rice, most valuable player in the American league, VP William Kerrigan, PSP Andrew Biggio, program founder, SP Edward Lynch, and Alfred Mattei, Board of Grand Trustees member, were among the over 34,000 Red Sox fans

Massachusetts Brothers join Jim Rice at Fenway Park.



who attended the game that evening.

Four members of Alameda, CA, Lodge were honored during Old Timers Night recently. George Farosich, Russell Franck, Frank Unthank, and John Bajuk, whose membership years total 234, thanked their lodge Brothers for the special recognition.

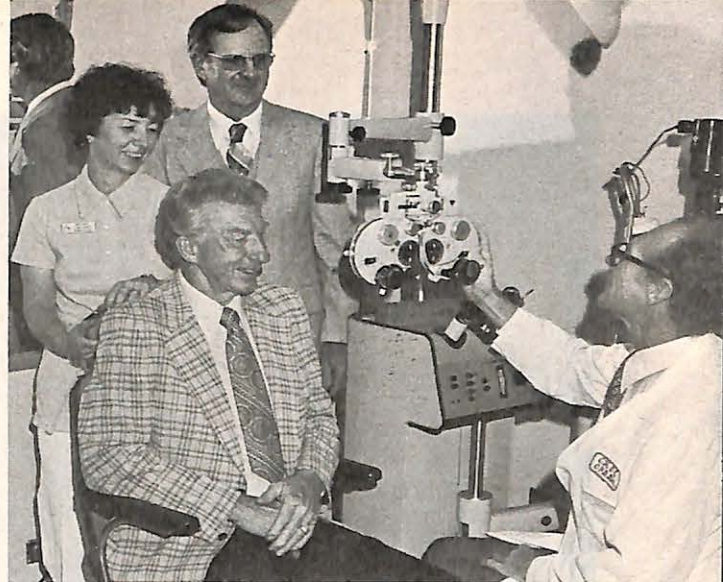
A banquet was held by Arvada, CO, Lodge Brothers in honor of the Teenagers of the Year recently. Mayor Ken Gorrell spoke to the assembly and presented the bonds and certificates to Jeannette Johnson and Kenneth Inglee. Also on hand to offer congratulations was former State Youth Chm. Jack Cotton.

The National Register of Historic Places recently added a new name to its roster. The old Flint, MI, Lodge, built in 1914, is now protected under the Register. The Brothers moved from the historic structure in 1971, and it now houses law offices.

Ceremonies commemorating Port Chester, NY, Lodge's 75th anniversary took place recently. On hand to toast the birthday were ER Thomas Varbero, PSP Martin Tauggett, SDGER James Gunn, SP Dominick Napolitano Jr., and PER Renato DiVito.

At the annual Valley Stream, NY, family picnic, the local lodge operated a hot dog stand to raise funds for the state major project. The Valley Stream Brothers have been very active in various fund-raising endeavors.

A new refractor was purchased by the California-Hawaii Elks Association for the free Elks eye clinic at Children's



Testing the new eye refractor

Hospital of Orange County recently. Medical director Dr. John James (right) and Mary Smith, hospital advisor, thanked Larry Stevens (standing, right), major projects chairman, and Past GL Committeeman Marvin Pike for the equipment. The support of the eye clinic is part of the state major project.

First place for per capita donations to New York's state major project was earned by Ramapo Valley (Suffern) Lodge. The Brothers' total contribution was \$2,600, with \$22.03 from each member.

A certificate of appreciation was presented to Dexter, MO, Lodge by Director Charles Armon on behalf of the VA Hospital in Poplar Bluff recently. The Dexter Brothers have entertained the vets with a monthly bingo party for about eight years.

A hearty welcome was extended by the Brothers of Winston-Salem, NC, Lodge to 33 visitors from the Elks National Home recently. The Bedford, VA, Brothers stop in at Winston-Salem Lodge annually for a luncheon and a day of friendly socializing.

The grand sweepstakes award was won by Williams, AZ, Lodge for their float entered in the local annual Western Weekend Parade. Liberty for All was the theme the Brothers chose for their float, which was constructed with help from the members' children.

A distinguished service award buffet was held at Fort Lee, NJ, Lodge recently. The recipient of the award was Willard Marshall, who has been active with the local senior citizens, Recreational and Park Department, and a local athletic club. Brother Marshall was a baseball player for the New York Giants, the Boston Braves, the Cincinnati Reds, and the Chicago White Sox for a period of 13 years.



BOY SCOUTS who attend Camp Kilworth in Washington will soon have a new cabin on the grounds, thanks to the efforts of the Brothers of Tacoma, WA, Lodge. Discussing the architectural plans for the building were (from left) Co-chm. Kirby Pitman, Dean Kalivis, president of the development company that drew the plans, Co-chm. Woodie Kankelborg, and ER Lee Peterson.



THE DIRECTOR of the 38-piece Devils Lake, ND, Elks Band, Darrell Maxson (left), and 12 of the band's charter members were honored by the lodge recently. ER Thomas LaMotte presented an honorary life membership card to the director of the 19-year-old band. A class of 65 members was initiated in honor of Brother Maxson and he received a commemorative plaque.



THE COMMITTEE to Aid the Handicapped of Pawtucket, RI, Lodge donated \$500 each to the Blackstone Valley Center for the Retarded and the Summit Club of Rhode Island. On hand for the presentation of the checks were (from left) Committeeman George Bergeron, Vincent Donahue, Summit Club director, Co-chm. William Malloy, Peter Holden, director of the Center for Retarded, Committee members Janet Petrucci, Kenneth Gendron, Edna Abell, John Bozek, and Co-chm. Jack DiGiovanni. The committee's prime goal is to assist handicapped people through financial and social programs.



A FLAG was presented to Sturgis, MI, Lodge by Congressman Dave Stockman (center) recently. On hand to display the Stars and Stripes, which flew over the nation's Capitol, were (from left) Americanism Co-chm. Brenn Arklie, Chm. Jerry Baker, ER Gene Adams, and In. Gd. Reggie Chorpensing.



HILLSIDE, New Jersey, Lodge honored the local Little League organization for its 25 years of service to the community youth. Anthony Panarese, Little League vice president, accepted a plaque from ER Charles Ritz and Youth Chm. George MacDonald. The presentation was made during the annual Little League awards dinner at Hillside Lodge.



DOCTORS Kenneth Swan (center) and Andrea Tongue (right) of the Oregon Children's Eye Clinic accepted a \$20,918 check from State Visual Chm. Clyde Larson, who made the presentation on behalf of the Oregon State Elks Association. The funds are for the clinic's operating expenses for six months. An open house for the display of new equipment purchased by the Elks was held at the Clinic. An item used in the treatment of eye cancer, donated by Beaverton Lodge, was examined by Brother Larson.



THE BERGEN Community Blood Center received 45 pints of blood from the same number of donors of Ridgefield Park, NJ, Lodge. The Brothers also presented a check to the Blood Center, which serves 10 Bergen County Hospitals. Chm. Tony Popole (left) and ER Robert Planker (right) made arrangements for the donors with Tom Price, representative of the Center.



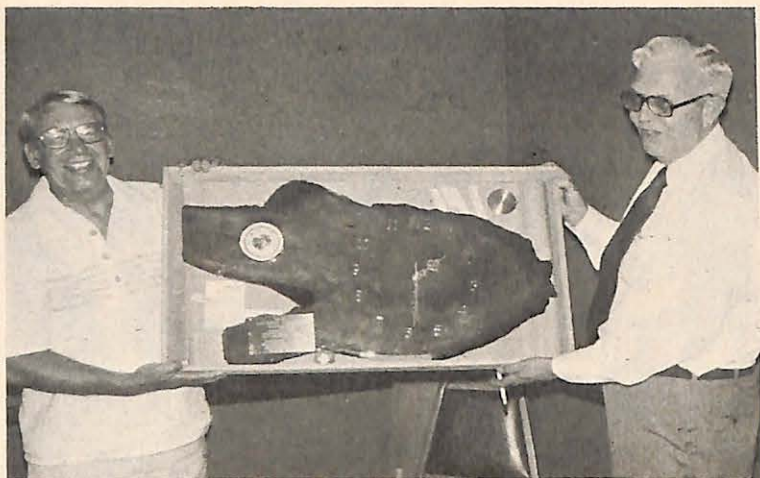
AMONG the new candidates initiated during the visit of DDGER Andrew Parola (second from right) to Palo Alto, CA, Lodge was Stephen Rudolph (second from left). PGER Horace Wisely (right), a guest for the occasion, welcomed the new Elk, who is his grandson, to membership in the order. Also on hand to offer congratulations was ER Don Sirena.



GERMAN NIGHT, held by Colonie, NY, Lodge, was attended by over 400 people who dined on a sauerbraten dinner and were entertained by an "oom-pa-band." Proceeds from the event, which begins a yearly fund-raising program, were contributed to the state major project. Chef Heinz Kullman (third from left) received the congratulations and thanks of (from left) John Frey, district publicity chairman, Committeeman John Cyran, Gerda Bittner, a guest who is from West Germany, ER Michael Hoblock Jr., and Secy. Warren Carr.



THE RESCUE of a four-year-old girl from a burning house by Gary Reynolds (second from left) was acknowledged by Ft. Pierce, FL, Lodge as an act of heroism. The Brothers held a dinner in Gary's honor and gave an award to the young man. Congratulations were offered by (from left) Est. Loyal Kt. Paul Faber, ER Paul Testa, and Est. Lead. Kt. Marty Folan.



BROTHER Alex Harman Jr. (right) of Pulaski, VA, Lodge, who retired as Chief Justice of the Grand Forum this past lodge year, was honored by his friends and fellow officers recently. New Chief Justice Edward Alexander helped Brother Harman, now a member of the Board of Grand Trustees, display the myrtlewood clock which was given to him by the members of the Grand Forum. Also on hand to express their good wishes were PGER John Walker and Sid Nicholson, member of the Grand Forum.



SPECIAL TELEVISION presentations will be viewed on a wide screen at the Brockton VA Medical Center soon, thanks to the donations of Massachusetts lodges from the South Shore area. Harold Liebovitz (left), VAVS representative, presented a \$1,000 check to Richard Silver, center director. The check was the Elks' first contribution towards the screen and a projector for the veterans' recreation service area.



THE ANNUAL meeting of the Board of Grand Trustees took place recently at the National Home in Bedford, VA. On hand for the conclave were (from left) Grand Trustees Larry McBee, Edward Schlieter, and Alex Harman Jr., PGER Robert Pruitt, Grand Trustee Frank Garland, GER Leonard Bristol, Grand Trustees

A. Lewis Heisey and Chm. H. Foster Sears, Grand Treas. William Collisson, Grand Secy. Stanley Kocur, Grand Trustee Alfred Mattei, Grand Chap. Rev. John Moeder, Grand Trustee Marvin Lewis, Secy. to the GER Arthur Hoffer, and Doral Irvin, executive director of the Elks National Home.



THE MAYOR'S office in City Hall was the site of a recent gathering of Jersey City, NJ, Brothers and local veterans for the signing of a proclamation by Thomas Smith (center), mayor. The proclamation declared the month of November in Jersey City as Veterans Remembrance Month. On hand to witness the signing were (from left) veterans and lodge Vets committeemen Tod Tulin and John Meagher, Est. Lead. Kt. Edward Meehan, and Brother Thomas Carugan, veteran.



A CRUISE off the coast of southern Florida was planned by North Palm Beach, FL, Lodge's George Navas (center) and Est. Lead. Kt. Tracy Pressner (left) for the purpose of raising funds for the Harry-Anna Crippled Children's Hospital. ER Bill Beyea accepted the \$500 donated to the hospital by the cruise participants.
(Continued on page 38)

for the love of fungus



by John Grossmann

On 7th Street in Reading, Pennsylvania, near Frank's bar and Joe's tailor shop, sits a cozy little family restaurant with an equally unassuming name. It's called simply, Joe's Restaurant; named for Joe Czarnecki. But the food is anything but simple or unimaginative. Gourmets and dedicated patrons regularly make the one hour trip from Philadelphia, and often travel 150 miles from New York. Some come from farther away. Joe doesn't advertise much. He counts on word of mouth. And the word is: mushrooms.

At Joe's, it's wild mushrooms from the woods near Reading that Joe picks himself, as he did as a child more than 50 years ago in the forests of Poland. The mushrooms make marvelous quick-

es and soups, and the colorful mushroom photographs on the walls make one more than a little curious about this amazing foodstuff.

Mushrooms—the "king" in chicken a la king. Skewered on kabobs, stuffed with crabmeat, sauteed in butter, and sliced raw in salads. Last year Americans eagerly consumed more than 350 million pounds of mushrooms. Few of us, however, probably stopped chewing long enough to think of the mushroom as a fungus. But so it is, a botanical relative of bacteria, yeasts, molds, mildews, morels, truffles, and puffballs. Like these and the other 70,000 species of fungi, the mushroom is a parasite. Because it lacks chlorophyll and cannot make its own food

like a plant, the mushroom needs an outside food source. In the woods near Reading, Joe Czarnecki looks for mushrooms near rotting logs and piles of decaying leaves. Before man learned how to cultivate mushrooms, this was the only source—the organic floor of the world's forests.

It is not known with any certainty which nations first savored the delicate, unique flavor of the mushroom, but the earliest known reference appears in Egyptian hieroglyphics and tells of a "mysterious night-growing vegetable." The Pharaohs apparently dined frequently on this dish "fit only for kings." Centuries later, the Greeks and Romans believed mushrooms were created by lightning bolts. They, too, reserved





mushrooms for nobility. In fact, mushrooms were so essential to the good life in ancient Rome that Julius Caesar reportedly passed stringent laws dictating which classes could and could not partake of their beloved flavor.

In the 17th century the demands of French cuisine and the availability of suitable caves led to the first successful cultivation of mushrooms. Some caves near Paris produced upwards of 3,000 pounds per day. From France, the mushroom industry spread throughout Europe, and came to America with European immigrants in the late 1800s.

Like the immigrants, the mushroom industry has thrived, although cultivation began slowly. It started as a kind of cottage industry in Kennett Square near Philadelphia, among gardeners who recognized that the cool moist area beneath their greenhouse benches was perfect for growing mushrooms. Before long, mushrooms had paid for special houses of their own, and Kennett Square

had become the mushroom capital of the United States. It still is. Even today well over a third of the country's mushroom farms are located in Chester County, Pennsylvania, around Kennett Square. And business is booming.

In the last two years, nationwide mushroom production has nearly doubled, jumping from 180 million pounds in 1967 to more than 350 million pounds last year. Why the dramatic increase? Many mushroom growers feel today's consumers are more knowledgeable about food and more adventurous in menu planning. Growers also cite the recent trend to more natural foods. "The mushroom is the original, natural organic food," says one grower. Mushrooms are also low in calories, low in fat, and contain more protein than most fruits and vegetables. Attractive, nutritious, and somewhat exotic, they add a gourmet touch to even a well-stocked restaurant salad bar.

All of these are good reasons why mushroom production has increased; demand has indeed increased the supply of mushrooms. But there are better reasons behind the two-fold increase in production; namely more vigorous marketing and the recent emphasis on fresh mushrooms rather than on the canned variety.

Mushrooms are extremely perishable.

Once picked, they deteriorate rapidly; and even refrigerated they will keep in prime condition for only several days. As recently as 1973, 70 percent of the U.S. mushroom crop reached the supermarkets in cans. Only 30 percent made it fresh to the produce section. But even then, fresh mushrooms were not sold nationwide. By virtue of their propinquity to the Pennsylvania growing regions, cities and towns on the East Coast and many major Midwestern cities east of the Mississippi have traditionally received regular shipments of fresh mushrooms. The West Coast has long enjoyed the "fruits" of California mushrooms. Other scattered locations have benefited from small, often family run operations. But until recently, fresh mushrooms were virtually unknown in the South. Southerners opened cans or simply did without mushrooms.

Enter Ralston Purina. And one by one, untapped Southern markets were introduced to fresh mushrooms. "Our people saw the opportunity to enter the field because the fresh mushroom industry was so restricted," one company spokesman explained. Ralston Purina entered the field in a big way, building climate controlled mushroom houses near major cities in states like Texas, Florida, and Tennessee. Nearly all of their mushrooms were sent fresh to the

ELKS NATIONAL SERVICE COMMISSION

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



Modeling kits, valued at over \$200, were given to the Jerry L. Pettis VA Hospital in Loma Linda by Chm. Norm Hersey (left) and Co-chm. Jack O'Leary. The kits were presented along with paperback books, magazines, and personal items for hospital residents in behalf of Azusa, CA, Lodge.



The Elks' ladies joined the Brothers of Des Plaines, IL, Lodge in supplying the North Chicago VA Hospital with four AM/FM radios recently. A past president of the Elks' ladies and PER William Luby (right) made the presentation to Gene Summerville (second from left), VAVS representative, while District Vets Chm. Don Collins observed.



Deer and elk hides were presented to the Denver VA Hospital by Littleton, CO, Lodge. Members of the lodge, including Vets Chm. John Kreiling, displayed the hides for hospital residents and staff members. Jim Armbrust (back row, right), assistant VAVS director, and Bill Little (front row, right), occupational therapist, thanked the Elks for their donation.

marketplace, influencing eating habits and influencing the entire industry. Last year, fresh mushrooms accounted for just under half of all mushrooms produced in the U.S. A 20 percent increase in only a few years, and evidence that not only had demand increased supply, but supply had also influenced demand.

The actual farming of the mushroom is a fascinating process; one that begins in a laboratory as sterile as a hospital operating room and paradoxically, later requires huge quantities of horse manure. In the final stage of the growing process mushrooms literally appear overnight, just as they do on front lawns following a warm spring rain. For the most part they are grown inside huge mushroom houses, in a carefully controlled environment, in huge beds of specially prepared organic compost. But in a few locations, mushroom farmers have perfected the centuries old French method of cultivation.

The most successful of these lies in the lush green hills of western Pennsylvania. In August, the searing summer sun pushes the temperature up into the 90's. But a hundred feet underground, in the tunnels of an abandoned limestone mine, the temperature is a cool and constant 56 degrees. A cluster of small lights flicker in the darkness. The lights are attached to miner's hardhats, but the hats do not belong to miners. They belong to mushroom pickers—the skilled pickers of the Butler County Mushroom Farm.

Last year the pickers harvested more than 40 million pounds of mushrooms, making the Butler farm one of the largest in the country. Actually, it's two underground farms, one in West Winfield, Pennsylvania and the other four miles east in Worthington. Together, they form underground mazes of more than 115 miles of tunnels and some 580 acres of growing rooms. Depending on the topography of the land above them, any of the farm's 1,067 workers will be 50 to 200 feet underground during their eight-hour shift. Workers descend into the abandoned mines sitting shoulder to shoulder in open-sided electrically powered vehicles, their helmet lights illuminating the face of the co-worker sitting across from them. Many carry their lunches.

Above ground, in a sterile laboratory operated by white-gowned attendants, Butler's "moonlight" mushrooms begin life in a test tube. Life commences with spores released from beneath the mushroom cap—the fruiting body of the fungus. A single mushroom can release as many as 16 billion spores. Spores are collected free from contamination inside the covered test tube and are then inoculated into larger containers of sterilized rye grain. The spawn multi-

plies and matures within two weeks.

Spawn production is an ongoing process. Outdoors, on level ground the size of several football fields, another equally important process continues year round. This involves the careful preparation and handling of hundreds of tons of organic compost—the future food of the mushrooms. The compost is

a blend of hay, dried corn cobs, chicken litter, and horse manure shipped in from racetracks and stables. Years ago, mushroom farmers tended compost piles with pitchforks. That's hardly practical here, where steaming compost piles 10 feet high and 10 feet wide stretch in parallel lines for a distance of 500 feet.

(Continued on page 33)

How To Launch Your Own Business For Under \$1,000 and Make \$25,000 - \$50,000 a Year

Management consultant David D. Seltz is one of the nation's foremost authorities on small businesses. He has written some 12 books on the subject and more than 2,000 articles which appeared in such publications as *Nation's Business*, *Dun's Review*, *Business Management*, etc.

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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.

There is a place in the Ramapo Mountains of northern **New Jersey** where a summer experience of discovery is available to handicapped children. It is a place where an awareness of one's self within a democratic group living situation is developed, where resourcefulness and independence are fostered, and where the potential for creativity and leadership is actualized. The New Jersey Brothers are concerned with creating this environment in which handicapped children discover the expanse of their abilities; New Jersey's major project is Elks Camp Moore.

The camp was named in 1936 after Governor Harry Moore and originally was a vacation site for underprivileged children. By its third year of operation, 500 children could attend the camp for a summer of fresh air. Hard times and apathy eventually led to neglect and Camp Moore fell into disrepair.

In 1971 the 24 acres of land near Haskel, NJ, along with seven buildings, were donated to the New Jersey State Elks Association. The only stipulation attached to the deal was that the camp carry the name of Moore. When the new board of trustees met to evaluate the condition of their acquisition, it was determined that in order to transform the campsite into an operating facility for handicapped children, the aid of the state's lodges must be enlisted.

Two districts pledged \$35,000 for the construction of a new dormitory with a capacity for 30 campers, bath facilities, and quarters for counselors. The dedication of the dorm took place in 1972. It was named Jernick Hall in honor of the PGER. Another district paid for a swimming pool, which was completed in time for the 1972 season and is a great recreational favorite of the campers. In 1974 the old mess hall was converted into additional living quarters, while a new dining area combined with a dormitory was built adjacent to the recreation hall.

As the capacity of the camp grew, the need for administrative space was met

with the construction of a director's office, which was joined by an arts and crafts area. The facilities of Elks Camp Moore were completed with a supplementary counselor's cabin, an 80-foot pavilion, parking lots, and ramps to facilitate the mobility of the campers.

Flexibility characterizes the program at Elks Camp Moore. There are as many variations in a day's activities as there are needs of each child. While the campers develop physical skills and an appreciation of nature, they also have the opportunity to make new friends and, not least important, to have fun. Learning, maturing, and enjoyment are combined as rehabilitation through recreation is accomplished.

With the guidance of the counselors, the children at the camp explore arts and crafts, nature, camping, music, drama, sports, fishing, and swimming. The leadership of the trained staff and their interest and ability in working with the handicapped is an important aspect of the camp experience.

New Jersey Brothers invest approximately \$80,000 each year in Elks Camp Moore. They are dedicated to providing handicapped children with a beneficial summer experience they'll remember. The evidence of success is found in a child's discovery of his own potential and that of a community working together.

Late in the spring about 70 handicapped young people arrive at Elks Camp Russell in Oglebay Park for a week of fun, outdoor activities, and learning experiences. They are welcomed by the Elks of **West Virginia's** North and Central Districts, the camp director, 20 counselors, and the five members of the kitchen staff, who are ready to feed the hungriest of campers as he or she works up an appetite in the West Virginia countryside. The youths are required to bring personal items and their "gear" (blankets, sheets, and towels); they don't need any pocket change, and the one week at Camp

Russell is paid for by the Elks.

On the first day, the campers deposit their suitcases in the cabins and become familiar with the surrounding area, which includes a campfire circle, a dining hall, and an athletic field. Activities for the next seven days will range from swimming and volleyball to trips to the zoo and train rides through the park, and from wheelchair and foot races to dance contests. For the evening hours, there are more sedentary forms of entertainment. A senior citizen kazoo band followed by a pizza party could be the scheduled entertainment for one night. At the conclusion of their trip to camp, the young people receive a t-shirt, an Elks Camp Russell decal, and a group photo, a visual reminder of the people they met and the things they experienced at camp.

The camp is run by the director, who is a registered nurse, a full-time administrator, and a part-time administrator. The 20 counselors, chosen because of their experience, their interests, and their ability to work with children, include one paramedic, a teacher with a master's degree in special education, and four college students who are studying special education. The campers are insured from the time they leave for camp until they return home. The staff are informed about medication needed by any of the youngsters, and they are fully aware of emergency procedures.

During last year's camping session, the West Virginia State Elks Association allocated \$2,500 to the program at Camp Russell. A balance of \$418 from the previous year and miscellaneous donations from businesses, lodges, campers' parents, and the Elks' ladies brought the total revenue to \$3,587.70. The expenses for the 70 campers totaled \$3,168.77. Non-monetary donations to Camp Russell also contribute to its efficient operation. Oglebay Park distributed zoo and train ride tickets, Wheeling Hospital donated identification bracelets, and various lodges and companies offered napkins and other paper products, a juke box, cookies, and towels. The lodges are not assigned quotas for fund-raising, but a majority of them participate in maintaining Camp Russell, as well as a similar program in the South District.

It will be springtime again soon, and the West Virginia Elks are ready to distribute camp application forms. There are many young handicapped people who are looking forward to another week at the Elks' camps. ■



Staff and campers who spent one week at Camp Russell



A meal at Elks Camp Moore

Auto Theft

(Continued from page 10)

The alterations are usually divided into four segments—document forgery; Vehicle Identification Number (VIN) changes; license plate replacement; and body work. One or all may be used to prepare the car for sale.

If counterfeit documentation is not available, a simple way for an auto theft ring to obtain a title paper is to purchase a late-model wrecked car from a salvage yard. After stealing a car identical to the wrecked one, the ring can alter the VIN and color of the stolen car to match the title on the wrecked car. Lieutenant Magne Byshheim, New York City's auto-theft chief, describes how this classic method works:

"These guys will go out and buy a basket case—say, a silver DeVille that's been totaled in an accident. They don't want that car at all. They're just purchasing it for the title and vehicle identification numbers. Once they have those, they go out and find an identical silver DeVille in perfect shape and steal it. They take the title and vehicle identification numbers from the wrecked car and transfer them to the stolen car. If they're smart, they'll alter the engine number too. Now you have a 'duped' car—ready to re-register, inspect, and insure. The wreck is squished (fed into a compacting or shredding machine). For a couple of days' work and an investment of maybe \$300, you now have a \$10,000 car ready to sell. No one will ever be able to tell how you did it. It happens all the time."

While most rings employ number altering, each ring has its own method of alteration. For example, one prominent ring almost always stamped extra numbers between the original digits before it changed the VIN. This was done in an attempt to prevent restoration of the original number through a heat treatment process used by law enforcement officers.

Other methods of vehicle number changing are used or attempted. For instance, one accomplished number changer from an Eastern ring stamped new numbers directly over old ones, always stamping the new numbers deeper than the old. When the old numbers were ground off, acid was used to make the remaining new numbers take the appearance of the old ones.

Vehicle identification number changes take many forms. One of the easiest ways, as mentioned above, for a ring to obtain a new number is to purchase a wrecked car. Another method is to steal a number plate from a car on the street.

Some rings have obtained blank number plates which they easily number with a stamping machine. And, of course, other rings alter a car's true number with a stamping machine.

License plates are easily taken from other cars for use on stolen vehicles. The common method is to cut two different plates in half, switch the halves, and solder them together to obtain two plates with different numbers.

Although every car theft ring does not employ all of the above-mentioned methods of alteration, most rings come up with a finished product that looks quite legitimate to the casual observer.

Reselling stolen cars—the third step in the pattern—usually is as easy as acquiring them, since, in effect, the same unsuspecting public from whom the cars were stolen becomes the buying victim.

Generally, the professional car thief will not quibble much over the resale price of a stolen vehicle. The ring's objective is to work on a "volume" basis, and therefore it may sell a late-model car for as little as one-half of its actual value. An auto theft ring with a large overseas operation in the Scandinavian countries sold stolen late-model American cars for as little as one-fifth of their actual value and almost destroyed the legitimate car market in those countries before moving on.

But auto theft doesn't just involve stolen cars and bogus documents. More recently, these criminal efforts have spread to the vehicle parts business. These illicit operations are often better organized than legitimate salvage companies, and offer such bait as vast stock choices and "fast service." Police agencies are reporting organized crime

(Continued on page 24)

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Auto Theft

(Continued from page 23)

fighters working actively in this highly profitable field. In fact, this illegitimate business has become so lucrative that gangland wars reportedly led to a double murder in Michigan several years ago.

In the past two years, the proportion

of thefts for parts has taken a dramatic upswing nationwide. This trend is a logical one, both from the vantage point of the consumer and the criminal. The car owner, caught in a financial squeeze and faced with drastic increases in new car prices, wants to prolong the life of his present car, which sends him scurrying to the salvage yard and the body and repair shop. The underworld figure, meanwhile, has moved into the

“crash parts” business because the risk of detection is lessened, and the need for complex documentation necessary to legitimize a car sale is eliminated. Just why it's so lucrative is obvious. With “crash parts” rising approximately 65 percent in value between 1974 and 1976, the stripped parts for the average \$3,800 automobile could bring a salvage yard over \$14,000 if they were sold separately.

Of the nearly one million vehicles stolen in 1977, at least 350,000 of them were snatched by strippers eager to cash in on a “crash parts” business that was worth an estimated \$4.5 billion last year. One Midwest dealer claims that because of the large increase in distribution of stolen used-car parts in his area, illegal competition has cut his profits by 35 percent.

“As many as 50 percent of the salvage parts sold in many large metropolitan areas are from stolen automobiles,” said Donald J. Rouse, Automotive Dismantlers and Recyclers of America (ADRA) director of field services, in testimony before the *House Subcommittee on Government Operations and Transportation*. “It has reached the financial proportions of a national disaster for the legitimate salvage dealer.”

The typical stripping ring doesn't sell individual parts—such as mufflers, batteries or hubcaps—from the car it steals. Rather, it concentrates on large components, mainly front-end assemblies (which consist of the fenders, hood, bumper, grill and radiator), rear clips (the trunk lid, rear bumper and rear quarter panels) and doors. There is a great demand for these components, and the estimated value to the thief on these items alone ranges from \$1,500 to \$2,000 per automobile, depending on the make and model. Body shops are usually eager to buy these components since, with labor costs running as high as \$15 an hour these days, it's often cheaper for them to replace an entire front-end assembly or rear clip than to rebuild it.

“According to Department of Justice figures, released in May of 1975, there were 900,000 stolen cars in 1974,” states ADRA's Donald J. Rouse, “and 40 percent of these stolen cars were dismantled for parts. Anyway you look at it, that is a substantial problem. Indeed, this figure of 360,000 cars represents more cars than Chrysler, Dodge, Lincoln, Mercury, and the Cadillac divisions sold individually last year (1975), and is more than the total production of American Motors Corporation for the same year.

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into Lake Michigan, and the vehicles were never seen again.

"What would happen financially to AMC? Assume each vehicle had an average value to the factory of \$2,500. The disappearance of those cars would mean a \$900 million loss."

Once they've acquired the parts, the thieves will either sell them to distributors who don't ask too many questions or set up their own outlets that sell directly to unsuspecting body shops. Some of those outlets are tied into a "long line" communication network that legitimate salvage dealers use to order parts they need. Either way, demand for used parts is generally strong, because of the high price of new parts sold by the auto industry. Sometimes, the rings steal specific cars to match orders on the "long line."

Car manufacturers have, from year to year, innovated and changed car theft prevention features and identification characteristics to aid in the war against both professional theft rings and amateur thieves. They have added such anti-theft devices as an ignition lock which simultaneously locks the transmission and steering column when the key is removed. New cars are equipped with a buzzer which sounds if the driver leaves his car without first removing the key from the ignition. Also, manufacturers have moved the VIN plate into plain view on the car's dashboard.

Additional anti-theft devices are expected to be legislated in the near future, but in the meanwhile the automotive industry is responding further by adding more sophisticated anti-theft devices to their new models. For example, since 1976, General Motors Corporation has instituted more than two dozen anti-theft devices in their cars, including these new features on 1978 models:

- ✓ Vehicle identification (VIN) plates on all 1978 models colored silver for easier reading by law enforcement officers attempting to identify stolen cars.
- ✓ Special provisions inside doors to make it more difficult for thieves to manipulate the locking rods and unlock the doors.
- ✓ Door-lock cylinders mounted in a small depression so they can't be gripped easily and twisted out with special tools.
- ✓ Steering column designs that make it more difficult to bypass the ignition lock and defeat the steering column lock mechanism.
- ✓ Electric trunk releases interlocked with the ignition system so the trunk cannot be opened unless the ignition is on or a key is used.

The federal government has become increasingly concerned about the \$2 billion a year loss to auto theft and

has formed an *Interagency Committee on Auto Theft Prevention*. The committee was established in 1975 and is co-chaired by the Attorney General and Secretary of Transportation. Other members include the Department of Treasury, Commerce, and State. The committee has a five year goal to bring about a 50 percent reduction in the number of car thefts. On the federal level, among other recommendations, the committee would like to see legislation enacted on the following:

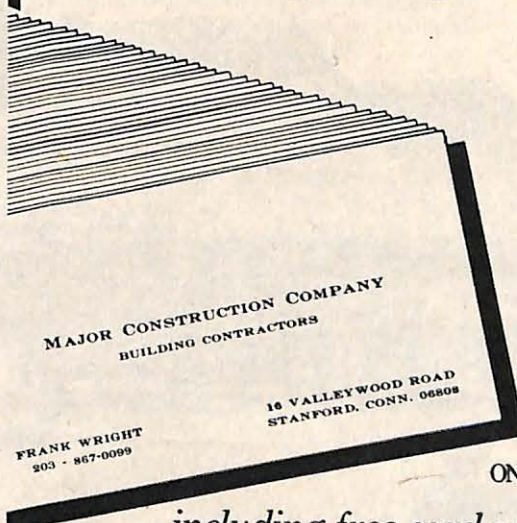
- ✓ Improved locking systems aimed at preventing "hot wiring" (jumping of ignition circuits), jimmying door locks,

duplicating ignition keys and getting under the hood with ease.

- ✓ Adoption of a uniform VIN numbering system.
- ✓ The placement of a unique identification number on key car components including hoods, fenders, rear clips, and other major body parts.
- ✓ New regulations aimed at controlling the export and transportation of used cars.

Undoubtedly, if the above recommendations are implemented it will go a long way toward reducing the alarming increase in professional auto theft rings. ■

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BORA BORA:

PEARL OF THE SOUTH SEAS



Overwater bungalows at Club de Bora Bora (above) sell for about \$88,000. Similar to an islander's abode, these bungalows are in great demand; and film stars Marlon Brando and Jack Nicholson are among the owners.

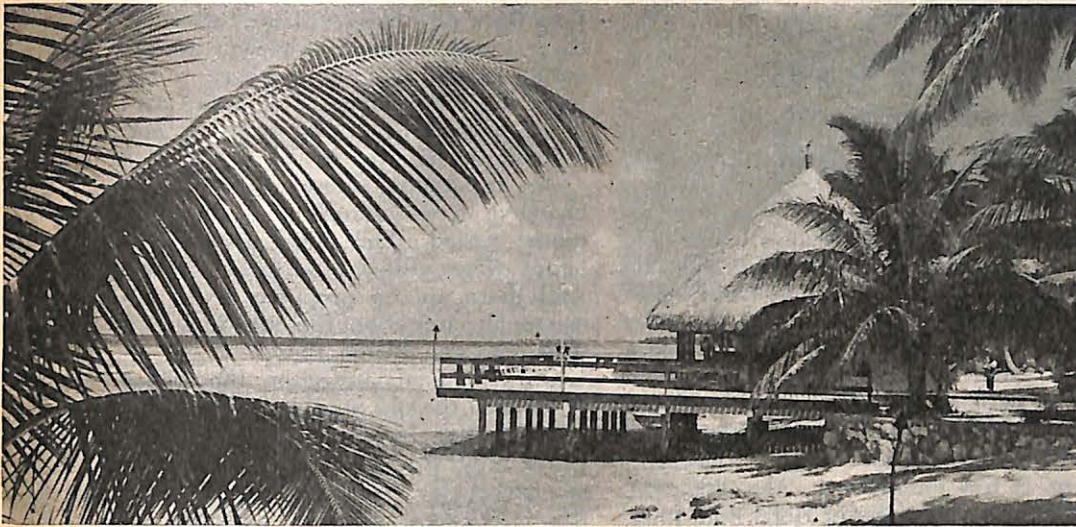
by Jerry Hulse

Shed a tear, Mr. Michener. Bora Bora was your dream, remember? There were no cars, no motorbikes. Only outrigger canoes and bicycles. It was a couple of decades ago that novelist James Michener described Bora Bora as "the most beautiful island in the world." And after he was gone he spoke of it again: "Everybody who has ever been there wants to go back."

Alas, nothing remains the same. Now TV antennae poke up from thatched roofs and cars bump along the dusty road that encircles Bora Bora. Electricity has replaced kerosene lanterns in most areas and there is talk of bringing in telephones. Other changes are coming. Big changes. For one thing, a condominium development is on the rise. And then there is the Italian film company that arrived recently with 150 technicians. The film-makers intend to

stay for two years. Perhaps longer. (They have more than one picture in mind.) Already they have built a set that covers the soccer field. The producer is doing a remake of the old film, *Hurricane*. During a recent big blow (the real thing) the set stood firm while roofs were lifted from the islanders' huts. The film company also has taken over the local billiard hall. Instead of snooker tables it is crowded with movie materials. Even the local theater has been leased for storage space.

I flew down to Bora Bora the other morning from Tahiti. Air Polynesie makes the trip in less than an hour. At first glimpse it appeared nothing had changed. Offshore, perhaps a mile, immense waves pounded the reef, just as they have for an eternity. And the lagoon was still a rainbow of shock-



The tropical islands of Bora Bora (left) and Raiatea (above) haven't changed much since the first tourist waded ashore long ago. The islanders are happy. They pay no income or property taxes. And no one much cares about the outside world.

This is the price for an overwater bungalow. Add to this about \$160 a month for maintaining Club de Bora Bora, the name given to the development company. The \$160 is the bite for upkeep of the club's facilities—a boat, swimming pool, wharf, clubhouse and bar.

Hillside bungalows are a bit cheaper (about \$75,000), and in the case of a duplex the price comes to less than \$52,000. Owners have a 75-year lease on the land beneath their bungalows. With an overwater pad this means about 1,200 square feet. The view is breathtaking. Especially at sunset when nearby motus (small, uninhabited islands) are silhouetted against a flaming horizon. Marlon Brando, with his fascination for the South Seas, has acquired two bungalows at Club de Bora Bora. Actor Jack Nicholson bought another.

The same developer is building others on the island of Moorea, across the Sea of the Moon from Tahiti. The Moorea village will consist of 62 cottages, a freshwater swimming pool, tennis courts and a marina. In the case of absentee owners, the cottages (both in Bora Bora and Moorea) will be rented to vacationers. One of the large, two-bedroom fares will earn the owner \$8,000 to \$10,000 a year, the developer claims. (Details are available by writing to the developer c/o Box B29342, Honolulu 96820.)

If one can't afford his own bungalow, the price for renting one at Hotel Bora Bora starts at \$82.50 a day single and \$115 double, including meals. Something over the water is a trifle more expensive: \$147.50 single and

\$180 double. When I was down here seven years ago bungalows were renting for \$40 a day single and \$55 double. So even Michener's paradise has been caught in the web of inflation. Running at near 100% capacity, Hotel Bora Bora is probably the most successful operation in the South Seas. Visitors soak up rum in a restaurant-bar rising out of the palms while poring over a menu that lists curried island crab, grilled mahimahi, oysters on the half shell and camembert flown in from France. Between meals guests are provided complimentary masks, fins and snorkels, as well as outrigger canoes for exploring the lagoon, and bicycles for circling the island.

Many agree with Michener that Bora Bora is the world's most beautiful island (although others argue that Moorea is). Offshore, breakers pound the barrier reef and islets rise out of the gentle lagoon. It is a scene that stirs the soul. Besides Hotel Bora Bora, there is the Oa Oa with thatch bungalows renting for \$40 a day, including meals. And only a mile or so from Hotel Bora Bora the Chinese-owned Matira offers bungalows for as little as \$20 a day (including the use of an outrigger canoe). The Matira rises on land once used as a recreation area by American servicemen during World War II. Each bungalow contains a kerosene-operated refrigerator and stove. Bright tapa prints flutter from windows and similar material covers the beds. A generator provides electricity between 7 and 9 p.m. After this, one must make do with a kerosene lamp. For reservations write B.P. 187, Papeete.

Because of the room scarcity on Bora Bora, the newly arrived Italian film company is building its own hotel. It will consist of thatch cottages similar to those at Hotel Bora Bora. Old island hands fear the film-makers will create unrest on the island. More than 200 islanders have been hired. Another 150 Polynesians are rehearsing for dance scenes. By Bora Bora's standards they are being paid big money. So the islanders are buying motorbikes and mopeds. Others are renting their homes to the movie troupe. Erwin Christian, who operates Moana Adventure Tours, lost his assistant to the film company. The producer doubled the man's salary. But what happens when the moviemakers go home? Will success spoil the Polynesians? Perhaps not. After all, there were 8,000 servicemen here during World War II. When they were gone the islanders returned to their old pastimes: fishing and gathering coconuts and breadfruit. They paddled out to the uninhabited motus in the lagoon, just to watch the sun disappear. Hopefully they will adjust as well again.

ing colors. Then somebody pointed out the condominiums. Yes, condominiums in the South Seas!

Several stood on stilts over the water. Others faced the lagoon from the hillside. Only five were completed. But by early 1979 there will be a sizable village. Perhaps 50 condominiums in all.

Still, it's not all that bad. The government has insisted on perpetuating the old image. Nothing is more than one story high, and the waterfront bungalows are topped with thatch. Indeed, it is difficult to differentiate between them and huts that are occupied by the islanders themselves. They are a carbon copy of the South Seas bungalows at Hotel Bora Bora, which was built by the same developer. Michener's world doesn't come cheap, though. A hunk of Bora Bora costs as much as \$88,000.

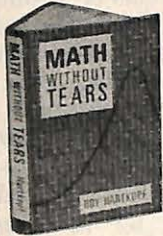
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BORA BORA

With all the activity, Bora Bora remains relatively peaceful. There is only one telephone. To make a call one must go to the Post Office, which operates a radiophone. Sometimes the caller must wait three hours or more for a clear line to Papeete. Only 10 rental cars exist on the entire island. A Tahitian, Alfred Doom, started the rental company with one weary Dodge pickup. A few months ago, Alec Bougerie, the former manager of Hotel Bora Bora, opened a tour agency. He calls it Bora Bora Voyages. Bougerie sells tickets on Air Polynesie and he picks up visitors for circle islands hops in his WV minibus. (He will also serve as manager of Bora Bora's new condominium village.)

Bougerie is an ex-New Yorker. He came to French Polynesia on a yacht. He never bothered to go home. He says he doesn't miss New York a bit. Imagine? Should Bora Bora ever lose its appeal he will jump into his outrigger and sail off to Maupiti. It is a peaceful atoll only 30 miles away. Presently,

Bora Bora suits him just fine. Even now there is not a single stop sign on the entire island. Neither is there a big town. Just the village of Vaitape. And it has only two or three groceries and a boutique or two.

As it stands, Bora Bora hasn't changed so very much since the first tourist waded ashore. The islanders are happy. They still pay no income taxes. And there are no property taxes. No one much cares about the outside world. And who can blame them?

Only moments away on the island of Raiatea the old South Seas survives. In a similar fashion Uturoa, the island's only sizable town, comes alive on market day. This is midweek when the inter-island steamer wheezes up from Papeete. Islanders line the dock, selling breadfruit and limes, fresh fish and vegetables. Meanwhile, seamen bare to the waist unload provisions for the island stores and carry aboard fat gunnysacks filled with copra.

Once several years ago I nearly sank the old steamer. I had borrowed a VW from the hotel where I was staying. Only, the owner failed to tell me the brakes were no good. The steamer was tied up parallel with the dock. I came at it from the street. I hit the brakes. Nothing. I spun the wheel. The car went crazy, stopping only inches from

PUBLIC IMAGE CONTEST

The image your Elks lodge projects throughout the community is of major importance. The Grand Lodge is aware of the importance of a good lodge image, and to encourage the officers and members in this endeavor, you are asked to keep a permanent record of your achievements and to present these records in brochure form for entry in the annual Public Image Brochure Contest.

The rules of the contest are simple. All you do is compile photographs, newspaper clippings, summaries and copies of television and radio scripts that cover your lodge's participation in and sponsorship of the activities that improve and benefit your community. Anytime your lodge does something to benefit the elderly, young, handicapped or underprivileged, news media coverage should be compiled for your brochure. Programs such as Citizen of the Year, Law and Order Night, Boy Scout and Girl Scout sponsorship, and sponsorship of football, baseball, and hockey youth leagues should be covered in your brochure.

It is important that the good works of your Lodge are known to the public. Keep the news media fully informed as to what is going on and they will help you spread the message to the residents of your community. Keep an up-to-date file of the above events for the year and compile them into brochure form for entry in the Public Image Brochure Contest. Submit your brochure to the undersigned by March 1, 1979, with a letter from your Secretary certifying your Lodge Membership.

Representatives of the winning lodges will receive awards at the Grand Lodge Convention in July. First-, second-, and third-place awards in each of five divisions (according to lodge membership) will be awarded. Your continued Commitment to Effort and Enthusiasm will help make this the greatest year ever for entries and participation in this very important program.

Stanley Mascoe, Member
Grand Lodge Activities Committee
2531 Union St.
Indianapolis, IN 46225

the hull. I've always wondered what the rest of the world would have thought had it been reported that a copra boat was sunk by a Volkswagen bug in French Polynesia?

Other vacationers come to Raiatea to rest and to inhale the island's beauty. They are delivered through the lagoon in canoes and up the Faaroa River which flows sweet and pure from mountains ringed by clouds. On Raiatea there is no reason to hurry. Where would one go? To town on market day, of course. Or perhaps to Tahaa, the island four miles away (it shares the same lagoon). The trouble is, there is little to see or do on Tahaa. You can go stone fishing with the islanders. Or shop in the single village. But there are only a couple of stores. And just one hotel, the Chez Peti. It is a bargain, though, for anyone who wishes to drop off the world for a spell. The rate for a room with three meals, a bed, a chair and a kerosene lamp comes to \$25 a day.

Back on Raiatea, life is as peaceful as the day the volcanoes stopped huffing and puffing. Each day blends with another until it makes little difference whether it is Monday or Saturday. And after a while not even the month or year matters very much. Although Raiatea is the largest of French Polynesia's Leeward islands, it has but one post office, one hospital, a few cars and many motorbikes. On Raiatea, island boys still come to the top of Mt. Emahanie, gathering the delicate flower which grows there. It is to prove to the *vahines* that they care. Besides being the birthplace of all Tahitian gods, Emahanie is also a tiring, three-hour hike. A *kane* would have to be deeply in love to make such a climb.

On Raiatea, waterfalls spill golden in the sunlight—and silver when day is done. Palm trees grow profusely, turning day into darkness, and chickens run free along the island's country lanes. Yesterday was market day and I went down to the dock and stood with the islanders, watching the old steamer being unloaded. Later I revisited the Hinano Hotel, which is named after the beer and appears nearly as old as the island itself. Locals were playing billiards in the lobby, just as they were when I was here seven years ago. Others stood by drinking beer. Not much had changed. Only the prices of the rooms. Instead of \$5 they are \$8 a night, and you share the bath.

When I was here earlier, the proprietor was a Chinese named Lo Kim. He is gone. The Moo Fat family runs the hotel now. This is a pity. You see, Lo Kim was one helluva cook. He was especially good at turning out fou you ha, which is to say cabbage with ham.

(Continued on page 31)



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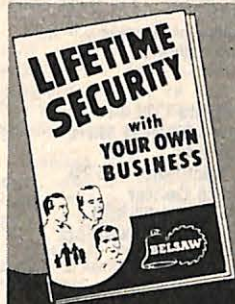
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ELKS NATIONAL "HOOP SHOOT" SCHEDULE

ALABAMA	Feb. 3	Tuscaloosa	Alabama v Tennessee—U. of AL
Chairman: John Bauer, 2002 Sandy Avenue, Cullman, Alabama 35055			
ALASKA	Feb. 3	Kenai	
Chairman: George Robinson, R. 3, Kenai, Alaska 99611			
ARIZONA	Feb. 17	Tempe	High School
Chairman: Robert R. Stephenson, P.O. Box 597, Kearny, Arizona 85237			
ARKANSAS	Feb. 3	Conway	University of Central Arkansas
Chairman: Russell Paulus, 204 West "M" Street, North Little Rock, Arkansas 72116			
CALIFORNIA-HAWAII	Feb. 17	Fresno	Fresno State University
Chairman: C. Vern Forry, 2800 Argonaut Avenue, Rocklin, California 95677			
COLORADO	Feb. 3	Grand Junction	Mesa College—Wubben Hall
Chairman: J. Raymond Trujillo, 2180 Godeard, Boulder, Colorado 80303			
CONNECTICUT	Jan. 28	Middletown	Ida B. Kiegwin School
Chairman: John F. Grippio, 215 Prospect St., Middletown, Connecticut 06457			
FLORIDA	Feb. 10	DeLand	Stetson U.—Stetson v Air Force
Chairman: Ben Clarke, 1201 S. Main Street, Belle Glade, Florida 33430			
GEORGIA	Feb. 3	Newnan	Newnan High School
Chairman: William Cook, 201 Redwood Drive, Dalton, Georgia 30720			
IDAHO	Jan. 27	Pocatello	Idaho State University, Reed Gym
Chairman: Jack L. Frugoli, 1959 Beth Street, Pocatello, Idaho 83201			
ILLINOIS	Feb. 17	Champaign	Centennial H.S.—U. of Illinois v Iowa
Chairman: Robert Brand, #3 Regent Road, Jacksonville, Illinois 62650			
INDIANA	Feb. 3	Indianapolis	Butler Fieldhouse—Butler v IN Cent.
Chairman: John Delworth, 1806 Oakwood Drive, Rochester, Indiana 46975			
IOWA	Feb. 3	Ames	Iowa State U.—Iowa St. v Kansas St.
Chairman: Richard Froeschle, R. 1, Box 212, LeClaire, Iowa 52753			
KANSAS	Feb. 10	Salina	Marymount College
Chairman: James L. Haist, 524 E. 12th, Concordia, Kansas 66901			
KENTUCKY	Feb. 10	Cold Spring	Northern Kentucky University
Chairman: Robert M. Thurner, 8500 Bobolink Drive, Cincinnati, Ohio 45231			
LOUISIANA	Feb. 3	Houma	Vandebilt Catholic High
Chairman: John A. Hollinshead, P. O. Box 565, Houma, Louisiana 70361			
MAINE	Jan. 28	Lewiston, Maine	Multi-Purpose Center
Chairman: Allan W. Richard, 94 Harlow Hill Road, Mexico, Maine 04257			
MD-DE-DC	Jan. 20	Annapolis, MD	U.S. Naval Academy—Navy v Virginia Commonwealth
Chairman: Bruce Howell, RD 1, Box 84A, Milford, Delaware 19963			
MASSACHUSETTS	Feb. 3	Springfield	A. I. C. College
Chairman: Thomas A. Lynch, 8 Lesley Avenue, Somerville, Massachusetts 02144			
MICHIGAN	Jan. 20	Mt. Pleasant	Mt. Pleasant High—Central Mich. University v Toledo
Chairman: Robert A. Hoffman, 4192 Knollwood Drive, Grand Blanc, Michigan 48529			
MINNESOTA	Feb. 16	Bloomington	Metropolitan Sports Center
Chairman: Roger Klinghagen, 908 Lewis Avenue, Box 176, Hutchinson, MN 55350			
MISSISSIPPI	Feb. 3	Hattiesburg	University of Southern Mississippi
Chairman: Ray Bonones, 802 Duane Street, Hattiesburg, Mississippi 39401			
MISSOURI	Feb. 10	Jefferson City	High School
Chairman: Richard Cook, 1 Briarwood, Crystal City, Missouri 63019			
MONTANA	Feb. 3	Lewistown	Fergus County High School
Chairman: Robert Semmens, 3029 Irene Street, Butte, Montana 59701			
NEBRASKA	Feb. 10	Kearney	Kearney St. Col.—Cushing Coliseum
Chairman: Donald E. Caha, 1014 West 22nd Street, Kearney, Nebraska 68847			
NEVADA	Feb. 3	Las Vegas	Cashman Junior High
Chairman: Thomas A. Davison, 1409 E. Wilson Ave., Las Vegas, Nevada 89101			
NEW HAMPSHIRE	Feb. 3	Concord	Broken Ground School
Chairman: Fred A. Rheault, Sr., 59 Rockingham Road, Salem, New Hampshire 03079			
NEW JERSEY	Feb. 10	Rutherford	Rutherford High School
Chairman: John A. Botti, 99 Maple Street, Rutherford, New Jersey 07070			
NEW MEXICO	Feb. 3	Albuquerque	Del Norte High School
Chairman: Kenneth J. Littell, 2929 Carolina N. E., Albuquerque, New Mexico 87110			
NEW YORK	Feb. 10	Ticonderoga	Ticonderoga High School
Chairman: Frank Cassano, 14 Walton Ave., Locust Valley, New York 11560			
NORTH CAROLINA	Feb. 3	Salisbury	Catawaba College—Goodman Gym
Chairman: Charles F. Oakley, Sr., 4817 Kendridge Dr., Durham, North Carolina 27712			
NORTH DAKOTA	Jan. 20	Jamestown	Jamestown Civic Center
Chairman: Jack Brown, 235 13th Avenue, N.E., Jamestown, North Dakota 58401			
OHIO	Feb. 10	Delaware	Hayes High School Gym
Chairman: Michael A. Mihalick, 831 Dream Drive, Mansfield, Ohio 44907			
OKLAHOMA	Feb. 10	El Reno	Jenk-Simons Fieldhouse
Chairman: William Wolf, 1436 N. 40th Street, Lawton, Oklahoma 73505			
OREGON	Feb. 3	Corvallis	Cheldin Junior High School
Chairman: John H. Brown, 3858 Wilma Court, N. E., Salem, Oregon 97303			
PENNSYLVANIA	Feb. 3	Lock Haven	Lock Haven Area High School
Chairman: Paul B. Woodring, P.O. Box 125, Warriors Mark, Pennsylvania 16877			
RHODE ISLAND	Jan. 21	Providence	Rhode Island Jr. Col.—Knight Campus
Chairman: Walter D. Kettle, 594 Lafayette Road, North Kingstown, Rhode Island 02852			
SOUTH CAROLINA	Feb. 3	Orangeburg	South Carolina State College
Chairman: Allen Gotbeter, 1655 Pearlott St., Apt. B, Charleston, South Carolina 29407			
SOUTH DAKOTA	Jan. 13	Madison	Lake Central High
Chairman: Carroll Hendricks, 102 S. Lincoln, Madison, South Dakota 57042			
TENNESSEE	Feb. 10	Murfreesboro	Middle TN State U., MTSU v Tennessee Tech.
Chairman: William Maynard, 1124 Oakleaf Drive, Kingsport, Tennessee 37663			
TEXAS	Feb. 17	Temple	Temple High School
Chairman: J. M. McClinturff, 1801 South 47th, Temple, Texas 76501			
UTAH	Feb. 3	Springville	Utah National Guard Armory
Chairman: Leonard F. Kelly, 425 South 1450 East, Provo, Utah 84601			
VERMONT	Jan. 21	Barre	Marian Gym
Chairman: Dick Pilette, R. 1, Philbrook Street, Barre, Vermont 05641			
VIRGINIA	Jan. 27	Harrisonburg	Thomas Harrison Jr. High
Chairman: H. Danny O'Donnell II, Rt. 10, Box 254 D, Harrisonburg, Virginia 22801			
WASHINGTON	Feb. 10	Wenatchee	Wenatchee High School
Chairman: Walter J. Thompson, Box 348, Kettle Falls, Washington 99141			
WEST VIRGINIA	Feb. 3	Parkersburg	Parkersburg Catholic High School
Chairman: Bennett Stump, 1603 Park Ave., Parkersburg, West Virginia 26101			
WISCONSIN	Jan. 21	Stevens Point	University of Wisconsin
Chairman: Leon J. Rondou, 1142 Dousman Street, Green Bay, Wisconsin 54303			
WYOMING	Jan. 27	Casper	Casper Col.—Casper v Western WY
Chairman: Ray Bastow, 1243 S. Center, Casper, Wyoming 82601			

Regional Semi-Finals

The following states will appear in the regional semi-finals held at the following locations:

Worcester, Massachusetts February 17, 1979
CT, ME, MA, NH, RI, VT
Holy Cross University
Chairman: Walter Kettle, 594 Lafayette Road, North Kingstown, Rhode Island 02852

Harrisonburg, Virginia February 17, 1979
NC, SC, WV, VA
James Madison University—James Madison v James Mason University
Chairman: Danny O'Donnell, Box 2540, Rt. 10, Harrisonburg, Virginia 22801

Tallahassee, Florida February 17, 1979
AL, FL, GA, MS
Florida State University—Florida State v University of Cincinnati
Chairman: Larry Henley, 221 East 6th Avenue, Tallahassee, Florida 32303

Toledo, Ohio February 17, 1979
IN, MI, OH
University of Toledo
Chairman: Rollie Morgan, 3310 Glanzman Road, Toledo, Ohio 43614

Bordentown, New Jersey February 24, 1979
MD, DE, DC, NJ, NY, PA
Bordentown Regional High School—Wheel Chair Basketball Game
Chairman: John Botti, 99 Maple Street, Rutherford, New Jersey 07070

Murfreesboro, Tennessee February 24, 1979
AR, KY, MO, TN
Middle Tennessee State University—MTSU v Western Kentucky State
Chairman: William Maynard, 1124 Oakleaf Drive, Kingsport, Tennessee 37663

Westminster, Colorado February 24, 1979
CO, KS, NE
Westminster Senior High School
Chairman: Joseph A. Gareis, 8581 Crescent Drive, Westminster, Colorado 80030

Lawton, Oklahoma February 24, 1979
LA, NM, OK, TX
Cameron University
Chairman: William Wolf, 1436 North 40th Street, Lawton, Oklahoma 73505

Spokane, Washington February 24, 1979
AK, ID, OR, WA
YMCA—Hockey Game—Spokane Flyers v Phoenix Suns
Chairman: Walter Thompson, Box 348, Kettle Falls, Washington 99141

Billings, Montana March 3, 1979
MT, SD, ND, WY
Lockwood High School
Chairman: Robert Skates, 1903 Northridge, Billings, Montana 59101

Phoenix, Arizona March 3, 1979
AZ, CA, HI, NV, UT
East High School Gym
Chairman: Joe D'Angelo, 3321 West Turney, Phoenix, Arizona 85017

Iowa City, Iowa March 3, 1979
IL, IA, MN, WI
University of Iowa—U I v Northwestern U
Chairman: Richard Froeschle, R. 1, Box 212, LeClaire, Iowa 52753



Finals

Elks National "Hoop Shoot" Contest finals will be held at the Kemper Arena in Kansas City, Missouri, on March 16, 17 & 18, 1979. Kansas City Kings vs Chicago Bulls. National Headquarters, Hilton Plaza Inn.

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Gerald L. Powell, National Director
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Peru, Indiana 46970
(317) 472-2727

Bora Bora

(Continued from page 29)

I am sure, too, that Lo Kim would have repaired the broken TV set in the lobby. It just hangs there on the wall with a blank stare.

Next door the Ala Moana nightclub continues to vibrate on Saturday night. Before, when I was here, the jukebox played "Estrangers dans la Nuit" and "La Vie Parisienne." Now a French franc will get you "C'est la Vie" and a selection of vintage American melodies. It was 3 o'clock on a hot afternoon when I stopped to chat with the owner, Ahtchoung (pronounced Ah-chew!) Chong. He sat in the doorway.

"Come in," he urged. "Have a beer." At the bar he uncorked a bottle of Hinano. It cost 50 francs, or about 65 cents. Fish net hung from the ceiling. From behind the bar a nude looked down from the wall. A pinball machine was squeezed into one corner—next to the jukebox, which was a descendant of the Glenn Miller era.

Chong slid a wet cloth across the bar. "Very slow day," he said.

"Where are all the customers?" I asked.

He shrugged. "Home sleeping."

"In the middle of the day?"

"Sure. This is Raiatea... No one works very hard."

Saturday nights at the Ala Moana are something else. A live band replaces the jukebox—three guitars, a drummer and an old Tahitian who makes music with a couple of sticks. On Saturday night Chong sells nearly enough Hinano to fill the lagoon. His wife works. His sons work:

Chong is one of Uturoa's leading entrepreneurs. Besides the Ala Moana, he operates a deep-sea fishing boat. Day and night service.

It's not that I wasn't taken with the town's charms and the old Hinano Hotel, but I had an appointment at Bali Hai, the slick hotel that's put together like a Tahitian village. Several rooms stand on stilts out in the lagoon. It's a pleasant way to begin the day—diving off one's porch for a morning swim. Bungalows at Bali Hai start at \$80 a day single and \$110 double. That includes breakfast and dinner and sometimes free rum punches when the house feels in an expansive mood. The proprietors also offer free bicycles, canoes, snorkels and masks. Water skiers are towed around a sleepy motu and fishermen try their luck beyond the reef. Raiatea—like Bora Bora—is the dream one has when the grind back home gets a bit heavy. Will it endure? Yes, I believe so. It would be a pity if it lost all those precious charms.

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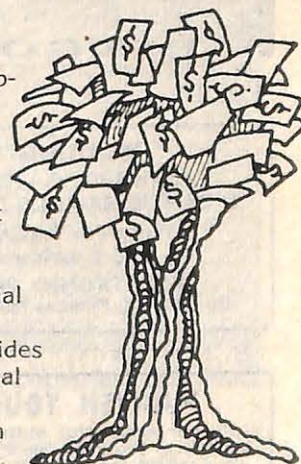
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MEDICINE AND YOU

by Larry Holden

COPING WITH ARTHRITIS

Arthritis, rheumatism and gout are not diseases of the old. These chronic rheumatic diseases can strike at any age, even in infancy and often in the prime of life. If left untreated, they can become progressively worse, eventually leading to painful crippling. This is particularly true in the case of rheumatoid arthritis, which can destroy the joints unless effective treatment is administered in time.

At least 10 million Americans suffer from osteoarthritis, five million from rheumatoid arthritis and one million from gout. There are probably many millions more with a mild or untreated form of one of these chronic illnesses. Almost everyone, reports the Arthritis Foundation, if he lives long enough, will develop some arthritis. Studies show that 97 percent of all individuals over 60 have enough arthritis so that it can be seen on x-ray films.

Because arthritis is so common there is a tendency among non-sufferers—even those who have minor complaints—to treat the illness lightly. This is a serious mistake. In its early stages, arthritis may start with only minor aches and pains. But left untreated or ignored it can lead to serious illness, extreme pain and even to permanent deformities of the hands, wrists, knees, feet or hips.

Without proper treatment arthritis can become so severe that the sufferer must be bedridden for life or dependent on a wheelchair. Think what this would mean to a family, emotionally and economically. And in the great majority of cases it is unnecessary.

People who believe that nothing can be done for arthritis are only fooling themselves. A great deal can be done, and the future holds promise that even more can be done for those who start treatment early and continue to follow their doctor's advice. Crippling is not inevitable, even in the most serious cases. If it does occur, it can be reduced and corrected.

Arthritis per se has many forms, including rheumatoid arthritis. Ankylosing spondylitis, rheumatic fever and gout, among many other forms, also fall into the general category of the rheumatic diseases. Each of these is a distinct and separate illness with different effects on the patient.

Don't confuse osteoarthritis with rheumatoid arthritis because there are very

distinct differences. Rheumatoid arthritis always involves inflammation of the joints and can affect the entire body's system. In osteoarthritis, the problem is localized and inflammation is due only to irritation of the joint lining.

Arthritis is a serious disease. The earlier you begin treatment the better the chances are that you will avoid pain, disability and lifelong handicaps. Chronic arthritis comes on slowly, gets worse slowly and, even with the best of treatment, gets better slowly. Don't look for quick, dramatic answers to it, because there are none.

With proper management of arthritis and other rheumatic conditions—both medical and rehabilitative—in the majority of cases a useful, active life can be assured. Because each case has its own particular makeup, however, this management is usually tailored to the individual's needs.

Current research has also shown that some of the drugs that have been used in the treatment of arthritis for many years, drugs such as aspirin, gold salts and the corticosteroids, are useful in limiting the damaging activities of cells involved in the inflammation of arthritic joints.

Remarkable advances in surgery to bring relief and a new lease on life to patients crippled by arthritis are dramatically taking place. Total hip replacement, for example, is a prime example of today's era in orthopedic surgery designed to alleviate the severe crippling of arthritis. Operations are now also being performed to replace badly crippled knee joints with artificial devices as well as joints in the fingers and wrists.

If your arthritic condition is severe enough, your doctor may recommend that you consult with a physiatrist—a physician who specializes in physical medicine. He will develop a program of exercises for you to help prevent crippling.

Research to discover the causes of chronic rheumatic diseases has led to some promising developments. The cause has not been discovered as yet, but new theories are being formulated which may in time unlock the mysteries of these diseases which have plagued scientists and physicians for centuries. Once the cause or causes are known, finding cures or more effective treatments will be a great deal easier than now. ■

Love of Fungus

(Continued from page 21)

A huge machine the size of a small bungalow chugs the length of each compost pile, embracing it like an inverted "u" to water and aerate the mixture and to add gypsum to neutralize acidity. In

the space of a week each pile must be "turned" four times.

The compost is then ready to be pasteurized. It is loaded into huge wooden trays 10 feet long and 4½ feet wide and 10 inches deep, and these trays are stacked 12 high in large steam rooms. Temperatures reach about 140 degrees—hot enough to kill any harmful bacteria and insects in the compost. After allowing the compost to cool, workers mix the laboratory spawn with the pasteurized compost.

Hundreds of one-half ton trays now stand ready to enter the mines. Forklifts dart into action, piling the trays five-high on flatbed cars that hook together into long trains soon pulled underground to special spawn growing rooms. In three weeks the spawn push thin white strands to the surface of the trays. These strands are called mycelium and are equivalent to a plant's root

system. Now comes a casing layer, an inch thick topping of rich organic soil, and the trays head off for the cavernous growing rooms.

Sweatshirted workers, mostly women, long since accustomed to the spotlighted darkness, move from tray to tray raining a fine mist onto the casing soil to maintain enough moisture for the growing mushrooms. In about two weeks, the first "pins" start appearing in clusters. In about another week the harvesting begins.

Each American is expected to eat upwards of 2.2 pounds of mushrooms this year. We are, of course, the last link in a fascinating chain, the necessary open mouth at the end of a several hundred million dollar industry. An industry that embraces sterile laboratories and steaming piles of horse manure. An industry that knows no holidays. All for the love of fungus. ■

Departed Brothers

PAST GRAND LODGE COMMITTEEMAN

Charles F. Lilly of Jonesboro, AR, Lodge died recently. Brother Lilly was District Deputy Grand Exalted Ruler for the East District in 1956-1957 and Special Deputy Grand Exalted Ruler for 12 terms from 1966 to 1978. He served on the GL Committee on Credentials for two terms from 1957 to 1959, the GL New Lodge Committee in 1961-1962, and the GL Youth Activities Committee in 1964-1965, continuing into a second term in 1965-1966.

PAST GRAND LODGE COMMITTEEMAN

Horace P. Schmidt of Bristol, PA, Lodge died recently. In 1948-1949 Brother Schmidt was appointed District Deputy Grand Exalted Ruler for the Southeast District. He was a member of the GL Committee on Credentials in 1953-1954.

PAST GRAND LODGE COMMITTEEMAN

Walter G. Springmyer of Cincinnati, OH, Lodge died October 27, 1978. In 1966-1967 Brother Springmyer was State President, and he served on the GL Auditing and Accounting Committee for two terms from 1971 to 1973.

PAST DISTRICT DEPUTY

Willis E. Tickner died November 7, 1978. A member of Warren, PA, Lodge, Brother Tickner was District Deputy Grand Exalted Ruler in 1970-1971 for the Northwest District.

PAST DISTRICT DEPUTY

Joseph R. Fox Jr. of Lambertville, NJ, Lodge died recently. Brother Fox held the position of District Deputy Grand Exalted Ruler in 1968-1969 for the West Central District.

PAST DISTRICT DEPUTY

Carlton L. Barnhart died October 23, 1978. A member of Fort Worth, TX, Lodge, Brother Barnhart held the position of District Deputy Grand Exalted Ruler in 1948-1949 for the state's North District.


PAST DISTRICT DEPUTY

James H. Polsgrove of Louisville, KY, Lodge died September 30, 1978. Brother Polsgrove served as State President in 1960-1961 and as District Deputy Grand Exalted Ruler for the West District in 1956-1957.

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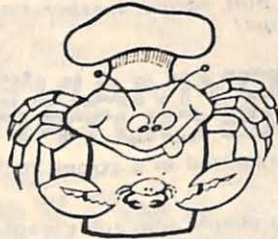
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It's Your Business

(Continued from page 6)

quarter and a lean inventory would be the best policy."

As interest rates climb, the businessman should avoid borrowing unless absolutely forced. "The typical ways to do that are to slow down bill-paying, use trade credit a little more and stretch out your payments and thus minimize your drain on cash."

Finally, Earl believes that the firm that has cash surpluses should quite naturally put its money to work. Some firms, for example, in a seasonal type of business which gives them an accumulation of cash at particular seasons of the year, should look for sound ways to invest. With interest rates at 8 per cent or better, Earl contends, Treasury Department bills, CDs or other investment possibilities could bring good returns. "Careful money management here could pay off in good dividends for certain kinds of firms even during a recession."

The effects of Proposition 13, the New York analyst explains, will continue to be felt in 1979. "It's only a matter of time. The handwriting is on the wall in state and federal governments. People want lower taxes. Consequently, I can't see government expenditures showing any of the strong increases they have in the recent past going to the future. Obviously, people aren't going to expect higher government expenditures either." ■

You and Retirement

(Continued from page 12)

performance. Older employees are absent from the job no more frequently than younger workers. In jobs where mental ability counts more than physical strength older workers are the equals of, if not superior to, younger workers. Claims for health benefits from older workers, partially because of their eligibility for Medicare, usually cost the company less than the claims of younger workers.

Pension benefits are also not a problem. "If these people weren't working for us," says Frank Angerame, an insurance and retirement consultant at Bankers, "we would be paying both pension benefits and the salary of the replacement employee. Added to that are the costs involved in training the new employee. It just has to be more economical to have a non-mandatory retirement policy."

What is your company doing to conform to the new law? What are your personal plans? I'd like to hear from you.

A follow-up to last month's column: In recreational vehicles, safety is all-important. A new publication by the National Highway Traffic Safety Administration provides details on loading, maintaining and operating RVs. The booklet is free; order #684F, "Motorhome and Pickup Camper Safety," from the Consumer Information Center, Pueblo, Colorado 81009. ■

"A yellow fog swirls past the window pane
As night descends upon this fabled street:
A lonely hansom splashes through the rain
And ghostly gas lamps fail at twenty-feet.
Here, though the world explode, these two survive,
And it is always eighteen ninety-five."



Alonon Doyle.

Sherlock Holmes: The Game Is Still Afoot

by George M. Basler

With these words, American novelist Vincent Starrett began his famous 1933 book, "The Private Life of Sherlock Holmes." The "survivors" he was talking about, of course, are Sherlock Holmes, the world's foremost consulting private detective, and his intrepid companion, Dr. John H. Watson.

Starrett's words are as true today as when they were written more than 40 years ago. For many people, Holmes is more than a fictional character: he is *the* fictional character—a character so well drawn by his creator, Sir Arthur Conan Doyle, that he has transcended the printed page and become a living, breathing human being.

More important, for many readers, Holmes is a symbol of the Victorian era—a time when the British Empire seemed eternal and the world, at least viewed through the lens of nostalgia, was more tranquil, civilized and manageable. His legend, with its comforting certainties that right always triumphs and logic always prevails, is especially appealing in an age that has become increasingly troubled and skeptical.

Since the first Holmes adventure appeared in 1887, his fifty-six stories and four novels have been translated into more than forty languages, over one hundred films, and twenty-five plays. The detective has also been the subject of mock "biographies" and scholarly articles on such diverse topics as his love life, his use of psychoanalysis, his interest

in music, and his ancestors. Even more remarkable, he's the only fictional character to have prompted the formation of an international group of clubs dedicated to preserving his memory.

One such club is the famous Baker Street Irregulars. Organized in 1934 as the American counterpart of the Sherlock Holmes Society in England, its membership has now grown to more than 600 devoted Sherlockians throughout the United States.

Each January many of them assemble in New York City for the society's main event, a dinner commemorating Sherlock Holmes' birthday (by tradition, the dinner is held on the Friday closest to Holmes' prescribed birthdate of Jan. 6).

There they will engage in animated discussions on everything from Holmes' religion to the precise location of the bee farm in Sussex Downs where he retired. They will also listen to selections from the great detective's adventures and read the club's prayer and constitution. As usual, the dinner will include a round of toasts to Mycroft Holmes (Sherlock's brilliant brother), to Irene Adler ("The Woman"), to Mrs. Hudson (Holmes' landlady), to Watson, and, of course, to the master detective himself.

The more hard-minded among you might question why a group of grown men (the Irregulars is all-male, although an all-female society, the Adventuresses of Sherlock Holmes, has been started) would want to waste their time discussing the adventures of a fictional character that even his creator



grew tired of; but prominent Irregulars have included Franklin D. Roosevelt, Nobel prize winning scientist Dr. Philip Showalter Hench, mystery writer Rex Stout, and sports writer Red Smith.

"There's something about the Holmes stories that inspires a lot of people to like and study them," says Dr. Julian Wolff, the club's current head.

It was the brainchild of the late American novelist, essayist, playwright and poet Christopher Morley. Morley was a raconteur extraordinary who delighted in long lunches at his favorite New York City haunts with companions from the worlds of literature, book publishing, the arts and journalism—a group he humorously christened The Three Hours for Lunch Club.

In the early 1930's, Morley and his companions increasingly found themselves discussing the adventures of Sherlock Holmes and trying to stump one another with questions.

This was partly because of their love of Holmes and partly because the great detective was undergoing an extensive revival at the time.

Doubleday had just published all

sixty Holmes adventures in a single volume, the first time this had ever been done.

The internationally-known English actor William Gillette had revived his 1899 melodrama, "Sherlock Holmes," to critical and public raves.

Most important, faced with the death of Conan Doyle in 1930 and the sad realization that no more original Holmes stories would be forthcoming, Sherlockians in England and the United States had begun producing an endless stream of books and articles about Holmes and Watson. (These works, which Irregulars like to call "the writings about the Sacred Writings," now total more than 2,000 entries—an astonishing total any way you want to look at it.)

Intrigued by the renewed interest in Holmes, and, to be fair, fond of organizing clubs for the slightest reason, Morley called for a meeting on Jan. 6, 1934, at the old Hotel Duane in New York City. There he proposed that the time had come to form a club to perpetuate the name and fame of Sherlock Holmes; that the new organization should be called the Baker Street Irregulars; and that the group should meet once a year to celebrate the great detective's birthday. Morley's companions approved these proposals, and the Baker Street Irregulars was born.

However, despite these auspicious beginnings, Dr. Wolff is convinced there would be no Irregulars today if it wasn't for the efforts of another remarkable Sherlockian, Edgar Smith, who joined the club shortly after its beginning.

Smith, who was then vice president in charge of Overseas Sales for General Motors, delighted in paperwork and keeping orderly records. He took over the reins of the club from Morley and gave it some cohesive form. Under his direction the Irregulars' membership grew steadily, and the dinners became annual events. So outstanding was Smith's work that Morley paid him the ultimate tribute by noting, "It was plain from the first that here was *The Man*."

Following Smith's death in 1960, Dr. Wolff became the club's Commissionaire (man of all work). He now presides over the Irregulars from his New York City apartment, filled with Sherlock Holmes books and memorabilia, including a London street sign of Baker Street.

"We're basically a loosely organized literary society devoted to the study of Sherlock Holmes," Dr. Wolff says. Membership in the club is quite select. Only a very few new members are admitted each year, and only after they have demonstrated a thorough



THE JOY OF GIVING

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Sixteen new participating members were recognized by the Brothers of Lincoln, IL, Lodge recently with the presentation of Foundation pins. Among those who joined the Foundation were (seated, from left) Ken Petersen, Rosemary Petersen, Virginia Broughton, Wini Davis, Don Davis, and (standing, from left) Robert Miller, Rick Becker, Homer Fort, Don Struening, Paul Kennedy, and Jerry Bauer.



Russell Cook (left) accepted his founder's certificate from Est. Lead. Kt. Benjamin Boynton at North Attleboro, MA, Lodge. Chap. Cook, who is also a PER, is celebrating his 50th year as a member of the order.



Skowhegan-Madison, ME, Lodge held a special ceremony in honor of the first and second ladies of the area to donate \$100 to the Foundation. Participating member certificates were presented to the first donor, Diana Quirion (second from left), and to Vergie Ploide (second from right). PER and Chm. Maroon Nemer (left) and ER Robert Smith thanked the ladies for their generosity.

knowledge of the Holmes stories and interest over a period of years.

But, that's not the whole story. While membership in the Irregulars is exclusive, the club is "the parent society" for several dozen Holmes' scions (or clubs) throughout the United States, Dr. Wolff says. These scions, with such colorful names as the Speckled Band of Boston, the Noble Bachelors of St. Louis, the Scandalous Bohemians of New Jersey, and the Red Circle of Washington, D.C., are made up of ordinary men and women who have developed an enthusiasm for the great detective and his adventures.

Many of these enthusiasts attend the annual dinner in January and are on the waiting list to become "investitured" Irregulars when the current club members pass from the scene.

What has prompted this enthusiasm? What type of person becomes a Sherlock Holmes addict?

One theory is that Sherlockians are basically romantics who are nostalgic for the by-gone London of the 1890's when society seemed to be less complicated and the choice between good and evil less blurred (although in reality it wasn't that way at all).

As one Irregular, Dutchess County (N.Y.) Court Judge Albert S. Rosenblatt, puts it: "Today the world seems much more complicated. The power to deal with evil seems to be beyond us. But during Holmes' time the climate in England was one of law and obedience to the law, and there was the expectancy things would be solved."

Dr. Wolff agrees, noting it's the mood and atmosphere of the stories, as much as the plots, that attracts Holmes devotees. These devotees immerse themselves in the vision of hansom cabs and cobblestone streets, the exchanges between Holmes and Watson, and the smug, gas-lit world of London where villainy can be predictably vanquished and evil overcome.

"There are a lot of detective stories, but only one Holmes," Dr. Wolff emphasizes. "His adventures provide a unique picture of the times in which they are set."

Of course, one can never forget the magnetic quality of Holmes' personality—a personality that has attracted generations of readers. As Holmesian scholar Robert Howe Ashby has noted: "No other characters have approached the pinnacle of this achievement, even those of Dickens at his best."

So extraordinary is the flesh and blood realness of Holmes' character that many people have thought he was an actual person. For example, there's the famous incident during World War I when a high-ranking French general asked Conan Doyle, in all seriousness,

(Continued on page 52)

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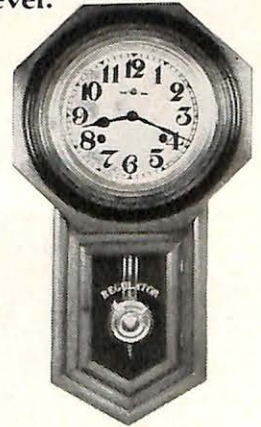
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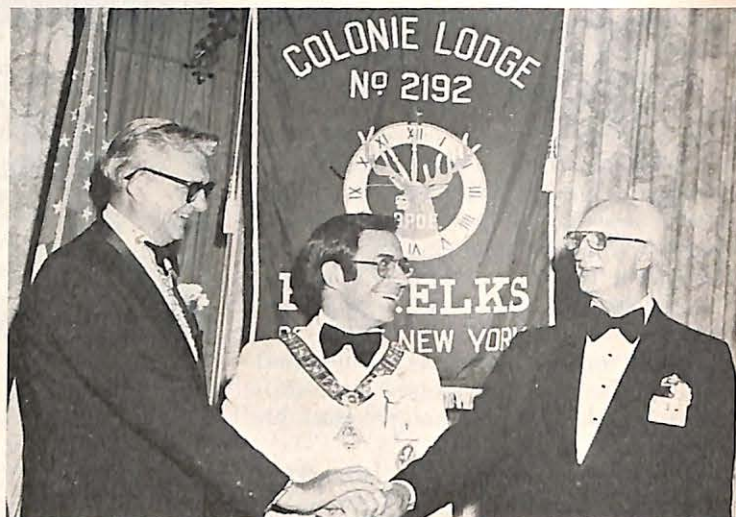
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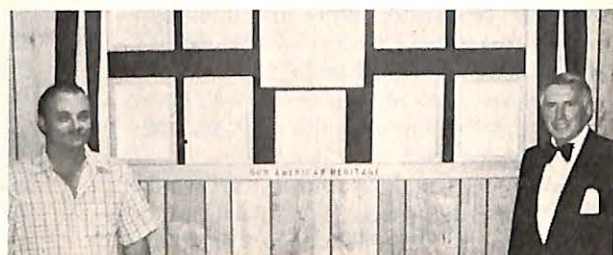
(Continued from page 18)



TWO AMERICAN flags were presented to the Tucker Avenue branch of the YMCA in Union, NJ, by the local lodge recently. (From left) Brother Anthony DiBello was thanked by Robert Singleton, treasurer of the Y, Paula McElroy, vice chairwoman, Martha DeNoble, chairwoman of the board of trustees, and Kathy Dunn, manager.



THE BROTHERS of Colonie, NY, Lodge welcomed DDGER Wallace Towle (left) upon his first of 11 scheduled visits in the State Capitol District. During the DDGER's stay at Colonie Lodge, ER Michael Hoblock Jr. (center) initiated a new class into the order and VP James Cornwell (right) spoke about the major projects campaign, the goal of which is to raise \$50,000.



THE THEME of a display board constructed by Brother Raymond Morriseau (left) is the American heritage. Brother Morriseau donated the exhibition to North Attleboro, MA, Lodge and was thanked by ER Frank MacLean (right) on behalf of the lodge members for the Heritage Corner.

OVER 1,600 hot dogs were served during a VFW picnic at which Brothers of New Jersey's East Central District Vets Committee worked. The patients of Lyons VA Hospital also enjoyed a visit to Shea Stadium with the members of the committee.



THE FIRST of Pennsylvania's South Central District Deputy Grand Exalted Ruler Clinics of the new lodge year was held at Red Lion Lodge recently. DDGER Fred Moeslein (second from right) presided over the workshop, which was attended by over 80 Brothers, including (from left) PSP William Kuhn, ER Ray Eberly, and VP Robert Reese.



A VICTIM of a serious lawn mower accident, Laird Wise (right), was helped on the road to recovery by Easton, MD, Lodge. Mr. Wise is a painter and photographer, so the rehabilitation of his damaged hands is of special importance to him. More than 30 Easton Brothers have taxied him to therapy sessions in Baltimore, while at home Mrs. Wise (left) assists him in practicing therapy techniques.



FOR HIS many achievements and dedication to Elkdom, PDD Arthur Cutillo (center) was honored at a testimonial dinner held by Hillside, NJ, Lodge. On hand to pay tribute to the PDD were (from left) DDGER Patrick Fitzgerald Sr., ER Charles Ritz, Elena Cutillo, SP James St. George, PER Harry Loria, and VP Charles Zimmerman. SP St. George was guest speaker and PER Loria was toastmaster for the event.



A CLASS of new initiates was introduced to Allegheny, PA, Lodge in honor of DDGER Anthony Boll (second row, fifth from left). The ceremony took place during the DDGER's visit to his home lodge where he was welcomed by (from left) Chap. Charles

Prine, Organist John Norrick, Treas. Sam DeMuro, ER Ronald Lenz, Est. Lead. Kt. Walter Westerman, Est. Loyal Kt. Larry Kannegieser, Est. Lect. Kt. Walter Tschannen, In. Gd. Wilbert Snyder, and PER and Trustee Charles Konefal.



THE 18th annual road rally sponsored by Wakefield, MA, Lodge for students of the Perkins School for the Blind was held recently. The drivers, members of the North Shore Touring Car Club, Inc., met their navigators, the Perkins students, at the lodge to begin the 70-mile course. At the starting line were (from left) ER William Rice, PER Fredrick DeVries, Co-chm. Peter Santoro, ER Roland Beaudoin of Lawrence Lodge, DDGER Amable Morin, John Gross, director of the Perkins School, and rally masters Norm Buzzell and Ken Anderson of the Touring Club.



SCHOLARSHIPS were awarded to Barbara Guthrie and Brian Naylor (second from right) by West Chester, PA, Lodge recently. Chm. Carroll Hillebrand (left) and ER John Jarrett (right) congratulated the youngsters for earning the awards, which are given annually in memory of the late Stephen Eachus. Ms. Guthrie is attending LaSalle College and Mr. Naylor is a student at Pennsylvania State.



A GOLF outing hosted by Middlesex, NJ, Lodge was held at Lyons Veterans Hospital recently. The Brothers and Elks' ladies were welcomed by the patients and their recreation staff upon their arrival at the hospital.



DURING A visit by DDGER Richard Moore (second from right) to Scarsdale, NY, Lodge, active participation in two major charitable committees was demonstrated. PER Albert Evans (left) of White Plains Lodge, district chairman of the National Foundation committee, presented a membership certificate to PDD Rudolph Petruccelli (right), major projects district chairman. One of the first cerebral palsy membership pins was proffered to PER Evans by Chm. Petruccelli. VP Joseph Petriello (second from left) was among over 150 Brothers who witnessed the exchange of certificates.

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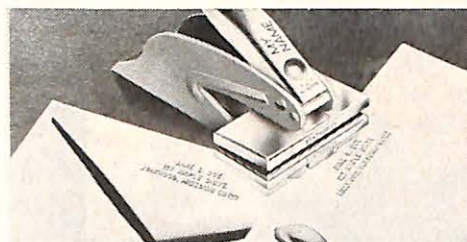
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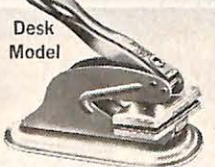
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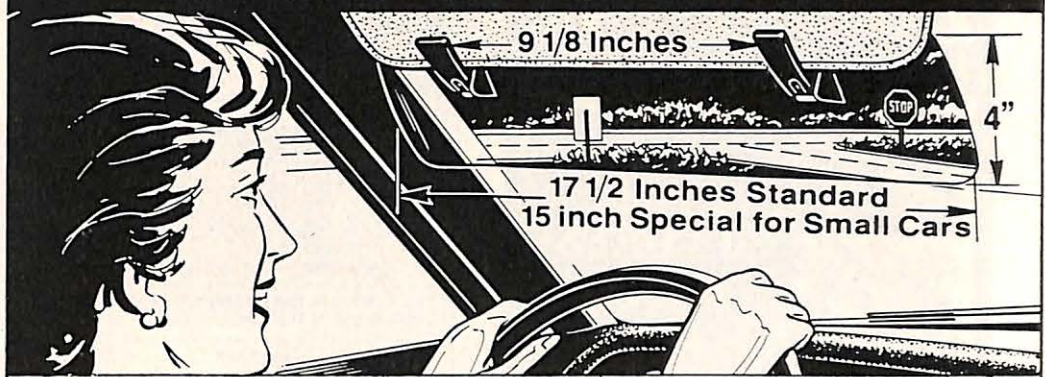
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A small Tampa Cigar Manufacturer would like to demonstrate to a few Havana Lovers that you can still enjoy the unique Havana Flavor without Mr. Castro's permission.



If you remember savoring and lingering over a fantastically mild and flavorful Cuban leaf cigar in the days before the Cuban embargo, you will be interested in this offer — and the story behind it!

When the Cuban embargo hit, we and other small manufacturers of fine custom-made cigars faced ruin. Our very existence depended on maintaining the same incomparable quality we had made our reputation on.

The solution was pure cloak-and-dagger. One dark night a few years ago a group of daring Cuban expatriates put to sea carrying a precious cargo of Cuban tobacco seeds. After running a gauntlet of Cuban gunboats they finally reached their destination — Honduras. Here under almost identical conditions of climate and soil, this prime tobacco flourishes to this day, far from its native land. This is the tobacco we use to make our superbly mild and flavorful cigars — cigars an expert can't tell from Havana.

CREDIT CARD HOLDERS CALL TOLL-FREE: 800-237-2559

My Offer to Cigar Lovers

I will send you postpaid a variety of 60 Factory Fresh Cigars. Smoke one or a half dozen with our compliments. If these cigars aren't all you expect and a great deal more, return the remainder by Parcel Post and I'll refund your money. No questions asked. Your delivered cost is only \$9.90 for 60 Factory Fresh Cuban Seed Leaf Cigars.

A233 To order: Fill in & mail coupon to:

THOMPSON CIGAR CO.

200 N. Edison, Dept. A233, Box 1839, Tampa, FL 33601

O.K., TOM! Ship me the Victory Sampler under your money-back guarantee for only \$9.90.

Check for \$9.90 enclosed. (Fla. residents add 4% sales tax.)

Charge \$9.90 to my

BankAmericard

Master Charge

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Diners Club

Credit Card No. (Print All Digits) _____

Master Charge Also Enter 4 Digits Below Your Acct. No. _____

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street _____

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Sports LIQUIDATORS
GET ACQUAINTED OFFER

25 Famous, Popular and Proven LURES \$ **7.95**
All Different . . . for only



25
FOR THE
PRICE OF 5
IT'S LIKE GETTING
20 LURES
FREE

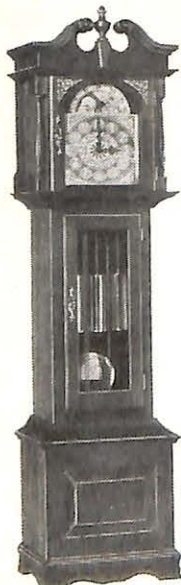
Lures in this set were chosen by expert fishermen. Famous Action-Plugs, Deep Runners, Shallow runners, Divers, Spinners, Wobblers, Spoons, Natural Plastic-Bait and many more! **a value over \$20**

All well known types. A great ALL-AROUND LURE SET . . . for lake, river, stream or pond . . . for any and ALL FISHING TRIPS.

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SPORTS LIQUIDATORS 8942-651 LANKERSHIM,
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FINE GRANDFATHER
CLOCK KITS
STARTING UNDER
\$200



(including movement and dial)

- Factory direct prices
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CLOCK COMPANY
WORLD'S LARGEST MANUFACTURER
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Miller's New '79 Catalog

FREE

miller's nursery guide: 1979



Browse through this new, full-color catalog! See our introductions for '79, including the re-introduction of Antique Apples you can't find anywhere-else. Fully described, with color photos: dwarfed hybrid and standard peach, pear, plum, apricot and apple trees. Virus-free berries. A new seedless grape sure to become a favorite. Super-tender asparagus. The best-keeping apple of all time. 3-year, hardened blueberries. 2 pages of tested recipes. Backyard or tub fruit-farming. And much, much more.

CLIP AND MAIL COUPON NOW

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Canandaigua, N.Y. 14424

Please send me my own copy of your '79 Catalog and Planting Guide, **FREE**.

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See Advertisement on Back Cover

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List items you wish here:

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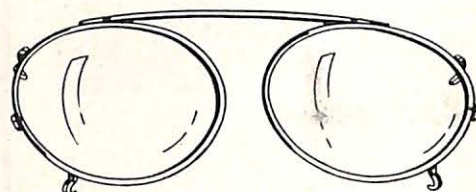
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Clip **MAGNIFIERS** on regular glasses. **SEE CLEARER INSTANTLY!** Read fine print of phone book and TV guides. **30-day money-back guarantee.** State age and sex. Send only \$8.95 + 75¢ handling. Precision Optical, Dept. 41-B, Rochelle, ILL. 61068

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VITAMIN E
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Your Dollar Still Has Clout At RVP!

\$ 1.00 BRINGS YOU
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FANTASTIC BARGAIN

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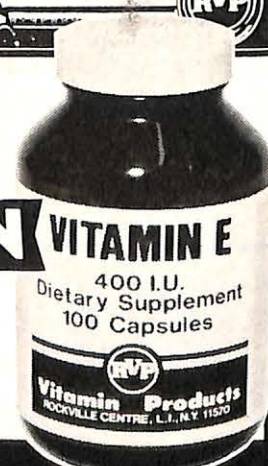
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8ELK-16

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YOUR QUICK WAY TO EASY MONEY!



VINYL REPAIR

MAKE \$20 TO \$30 FOR AN HOUR'S JOB LIKE THIS

**GIVE "on-the-spot" SAME DAY SERVICE
GET "on-the-spot" SAME DAY PAY!!!**

You can be in business IN A FEW DAYS!

Sensational! That's the **MONEYMAKING POWER** of VIP Professional Vinyl Repair . . . the business of your own that can be part or full time for **QUICK AND GROWING PROFITS!** You need no study — no training — just a few hours' practice and you're ready to do repairs for pay, — **BIG PAY!** You can be in business practically overnight.

Start for less than you make in 1 hour on first job!

With just a small down payment, you get the complete VIP going-into-business kit . . . all equipment, materials, complete step-by-step instructions, business-building helps . . . everything you need!



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"I've made as much as \$60 in 3 hours."
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9 HOLIDAY INNS FOR HUSBAND/WIFE TEAM
"These Inns have put us on a monthly allotment. We are busy every day. Wonderful to be one's own boss. We are putting on one repairman to handle business other than Holiday Inns. With our setup, we have weekly checks coming from just the Inns."
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STEADY WORK FOR 20 CAR DEALERS
"20 car dealers give me all their repair work. I call on two or three every day, take care of what's needed. No matter what the repair is, it's easy to do with VIP."
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\$440 IN 9 HOURS!
"I repaired 55 chairs at the NCO Club at \$8 each — \$440 for 9 hours' work. Materials and transportation cost only \$35!"
D. Gagnon, S.C.



\$513⁰⁰ in first 10 days!
"The first 10 days I made \$513. Now getting business from 15 car dealers, 6 furniture stores, 4 restaurants and bars, and clothing stores."
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HERE'S THE VIP VINYL REPAIR KIT that puts you in your own HIGH-PROFIT BUSINESS

They all started by mailing a coupon like this. YOU CAN TOO!

ALL FACTS FREE BY MAIL — NO SALESMAN WILL CALL. MAIL COUPON NOW

UNLIMITED CUSTOMERS FOR YOUR SERVICE

Auto dealers, car shops, restaurants, motels, bars, clubs, hospitals, bus companies . . . these are just a few of the places that need vinyl repairs, repeatedly. The business is there, waiting for you. And a repair job that takes 1/2 an hour to an hour can mean a quick \$15 to \$30 for you . . . most of it **PURE PROFIT!**

MEN, WOMEN, HUSBAND/WIFE TEAMS FIND VIP QUICK, CLEAN, EASY, PROFITABLE!

Both women and men enjoy this easy, profitable way to make good money fast and steady. The VIP exclusive process is so easy, the directions so simple, that anyone who can read plain English can do it. And what a money-maker! A sure way to have an independent income, or build to a business as big as you want to make it. There's no end to the demand!

GET ALL INFORMATION FREE BY MAIL NO SALESMAN WILL EVER CALL.

MAIL THE COUPON BELOW OR PHONE TOLL FREE ▶ 800-621-5809
In Illinois 800-972-5858

VIP VINYL INDUSTRIAL PRODUCTS
2021 Montrose Ave., Dept. 151
Chicago, Ill. 60618

Vinyl Industrial Products, Dept. 151
2021 Montrose, Chicago, Ill. 60618

PLEASE RUSH BY MAIL FREE FACTS about VIP Vinyl Repair and how I can start making money within a few days! No salesman is to call. I am under no obligation.

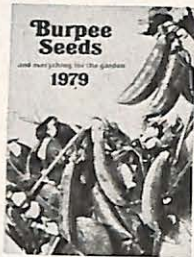
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Burpee's
new 1979 Seed
Catalog-FREE

Featuring new exciting vegetable and flower varieties for home gardeners.

The new 184-page Burpee Catalog is a comprehensive planting and growing guide with over 1800 vegetables, flowers, fruits, shrubs and trees. Plus helpful hints from Burpee's horticulture experts on how to have a more productive garden. Send for your free copy today.

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**SLEEP WARM
BED WARMER**

Here's the scientific way to keep warm—with the heat *under* instead of *over* you—on this FOUR-SEASONS comfort unit! Quality-made of long-wearing Cannon sheeting and polyester-filled.

New soothing, satisfying relief from sleeplessness, arthritis and circulation problems, it lies flat under bottom sheet. It's washable, 4-position ac/dc sleep-switch, and comes with a five-year guarantee. 39x76 twin \$32; or 54x76 full bed size \$34; 54x76 full size, dual control \$40; 60x80 queen size with dual \$48; 78x84 king size with dual \$50, all postpaid. Enclose check or M. O. only—Mich. residents add 4% sales tax.

THE LINEN CLOSET

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**Start Playing Boogie
or Bach in 15 Minutes**

Read RoJan Music Scores as easily as you now read a book! Play 2 songs 1st day, Piano or Organ, or your money back!

Why spend years learning 52 lines and spaces? RoJan simplicity enables you to play rich modern chords on sight, excellent arrangements other beginners can't touch! BOOK 1 (6.95 + \$1.00 postage and handling) has 14 songs... Shenandoah, Sheherazade, etc. Book 2 (\$6.95 + \$1.00 postage and handling) has 13 songs... Fascination, Bill Bailey, Clair de Lune, Bach's Prelude in C, etc., plus keyboard harmony. BOTH BOOKS ONLY \$11.95 + \$1.65 P & H. Remember, you MUST learn to play, be thoroughly delighted, or return for full refund! Send check or M.O. Money back guarantee.



\$6.95

Keyboard Chart
Included

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951 North 45th Seattle, Wa. 98103



Elks Family Shopper

consumer/news

Whether you are a new CBer or your "handle" is an old one, you should have a copy of the new *Citizens Band Radio Service Rules*, published by the Federal Communications Commission. These rules are written in plain English, in a question and answer style. And the booklet has a lot more. It explains how to get a license and what you need to do to get on the air. It even has a CB problem checklist to help you decide how to make repairs on your set. For your copy of (Continued on Page 46)

**If Ruptured
TRY THIS OUT**

Modern Protection Provides Great Comfort and Holding Security

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

PORTABLE CAR GARAGE

Only \$5.98



INSTANT ALL-WEATHER PROTECTION for car, motorcycle or boat — whenever, wherever you need it!

Now never again worry about rain, sleet, snow, dirt, dust or salt spray damaging your ungaraged car... giving you starting troubles... making those bad-weather months a living nightmare! Huge 12' x 25' PORTABLE CAR GARAGE fits over and around any make or model car (even station wagons and panel trucks)... comes with 8 reinforced grommets for secure tie-down. Made of flexible, heavy-duty gauge clear polyvinyl. Stays pliable in sub-freezing weather, folds compactly for easy storage right in your trunk! Order extras to protect motorcycles, farm machines, outdoor furniture and barbecues... even small boats!

SUPER STRENGTH MODEL (12' x 25') ALSO AVAILABLE — made of extra strong, extra thick polyvinyl, with 8 reinforced grommets. Comes with protecting tape for secure coverage in severest weather — only \$8.98!

No risk money-back offer. If not delighted, return within 14 days and your money will be refunded in full (except postage & handling). MAIL COUPON TODAY!

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Yes! Please send me
— (#005) Heavy Duty Model Instant Car Garage(s) at only \$5.98 each plus 95¢ per Garage to cover postage & handling.
— (#013) Super Strength Model Garages at only \$8.98 each plus \$1.25 per Garage to cover postage & handling!

SAVE — Order 2 Heavy Duty Garages only \$10.98 plus \$1.75 postage & handling. 2 Super Strength Garages only \$16.98 plus \$2 postage & handling.

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Amount enclosed \$ _____ PA residents add 6% sales tax.
3096

Check or money order, no CODs please.

CHARGE IT: (check one) Exp. Date _____

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\$2 1/2 Liberty	140.00	ea. 125.00
\$2 1/2 Indian	130.00	
\$3	875.00	ea. 105.00
\$5 Liberty	110.00	ea. 135.00
\$5 Indian	140.00	ea. 175.00
\$10 Liberty	180.00	ea. 235.00
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NEW SLEEP COMFORT

Raise the full width of your mattress for more healthful, restful sleep. Slip the **NU-SLANT** under your mattress at either head or foot of bed. 7 adjustable positions allow you to predetermine the height from 5 to 14". Better than extra pillows. Folds invisibly flat. Customer approved for 12 years. Plywood. **Head Elevation** comforts diaphragm hernia, acid regurgitation; breathing and heart ailments. **Leg Elevation** eases varicose and other leg discomfort. Twin Bed Size \$24.98. Double Bed Size \$27.98. Add \$1.00 postage and handling. NJ residents add 5% tax. We ship promptly.

Send Check or Money Order to —

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

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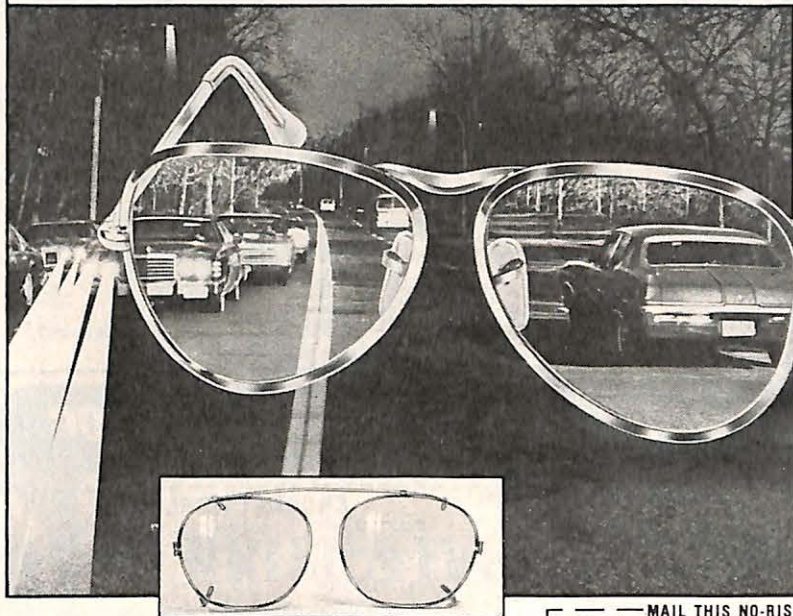
Plus 26¢ Pstg.



**BARCLAY, Dept. 51-A, 1575 North Dixie Hiway,
Pompano Beach, Florida 33060**

Spectacular "Night-Owl" Glasses Cut The Glare Dramatically...

Lets you drive thru fog or night and blinding glare with lifesaving visibility and safety!



✓ Penetrates dense, hazy fog.

✓ Cuts down oncoming headlight glare.

✓ Reduces blinding glare from reflected summer, winter sun rays and snow.

✓ Prevents eye-strain and fatigue.

✓ Ideal for outdoor sports.

Imagine being able to see clearly through oncoming, dazzling automobile headlight glare while driving on pitchblack highways . . . penetrate dense, misty, hazy fog . . . eliminate glare of blazing sun and glistening, blinding white snow—do all this with no straining, no squinting, no fatigue but with the greatest of driving ease and comfort.

Yes, you can reduce dangerous nighttime headlight glare from oncoming cars . . . your vision can pierce dense, misty fog to detail the road ahead . . . you can improve your night driving vision to that of a night owl with these spectacular, scientifically designed impact resistant glasses.

These remarkable "Night-Owl" glasses are made of special amber-yellow lenses that let through infra-red light, but filter away irritating and blinding ultra-violet rays. Instantly you see more clearly . . . dazzling, blinding headlight glare from oncoming cars look like soft, amber lights . . . objects in a fog-drenched distance take shape, become more clearly defined. You can judge distances better. Snow and scenery will look more spectacular, yet you'll see more clearly and safely without shimmering, blinding effect.

The "Night-Owl" frame is attractively designed for a comfortable fit—one size fits all. Also available in handy clip-on style to fit your regular eye-glasses. Each style comes in attractive vinyl carrying case and is boxed. Your cost for either style, only \$7.95 each. Order several to keep in each of your cars. Satisfaction guaranteed or your purchase price refunded within 14 days (less postage and handling, of course). Order today—NOW!

© 1978 Encore House, Inc., Roberts La., Glen Head, NY 11545

MAIL THIS NO-RISK COUPON TODAY

ENCORE HOUSE, Dept. NDG-48
Roberts Lane, Glen Head, New York 11545

YES! Please rush me the "Night-Owl" glasses checked below, so I can enjoy improved visibility while driving at night or in fog.

Check style and indicate (#110) Regular Frame quantity desired: (#120) Clip-On Frame

1 pair of "Night-Owl" Driving glasses in vinyl carrying case for \$7.95 plus 75¢ postage & handling.

SAVE \$1.70—2 pair "Night-Owl" Driving glasses in vinyl carrying cases for \$13.95 plus \$1.00 postage & handling.

I understand that if I'm not fully satisfied with my order, I may return it within 14 days for a complete refund of my purchase price (less postage & handling, of course).

Amount enclosed \$ _____ (NY residents please add sales tax.) No C.O.D.s please.

CHARGE IT! VISA (BankAmericard) Exp. Date: _____
 Master Charge

Credit Card # _____

Name _____

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OUR FAMOUS CLYDESDALE'S ON PARADE

ORDER

BY

MAIL!



Our authentic cast iron **Beer Wagon** is a classic replica/investment for the collector. 8 chunky cast iron Clydesdale horses pull a vividly hand-painted wagon with 27 individual wood barrels. Complete with drivers, reins and dog. 31" overall. Weighs 15 lbs. Looks striking on a Bar, Mantlepiece or Television set. Makes a perfect gift. Although similar wagons sell for \$70-\$80 in gift shops, our price is: **\$29.95 ea. plus please add \$3.00 for shpg.** Mass. residents please add 5% sales tax.

*** SPECIAL PREMIUM OFFER ***

Mention this ad and send it with your order and we will send you **FREE** a set of **BUDWEISER** salt and pepper shakers.

Send your check to: (If Master Charge or Visa, card No. & exp. date)
HIGHLANDER HOUSE Dept. E4 70 Main St. (617) 665-3581
MELROSE, MASS. 02176

CROCHET WORLD



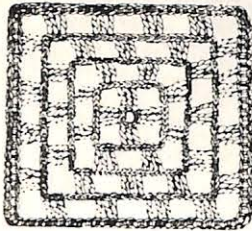
*FOR ALL THOSE WITH CROCHET IN THEIR HEARTS

OVER 100 CROCHET PATTERNS DURING THE YEAR
LESS THAN 4¢ PER PATTERN

Each issue **BURSTING** with **CROCHET DELIGHTS!**

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your money **BACK** if the first issue doesn't thrill you beyond words!

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1 yr. \$4.00 1 yr. Canada \$5.00
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Please print name & address clearly.

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ADDRESS

CITY STATE ZIP

Please allow 45 to 60 days to receive 1st issue.

1000 RETURN ADDRESS LABELS \$1.00

1000 gummed economy name and address labels printed in black with ANY name, address, zip code. Up to 4 lines.
Order S717 Set of 1000 Economy Labels (boxed) . . \$1.00

250 Self-Stick GOLD FOIL LABELS \$1.98

Gleaming gold foil labels stick to any clean, dry surface - need no moistening. Rich black printing, classic border.
Order P6128 Set of 250 Gold Foil Labels (boxed) . \$1.98

250 Self-Stick WHITE GLOSS LABELS \$1.98

Glossy white self-stick labels cling to any smooth surface - no moistening. Sharp black printing up to 4 lines.
Order P6030 Set of 250 White Gloss Labels (boxed) \$1.98

Walter Drake 3291 Drake Bldg. Colorado Springs, CO 80940

NAME _____
ADDRESS _____
CITY & STATE _____ ZIP _____

___ S717 1000 Labels @ \$1 each \$ _____
___ P6128 Gold Foil Labels @ \$1.98 each \$ _____
___ P6030 White Gloss Labels @ \$1.98 ea \$ _____
Add 20¢ per set for postage & handling \$ _____
SATISFACTION GUARANTEED Total \$ _____

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Outdoor Sporting Specialties

Chamois Cloth Shirt
(For Men and Women)

Sueded Cotton. Looks and feels like high-grade chamois leather. Machine washable and extremely durable. Mr. Bean personally used this shirt on his hunting and fishing trips. Five colors, Navy, Bright Red, Tan, Forest Green, Slate Blue. Men's Regular Sizes 14½ to 20. (No 18½ or 19½) Men's Long Sizes 15 to 19. (No 18½) Women's Sizes 6 to 20.

Please Ship Postpaid

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Size _____ Color _____

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Size _____ Color _____

___ Men's Long Chamois Cloth Shirts @ \$14.50
Size _____ Color _____

Check Enclosed Master Charge
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Card No. _____ Exp. Date _____
 SEND FREE CATALOG

Name _____
Address _____
City _____
State _____ Zip _____

L. L. Bean, Inc.
7191 Cedar St., Freeport, ME 04033

Elks Family Shopper
consumer/news

the Citizens Band Radio Service Rules, send \$1.25 to the Consumer Information Center, Dept. 109F, Pueblo, Colorado 81009.

An encyclopedia is available on house construction techniques and terms with detailed instructions and illustrations on everything from (Continued on page 48)

Just Another Lamp Valued at \$1,200.

LAKE FOREST, IL — A lamp collector here reports that a man was amazed to learn that a lamp he had was valued at \$1200.00.

The collector says that, while this price is unusually high, exceptional glass and leaded shade lamps have been appreciating on the market and are in demand.

To aid in identifying these lamps, the collector offers a booklet, with photographs, on what to look for so that you can recognize these lamps.

To get your booklet, just send \$3.95 plus 50¢ postage and handling to EPC Lamps, P.O. Box 897, Dept. L, Lake Forest, IL 60045. IF YOU HAVE A GLASS, LEADED SHADE LAMP YOU WANT TO SELL, SEND A COLOR PHOTO FOR AN OFFER.

NEW! ONE INCH SQUARE FASTER GROWTH EASY TO USE

SUDBURY sea-green
Fortified with Seaweed

New, one inch square cubes hasten the germination of seeds, small and large. The natural ingredients of peat and arcillite combined with Sea-Green 5-10-5 with its 55 trace elements provides stronger root systems, faster growth. NEW tested formula assures maximum results.

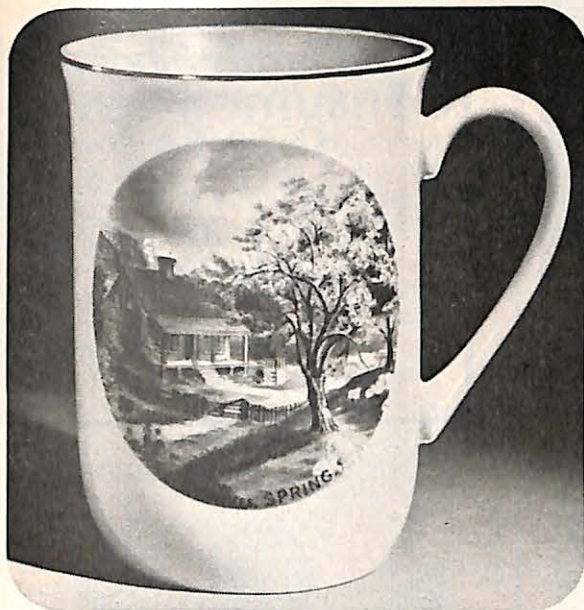
48/box \$1.99 + \$.90	240/box \$11.99 + \$1.25
96/box \$4.99 + \$1.10	496/box \$23.95 + \$1.75

SEA-POWER \$4.49
per qt plus \$1.20 post., ins & hdg.

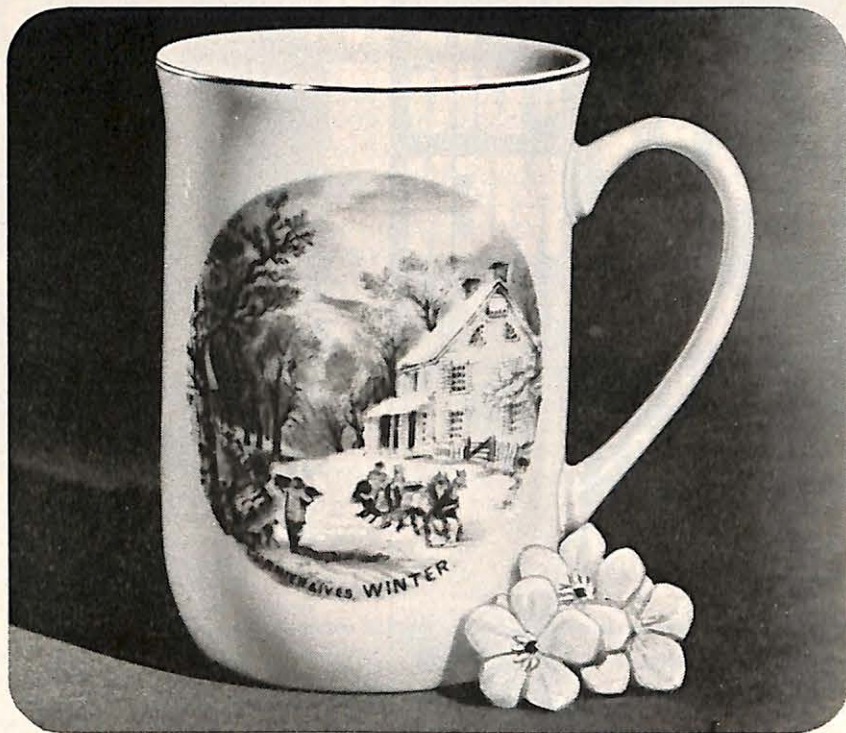
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Elks Family Shopper consumer/news

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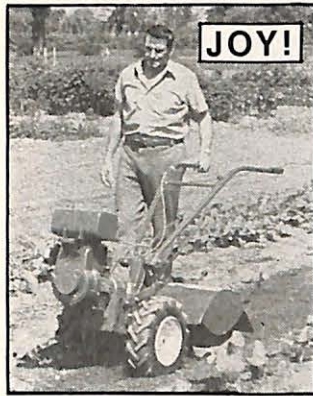
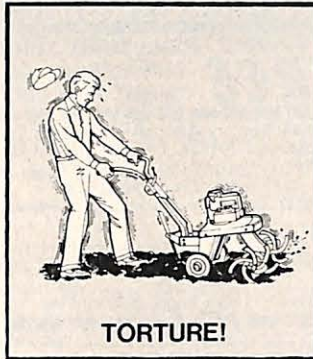


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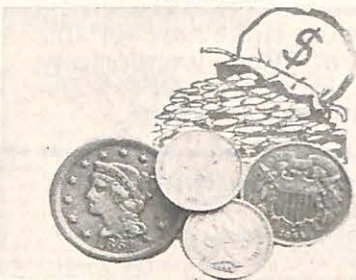
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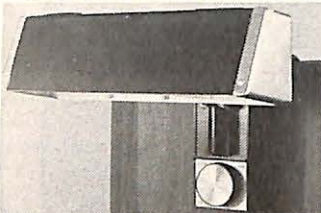
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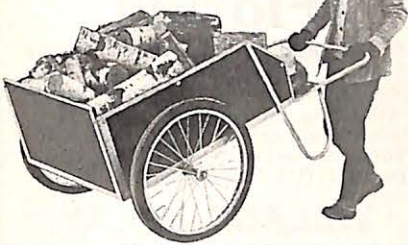
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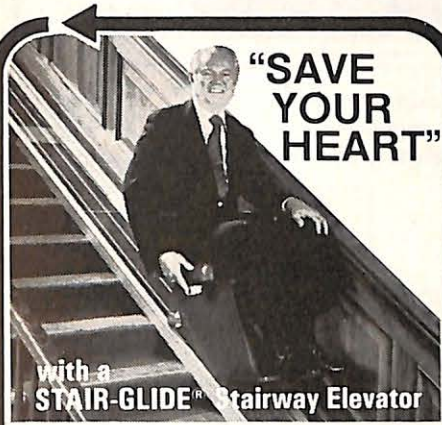
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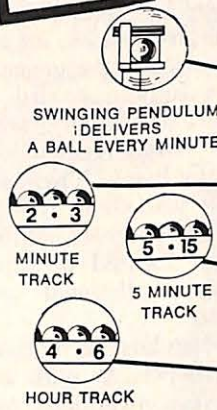
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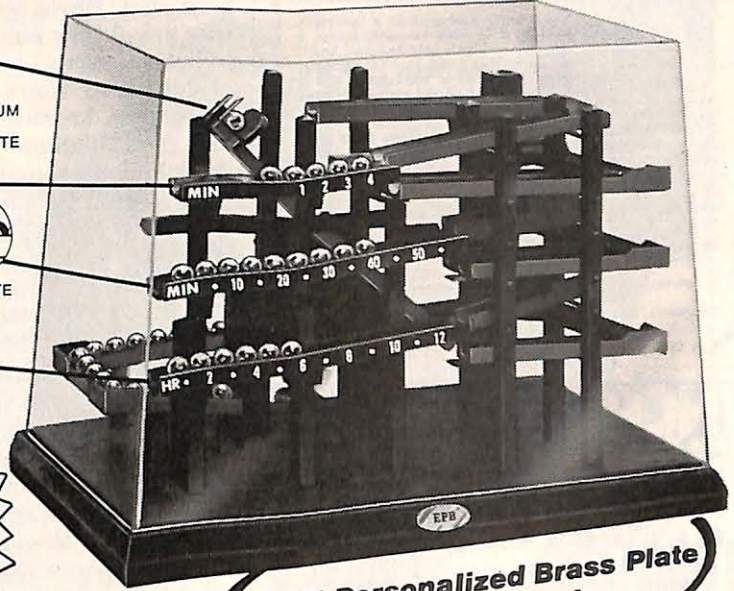
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Sherlock Holmes

(Continued from page 37)

what rank Holmes held in the British Army. To avoid embarrassment, a flabbergasted Doyle replied that Holmes was too old for military service, an answer that seemed to satisfy the general.

Rosenblatt notes fully one-third of the people he meets are willing, with only the slightest encouragement, to think Holmes actually lived. "There are thousands of people who think Holmes was a real person," he observes, adding that the bank now located at 221B Baker Street, Holmes' fictional residence, still gets letters.

In truth, the Irregulars do nothing to discourage this belief. As with any cult, the club has its conventions, and one of them is discussing Holmes and Watson as if they were real persons. When Conan Doyle's name is mentioned, he is respectfully referred to as Watson's "literary agent."

How Holmes would have reacted to all this is debatable. He was not a party goer or the most convivial of men. He once remarked after receiving an invitation, "This looks like one of those unwelcome social summonses which call upon a man either to be bored or to lie." But, he was also somewhat vain and egotistical, and one cannot help but think he would be pleased by all this attention. Perhaps, every Jan. 6, he would have turned to Watson in the privacy of his residence and note, with a slight smile, "Ah, Watson, the game is still afoot."

Veterans Remembrance Report Entry Deadline: February 28, 1979

"So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him." We should all be very proud of this most solemn pledge. For we as Elks have kept this pledge and continue to do so to the best of our ability. But remember, there is always room for improvement.

The Veterans Remembrance Lodge Participation Report conducted by the GL State Associations Committee and sponsored by the Elks National Service Commission is one way of tabulating our accomplishments with our hospitalized disabled veterans. Last year we had 100 percent participation by state associations and 20 states had 100 percent participation by their lodges. This year we are aiming for 100 percent participation in both categories. Don't let our veterans down.

Check with your lodge chairman and see that he is going to participate. No matter how small the participation may be—please report it. It will make 100 percent lodge participation possible.

The completed report must be in the hands of your District Deputy by February 28, 1979, and he will transmit the report forms to your state chairman.

We as Elks do care about our hospitalized veterans. Please do what you can to see that your lodge takes part in this program.

Pat O'Brien, Chairman
GL State Associations Committee

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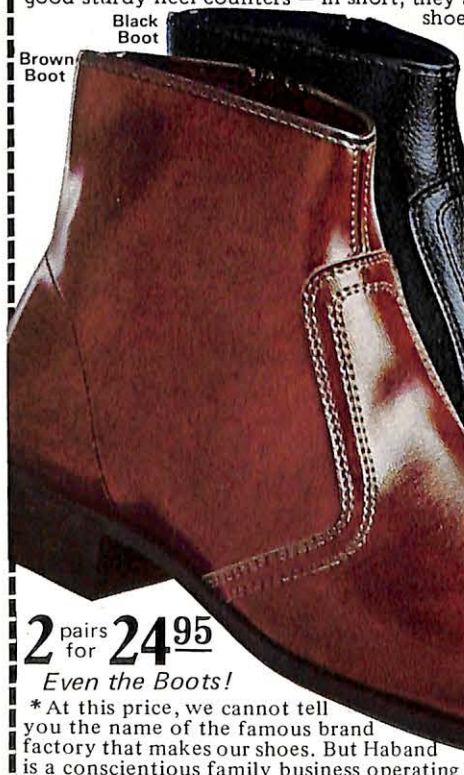


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