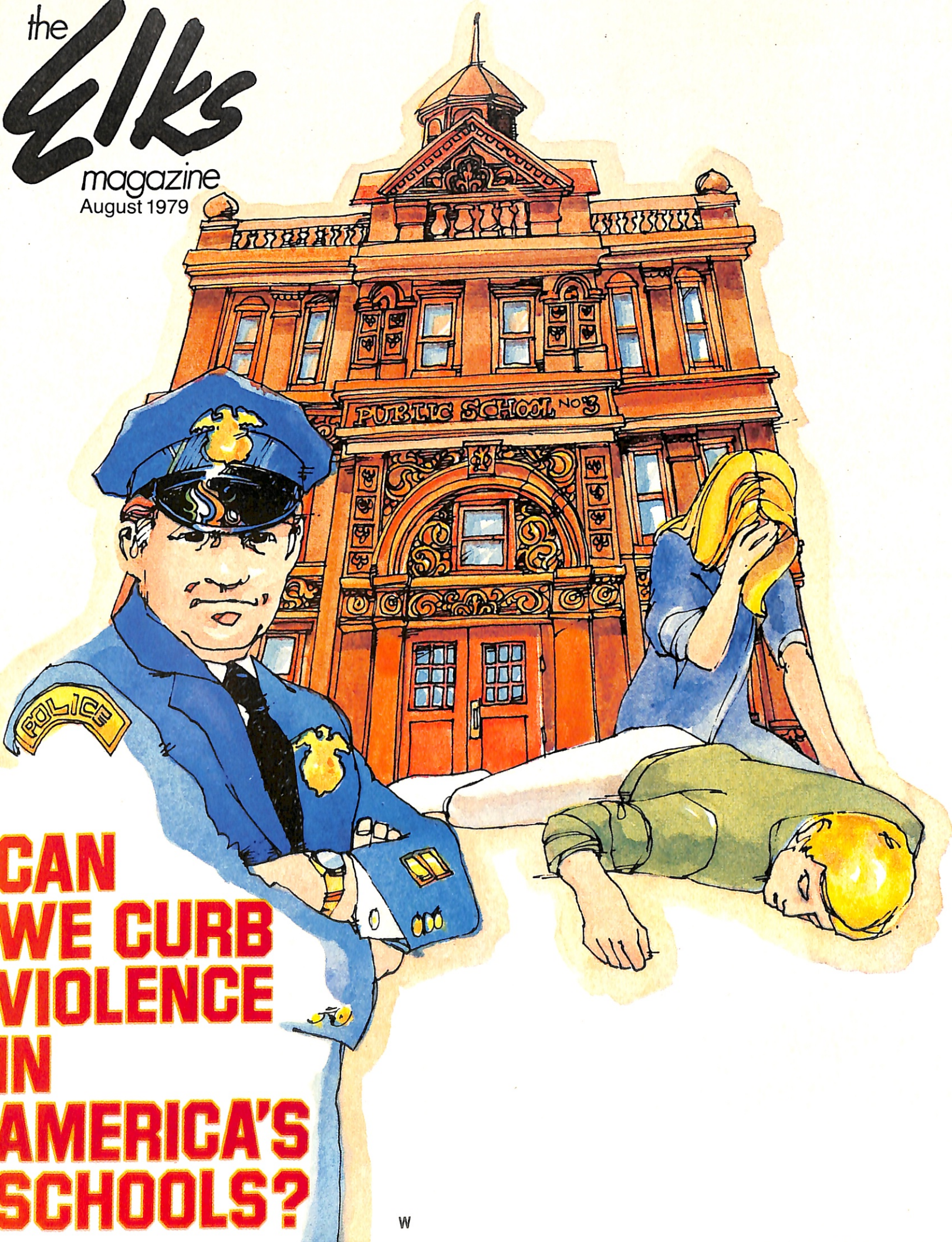
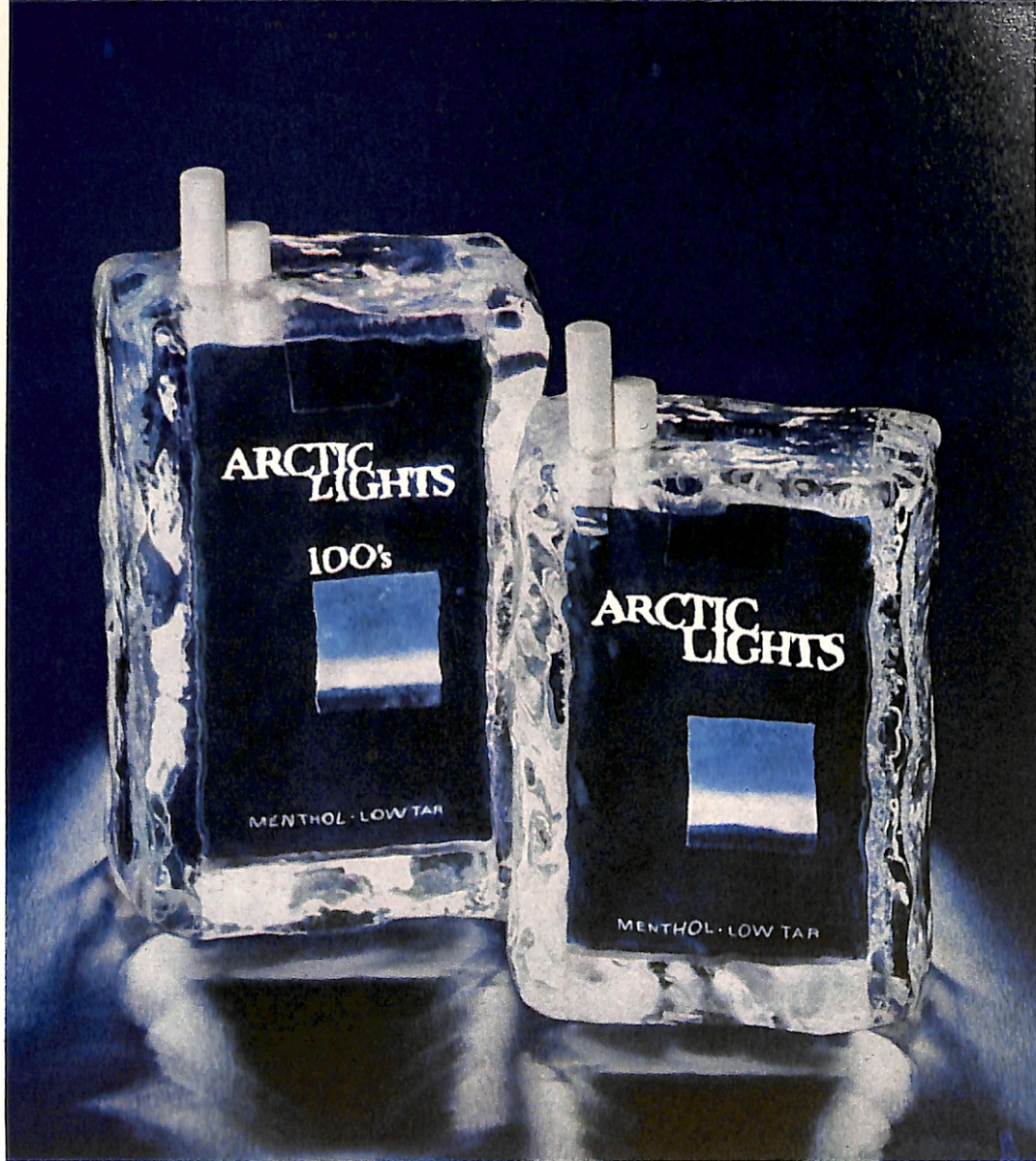


the
Elks
magazine
August 1979



**CAN
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PROUD MEMBER



A
MESSAGE
FROM THE
GRAND
EXALTED RULER

MY BROTHERS:

THANK YOU for selecting me as Grand Exalted Ruler for this year. It will be a busy year for me, and also for many of you who will help build a better Elkdom.

THE GREETING of "My Brothers" is traditional, but I am convinced that many families and friends of Elks read this magazine and thus "My Friends" would be more appropriate. There are no statistics available, but it would not be too far wrong to guess that *The Elks Magazine* is read in some fashion by over 90 percent of our members and their families.

REALIZING that there are far more readers than there are active Elks, I shall direct a portion of my messages during the year to you good Elks and their families who are not active.

YOU BROTHERS retain your membership for reasons known only to you and I respect and applaud your choice to do so. I suspect that although most of you have not given the matter any conscious thought, the non-active Elk retains his membership because, deep down, there is a feeling that Elkdom serves a useful purpose and you are a part of it. It gives an outlet for that strong desire we all have to be of help to our fellow man.

THIS YEAR our program is built around a substantial increase in membership—we seek 80,000 additional Elks in 1980, and your help is needed to achieve this goal.

EVERY ELK reading this message has a friend who is not presently a member. If you are not active, for whatever reason, you can be a vital part of our organization this year by simply proposing at least one new member by January 1st.

NEW MEMBERS supply the ideas, the initiative, and the direction our organization must have, if you are to continue to be proud to be a member. When you propose that friend, you help ensure Elkdom's future.

A handwritten signature in cursive script that reads "Robert Grafton".

Robert Grafton

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the **Elks** magazine

VOL. 58, NO. 3 / AUGUST, 1979

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

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In 1869, John Wesley Powell did what no man had done before—sail a boat down the uncharted Colorado River through the heart of the Grand Canyon.
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"Most people is fools, you know, and thinks they got to pay taxes. But it ain't so, boy, It ain't so. I ain't paid none in thirty years."

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ADVERTISING OFFICES



CHICAGO 60614 425 W. Diversey Parkway (312) 528-4500
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THE ELKS MAGAZINE, Volume 58, No. 3, August, 1979 (ISSN 0013-6263). Published monthly at 425 W. Diversey Pkwy., Chicago, IL 60614 by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Chicago, IL, and at additional mailing office. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Single copy price is 25 cents. Subscription price in the United States and its Possessions, for Elks, \$1.25 a year, for non-Elks, \$2.50 a year; for Canadian and Foreign postage, add \$1.50 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.

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Introducing . . .

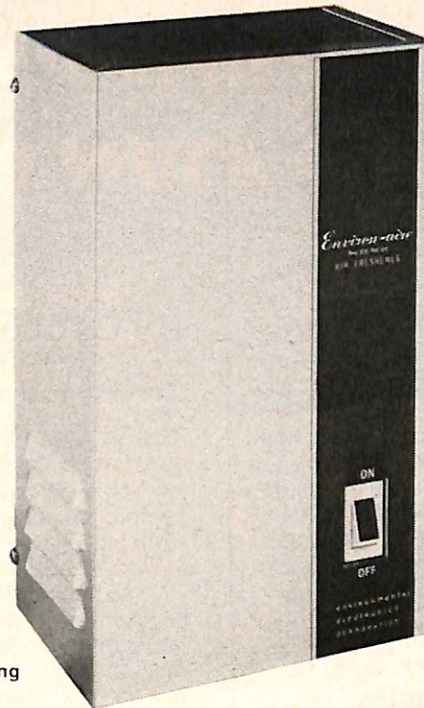
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The Environ-air unit's patented process electrostatically creates these same negatively-charged oxygen molecules that permeate any enclosed space and attract odor molecules like a magnet until they're totally "neutralized."

BEFORE ENVIRON-AIRE

There were two ways to control odors: *Dilute*—constantly recycle fresh air to dilute odor molecules or *deodorize*—constantly mask odor with a heavy perfumy scent. Now, with Environ-air, there's a third, more effective and highly scientific way. And that's to *destroy* all organic odor molecules electronically.

WHAT THE ENVIRON-AIRE IS NOT

It's not a one-shot cover-up. It doesn't mask odors—it destroys them electronically. And it kills tough odors *continuously*—not temporarily like sprays, wicks, stick-ons, etc. There are never any chemicals to buy, bulbs to burn out or filters to replace. The unit uses only as much electricity as a 25-watt light bulb.

WHAT IT IS

The Environ-air is a *continuous* air-cleansing process so unique it's patented. It uses the latest in space-age electronic technology to create the first energy and cost-efficient air purification system for the home. Even in a

smoke-filled room, you will be breathing only clean, fresh air all day long.

FORCED AIR—THE MOST IMPORTANT NEW FEATURE INNOVATION

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A DUST-FREE ENVIRONMENT: AN UNEXPECTED BONUS

The Environ-air also de-activates dust particles suspended in the air. The ionized oxygen pumped into your room will attach itself to any impurities in the air, causing them to fall to the ground. Ahhhh... what's left is pure, clean air.

PROVEN EFFECTIVE IN HOSPITALS, FISH MARKETS, PET SHOPS & MORE

Prior to this special introduction to consumers, hundreds of Environ-air units were used by businesses with their own peculiar odor problems. After using it for over 8 months they found it to be the only answer to annoying, persistent odors. Why? Because it outperforms other systems in what it does and how it does it.

TO USE IT IS TO LOVE IT

You will feel the difference immediately. The Environ-air will cleanse any 20' x 20' room of odor-causing molecules within just 5 minutes!

Imagine how exhilarated you'll feel with a fresh supply of ionized oxygen surrounding you day and night!

CLEAR THE AIR ONCE AND FOR ALL

In the kitchen... bathroom... basement... nursery... pet areas... smoke-filled offices. Use it anywhere stale, musty, offensive or pungent odors are a problem. The attractive wood-grain unit is compact—10" x 6" x 4" deep—and lightweight—only 8 pounds. It can be wall mounted as an inconspicuous permanent fixture where annoying odors tend to accumulate. Or, it can be moved from place to place as needed, taking up little space on a shelf or floor. And installing it is simple—just plug it in. It uses regular household current.

LET YOUR NOSE PROVE ITS EFFECTIVENESS IN YOUR HOME OR OFFICE

The Environ-air may sound too good to be true. That's why we offer a 30-day trial period and ask you to really give it a workout. For starters, simply turn the unit on, then cut up a big, juicy onion. No tears. No smell.

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YOU AND RETIREMENT

by Grace W. Weinstein



GOING INTO BUSINESS

Are you thinking of going into business for yourself? Are you, like many pre-retirees, thinking of cushioning retirement by opening a store or providing a service of some kind?

If so, investigate carefully before you begin. Almost half of all small businesses fail within the first couple of years. You will stand a better chance of success if you do your homework, in advance.

First, think long and hard about your own abilities, talents, and experience, and match them with your potential business. Identify a need in your community and match that need with your own interests and background. Pay attention to advice given by the Small Business Administration and pick the field you know most about. That does not mean you must stick with the field you've always worked in. It does mean practical experience or study in the field you've chosen. Take a job in a bookstore, for example, if you're thinking of opening a bookstore; you'll find that a love of books and reading is not enough. If you can't find a job, take a course to familiarize yourself with business methods.

Before you make any firm decision about the kind of business you will open, give careful consideration as well to the amount of time and money you want to invest. Don't open a fully-stocked retail store, fully stocked with your life savings, unless you are prepared to work longer and harder than you ever did as an employee. Don't do so unless you can afford the financial risk.

If you want a business that will provide flexible hours, yet offer opportunity for profit, consider the smaller-scale business that you can establish in your own home. This type of business, most often a service business, is far less costly to establish. You can use your typewriter to type term papers for local students or manuscripts for local authors. You can use your basement workshop to build cabinets for neighbors, or to sharpen their tools, without much of an investment. You can rent out your tools, for that matter, or your services as a handyman. Just be sure that you check out any local zoning or licensing restrictions.

A full-scale business has more opportunities for profit. It also has more risk, and more chance of failure. It demands more time, energy, and money. If you are thinking of embarking on such a venture, here are things to consider:

⊙ Do you know how much money you'll need to get started? Have you done a realistic estimate of start-up and operating costs and allowed a sizable cushion for error? Have you considered all the money-eating elements?—rent and renovation, utilities, insurance, stock and equipment, fees for professional advice, salaries for any help you hire? Have you thought about your own living costs during the early stages? Draw up worksheets listing estimated monthly expenses and one-time costs. Then analyze the figures: Can you afford the start-up costs and initial monthly operating expenses out of your own pocket? Or do you know where you can borrow the rest? Have you talked to a banker about your plans? What was his reaction? Have you talked to suppliers? Will they extend credit? Do you know the typical return on investment in the business you plan to start? Will the rate of return be adequate? Will it be greater than the rate you could expect if you invested the money elsewhere?

⊙ Have you sought professional help? You'll need a lawyer right away, to check out your lease and advise you about local regulations. You'll need insurance, both liability (in case anyone is injured on your premises) and property (against loss by fire or theft). You'll need an accountant, to help you set up a bookkeeping system, establish fees and prices, and draw up financial statements.

⊙ Have you evaluated the need for your business in your community? Have you chosen your location carefully, in terms of whether you will want walk-in customers or be operating by referral? Have you identified the kind of people who are likely to be interested in your product or service? Have you developed an advertising plan to reach those potential customers? Have you considered the cost of advertising?

⊙ Have you looked at the competition? If there are no businesses like yours in your community, is it because there is no need for one? Or are people flocking to the nearest such business miles away? If there are other businesses of the same type, are they successful? Is there room for another?

⊙ Have you thought about the structure of your business? Will you be best off as a sole proprietorship, a partnership, or a corporation? Tax considerations are primary here, and you should consult both

(Continued on page 31)

You worked hard most of your life. Now your age can work for you.

AARP is an organization created exclusively for people 55 or over. Its main purpose is to keep vital people in the forefront of life, participating and contributing. Profitably.

AARP stands for the American Association of Retired Persons. It is non-profit and non-partisan. For people retired or not, active or not, healthy or not so healthy. There are now more than 11 million members across the country who are taking advantage of their age. Through AARP.

For only \$3.00 a year, you and your spouse can join AARP and take advantage of all its unique benefits and services.

Meet with people your own age.

At over 3,000 Local AARP Chapters across the U.S. people are meeting to improve the quality of their lives, to make new friends and get involved.

Travel Discounts

Whether you want to travel around the world or across the country, AARP membership helps you do it right. AARP members can get significant discounts at most locations of these famous hotel and motel chains; Holiday Inns, Howard Johnson Motor Lodges, Rodeway Inns, Sheraton Hotels and Inns, Scottish Inns, and Treadway Inns. Car Rental discounts are also available to members from Hertz and Avis.

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AARP's more than 11 million members provide the buying power that gets you prescriptions and over-the-counter medicine at discount prices. Also they're mailed to your home, postage paid.

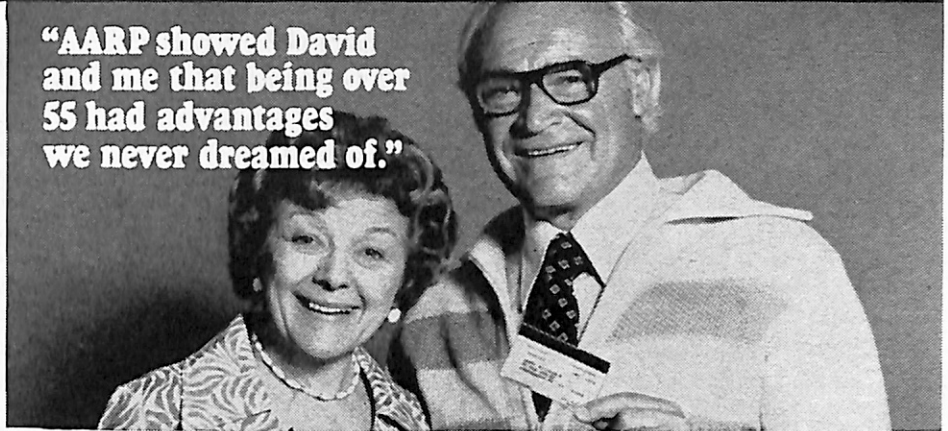
Health Insurance.

Unfortunately, there are certain health care expenses which Medicare does not cover. One of AARP's important benefits is eligibility for group health insurance coverages that provide extra protection.

Community Involvement

At Local AARP Chapters you can find ways to help your community and yourself through Defensive Driving Courses, Consumer Information Desk and The Tax Aide Program.

"AARP showed David and me that being over 55 had advantages we never dreamed of."



Important Reading

AARP provides new members with a series of booklets that guide retired people through areas of particular concern. And when you join AARP you automatically receive two subscriptions. One to Modern Maturity, a full color bi-monthly magazine and one to AARP News Bulletin. Exclusive AARP publications with a variety of news and features of special interest to you.

How to Join AARP

Just fill out the coupon below and send \$3.00* for one year's dues. It's that simple. The coupon immediately enrolls you to take full advantage of all the AARP benefits and services. There's only one requirement. You must be 55 or over, retired or not. If you are, welcome to the club.

Motoring Club

If you own a car, you might be interested in the security that comes from 24-hour emergency road and towing service, personalized trip planning, and lock-out or lost key protection. As an AARP member you can get these benefits and many more by taking advantage of your eligibility to join the AARP Motoring Plan provided by the Amoco Motor Club at a special low membership fee of only \$19.95 a year.

Government Representation.

AARP's legislative program represents the interests of people age 55 and over before state legislatures and Congress. Over 11 million AARP members make their voices heard for all those 55 and over.

*Membership dues include \$1.40 for annual subscription to Modern Maturity and \$.60 for the AARP News Bulletin.

JOIN AARP

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Gentlemen: I am 55 or older:

Please enroll me as a member of AARP. I understand that it makes me eligible for all AARP benefits and privileges.

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One membership makes both member and spouse eligible for all AARP benefits and privileges, however, only one may vote. Please allow 30 days for delivery of your membership kit.

**CAN
WE CURB
VIOLENCE
IN
AMERICA'S
SCHOOLS?**

by Frank Thistle



In hundreds of junior high and high schools across the country, acts of violence—shootings, beatings, rapes and strong-arm robberies—are cropping up with unnerving frequency. Consider these cases:

In a boys' washroom at Franklin D. Roosevelt Junior High School in Cleveland, four pupils recently cornered a 15-year-old classmate and executed him by firing six rifle bullets into his head.

In San Diego, a 15-year-old high school student walked to the front of a classroom and stabbed his English teacher with a pair of scissors four times, apparently without provocation.

In New York, at Public School 73 in the Bronx, three girls under 15 decided to pay back a physical education instructor after she had advised their parents that they were not doing well in her class. First, they merely disrupted her class, treated her with contempt and mocked her in public. Then they tried to push her down a staircase. Finally, they sneaked up behind her, set fire to her dress, and jeered while the woman almost burned to death.

Also in New York, two teachers, 23 and 28, were raped at knifepoint on the same day. In the first attack a youth about 15 waited for the teacher to enter her third grade classroom at P.S. 63 in the Bronx, about 20 minutes before classes began, forced her into a closet and raped her. The other teacher was raped at P.S. 23 in Chinatown by a teenager after class.

In Des Moines, a 15-year-old ninth grade pupil, who told officials "everybody in the world is against me," turned a classroom into a shooting gallery before surrendering his rifle to the principal. Although he fired 14 shots at classmates, no one was hit. But a student who had been singled out as a special target suffered a broken back when he leaped from a second floor window.

In Philadelphia, Samson L. Freedman, a 54-year-old teacher at Leeds Junior High School, was shot to death by a 14-year-old student who was angry because Freedman had tried to have him punished for verbal abuse.

In St. Louis, 18-year-old Don Harris was studying quietly in his high school's study hall when an intruder demanded he give up his new black leather coat. When Harris hesitated, he was shot to death.

In Los Angeles, a terrorist entered a schoolroom, forced a female teacher to disrobe in front of her 25 pupils at gunpoint, then fondled her. When he strutted out, the children were hysterical and the teacher was incoherent.

In Oakland, shotgun blasts fired

near the Oakland Unified School District administration building killed school superintendent Marcus A. Foster and critically wounded a deputy superintendent.

There are thousands of similar cases of murder and mayhem that have occurred in America's schools during recent years. U.S. schools are fast developing an ominous new set of the three R's: rape, robbery and riot.

Says Sidney Thompson, principal of Los Angeles' Crenshaw High School: "For teachers and students alike, the issue is no longer learning but survival."

Often it's student against student. Sometimes it's student against teacher. In any case, violence is occurring on such a large scale and with such frequency that educators are terribly alarmed.

"The cases of violence used to be few and far between," says John E. Desmond, former president of the Chicago Teachers Union. "But today the teacher's position is almost as hazardous as that of the policeman on the street."

National figures show that in the past 10 years assaults on teachers have risen 7,000 percent, crimes against students are up nearly 3,000 percent, weapons offenses are up 140 percent and burglary/robbery up 90 percent.

"It's worse than the days of *Blackboard Jungle*," says one instructor who was kicked in the groin this year—and who is quitting teaching. "Every boy in my class carries a weapon. You should see them when they get going. They're animals. I haven't been a teacher for years—I've been a keeper."

Public school officials in cities throughout the country report a surge in students carrying and using guns in classrooms, corridors and school yards. Most incidents occur at inner-city high schools. The weapons are usually cheap, small-caliber hand guns, the so-called "Saturday night specials." Officials relate the increase to the revival of juvenile gangs in some cities and the persistence of racial tension.

"We have a problem and it is increasing," says Everett Copeland, security manager for Kansas City schools. "Kids carry guns for different reasons. Some say they have been threatened. Some involve extortion attempts. Some kids just say it's a status symbol."

James Kelly, who directs school security seminars for the International Association of Chiefs of Police, says: "There are thousands of cheap guns on the street. The kids pick them up with ease. These kids have definitely moved out of the zipgun stage."

The practice of taking weapons to

school has even spread to some elementary schools. Lula D. Wade, a community agent in a program sponsored by the Rockefeller Foundation to improve relations between parents and Cleveland school officials, says that "even elementary school children are carrying knives, brass knuckles and whatever weapons they can get."

According to a recent report by a Senate subcommittee on school violence, the primary task for a growing number of students and teachers is self-preservation rather than education. Senator Birch Bayh (D-Ind.) said in releasing the report that an estimated \$600 million is spent each year as a result of school vandalism. This is more money than was spent for textbooks in 1972, he said, and is enough to hire 50,000 more teachers.

"Even more shocking, however, is the 70,000 serious physical assaults on teachers and the literally hundreds of thousands of assaults on students perpetrated in our schools annually," he said.

The report said the subcommittee's study has established that school violence and vandalism have become serious, and at times critical, problems in American education. The report is a summation of three years of hearings and is based on a nationwide survey of 757 school systems enrolling approximately one-half of the public elementary and secondary students in the nation.

Bayh said his subcommittee has found problems of school violence in small towns and affluent suburbs as well as large cities.

What's causing the growing violence in America's schools? Most school administrators think that the problem springs from forces outside their terrain.

"Our whole society is based on violence, even within the family," says one school principal. "Then people expect that youngsters should be above all this."

Roy Evans, a black social worker who coordinates a drug-rehabilitation clinic in Watts, the notorious black community in Los Angeles, says violent behavior is thrust on youngsters.

"The mood today is one of despair, frustration, and really self-hatred," he says. "They know when they pull the trigger that some dude will come back gunning for them. Sure, they want to be bad, but that's only because being bad is the only thing they can excel at."

"Television is full of violence, but it always has been. Now we finally have black actors and actresses in movies made for black people. But what hap-

School Violence

pened? We exchanged Aunt Jemima and Uncle Tom for prostitutes and dope dealers. All of the black movies show black dudes winning out. But who are they? Dope dealers, criminals, all kinds of dudes that go around shooting down cops and other blacks to become successful. That's what we hold up to our youngsters. Sure, they all want to be the baddest."

The presence of drugs in schools contributes to violence in various ways. Not long ago, at George Washington High School in New York, for example, racial violence between blacks and Puerto Ricans was touched off when a group of girls robbed another girl at knifepoint to obtain money for drugs. And in California, at San Fernando High School, a student high on pills started racial fighting between blacks and Mexican Americans. Both schools were forced to close temporarily. Authorities say that rivalry between groups of students, long a factor in youthful violence, continues at a quickened pace and on a more serious level.

"Youngsters often have to cross the turf of rival gangs to get to school," says Helen F. Faust, director of pupil personnel in Philadelphia. "Some par-

ents are refusing to allow their children to come to school. Partly because of mounting violence, almost 40 percent of Philadelphia's students are absent from some schools on a normal day."

Many school officials insist that the overwhelming percentage of violence in and around schools is perpetrated by young people who are not students and have no positive outlets for their time and energy. In Los Angeles, for instance, the unemployment rate for black nonstudents between the ages of 16 and 19 is a whopping 62 percent.

Part of the problem, in Los Angeles and elsewhere, is that dropouts are dropping back into school buildings. Despite their distaste for learning, these unemployed dropouts find schools a natural gathering place. In many cities, the drug trade flourishes on corners near school buildings. Bands of knife-wielding nonstudents roam school corridors almost with impunity. They shake down elementary school children for their lunch money and use school rest rooms for sexual assaults.

What can be done to curtail the mounting violence in schools?

A logical first step, and one that most violence-plagued schools have taken, is increasing security precautions. In many schools classroom doors are now kept locked once class begins. In some

cities pupils have been given identity cards in order to weed out intruders. Detroit has made it a crime for an unauthorized person to refuse to leave a school building or an area 250 yards around a school when ordered away by the principal. In Baltimore, where police recently shot to death a man who had stabbed two school security guards and held a 17-year-old girl hostage, officials are now allowed to search student lockers for weapons.

Police are coming to the aid of schools in some cities. In Detroit, for example, 133 police have been directed to pay special attention to school grounds. Mounted on small motor-scooters, they attempt to get to know as many students as possible.

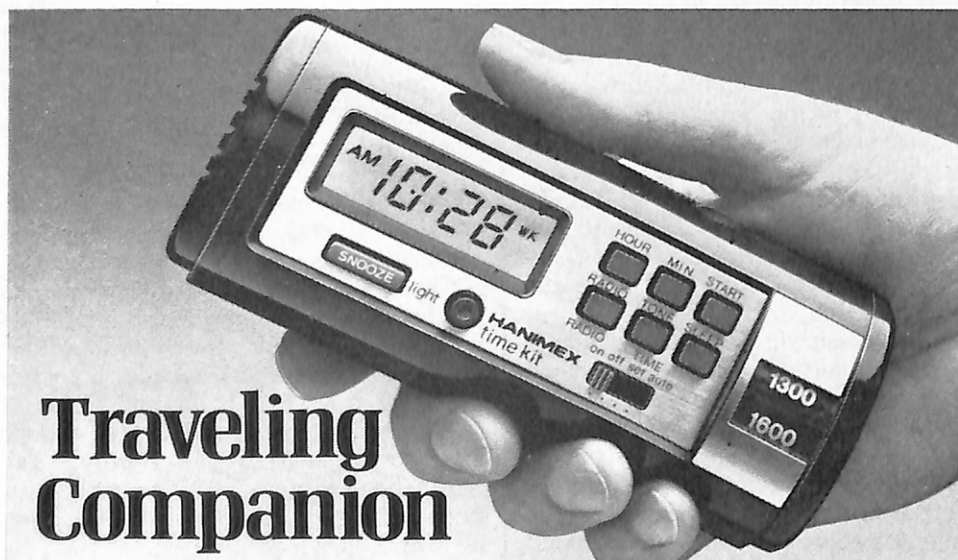
Elsewhere, officials are taking more subtle steps. At racially troubled Marion Abramson High School in a fairly wealthy section of New Orleans, soft drink machines have been dispersed to several locations instead of one to help prevent large gatherings of students.

The U.S. Office of Education has funded a \$500,000 program at the recently established National Facility on School Crisis and Change at the University of Michigan. A primary aim is to train school administrators in "conflict resolution."

Tough scientific measures of combatting crime and violence in schools have been implemented in many Los Angeles schools. These are some:

- ⊙ **SCAN:** or Silent Communications Alarm System, by which teachers and others are armed with ultrasonic devices which trigger an instant alarm when an assault occurs. Little ball-point-pen-size instruments costing about \$40 give off an inaudible, ultrasonic signal which is relayed to security forces and brings immediate response.
- ⊙ **IAS:** Intrusion Alarm System, employing sensor and detection "bugs" which react to such things as body heat and slight sounds—in the dead of night.
- ⊙ **Rewards:** Recently the Los Angeles School Board issued a \$5,000 reward for information leading to apprehension of a terrorist believed to have attacked three teachers in a four-month period.
- ⊙ **One Man-One Dog System:** Radio cars patrolling educational centers have been centralizing into a single driver and a German shepherd trained to attack and bring down criminals. It replaces two-man cars.
- ⊙ **EEA:** Emergency Employment Act—Federal funds are used to hire former Vietnam soldiers and others with military and law enforcement backgrounds to supplement the growing security force of the school district.

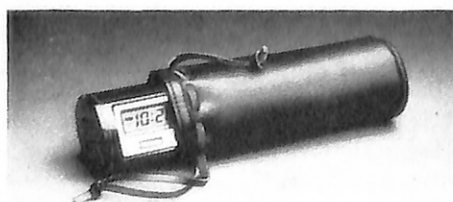
The recent National Education Association report released by Senator
(Continued on page 24)



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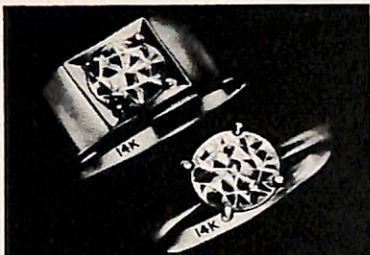
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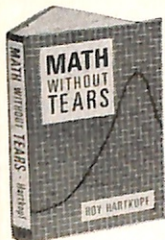
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IT'S YOUR BUSINESS

by John C. Behrens



RESHAPING THE EDUCATION SYSTEM

In a month or so, the American student will resume his studies in school systems from California to New York, and somewhere along the way to next June's commencements, businessmen and teachers will again wage the annual debate about the value of today's education.

The basic questions are virtually the same each year. Is the degree or diploma relevant in the marketplace? Does it represent knowledge, competence, training, motivation and understanding of the necessities of a world that becomes more complex each year?

Educators offer a cautious "yes," but add qualifications. Businessmen, on the other hand, are skeptical. In fact, a growing number are convinced that degrees measure little. They're worried about an ironic "Catch 22" situation; the more education and degrees acquired by those in the work force, the more likely the erosion of the quality of goods and services provided.

It's not so much a question of what the sheepskin represents, some educators insist, it's the kind of work the graduate seeks once schooling is completed. Proprietors reply that such explanations may have been acceptable in the 1960s, but times have changed. Jobs are created by demand, and employers, faced with accountability and increasing pressures from government, the public and the courts, can no longer tolerate unmotivated degree holders who believe they deserve higher salaries and job security for less productivity. Many young college graduates believe school has trained them to step into management, a fallacy some institutions and instructors continue to perpetuate.

A national survey by the University of Michigan's Institute for Social Research for the Labor Department late last year indicated how serious the dilemma has become. The report noted that there was a decline in job satisfaction from 1973 to 1977, and the drop was most noticeable among college graduates. While Secretary of Labor Ray Marshall hastened to add that, by and large, American workers were satisfied with most aspects of their work, the study showed that the decline covered virtually all demographic and occupational categories. Young people, frankly, don't like to step into positions with inconsequential duties and boring details. In class, you see, they took

roles as chairman of the board, vice president and president, and such decision-making was much more challenging... much more fun.

Employers, whether in the service or manufacturing industries, certainly have to be concerned about such reactions. A Louis Harris poll, conducted at about the same time last year, noted that a substantial 57 percent of those surveyed expressed concern about the "poor quality" of many products, and 45 percent said they were equally upset about shabby service and response to their needs after purchase. Another 35 percent said they were troubled by the failure of companies to handle complaints properly, a job frequently handled by middle management college graduates.

Furthermore, while both public and private schools lament the problems in the classroom and discuss a crash "back to basics" approach as well as larger budgets to accomplish such tasks, teenagers trying to find work flounder in a marketplace which expects more... because it has to pay more, thanks to a government-mandated minimum wage law.

A study of youth and employment in one county in the northeast, for instance, discovered that a major obstacle teenagers faced was their lack of preparation for virtually anything.

Employers feel much of the blame for inability of teens to get jobs should be placed with the education system and parents. "Most young people should learn to fill out an application and know how to impress their prospective employers with the view that they are capable and willing to perform the necessary work," said a factory representative who interviews youngsters in high schools and colleges.

Many come to job interviews poorly dressed, he said, or show little enthusiasm or don't express willingness to do anything.

Said a business executive who has interviewed youthful applicants: "There is a very definite need for training and development of youths, both in the home and in educational institutions, regarding attitudes, work habits, work ethics and a need to familiarize youths, beginning at the grade school level, with business and industrial opportunities as well as with career guidance." A manufacturer was much more specific. "We're not talk-

(Continued on page 29)

How to Profit from The Revenue Act of 1978

The Ultimate Tax Shelter



by
TED NICHOLAS

Tax experts are now referring to a small, privately owned corporation as "The Ultimate Tax Shelter." This is especially true with the passage of the Revenue Act of 1978. This law makes most former tax shelters either obsolete, or of little advantage. Investments affected include real estate, oil and gas drilling, cattle feeding, movies, etc. These former tax shelters have lost their attractiveness. Aside from that, these tax shelters required a large investment. Only a small segment of the population could benefit from them.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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THE GRAND CANYON PASSAGE

by Richard Grant

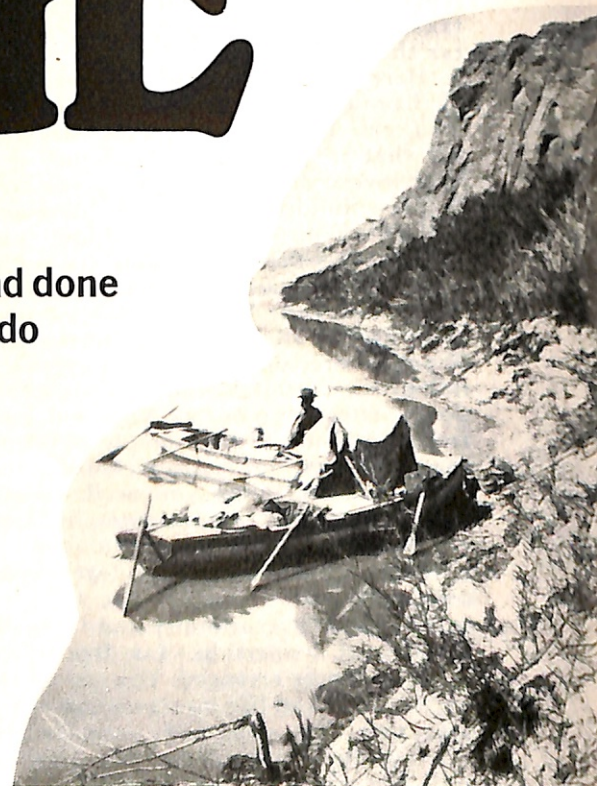
In 1869, John Wesley Powell did what no man had done before—sail a boat down the uncharted Colorado River through the heart of the Grand Canyon.

No man-made prison could have been as formidable. At the bottom of the canyon it was over 100 degrees with no wind. Above, only a thin slice of deep blue western sky could be seen—the mile-high canyon walls obliterated everything else. There was only one way out of this natural channel of rock: the raging muddy river that ran down its center.

Major Powell sat down on a small sandy beach beside it and started writing in his notebook. He wrote with his left hand; his right arm had been amputated at the battle of Shiloh. The date was August 13, 1869. Major Powell wrote: "We are now ready to start on our way down the Great Unknown . . .

We have an unknown distance yet to run; an unknown river yet to explore. What falls there are, we know not; what rocks beset the channel, we know not; what walls rise over the river, we know not. Ah, well! we may conjecture many things. The men talk as cheerfully as ever; jests are bandied about freely this morning; but to me the cheer is somber and the jests are ghastly."

Small wonder that he found little humor in the jests that morning, for Major John Wesley Powell was about to do what no man had done before—sail a boat down the uncharted Colorado River through the heart of the Grand Canyon. Though no one knew for sure what lay ahead, or if survival was possible, there were plenty of



rumors. Rumors of falls as great as Niagara, or whirlpools that would swallow up man and boat alike, or, most dreaded of all, rumors that the river flowed underground, disappearing from the face of the earth.

But Powell had encountered rumors before, and beaten them. No one thought that towering Longs Peak in Colorado was climbable, but the one-armed explorer had climbed it. No one thought the Green River was navigable, but Powell had sailed its perilous 500 miles of rapids, rocks and falls.

Now, with his food supplies down to some moldy flour, spoiled bacon and coffee, he and his eight men were about to start on the last and most dangerous leg of their journey.

All had started well enough. In the winter of 1869, Major Powell went to Washington with a bold plan and laid it before his friend and former commander, President Ulysses S. Grant. At this time, all maps of the continental United States contained a huge white space covering an area the size of New England. It was the canyonlands of Utah and Arizona, the drainage system for the dozen rivers that flowed through this arid, inhospitable territory.

A few explorers had crossed the rivers, but no one had any idea what was really out there. Since it was impossible to study the rivers from above,

Powell offered his solution; he would sail boats 1,500 miles down the Green and Colorado (called the Grand River at this time), mapping the territory and exploring its geological history.

Grant offered him army rations for the expedition, the Smithsonian supplied sextants, barometers and other scientific equipment, and with money obtained from various Illinois educational institutes, where Powell was a professor, he ordered four boats to be built.

John Powell was no stranger to river travel. As a boy he had developed an interest in natural history, and on solitary trips had sailed the Mississippi and Ohio Rivers gathering plant and animal samples. This experience was to be invaluable in designing his boats. Only 21 feet long, each oak built craft had watertight compartments that made it unsinkable. A lead boat, christened the *Emma Dean* after his wife, was smaller and built of pine to enable it to navigate low water.

With his vessels ready, Powell traveled to Green River Station, Wyoming, to join his crew. For a scientific expedition, they were a motley collection of mountain men and adventurers. Among them was Oramel Howland, a newspaper printer and hunter, Andy Hall, an Indian fighter, Billy Rhodes Hawkins, a fugitive from justice in Missouri,

and Powell's brother Walter, who was still deranged from his experiences in a Confederate prisoner of war camp. All of them had signed on for little or no pay.

At noon on May 24th they pushed off into the muddy river and let the current carry them towards the unknown, realizing that once they entered the great canyons there would be no way out but to continue on down the river.

In the beginning, the men viewed these canyons with some alarm. Drifting closer and closer in their small boats they could hear the roar of rushing water, the noise increasing until it was as loud as an oncoming freight train. The major would go first, standing up in the *Emma Dean* to examine the water ahead. If unexpected falls or rocks appeared, he would signal the others to land—if they could. If not, they would be forced to follow, hurling down the savage waters at tremendous speeds, rowing with all their strength to avoid brutal collisions with boulders.

Most of the time they found the experience exhilarating. "Danger is our life," Oramel Howland wrote. "A calm, smooth stream running at a rate of only five or six miles per hour is a horror we all detest. . . . But just let a white foam show itself ahead, and everything is as jolly as an Irish wake."



The Powell Expedition prepares to cast-off near Green River, Wyoming (above), with John Wesley Powell standing in the center of the middle boat; then successfully reaching the upper end of the Grand Canyon (left). In the famous Powell armchair (right), Major Powell watched the rushing river ahead.





Then they hit Disaster Falls, a forty-foot drop into a channel of angry, churning water. Major Powell managed to land, but was unable to signal Howland and his boat in time. They hit the falls broadside, recoiled off a few small rocks, then smashed into a giant boulder, breaking the boat in two. The three men on board were tossed into the water and nearly drowned before they managed to get to a small island.

The wrecked boat washed up on some rocks downstream, and when it was discovered that all the barometers were on board, the Major decided to attempt a salvage. Two men were lowered into the raging river on ropes and slowly made their way to the wreck. As they returned, successfully, the men let out a cheer, and Major Powell wrote: "I (joined) them, pleased that they should be as glad to save the instruments as myself." Only later did he find out what the real cheer was about—the wrecked craft had also contained a smuggled three-gallon keg of whiskey.

There was danger off the river too.

Whenever chance provided, Major Powell would climb the canyon walls to take geological and altitude measurements. On one climb he jumped from a secure foothold to another, and found himself stuck, clinging to the sheer face by just the barest of toe holds and by a tiny crevice where he could wedge his fingers. A move in any direction would bring instant death.

His climbing partner, George Bradley, managed to climb above him, but couldn't reach down far enough to help. Standing on his toes, his muscles starting to tremble from pressure, the situation was critical for Powell, when Bradley got an inspiration. He took off his pants and passed them down. Powell let go, hung for a second in space, then grabbed the pants leg with his one arm and was pulled to safety.

On they went, down the furious Green River into the Colorado through places they would name Desolation Canyon, Dirty Devil River and Cataract Canyon. Capsizing cost them equipment, clothes and food. Everything was constantly wet, and more of their food began to spoil. So did the men's temperament. At first they didn't mind slowing down for Major Powell to take instrument readings, but now his explorations and side trips used up valuable time, and with their food sup-

plies running low, they were understandably nervous.

Back East, they had even worse problems. Although they, of course, did not know it, a con man named John Risdon was touring the country, claiming to be the sole survivor of the expedition. Headlines told how the other men had perished in a giant whirlpool, Major Powell standing erect in his boat to the end. Though Risdon was branded as a fake, the stories continued to circulate and received wide exposure.

While the world grieved for the 10 adventurers, they did enjoy some pleasant times. There were quiet days drifting through silent canyons, occasionally firing a pistol to hear the echo, or camping on sandy beaches.

But by August 13th, when they reached the headwaters of the Grand Canyon, they were in pretty desperate shape—and the worst was still ahead. Less than a month's food remained, but it might take them twice that long to run the canyon.

They resolved to lose no time; however, the river had other ideas. Rains flooded the banks, often the water ran from canyon wall to canyon wall with no place to put in for a night's rest. The rapids were worse than any they had yet encountered, and valuable time was spent hand-carrying the boats and

(Continued on page 17)

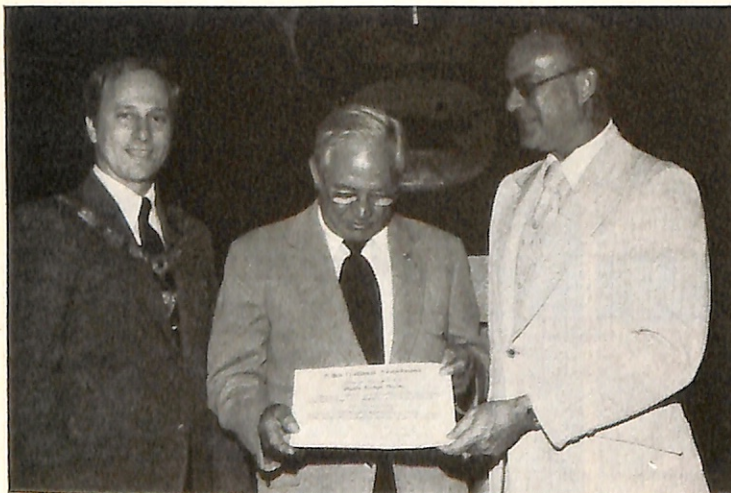
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Two National Foundation honorary founder's certificates were presented to Elks' ladies of Lima, OH, Lodge recently. Mrs. Wanda LaGoy and Mrs. Madaleine Firestone were the first women of Lima Lodge to contribute \$1,000. Then-ER David Warris (center) congratulated the honorary founders on behalf of the lodge.



The Brothers of Ocala, FL, Lodge were honored with the receipt of a permanent benefactor's certificate recently. PER and Chm. John Robert Graw proffered the certificate to ER Merritt Capron Fore Jr. and immediate PER Troy Caruthers. The lodge National Foundation Committee set a goal of raising \$10,000 in one year and pledged \$1,500 towards meeting that goal.

During Massachusetts' Circle District Elkbola, an honorary founder's certificate was proffered to Brother Lou Elias (center). PDD Robert Shell of Watertown Lodge and VP Joseph Silvia Jr. of Taunton Lodge were on hand to make the presentation. The event was held at Watertown Lodge.





• The article, "Houseboat to Tranquility," (May, 1979) by Bill Thomas, was interesting and informative. While Lake Powell is "one of America's most picturesque bodies of water," as all the natives of Page, Arizona, will agree, we would like to call to your attention our beautiful Elks Lodge No. 2498 in Page. When visiting in Lake Powell country, we invite all Brother Elks to visit our Lodge. We'll be happy to give you boating and fishing tips for the lake.

Barry Collins, Leading Knight
Dave Barrett, Loyal Knight
Page, AZ

• Regarding "It's Your Business" (May, 1979), by John C. Behrens: a serious problem, arson, was dealt with rather well. However, I think you should be a little more careful in publishing the contentions of Allstate Insurance which seems to blanketly condemn attorneys, fire fighters, and some insurance company employees. It seems to me that an explanation should be added that few, if any, of these people are actually engaged in the "arson business."

Judge Keith Nelson
78th Judicial District
Wichita Falls, TX

• We wish to commend your magazine for the fine column, "Dousing the Arson Business," in the May issue. The public needs to be made aware of this hideous crime which is affecting all society. With greater knowledge and awareness, we can begin to develop measures for combating the "epidemic." Thank you for helping.

Ronnie Rocks, Executive Director
The Greater Cleveland Crime
Prevention Committee
Arson Task Force

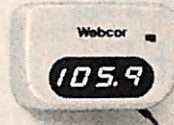
• "Health Quackery" (June, 1979) by Jean E. Laird, is the stupidest piece I've read in years. The real quacks are the AMA and the FDA. They don't want cures; to them, poor health is big business and they want those research funds for their own purposes. There are many cures for illness which they do not approve of. As far as no cure for loss of hair—baloney!

Mrs. Thomas
Redford, MI

• As an Elk, I wanted to let you know how much I enjoyed reading the article by Jerry Hulse, "New Mexico: Land of Enchantment" (May, 1979). My congratulations for this entertaining and factual article.

David W. King, Secretary
Department of
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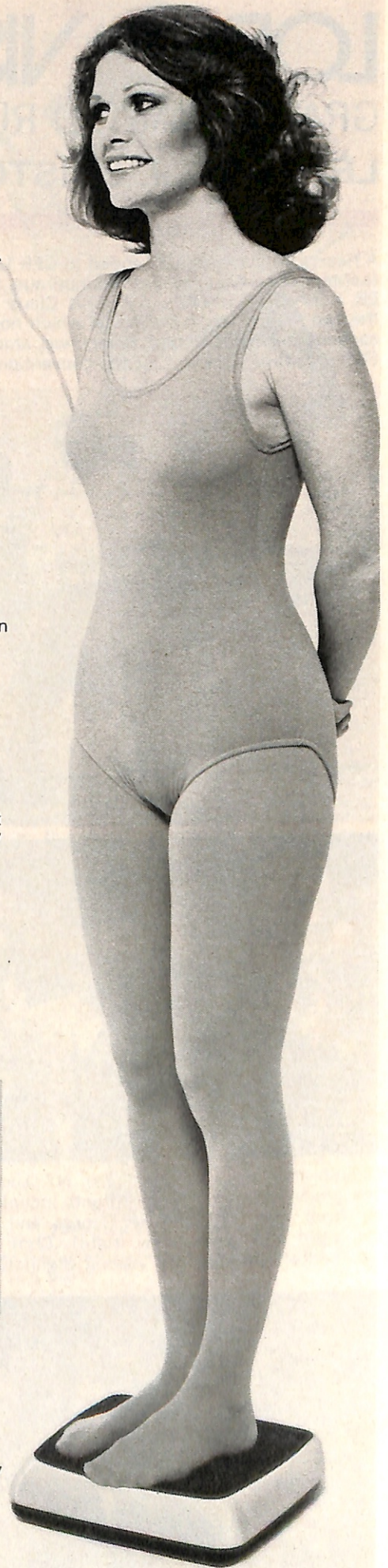
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LODGE VISITS

GRAND EXALTED RULER LEONARD J. BRISTOL

A hearty welcome was extended to GER Leonard Bristol (center) upon his arrival at Albuquerque, NM, Lodge by ER Henry Rudow (left). SP Willis Claus (right) joined the two gentlemen at the lodge, which hosted the state convention. PGER Robert Boney was among the many Elks dignitaries present for the convention proceedings.



◀ With shovel in hand, GER Leonard Bristol (front row, right) participated in Harrison, AR, Lodge's ground-breaking ceremony recently. The 3,000-square-foot addition to the lodge facilities will allow for the expansion of the main hall as well as the construction of a new club room. On hand for the occasion were (front row, from left) ER Laurence Pugh, Mayor Bill Gregg and (second row) PER Harley Thompson, Est. Lead. Kt. Andy Yeager, PER Marlin Judd, Est. Loyal Kt. Gene Brasel, PER Harold Clark, Floyd Smith, Chap. Al Hume, John Vandersys, and Est. Lect. Kt. James Cannady.



A celebration marking Monticello, NY, Lodge's 50th anniversary took place recently. The celebrants included GER Leonard Bristol (front row, left) and SP George and Mrs. Malekian (front row, right and second row, right). Chm. Jack Cossolini (front row, center) greeted the visiting dignitaries.



The GER's travels through Georgia included a stop at the Elks Aidmore Children's Home in Conyers, the state major project. Administrator Al Koch (right) welcomed Mrs. and GER Leonard Bristol (left and third from left) to the Home. A young resident joined the visitors for a tour of the facilities.



An inspection of Independence, OR, Lodge's only building which survived a recent fire was made by GER Leonard and Ginny Bristol (second and third from left) recently. PGER Frank Hise (fourth) joined the Bristols for the tour of the facility where meetings and social activities are still being held. ER Gordon Hanson (fifth), immediate PER Norm Koch (left), and Secy. Lyle Bookey (right) welcomed the visitors, including PER Donald Sevier of San Fernando, CA, Lodge, who brought a \$500 check from his lodge and \$50 from the PERs to help defray the cost of repairs.

Grand Canyon

(Continued from page 14)

supplies around falls that were too steep to run. For days, dark clouds hung above them, sometimes dropping down into the canyon itself, sealing them in a tomb-like atmosphere. The constant roar of the water, the dread of never knowing what lay ahead took its toll.

Finally, on August 27th, they ran headlong into disaster, a sharp curving stretch of rough water that was impossible to navigate and impossible to portage around. It was the end, as far as Oramel Howland and two others were concerned. They decided to climb out of the canyon while they still could, and take their chances heading over the desert above to the nearest settlement.

Powell tried to talk them out of it, but it was no use. With great sadness, they parted, Powell writing: "Each party thinks the other is taking the dangerous course."

With the three men gone, Powell abandoned the *Emma Dean* and set about to run this last set of deadly falls, now called Separation Rapids.

George Bradley was lowered first in one boat, but the rope holding it back wasn't long enough and great waves began to bash the craft against the rocks. Fearing it would be broken to pieces, Bradley went to cut the rope, but it snapped just as he pulled his knife, and the boat disappeared downriver in a mad spray of white foam.

"We stand frozen with fear," Powell wrote, "for we see no boat. Bradley is gone, so it seems. But now, away below, we see something coming out of the waves. It is evidently a boat. A moment more, and we see Bradley standing on deck, swinging his hat to show that he is all right."

Powell and two others jumped into the remaining boat and pushed off into the frenzied waters. Waves flooded the vessel. Spinning madly, completely out of control and bouncing off rocks, they made it. "I know not how," Powell wrote.

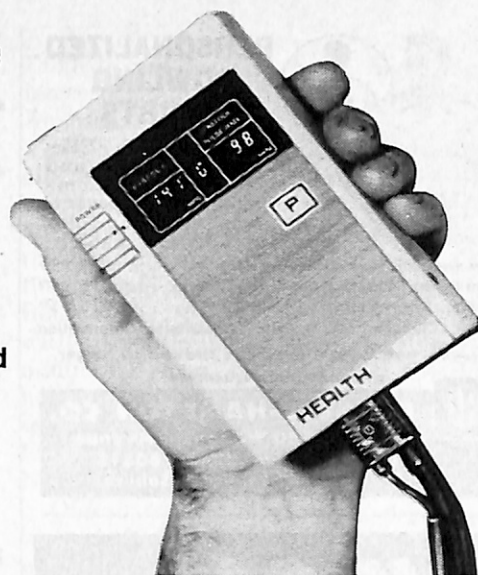
Two days later they floated out of the Grand Canyon to find some men dragging the river with nets, searching for the remains of the Powell Expedition. The greatest adventure in the history of Western exploration was over. They had made it down the river in just under 13 weeks, with only a few days of food left.

It was also over for Oramel Howland. After reaching the lip of the canyon, the three men crossed the desert and were only a few miles from safety, when they ran into a party of Shivwits. The Indians mistook them for another group of white men and killed all three without warning. ■

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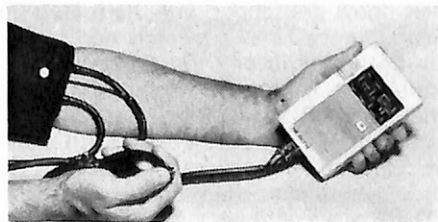
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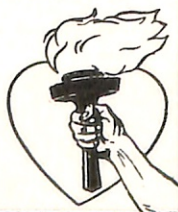
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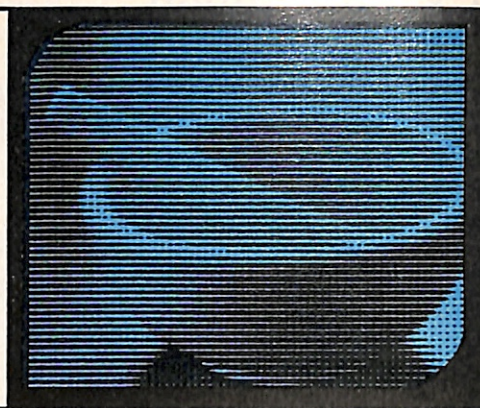
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MEDICINE AND YOU

by Larry Holden



IF YOU HAVE AN ULCER

When most of us conjure up a mental image of the typical ulcer victim we picture a hard-driving, overworked, middle-aged, male executive. This erroneous stereotype is the product of novels, movies, television and, in general, inaccurate information. Blue-collar workers and housewives are as prone to ulcers as are businessmen. No category is immune to the burning pain of ulcers.

An ulcer is an eroded or punched-in area, often described as "looking like a tiny volcano," in the inner lining of the stomach or duodenum. The duodenum is the first segment of the small intestine, lying just beyond the lower end of the stomach. It is here that 80 percent of all ulcers occur.

Ulcers may be acute or chronic. An ulcer-prone individual may find that the sores heal but then recur. In fact, there is a saying, "Once an ulcer, always an ulcer." This means that once you have an ulcer, even if it goes away after treatment it is likely to return months or years later, particularly if you resume the way of life that caused the ulcer in the first place. Most doctors have many patients who return time after time to report, "My ulcer has flared up again."

When we digest food, cells in the stomach wall produce a mixture of hydrochloric acid and pepsin that breaks down the protein content of the food we eat. The linings of the stomach and duodenum are also made of protein. When too much gastric acid is produced, it can attack weak places in the stomach or the duodenal lining, resulting in sores or lesions—ulcers.

Usually, ulcers are first discovered when they are about one half inch in circumference. If not treated early, they may become two or three inches in circumference. Although we often hear a patient say, "I have ulcers," usually one is present. In extreme cases, with massive bleeding or perforation, ulcers can kill. But all ulcers are painful.

There's no single cause of ulcers. Heredity may be involved; some people secrete more gastric acid than others, and ulcers seem to run in families. "There is also some evidence that people with blood type O are more susceptible to ulcers than those with other blood types," says Dr. George B. Jerzy Glass, professor of gastroenterology at New York Medical College, and director of its

gastroenterological research laboratory.

Dr. Glass believes that stress is certainly one main cause; emotional problems can lead to an overproduction of stomach acid. This is especially true of duodenal ulcers, the most common kind. In acute gastric ulcers, the other important variety, aspirin, anti-rheumatic drugs and cortisone may be a significant cause, as well as drinking alcohol on an empty stomach, although definitive proof is lacking.

A patient who develops an ulcer is often someone whose job or family situation would ordinarily be considered stressful. What has never been clear, however, is whether or not the stress produces the ulcer or whether patients who gravitate to stressful situations are naturally ulcer prone. In either case it seems best to avoid stress.

Now let's consider the symptoms. The primary symptom an ulcer patient will complain of is pain, often described as "burning," "boring," "gnawing" or "like a toothache," located just below the breastbone or beneath the rib cage. If it's a duodenal ulcer, it may be slightly to the right side; usually, when it's a stomach ulcer, a bit to the left. Sometimes, if the ulcer is on the back wall of the duodenum or stomach and has been there for a long time, the patient will report that the pain "goes through my back."

Ulcer pain, unlike the pain of a "nervous stomach," or gastritis, can be quite severe and usually begins when the stomach is empty, ordinarily about an hour and a half after a meal. It often occurs at night and may even wake the patient from sleep.

A probable diagnosis of an ulcer can be made on the basis of the patient's history, but to be absolutely certain at least one special test—an X-ray examination of the stomach and duodenum—is required. If an ulcer is seen on X-ray, one further test may be indicated before treatment is begun. Duodenal ulcers are almost always benign; but an ulcer in the stomach may be malignant. If it is malignant, which is the case in about one out of every 20 stomach ulcers, surgical treatment is necessary. If it's benign, medical treatment is generally recommended.

The important thing to do if you have
 (Continued on page 31)

Thousands of Americans are jetting across the Atlantic this summer to visit their British cousins, and they're doing it on a shoestring—moving into private homes, flats and apartments the British have made available for a fraction of hotel costs. (It's one way of facing up to inflation.) This is a different visitor from the American who rode a wave of greenbacks across Britain and the continent following the war, 35 years ago. With spiraling costs, Americans are touring in much the same manner as the British themselves tour. The answer lies in living with the locals. Besides giving the traveler a break, the live-in plan assists the British by providing a new flow of cash into the jeans of private citizens.

To direct travelers to the various homes and apartments (even castles), more than a dozen agencies are standing by to set up reservations. One of the biggies is *At Home in England*, a company developed by a Britisher and an American, both women and both eager to direct travelers to accommodations best suited to the individual. This could be a farm in Somerset, a Queen Anne house in Devon, a 16th century home in Kent, a manor house in the Cotswolds—or any one of a hundred or more other choices.

The entrepreneurs are Mrs. Joy Berthoud, the Briton, and Mrs. Esther Eder of New York. Per person rates currently run from \$22 to \$25 a day (double occupancy) to \$135-\$150 a week. Prices include a full English breakfast with a 50 percent reduction for children under 12. Among the hosts are a retired major general, a former Olym-

pic horseman, an "enthusiastic fly fisherman," a former rugby player, a London magistrate, an ex-diplomat and a seamstress from a noted girl's school. There are others. Dozens more. But this will indicate the scope of choices.

Several homes are situated in London. Others are in Oxford, Bath, the Cotswolds and along the Cornish coast. A few are found in Scotland. Among the evocative names are Heaton-le-Hole, High Easter and Turner's Puddle. Says Mrs. Berthoud: "Great bonds of friendship have been established between families in England and America. We have been able to find comfortable, well placed homes owned by interesting and active people. Our

English and Scottish hosts share their interests and enthusiasms with their American visitors..."

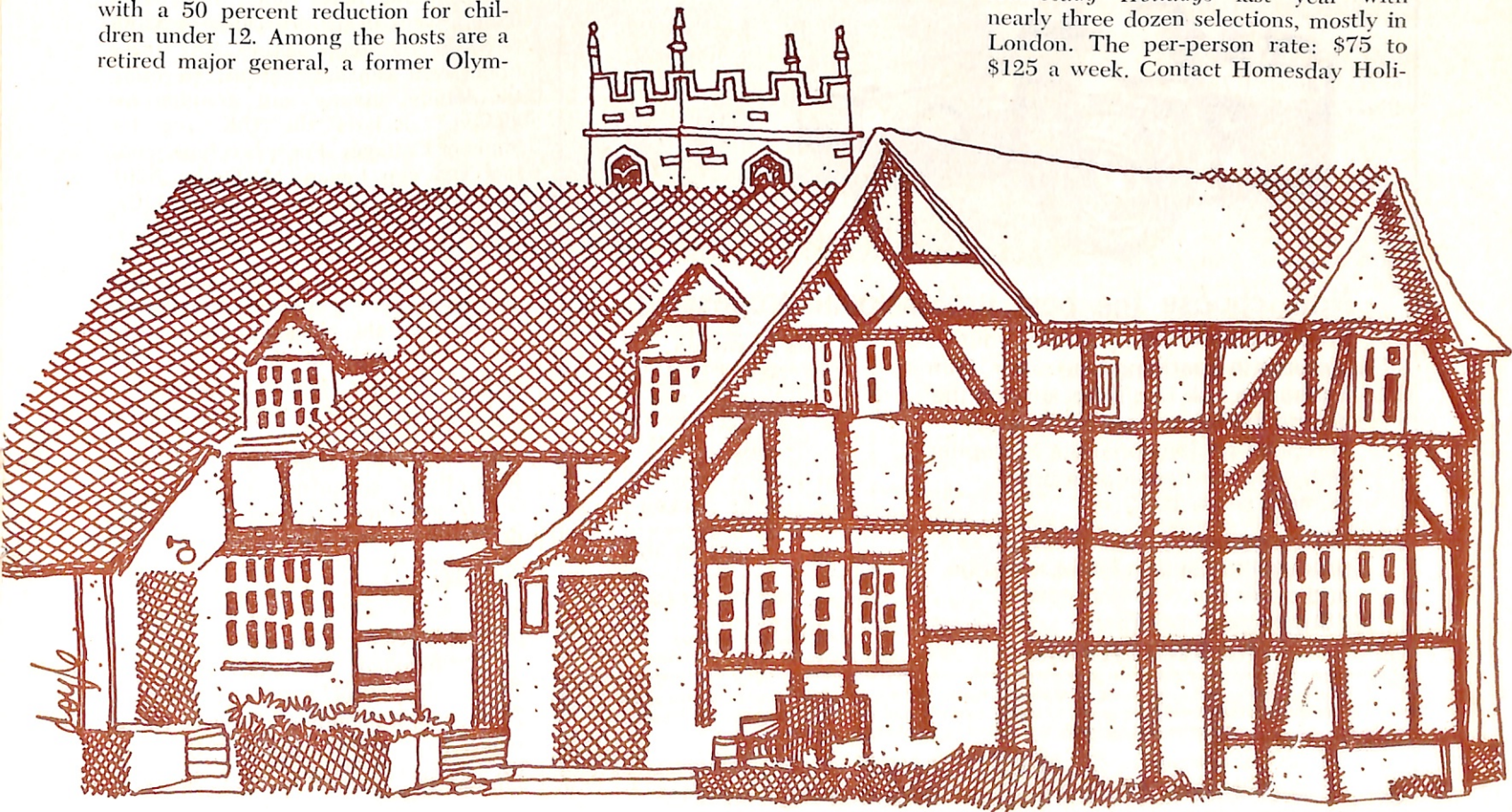
Each individual property is personally inspected by either Mrs. Berthoud or Mrs. Eder. Prospective visitors fill out a questionnaire after which they receive descriptions of accommodations based on their preferences. The final choice is left to the individual with the stipulation that a five-day minimum must be met for London homes and three days in the outlands or Scotland. Write to At Home in England, P.O. Box 104, Larchmont, NY 10538.

Oldest of the home-stay organizations is *Country Homes and Castles* which made its debut a dozen years ago and now represents more than 300 properties. The address: 138-A Piccadilly London W1V9FH. Choices among the various companies include thatched cottages, Scottish castles and converted barns as well as ordinary homes. *Home from Home in England*—now in its third year—lists roughly 150 choices. Prices start at about \$60 a week per person. Upper middle class selections (some with tennis courts and swimming pools) are on the books at \$110 a week and up. Youngsters are accommodated at half price. Write to Home from Home in England, The Old Rectory, Fernhurst, Haslemere, Surrey, England.

A late starter is ex-Cambridge student Michael Reed. He launched his *Homesday Holidays* last year with nearly three dozen selections, mostly in London. The per-person rate: \$75 to \$125 a week. Contact Homesday Holi-

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by Jerry Hulse



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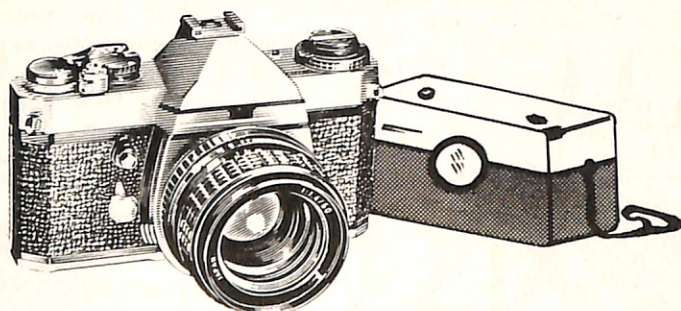
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Holiday Homes of Oxford is looking for travelers who "aren't interested in the standard whistle stop tour." Says the operator: "Take time to absorb the academic atmosphere of this world-famous city by becoming a temporary resident. An invitation is being extended to you to receive the front door key to an Englishman's home."

In this case the guest rents the *entire* house. Rates for a couple start at roughly \$310 a week or \$380 for a family of four. Included in the price is that nuisance, the *value added tax*, as well as a copy of the Oxford Guide, maid and linen service and a refrigerator "stocked with the basic items." Just so that one feels welcome, a representative of Holiday Homes of Oxford comes calling the first day. The address: 24/26 George Street, Oxford OL1-2RF, England.

A similar service is provided by *Summer Cottages of Great Britain*. Says the operator: "All cottages are fully equipped as holiday homes, with everything from TV to cutlery." A complimentary catalogue provides the addresses of pubs and restaurants in the various areas: Dorset, Devon, Cornwall, Somerset, Hampshire, Wiltshire, Gloucestershire, Oxfordshire, Kent, North Wales, Sussex, Warwickshire, Cumbria, Lancashire, Yorkshire and Scotland. Rates range from \$110-\$450 a week in the off-season to \$250-\$520 in the high season. "At these prices you can now afford to bring the family, granny and grandpa included," declares the U.K. rep for Summer Cottages. For a brochure, contact U.S. rep Lenore M. Drake, 5201 North 19th Avenue (suite 110), Phoenix, AZ 85015.

Interest is growing in live-in farms in Great Britain. Some 500 properties are listed by *Farmhouse Auto-Tours*. Guests feed the chickens, chase after goats, help with the haying. It's that sort of holiday. Contact Farmhouse Auto-Tours, Speyton, Crediton, Devon EX17-5AN, England.

On a smaller scale, Mr. and Mrs. John Ryan commend Americans to *Ord House*, their 17th-century mansion in Scotland near Inverness. Built in 1602 for the MacKenzie clan, Ord House provides 17 guest rooms at \$22 a day single and \$43 double, plus 10 percent service charge and tax. Breakfast is included. For longer stays, the Ryans offer weekly rates starting at \$220 a week, including all meals. Guest rooms have electric heating and electric blankets (if you have been in
(Continued on page 31)



Chula Vista Highriders cycle for the American Cancer Society.

Special participants of a bike-a-thon sponsored by the Chula Vista chapter of the American Cancer Society were seven Brothers from **Chula Vista, CA, Lodge**. The Highriders completed the ten-mile course atop their old-fashioned high wheel cycles and collected over \$1,200 from their sponsors. Chm. Louie Keleher (second from right) of the San Diego Chargers thanked Highriders Gordon Hawkins, Est. Lead. Kt. Bill Irey, Corky Wyatt, Doyle Morrison, Chuck Irey, Libero Selvaggi, and Emery Herd.

The fifth annual International Ball sponsored by **Colville, WA, Lodge** brought together American and Canadian Elks for an evening of dancing and entertainment. Members of several lodges in the Northeast District joined the Brothers of Colville Lodge in welcoming guests from two lodges in British Columbia. Immediate PER Walter Thompson, who helped to institute the International Ball, looks forward to an increase in participation next year.

Teenagers of the Year Suzanne Dawes and Kevin Ritchie received certificates of recognition and scholarships for college from **Littleton-Westford, MA, Lodge**. Both students excelled on various academic and athletic levels. Speakers for the evening included Superintendents Dr. Edmund Donlan, Richard Desjarlais, Lloyd Blanchard, Charles Fox, and R. Neville Markham.

Elkdom's 111th anniversary was celebrated by **New York Lodge No. 1** at their annual dance recently. The festivities held at the order's first lodge were attended by VP Leonard Sternesky and then-ER Joseph Humphries.

The Brothers of **Lacey, NJ, Lodge** presented the Elks' ladies with a plaque of appreciation for their work done in support of the lodge. Then-ER Raymond Kalinowski presented the plaque to Pres. Anna Corbett.

A class of 37 initiates was welcomed into Elkdom by **Asbury Park, NJ, Lodge**. The ceremonies were conducted in honor of PGER William Jernick, who has been an Elk for 50 years. On hand for the occasion were Grand Est. Loyal Kt. Fred Padovano, Past Grand Est. Lead. Kt. Thomas Rhodes Jr., and DDGERs John Larsen, George Scribner, and Harold Duncan.

NEWS OF THE LODGES

Lake Hopatcong Elks' ladies receive honorary founder's certificate.



To complete a National Foundation pledge for \$1,000, the Elks' ladies of **Lake Hopatcong, NJ, Lodge** presented a \$500 check to Chm. Frank Biese (second from right). Pres. Gayle Bemis (second from left) and Mrs. Diane White accepted the honorary founder's certificate. On hand to offer congratulations were then-ER Alfred Kmec and PER John Cassidy Jr.

Mercy Hospital received a new telemetry unit from **Portland, ME, Elks** recently. The unit, which cost \$6,000, provides direct contact between emergency personnel in the field and a doctor in the hospital. It transmits cardiac readings, enabling physicians to prescribe treatment before the patient arrives at the hospital.

Grants-Milan, NM, Elks burned their mortgage recently. Then-ER James Cleveland conducted the ceremony. The buffet and dance which followed were attended by Howard Nunez, chairman of the GL Committee on Credentials, DDGER Maurice Mathews, and PSP Robert Batley Jr.

The Union County Family YMCA Patron of Youth Award went to **Marysville, OH, Lodge** in appreciation of a \$500 donation. YMCA Board President Dennis Schulze presented the award to PER Leo Reuss. Marysville Brothers made the contribution to help with the Y's membership campaign.

Lodges from Connecticut, Massachusetts, and Rhode Island participated in the 32nd Annual Inter-lodge Duckpin Bowling Tournament hosted by **New London, CT, Lodge**. The tournament honored Jerry Rosen of Norwich, CT, Lodge for his bowling achievements at state and national levels. The champions were Danielson, CT, Brothers.

The Middlesex Special Olympics included a bowling tournament which was sponsored by **Lexington, MA, Elks** recently. The competition was followed by a luncheon and the presentation of trophies. Co-chairpersons for the event were Ms. Catherine Howard and Youth Chm. Richard Samaria.



IN HONOR of the new city hall in Passaic, NJ, the local lodge held a beefsteak dinner recently. During the evening, an achievement award was presented to Harvey Laufer (seated) for his many accomplishments despite confinement to a wheelchair. (From left) Mayor Robert Hare, Judge Walter Tencza, Kenneth Mahoney, city administrator, and Chm. Michael Bonadies attended the dinner, the proceeds of which were used to sponsor three children at Elks Camp Moore, the state major project.



EAGLE SCOUT certificates and American flags were presented to John Goodman (left), Paul Robinson (third from left), Scott Cowan (fourth), and Boy Sluyter (right) by Farmington, NM, Lodge recently. The young men's parents and Scout leaders witnessed the event, the guest speaker for which was District Scout Chm. Bertram Collyer (second from right). Then-ER W. Leo Jennings (second from left) congratulated the Scouts at a complimentary dinner held at the lodge.

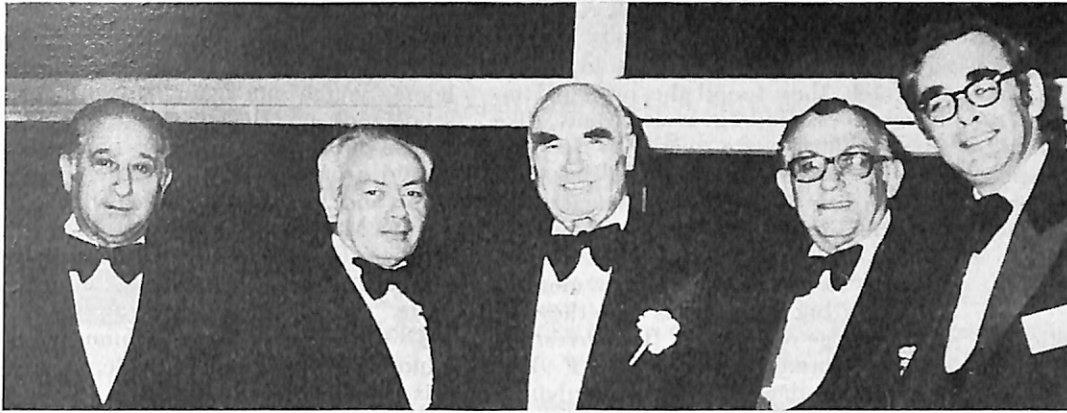
A CERTIFICATE of appreciation was presented to New Braunfels, TX, Lodge by the local soccer association for the Brothers' sponsorship of the Cougars. The team members gave the Brothers their city championship trophy as a token of thanks. (Back row, from left) Immediate PER Larry Rosser, Coaches Lawrence Intrau and Herb Syring, and ER Lee Agnello Sr. congratulated the young athletes, who placed second in the state competition.



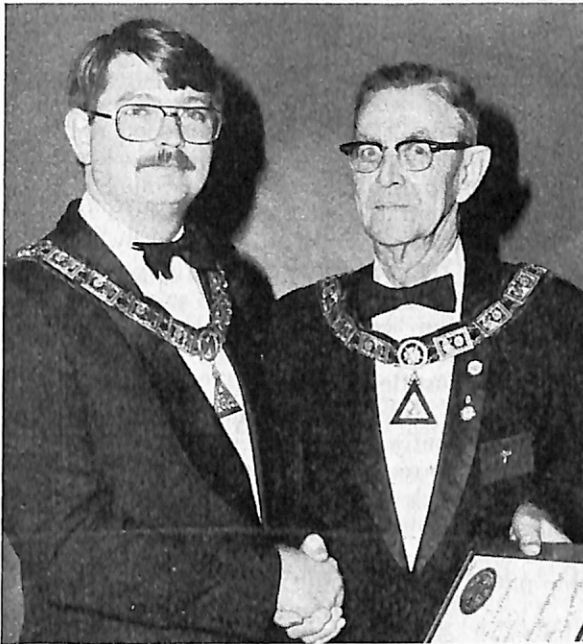
IN MEMORY of PER Lyle Granger, Grand Trustee Frank Garland (right) proffered a Diamond Tall Elk Award to Jeanne Granger (left) during Centralia-Chehalis, WA, Lodge's major project night. The award recognizes contributions to the Washington Elks Therapy Program for Children. The evening's event included various presentations concerning the progress of the major project and the donation of \$750.



A STEAK dinner was enjoyed by residents of the Boys Home of the South at Greenville, SC, Lodge recently. Brothers Eddie Toohey (left), Bobby Jones (second from left), and then-ER Jim Vaughn (right) presented a plaque exhibiting the names of those boys who had been honored during the year to the guests. The youngsters thanked Greenville Brothers for the recognition.



TWENTY-NINE lodges in the Northwest and North Central districts of New Jersey participated in an anniversary celebration for PGER William Jernick (center). The dinner and ball, sponsored by the state association, commemorated Brother Jernick's 50 years as an Elk, 40 years as a PSP, and 25 years as a PGER. Dignitaries in attendance included (from left) PDD Americo Masucci, SP James St. George, then-Grand Est. Loyal Kt. Fred Padovano, and PDD Frank McCann.



A SPECIAL plaque of commendation from then-GER Leonard Bristol was presented to Brother Irv Rishel (right) of State College, PA, Lodge for his sponsorship of new initiates. The plaque was presented during the initiation of a class dedicated to Brother Rishel, which included the 150th new member whom he sponsored. Then-ER George Olson (left) offered his congratulations after the ceremony.



A DONATION of books, worth \$200, and a \$200 check for the purchase of recreation equipment was made by Mechanicville, NY, Lodge to the VA hospital in Albany recently. The presentation of the gifts coincided with the awarding of a Distinguished Service Award to Nero Jones (second from left), chief of recreational therapy. On hand for the occasion were (from left) Assemblyman Bobby D'Andrea, Vets Committeeman Bucky Smith, ER John Gorman, and Mark Deveneau (seated), Vietnam vet and hospital resident.



THE CEREMONY held at Salina, KS, Lodge to install their new officers had a family flavor. ER F. Wade Mountz (second from left) was introduced to his post by his father, PER Garland Mountz (second from right) of Wellington, KS, Lodge. The new ER's father-in-law, PER Robert Pearson (left) of Beloit, KS, Lodge, acted as Esquire for the affair, and Past Grand Est. Loyal Kt. Fred Kelly (right) acted as Secretary.



THE BROTHERS of Ironwood, MI, Lodge acted as patrons of the arts recently. They presented \$50 to Peri Vittone (right), Bessemer High School student, to help pay for her concert tour of Europe. Ms. Vittone was selected to participate in America's Youth in Concert, which is sponsored by the Universal Academy for Music and performs in seven major European cities as well as at Carnegie Hall in New York. ER Al Sass (center) and Secy. Clyde Schabacker congratulated the young woman.
(Continued on page 32)

School Violence

(Continued from page 8)

Bayh made these recommendations:

- ⊙ Alternative schools to provide special emotional and educational attention for frustrated and resentful students.
 - ⊙ Optional education programs to help cut truancy rates.
- "Our studies show that a significant number of incidents of violence and vandalism can be traced to young school-aged intruders who are out of school, out of hope and too often out for revenge against a system they feel has failed them," Bayh said.
- ⊙ Alternatives to suspension from school for lesser rule violations such as truancy or smoking.
 - ⊙ Prevention of overcrowding in the classroom.

Dr. Alfred M. Bloch, a psychiatrist at UCLA, recommends the following countermeasures based on a school violence study he conducted:

- ⊙ Psychological training to prepare teachers for stressful situations to minimize the impact of violence.
- ⊙ Teachers assigned to high violence schools should be rotated to less stressful schools after two to three years.
- ⊙ Students who have attacked a teacher should not be allowed to return to the same school. Too often, these students return as heroes to the other students after one or two days of suspension.
- ⊙ A crisis intervention team should be assigned to each school district to help diffuse conflicts.

School administrators often made the effect of the violence worse by refusing to back the teachers, and by not disciplining problem students, Bloch said.

"The teachers felt especially demoralized when, in attempting to report an attack, they found the principal indifferent or finding fault. Many, like rape victims, were made to feel responsible for being assaulted," he said.

According to a recent investigation by the Commission on the Reform of Secondary Education, crime and vandalism are becoming so bad in most of America's big city schools that they are on the verge of collapse. The investigation sponsored by the Charles F. Kettering Foundation, indicated that it might be better if the compulsory attendance age for high school students was lowered from 17 or 18 down to 14 years.

"Attendance reports from urban school systems show that in many large city high schools fewer than half the enrolled students attend class regularly," says Dr. Frank Brown, Commission chairman. "And among those who do come, tardiness and class-cutting are common. Vandalism and crime are on the increase in schools because the students who do come against their will show their dislike at being in class by acts of rebellion."

The Commission also recommends that students be made aware of their responsibilities to society.

"In the past," says Dr. Brown, "adolescents were treated as a privileged caste. The consequence was failure to learn that in the real world people pay for what they break."

Kenneth Hahn, chairman of the Los Angeles Board of Supervisors, also feels that we must crack down on juveniles and make them pay for their crimes.

"The juvenile justice system has broken down," he says. "There are too many referees and commissioners in Juvenile Court. We need more judges—more tough-minded judges."

"We're going to have to return to discipline. Without discipline in the home, you're not going to get it in schools or on the streets. We must arouse public opinion for a change. We should expand the 'Big Brother' movement and make better use of juvenile camps. Maybe we should return to the Civilian Conservation Corps camp of Depression days and send juveniles there."

Dr. Bill Banowsky, a columnist and educator of national repute, echoes this sentiment.

He says: "For decades we have tried to cope with crime on a sociological basis. It has been axiomatic that if we could reduce poverty and increase brotherhood we would reduce desperate crime. The middle classes have spawned criminals whose acts we blame on broken homes, permissiveness, or drugs. But we can't continue to ignore the fact that a gun fired by a teenager kills as surely as one fired by an adult. Yet, because a child is 'only a child' we forgive him his crime, returning him to the community with an optimistic haste that has proved disastrously unjustified."

"We cannot continue to live at the mercy of youngsters who use a lenient correctional system and the processes of legal protection to shield themselves against punishment. In many of our inner-city junior and senior high schools, it is becoming increasingly difficult—and in some instances nearly impossible—to get on with the business of education. Learning cannot take place when a child sits in a classroom, fearful of entering the corridors, when teachers are under siege, locking classroom doors to protect themselves and the children."

"The means of resolving the crisis in our communities will not be found in the legislative corridors of Washington. Rather, the prudent and potent solution will be found in the concerted efforts—and understanding—of parents, educators and community leaders."

Dr. J. C. Chambers, president of the Los Angeles City Board of Education, agrees that the problem of violence in America's schools extends beyond educators to the community—and especially to parents.

He says: "We are concentrating all necessary resources toward making our schools safe places where children can learn, but you must realize that youth violence is more than simply a school problem. It encompasses the entire community, and the resources of the entire community must be used to combat it. The success of this really depends on the community and the home, it depends on the climate we set for our young people, and it depends on the supervision and sense of responsibility parents give to their children."

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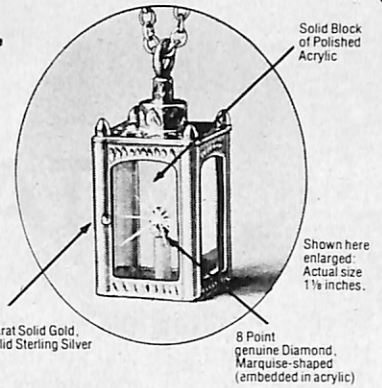
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NEWS OF THE STATE ASSOCIATIONS

New officers for the New York State Elks Association were installed during the 68th annual convention held at Kiamesha Lake. Assisting George Malekian of Valley Stream Lodge in conducting the business of the state association will be Vice Presidents Franklin Hunn, Fulton; Stanley Domagala, Glen Cove; H. Richard Fiege, Beacon; Lee Haig, Saranac Lake; Fred Boenheim, Ogdensburg; Frank Lill, Rensselaer; Louis Morris Jr., Peekskill; Kenneth Jones, Ithaca; William Savino, Elmont; James Cretokos, Wellsville; John Bowers, Rotterdam; Joel Johnson, Albion; Alan Yancey, Wolcott; Secy. Richard Moore, Yonkers; and Treas. William Petzke, Elmira.

There were 2,285 Elks and Elks' ladies attending the May 3-6 conclave hosted by Monticello Lodge. During the business sessions, the various state committees reported on their progress of the past year and plans for the future. It was noted that the membership increased over the preceding year. The major project committee reported that \$329,600 was raised to support the Home Service Program of the United Cerebral Palsy Association. Scholarships were awarded to young men and women. Among the other activities engaged in at the convention were a golf tournament and a ritualistic contest. The Brothers of Haverstraw Lodge were the champions of the latter competition.

The highlight of the convention was the Grand Dinner which concluded the meeting. Then-GER Leonard Bristol spoke at the evening's event. Other distinguished guests included PGER Ronald Dunn, Past Grand Treas. and

SDGER George Balbach, Past Grand Est. Lead. Kt. James Gunn, William Steinbrecher, member of the Grand Forum, and Peter Affatato, chairman of the GL Lodge Activities Committee.

New York Brothers present at the meeting agreed to increase their efforts in the areas of membership and support of the major project and the National Foundation. Niagara Falls was chosen for the fall gathering on September 13-14, and the Concord Hotel in Kiamesha Lake was once again selected as the site of next year's convention.

Then-GER Leonard Bristol and PGER Willis McDonald, state sponsor, were among 300 Brothers who attended the Louisiana state convention on March 23-25 at Houma. Brother Bristol was the keynote speaker, while PGER McDonald discussed methods of raising funds for the state major project, the youth fund, and the "Hoop Shoot" fund.

The state major project, the Southern Eye Bank, projected a goal of raising \$5 per member in order to attain an increase of \$30,000 in funds. Ronald Care, a beneficiary of the Eye Bank, delivered an inspiring speech. Mr. Care now has 20/20 vision with the aid of glasses.

The ritualistic contest between Slidell and New Orleans West Bank lodges resulted in Slidell Lodge capturing the championship. The recipients of youth awards were announced, and National Service Commission programs and Elks National Foundation activities were discussed following reports on the progress of both.

New officers of the state association

for 1979-1980 are SP Fred W. DeJean of Opelousas Lodge; President-elect Thomas Thompson, New Orleans; Vice Presidents Robert Swanson, New Orleans West Bank; Steven Beadles, Shreveport; Treas. C. W. McGill, Slidell; and Secy. Richard Glaholt, Shreveport. Brother Glaholt succeeds Secy. Ellis Ponthieux, who served as secretary of the state association for eight years.

A banquet and a dance were part of the festivities at the Louisiana convention. Also included was a trip by helicopter over the Gulf of Mexico to observe the pumping of oil from the derricks. Then-GER Bristol took part in this event.

The Louisiana Elks plan a mid-season workshop to be held in Opelousas later this year. The workshop will be for one day, but the date has not yet been decided. The 1980 state convention will be hosted by Slidell Lodge from April 18 through the 20th.

The Brothers of Wyoming gathered at Sheridan for the May 4-6 annual state association convention. Approximately 280 attendants were welcomed by the hosting lodge. Guest dignitaries who joined the conventioners were PGER Homer Huhn, Jr. and his wife, Jo, Montana SP Harold Watling, Montana VP Horace Chadwick, SDGER Byron Robb, and Montana PSP Robert Greene.

PGER Homer Huhn, Jr., PSP Gene Dunn, and PDD Elmer Nelson conducted the installation of the newly elected state officers. Leading the governing body for the 1979-1980 year is SP Lee Beezley of Cheyenne Lodge. Brother Beezley will be assisted by Vice Presidents Fred Houchens Jr., Jackson; Robert Morgan, Cody; Ralph Freeman, Gillette; and Secy. Jack Cash, Cody.

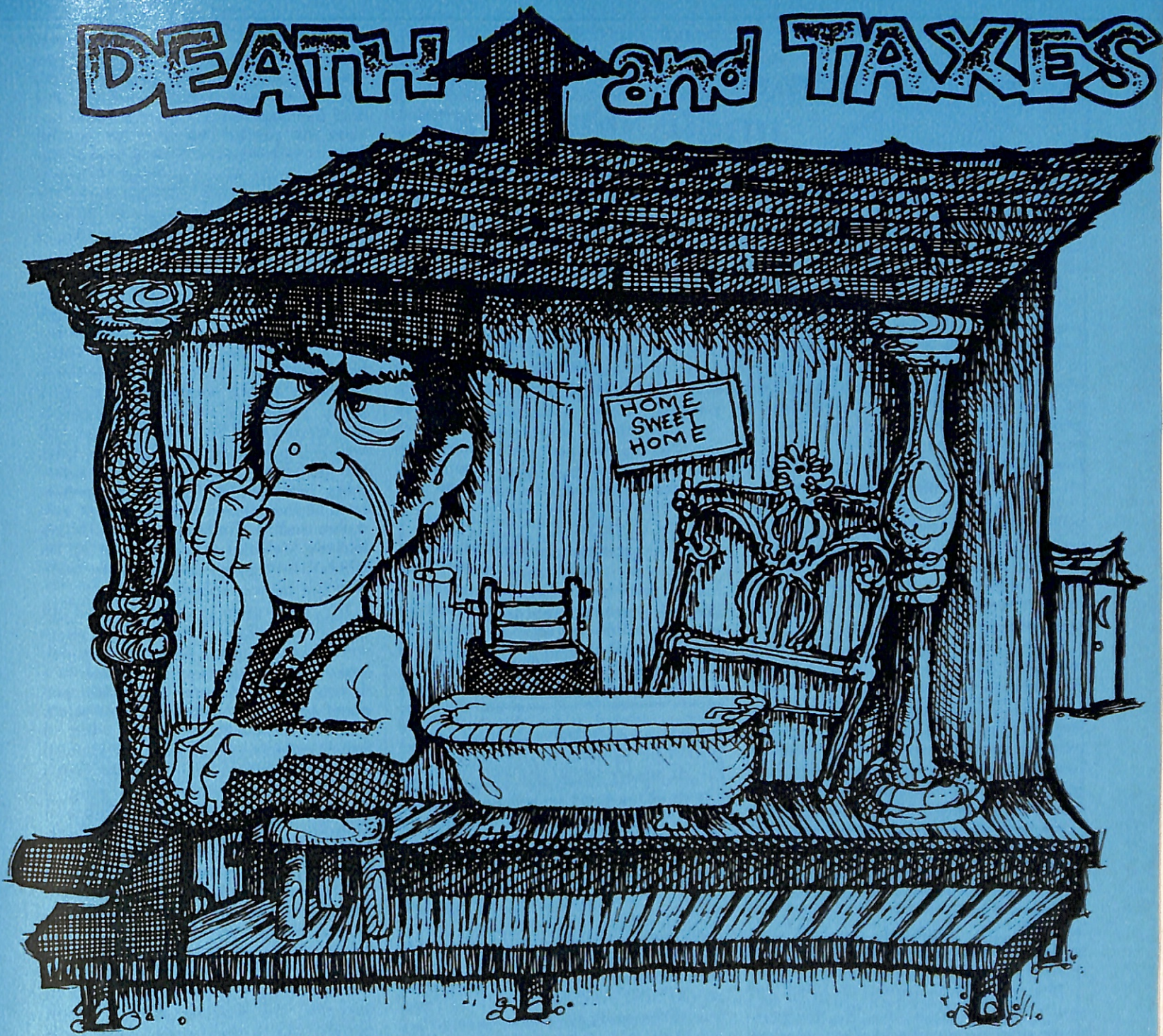
Two students benefitted from the major project scholarships. Lori St. John of Lusk and Kurt Bethke of Worland thanked Wyoming Brothers for the certificates representing \$4,000 for each student's 4-year college career. The National Foundation received \$15,000 from the state's North District and \$9,200 from the South District. These contributions were raised through a wager between the two districts.

The next meeting of the Wyoming Elks State Association will be September 14-16. Gillette will be the site for this upcoming fall convention. ■

Dignitaries at the banquet held during the New York State Elks Association Convention included (standing, from left) outgoing SP Dominick Napolitano Jr., then-GER Leonard Bristol, SP George Malekian, GL Convention Chm. Bryan McKeogh, and PGER Ronald Dunn (seated).



DEATH and TAXES



by Cecil W. Goodwin

Everyone in Howard knew Malcolm was crazy. It wasn't in the paper, but it wasn't hidden either. Nor was it considered unusual; when I was growing up in the fifties, every small town had at least one loony. Nowadays you don't hear much about people like Malcolm—they don't fit the New Southern Image—but back then they were celebrities, case examples of what might happen if you didn't eat your cereal or brush your teeth properly.

Not much was known about Malcolm. Some said he came from up around Nashville, others that he was from Georgia. He appeared in Howard one day in the mid-thirties and offered his services to anyone who needed cotton

picked, wood chopped or the like. He kept to himself and avoided talking to people, except for those who hired him, and I don't think he had any friends.

He lived half a mile past the speed limit sign on the road to Jasper, in a little shack that had never seen a coat of paint. Grass would not grow around the house, and its lowermost planks were stained brown from mud splashed up by the rain. The distinctive thing about the house was its long front porch, which Malcolm had filled with junk over the years—an old washing machine, a bed frame and springs, numerous tubs and other clutter. Once put on the porch, the items were never moved except for the bits and pieces

that rotted, fell off and were blown away by the wind. I lived further out the road and would pass the house twice each school day and on Sunday mornings, wondering what would be put out next, watching Malcolm's porch age with me.

From the window of the school bus I would sometimes see Malcolm himself, sitting on the edge of the porch or on his way to the outhouse in back. He was a short, wiry man with a long face, rough and weathered like the house, and a large hawk nose. He wore dirty overalls without a shirt, even on the coldest days, and old brown boots perpetually caked with mud. Like the objects on the porch he changed only very

DEATH and TAXES

slowly, and he never smiled; when he looked up at the bus he would scowl at us as if we had no business seeing him. The other kids would laugh at him and call him names, but I think we were all rather frightened of him.

I met him one summer afternoon in '58 when I was fourteen and working a paper route by bicycle. I had made my last delivery and was on my way home. It had been a warm day; the sky was clear and the sun was just beginning to turn red over the cotton fields. I pedaled slowly in the left lane, enjoying the wind on my face. When I passed Malcolm's house he was sitting on the porch reading a newspaper.

"Ah-hah! I knew it!" he cried, a victorious scream that could not be ignored; I stopped and looked at him. "You... hey... they're raisin' taxes again!" he said, noticing me. "Didn't think it was gonna happen, did ya? I knew though; I showed 'em."

I was in no hurry to get home and I was curious, so I parked the bike in the sideditch and went up to the porch. "What'd you do?" I asked him.

"C'mon in and I'll tell ya," he replied. Stepping onto the porch was like entering a museum and coming face to face with famous sculptures one had only seen in photographs. The cracks in the white porcelain of the washing machine and the pitted rust of the bed springs were details visible for the first time. I walked around the porch and inspected each piece of junk, awed by the assemblage, while Malcolm stood by with his hands on his hips and smiled proudly. I nodded my approval and followed him into the house.

It took a while for my eyes to adjust to the darkness inside; the windows were curtained with dirt and what used to be flies. There was only one room and all the furniture was grouped in its center: a cane-back chair with a broken arm, a formica table on which sat an unlit kerosene lamp, and a red velvet couch, the kind found in theater

lobbies. Off in one corner was a kerosene stove encircled by piles of cans—some opened, all old and rusty. The edges of the room were occupied by stacks of newspapers aged various shades of yellow; some of the stacks were taller than I was. The most remarkable thing about the room, though, was that the walls were covered with picture frames, and in each frame was a newspaper clipping telling of a tax increase. City, county, state and federal—the history of taxation in Malcolm's lifetime was revealed on his walls.

Malcolm saw I was impressed. In a soft, pleasant tone he said, "They've been at it forever, taxin' the common man. This here's the evidence." He pointed a finger at the wall in front of me, then smiled and said, "I showed 'em. No sir, they ain't got a penny from me. Most people is fools, you know, and thinks they got to pay taxes. But it ain't so, boy, it ain't so. I ain't paid none in thirty years."

"How'd you manage that?" I asked.

"It's easy. See, taxes comes from makin' money and buyin' things, so's I don't. If a man wants to pay me for somethin' I do for him, he does it in somethin' sides money. That's how I got all this stuff. That washin' machine out there, I got it in less'n a week pickin' cotton. Why, even got me a car once... traded it for this knife." He pulled a penknife from the breast pocket of his overalls and handed it to me. It wasn't much but I said it was. "Yeah, it's a good knife," he said, "the kind a boy like you ought to have. I'll give it to you for that bike out there."

I didn't think much of his offer and said so, then added, for good measure, "There's taxes you can't get out of. There's always death and taxes." I was proud of myself for that, but it upset Malcolm. Suddenly, all the life seemed to leave him. His face became that of an old tired man, and in his eyes I saw fear. Whether it was from pity or my own fear, I don't know, but I took the knife from his hand and walked home.

When I told Daddy what had happened and showed him the knife, he laughed so hard he couldn't get mad at me. After supper he drove down to Malcolm's place and got my bike. When

he came back he told me, "Stay away from that man, son. He's crazy." From then on, when I biked past Malcolm's house I was going full speed, but if I had any papers left I would throw one onto his porch. One day he got his bike, a red Schwinn with a bent frame and the front wheel missing. He put it next to the washing machine. From the bus once I saw him sitting on it, rubbing the handlebars as if calming a pony.

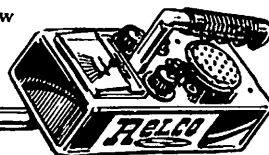
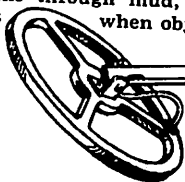
I graduated from high school in '62, went into the Army and then to college. I got a good job and made enough money for the taxes to hurt, and I began to understand how Malcolm could feel the way he did. When I came home to see my folks I would pass Malcolm's house, remember what had happened, and marvel that his collection was still intact—the washing machine, the bike, the bed, and once in a while something new. In '68 he built a shed in back of the house, where he kept two mules and a flatbed wagon. Daddy told me Malcolm would hitch it up on Sundays and go up and down the highway like he was showing it off.

In '71 the town annexed the land out to near our place. Thousands of acres were added to get a few more tax dollars. I came home that November in a driving rain. Momma was sick and about to die so I was distracted when I passed Malcolm's house, but I sensed something was wrong. I glanced in the rear view mirror and the porch was empty; everything was gone. I slowed down as I climbed the hill past Malcolm's house, from shock I think. It was fortunate I did because just over the crest, the road was blocked by an overturned semi. I parked the car and got out to see what had happened. In the valley beyond the truck was Malcolm's wagon, smashed to kindling, mixed with all the stuff from his porch and hundreds of picture frames. Off to one side, the washing machine stood upright like a tombstone. One mule was dead and the other was hurt and a trooper was covering something with a sheet. The truck driver was bleeding from his forehead and telling a trooper how he had come over the hill and here was this wagon barely moving and he couldn't stop on the wet pavement and what the hell was he doing out here anyway on a public highway.

I started to go back to my car, but there was something on the back of the semi that caught my eye. It was a sticker familiar to anyone who travels much; it said, "This vehicle pays \$4300 a year in road-use taxes." Taxes. I remembered how Malcolm had looked that day in his house when I mentioned death and taxes. He fought them all his life and they killed him. I think he knew they would. ■

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It's Your Business

(Continued from page 10)

ing about complex subjects either. Some of the people I've interviewed don't know how to write checks, read a bank statement, call long distance, spell or handle elementary math."

A member of the New York State Board of Regents, Emlyn Griffith, would agree in part. In a recent talk to the League of Women voters in central New York, he pointed out that there has been a steady decline in achievement in public schools during the past 30 years. It is true, he noted, even though the state of New York is spending much more for education. "More than 50 percent of the children in upstate schools are in non-regents programs. Test scores have dropped more so than in other states. The textbooks are not of the level they were in 1950. A textbook in the 12th grade in 1979 is equal to a textbook in the 10th grade in 1950."

Establishing blame isn't finding answers, businessmen and educators admit. The first step in creating a coalition of business and education to study the problems took place last February when 40 academic and corporate leaders spent several days in colonial Williamsburg assessing their mutual concerns. Said a *New York Times* report of the meeting: "both sides were alarmed at the decline of productivity and innovation."

Philip Caldwell, president of Ford Motor Co., was critical of academic and corporate leadership. Problems of today seem to shove aside thoughts about 10 years from now, he said. He suggested that universities help identify major trends and the need for better performance in the work place.

Some of the nation's top business schools, however, are discovering—or re-discovering—small business as a place for their graduates. Small companies use what are called correspondence opportunities to deal with top students at major schools such as Harvard, Wharton, Stanford and others. A businessman writes about an opening and invites students to send resumes. "Their needs for MBAs are occasional and, on the basis of that, they are not going to sidle up to a placement officer and get to know him real well," says Rod Hodgins, director of Harvard's Office of Career Development. "In a little company, the prospects of acquiring some of the stocks or taking it and running it up to a medium-sized company are good. A little company can triple its market share. Where that happens, that makes some very nice careers for people in those companies."

Is there hope that the 1980s will see more concerned people entering the labor market with a better attitude and education?

"The one thing we can't continue to ignore is the sad neglect of the work ethic," said Max Lerner, author, educator and columnist at the Utica College of Syracuse University commencement earlier this summer. "I'm neither a pessimist nor an optimist about the future. I'm a possibilist."

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- Electronic Quartz Accuracy
- 24 hour alarm

A personal alarm and time system powered by light.



Only \$49.95

You can't wear a more accurate watch. Plus this new LCD chronometer has a built in 24-hour alarm and personal reminder system. And you no longer have to worry about batteries failing because this watch is constantly being recharged by light. A true scientific break thru.

Forget about losing time

The time base is a finely tuned quartz crystal, trimmed by the manufacturer electronically to an accuracy of 5 seconds per month. And the manufacturer stands behind this accuracy with a one year limited warranty plus a 5 year replacement warrant on the micro-rechargeable energy cells.

Who is the Manufacturer

U.I.T. has been the innovator in the digital watch industry for years. U.I.T. is the prime manufacturer, assembler and importer of LCD watches. U.I.T. has been the pioneers of solar powered watches where "light energy" recharges micro-energy cells contained in the watch. A system so efficient they are able to offer the unheard of 5 year warranty.

Forget about batteries

The new solar-alarm is powered by micro-energy cells which are constantly being recharged from available light. Not just solar light but ordinary room light. You never need to worry about batteries.

Forget about changing technology

This solar-alarm watch uses all of the

latest technology in electronics and engineering. The programmed time measuring features include hours, minutes, and pulsating seconds plus the month and date displayed instantly with the touch of a button. The large liquid crystal display constantly shows the time in large easy to read numerals. A special night light command button illuminates the dial for night viewing.

Forget about being late

The most unique function of this solar chronometer is the alarm system. The 24 hour alarm system is easy to set without disturbing the time function. And it sounds with a pleasant electronic beep precisely at the pre-set time. Your own personal alarm system will automatically beep you at the right time for "on-time" punctuality, so important with today's busy schedules. You may never be late again.

Test it for 2,592,000 seconds

Take 30 full days (2,592,000 seconds) to confirm the accuracy and utility of this fine timepiece. If you doubt the quality, merely return it for a full refund.

If you have been looking for that special opportunity to own a chronometer of the future here is your chance! Available in silver or gold tone with fashion flex band. All U.I.T. timepieces feature ultra-thin design, rugged shock proof engineering and water resistant construction. The solar-alarm watch is priced at \$49.95 each plus \$2.50 shipping & handling. (IL. residents add 5% sales tax).

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Dept. E8

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Please send me _____ Solar-Alarm Watches at \$49.95 each plus \$2.50 shipping & handling. I understand that I may return my purchase within 30 days for full refund.

silver tone gold tone

Check or MO enclosed. Change to: Visa Master Charge

Account # _____ Exp. Date _____

Name _____

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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."

Honor Roll

of District Deputies 1978-79

The Elks National Service Commission is privileged to list the outstanding District Deputies and State National Service Committee Chairmen whose leadership produced 100 percent participation in the 1978-1979 Veterans Remembrance Participation Report. We further acknowledge our gratitude to Grand Lodge State Associations Committee Chairman Norman P. O'Brien who supervised this significant contribution to the welfare of America's hospitalized veterans. We record with pride the accomplishments of the following 1978-1979 District Deputies:

Louis Pavich/AZ Central
Thomas E. Brucher/AZ East
W. S. Carpenter/AZ North
Karl F. Gaither/AZ South
Ward D. Miller/AZ West
Murry E. Hodge/AR East
Harry R. Henzi/CA Bay
Douglas J. Harding/CA Central
Julius Greenberg/CA East Central
Albert C. Matthews/CA Inland
Woodrow W. Hite/CA Metropolitan
Jack E. Lang/CA North
Harold S. Griffith/CA North Central
Russell D. Brown/CA Northeast
Jack Minero/CA Northwest
Lloyd S. Verry/CA Orange Coast
David C. Lenaburg/CA San Gabriel Valley
Les Pratt/CA South
Cecil F. Smith/CA South Central
Clark L. Sanders/CA South Central Coast
Leo G. Kreinbuhl/CA South Coast
George E. Petrie/CA Southeast
Andrew Parola/CA West Central
Leonard H. Fisher/CA West Central Coast
Carl J. Wamser/CO Central Northwest
William G. Smith/CO Central Southeast
Stewart G. Case/CO North
Luke O. Gendreau, Jr./CT East
Gordon F. Benedict/CT Northwest
Samuel T. Browne/CT South Central
Andrew M. James, Jr./CT Southwest
Harold R. Shelton/FL East Central
Bert Horwitz/FL South Central
David G. Anderson/FL West Central
Lloyd K. Reed/ID Central
Garth C. Christensen/ID East
Ray O. Hasz/ID North
Arnold W. Paul/ID North Central
John E. Pywell/ID South
Robert J. Knottek/IL East Central
Jack Vismara/IL Northeast
Lou Hatchett/IL Northwest
Monte Hamilton/IL South
James D. Leefers/IL Southwest
J. Ross Trisler/IN East
James L. Frank/IN West
Granville B. MacMillan/ME East
Douglas M. Urquhart/ME West
Edward M. Hart/MD, DE & DC North Central
George F. Collins/MD, DE & DC Northeast
Donald T. Turner/MD, DE & DC Southeast
Kenneth W. Largent/MD, DE & DC Southwest
Robert R. Loun/MD, DE & DC West
John J. Gorman/MA Circle
Ray E. Minyard/MA East
Peter J. Stupak/MA East Central
Cy Boghosian/MA Metropolitan
Amable L. Morin/MA North
William J. James/MA South

Alfred P. Brackney/MA West
Riziere A. Camilloni/MA West Central
William J. Ferrell/MI East
James A. Storrer/MI East Central
Philip J. Ott/MI Northeast
Frank J. Musich/MI Northwest
Frank D. Mansfield/MI South Central
Robert H. Miller/MI Southeast
David D. Blum/MI Southwest
Eugene J. Bigorowski/MI West Central
William C. Moran/MS South
Carl H. Beyer/MT Central
Albert F. Sadorf/MT East
Wallace C. Morrow/MT North
James E. Purcell/MT South
Robert J. Foss/MT West
Gerald S. Just/NE Central
D. James Friesen/NE East
Stanley F. Detra/NE West
Harold Stokes/NV South
Herbert D. Cornell/NH North
F. Reginald Fuller/NH South
Ronald J. Loftus/NJ Central
James E. Gross/NJ East
Patrick J. Fitzgerald, Sr./NJ East Central
Nicholas R. Riciputo/NJ North
John M. Dolan/NJ North Central
Arthur Mayer, Jr./NJ Northeast
Werner A. Lieberwirth/NJ Northwest
Gilbert Panter/NJ South
Harold A. Duncan/NJ South Central
John T. Larsen/NJ Southeast
George H. Scribner/NJ Southwest
Dominick Mossa/NJ West Central
Richard F. Hagen/NM Northeast
Maurice E. Mathews/NM Northwest
Joe I. Dominguez/NM Southeast
Richard S. Graham/NM Southwest
John J. Costello/NY Central
James F. Fountain/NY East
Robert E. Newsholme/NY East Central
Hugh McKee/NY North
Sterling D. Gaebel/NY North Central
Moses Sweetgall/NY Northeast
Richard T. Moore/NY South
Robert H. Ford/NY South Central
Paul Sadosky/NY Southeast
Robert J. Briggs/NY Southwest
Wallace R. Towle/NY State Capital
Edward Sodoma/NY West
Robert J. Gillette/NY West Central
O. John Valentine/NC East Central
Rayo C. Holston/NC West Central
Billy J. Howard/OH North Central
William E. Platten/OH Northeast North
Robert H. Krauth/OH Northeast South
Irwin Cohen/OH Northwest
L. E. Priest/OH South Central
Clarence R. Schlarb/OH Southeast

William G. Apgar/OH Southwest
Edsel Peyton/OH West Central
Charles J. Guadagno/OK Northeast
Billy O. Wilson/OK Southeast
Donald T. LaPoma/OK Southwest
Jack D. Stevenson/OR Metropolitan
Carl Heisler/OR North Central
Anthony DeBiao/OR Northeast
Fred Dodd/OR Northwest
Gene Webb/OR South Central
Clifford Rich/OR Southeast
E. G. Childreth/OR Southwest
Fred E. Moeslein/PA South Central
O. Donald Kunkle/PA Southeast
E. Roger Zallon/PA West
Anthony D. Moretti/RI East
Ovide J. Brindamour/RI West
Ralph A. Marz/TX Gulf Coast
Worth Parker/TX North Central
Robert B. McKay/TX Northeast
Don E. Collins/TX South
Donald T. Shreck/UT North
Arthur E. Miller/UT South
Thomas C. Shoemaker/VA Southeast
Dale Orff/WA Metropolitan
George Dyer/WA Southeast
Vincent B. Smith, Jr./WA Southwest
Walter L. Wang/WA West Central
Thomas R. Burke/WV Central
Gordon R. Stephens/WI Southwest

Honor Roll of States 1978-1979

Chairmen who achieved 100 percent participation from each lodge in state:

Anthony F. Gersitz/Arizona
John F. Jordan/California-Hawaii
Edward Golaszewski/Connecticut
Bob Brown/Idaho
Edward R. Twomey/Maine
Paul D. Helsel/Maryland, Delaware & D.C.
Daniel J. Moynihan/Massachusetts
George C. Schwartz/Michigan
Lloyd E. Lamb and Robert R. Lamb/Montana
Al Jacobs/Nebraska
Bernard Stillwagon/New Hampshire
Frank J. McCann/New Jersey
Larry Covington/New Mexico
George Malekian/New York
John N. Eccleston/Ohio
Wally Wright/Oregon
Ernest Faiola/Rhode Island
Bill Van Talge/Utah

You and Retirement

(Continued from page 4)

an attorney and an accountant.

© Have you planned on running a business as well as starting one? Have you given consideration to record-keeping? You'll want to set up a system to keep track of income and outgo, what you owe other people and what other people owe you. You'll also want to keep control of inventory, and to make systematic provision for payroll records, tax reports, and necessary financial statements. You'll want to work out a system of pricing, based on careful estimates of sales and expenses. In doing so, remember to allow for necessary markdowns and for shrinkage through theft and breakage.

Information on all of these subjects can be obtained from the Small Business Administration, which issues booklets and offers seminars for prospective businessmen. Some recent seminar topics: How to Start Your Own Business, Small Business Tax Workshop, and Women and Business. A list of seminars in your region, and a free copy of the invaluable booklet, *Checklist for Going into Business*, is available through any regional office of the SBA or from the SBA, 1441 L St., N.W., Washington, DC 20416.

Next month: franchises. ■

Medicine and You

(Continued from page 18)

an ulcer is to control the production of stomach acid and neutralize its effect. The essential key to the dietary treatment of an ulcer is "don't let the stomach get empty." Between meals, eat or drink something that will coat the stomach and neutralize the acid. We used to insist that bland foods—like milk—were best. Now we realize that it doesn't make much difference what is eaten.

The medicines we have been using for years to treat ulcers are called "anticholinergics." They interfere with the function of the vagus nerve and reduce acid secretion by about 50 percent.

In 1977, a new medicine called cimetidine (Tagamet is the trade name of the most common brand) came on the market. This drug blocks histamine, which is believed by many researchers to be the element in the stomach cells that causes the release of acid. Leading gastroenterologists are optimistic about it, since it can be swallowed in tablet form and has no reported side effects. Dr. Dennis McCarthy, who tested it for the National Institute of Health and obtained an 85 percent cure rate, has called it a "revolution in ulcer treatment."

Even though it has been widely accepted that the stress and strain of modern living is a major cause of ulcers, reports from England and Scotland, as well as the U.S., have reflected a decline in ulcers. So if you think you're developing an ulcer, remember that your nervous stomach is more than likely to be gastritis. If the symptoms persist after watching your diet and resting, see your doctor. ■

BRITAIN

(Continued from page 20)

Scotland in the winter you will appreciate these simple luxuries) and most have private baths. Meals are prepared with garden fresh vegetables and "cooked to Cordon Bleu standards."

"After dinner, the contentments of the day can be discussed around log fires in the gun room or lounge," say the Ryans. Pastimes include salmon and trout fishing, hunting and pony trekking. If this sounds like a piece of heaven, write to John and Suzanne Ryan, c/o Ord House, Muir of Ord, Ross-shire, Scotland.

In the community of Ambleside, Browne Nixon offers 12 guest rooms

at *Rothay Manor*, his small regency house in the heart of the English lake district. Says Nixon: "Cooking is my first love and I am considered an expert in Georgian and traditional English dishes."

Nixon adds that Rothay Manor is "a haven for people of taste who are happiest in a small, friendly hotel where everything is done with kindness and affection and without fuss." Eight of the dozen rooms are with private baths, all are centrally heated, and each has a color TV. Rates start at \$24 a day single in the high season, \$45 double. The address: Rothay Manor, Ambleside, Cumbria, LA22-0EH.

For ocean lovers, Joe Platman op-
(Continued on page 43)



Bicentennial Plus Three: A Thoughtful Reminder

As the founding fathers met in Philadelphia in 1776, a bright new era dawned, and the American Republic was established. Filled with the hope and promise of the future, and brought together because of a common past darkened by mistreatment and misrepresentation, 56 men gathered in the sweltering July heat and created a nation. With them, they brought visions of what a government ought to be. Their monumental challenge: to provide the necessary leadership with which to form a nation where "all men are created equal." The initiative was theirs; the labor belonged to the people.

With the successful revolution now history, this bold new nation, which called itself the United States of America, began the arduous task of securing the freedom and equality for which she had fought. By the beginning of the twentieth century, The United States had thrust herself onto the world power stage. Struggling both internally and externally to insure the goals she desired, she emerged a republic which has proven to be one of the strongest powers the globe has ever seen.

Today, more than 200 years since its founding, a bruised yet strong America remains. It is the challenge of this generation, as it was two centuries ago, to stop and reevaluate the problems of the past, and to bind together in order to insure the progress of tomorrow.

Grievous social, economic and political problems remain. Controversies regarding human rights, poverty, taxation, crime, abortion, war and the presidency have marred the past two decades. Modern times have made the world a potential victim of itself, as nuclear proliferation continues and exploitations of natural resources increase. The struggle for power has brought the world to unrestrained conflict twice this century. Can it happen again?

If we ignore the misfortunes of this nation's past, we are destined to relive them; if we forget our successes, we cannot utilize them. While it is the duty of the elite to provide us with strong, competent, guiding leadership, it must be through the conscience of the people, as it has been in the past, that our objectives are obtained.

Although the complex burdens of today do not echo the specific problems of yesterday, it remains our fundamental challenge, as it was for our founding fathers, to use the past as our key to unlocking the future. Through the combined will of the people, we can meet our challenges face to face. As we near the year 2000, we should engage ourselves in a new nationalism in which all Americans, not just a chosen few, join together to battle and overcome the complex problems of the day.

John D. Ryan

NEWS OF THE LODGES

(Continued from page 23)



EAGLE SCOUT Richard Deweerd (center) of Troop No. 440 presented sponsoring Buena Park, CA, Lodge with more than \$400 for the state major project. With the help of his fellow Scouts and the local Girl Scouts, Richard created and pursued a variety of fund-raising programs. The Scout presented 12-inch outlines of a foot filled with pennies by his neighbors, full piggy banks, and proceeds from other endeavors to ER William McIlmoil and Est. Lead. Kt. Douglas Fairbanks.



SEWARD, Alaska, Elks raised \$2,000 for the lodge's James A. Martin Scholarship Fund recently. Seward Police Chief and Brother Louis Bencardino presented a check for more than \$1,200 to ER Harold Davis. The check represented the proceeds from the Seward Policemen's Assn. Ball, which was held at the lodge. Another check, for more than \$700, was presented that evening by Brother and Capt. Mark Walker, who raised the funds by taking Elks and their families on a cruise of Resurrection Bay aboard his charter boat.



BOY SCOUT Troop No. 674 thanked Santa Cruz, CA, Elks for 54 years of sponsorship recently. Scouts James Jensen and Joe Trebbien and Asst. Scoutmaster Rich Ruitter presented ER Ivano Comelli (right) with the 1979 charter during the Scouts' anniversary celebration. On hand for the occasion was Marvin Jensen (left), Scout representative.



AN AMERICANISM essay contest sponsored by San Mateo, CA, Lodge was won by Eugene Kita (center). The young man's winning composition was selected from nearly 300 entries. ER Edwin Krempetz (left) and Chm. Bob Ames presented the eighth-grade student with a \$100 savings bond.



THE 75TH anniversary of Petaluma, CA, Lodge was the occasion for the installation of new officers. PER Leland Myers (left) installed his son Robert as the new Exalted Ruler. Petaluma Brothers welcomed their new ER into office for their diamond anniversary year.

THE BLUE ANGELS (standing), the U.S. Navy precision flying team, attended a barbecue sponsored by Brawley, CA, Elks (front row). The Brothers raised \$1,000 for their state major project, aid to handicapped children. The naval officers, who were spending their annual winter training session near Brawley, congratulated the Elks for their dedication and continued support of handicapped youth.



GROUND-BREAKING ceremonies for the new Lompoc, CA, Lodge building were conducted recently. Joining in the occasion were (from left) Bank Mgr. David Kruk, ER George P. George, and Lompoc Mayor Charles Ward. The Brothers hope to have their new building, which will house a meeting hall, dining and kitchen facilities, an exercise room, a sauna, a game room, and offices, completed within a year.



ELEVEN American flags were donated to Farmington High School by Farmington, NM, Lodge recently. The practice of reciting the Pledge of Allegiance daily was encouraged by Martin Ferre (center), student body president, but flags were needed for the classrooms. Mr. Ferre thanked Americanism Chm. Richard Hupf and ER Stanley Dornik for supplying the flags.

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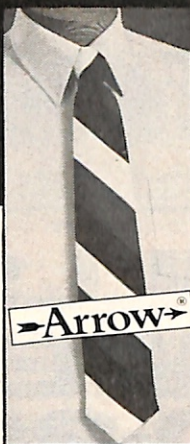
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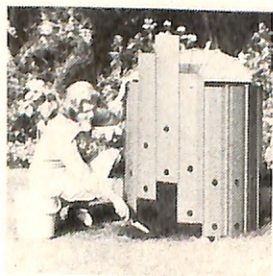


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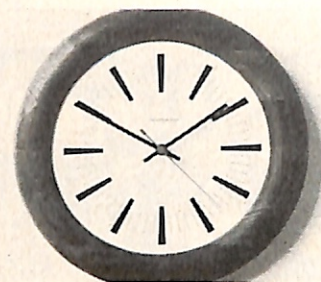
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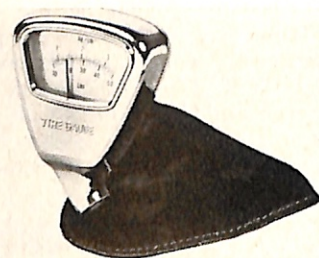
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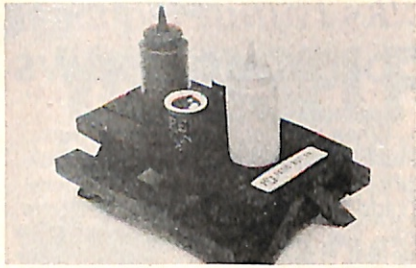


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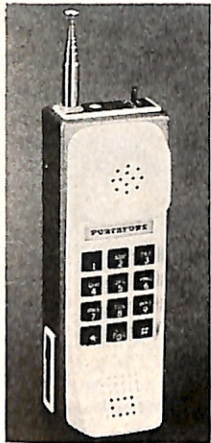
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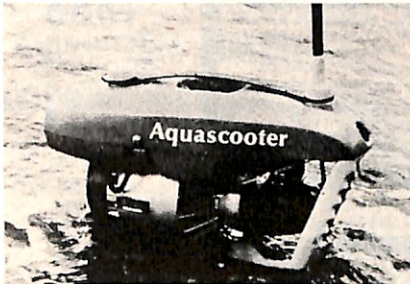
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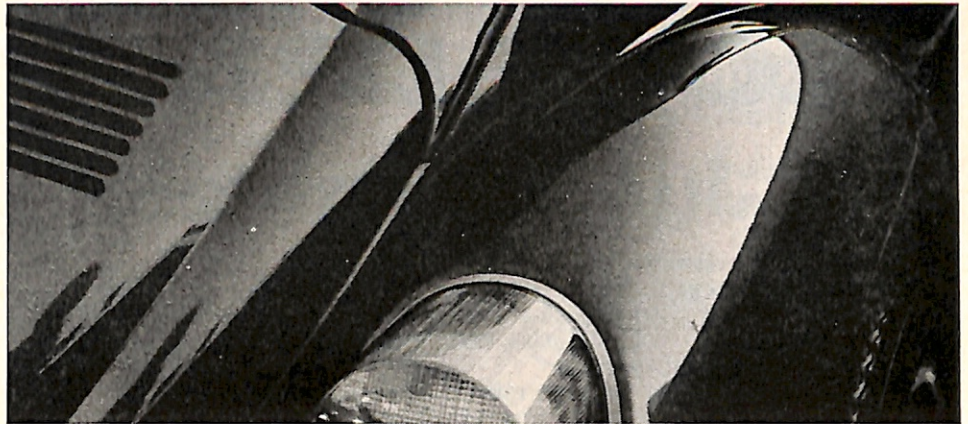


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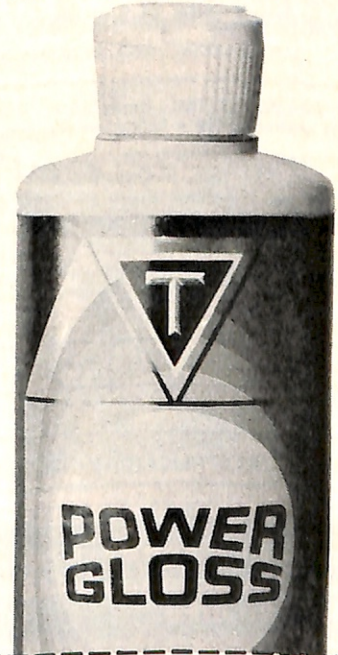
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Power Gloss is immune to temperature extremes. It can even be used inside your oven and refrigerator. The shine and protection is so crystal clear you can even apply Power Gloss to your windshield and forget about bugs, birds and hard-water stains. Pilots treat their planes with the tough, slippery Power Gloss finish to cut wind resistance and boat engines have picked up as many as 200 rpms after Power Gloss was applied to the prop and rudder.

If all this sounds amazing, remember we've got to give people something special when we charge them \$150 to polish their car.



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- 1 - Power Gloss at \$9.98 (add \$1.00 for postage and handling).
- 3 - Power Gloss at \$26.95.
- 6 - Power Gloss at \$47.90.

We pay postage and handling on orders of 3 or more.

NAME _____ AGE _____

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Signature _____

California residents add 6% sales tax. No C.O.D.

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In Just 5 Minutes!

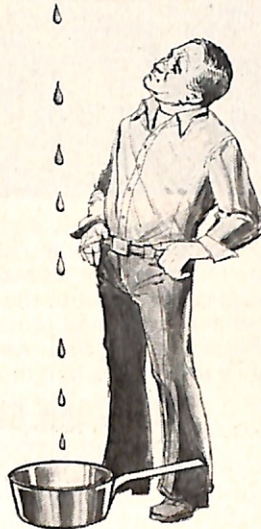
It's pouring rain and your warm, dry home is invaded by a slow drip, drip, drip of water leaking through your roof. You call your local roofer and are shocked to learn how much roofing repairs cost these days.

While you wait for the next rain to come, the wife is worried about the new sofa being ruined from the down pour of rain water . . . from your leaky roof . . .

But, now at last, the new and truly revolutionary *U.S. Polycoat Roof Coating!* Imagine! A coating so efficient, so unique, that it waterproofs and protects your roof from rains or snow all year long. U.S. POLYCOAT can be brushed or rolled on over almost any surface and dries to a rubber sheet-like film in minutes—no heating—no mixing—use straight from the can. U.S. Polycoat adheres to asphalt shingles, rolled roofing, wood, brick, plywood, cement, tar, aluminum, metal, asbestos, insulation board and even urethane foam. U.S. Polycoat comes in seven colors to match your roof.

U.S. Polycoat protects driveways, sidewalls, patios, mobile homes and parking areas, too. But, if your roof is leaking send for U.S. Polycoat today. You'll have a worry-free waterproof roof that will last for years and years. Waterproof with U.S. Polycoat before you insulate!

U.S. POLYCOAT, INC., 2928 Malmo Drive • Arlington Heights, Ill. 60005 • (312) 364-5010



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2928 Malmo Drive • Arlington Heights, Ill. 60005

Gentlemen: Please rush me _____ gallons of U.S. Polycoat.
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 Color: Clear Silver Black White Green Red Brown

One gallon covers approx. 50 to 100 square feet. Two gallons covers approx. 100 to 200 square feet. Five gallons cover approx. 250 to 500 square feet. Coverage depends on type of surface.

Print Name _____

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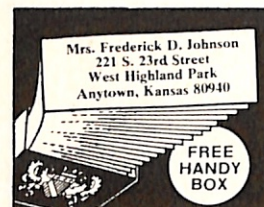
Tryke brings outdoor fun to many retirees.

Elks Family Shopper consumer/news

When you look at the gas pump these days, you should see a yellow label, required by the Federal Trade Commission (FTC), that tells you the **octane rating**. And that rating is very important to you since it is a measure of how well the gasoline will prevent engine knocking. Engine knock, ping or rattle is caused by uneven burning of gasoline in the engine. This happens when you buy gas that has an octane rating too low for your car.

Although there are several other factors in gas that are important to consumers, such as additives to clean internal parts or to help the car start in cold weather, the FTC has found that many consumers are overbuying gas—that is, buying gas with a higher octane rating than they need. Overbuying wastes money and energy, and the traditional lead found in higher octane leaded gases just adds to air pollution.

Want to know how to find out if you're getting the right octane?
 (Continued on page 38)



with ANY name, address, zip code. Up to 4 lines.
 Order \$717 Set of 1000 Economy Labels (boxed) . . \$1.00

1000
 RETURN
 ADDRESS
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1000 gummed economy name and address labels printed in black



moistening. Rich black printing, classic border.
 Order P6128 Set of 250 Gold Foil Labels (boxed) . \$1.98

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Gleaming gold foil labels stick to any clean, dry surface — need no



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 Order P6030 Set of 250 White Gloss Labels (boxed) \$1.98

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 LABELS \$1.98

Glossy white self-stick labels cling to any smooth surface — no

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 Colorado Springs, CO 80940

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 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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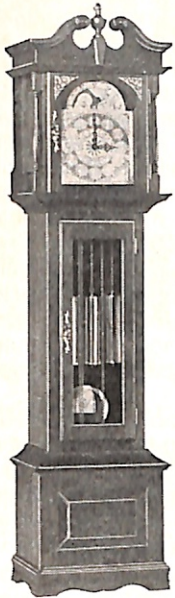
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Send check, M.O., or Visa/Master Charge. California residents add 6% sales tax.

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JMS FOOT CREAM, 4 oz. — \$9.00

I am enclosing \$ _____ plus \$1.00 handling.
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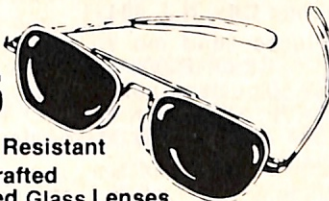
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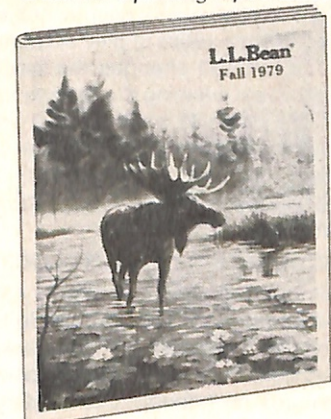
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The What-In-Hell-Is-It Clock!

A NEW SPENCER FIND!



SWINGING PENDULUM DELIVERS A BALL EVERY MINUTE



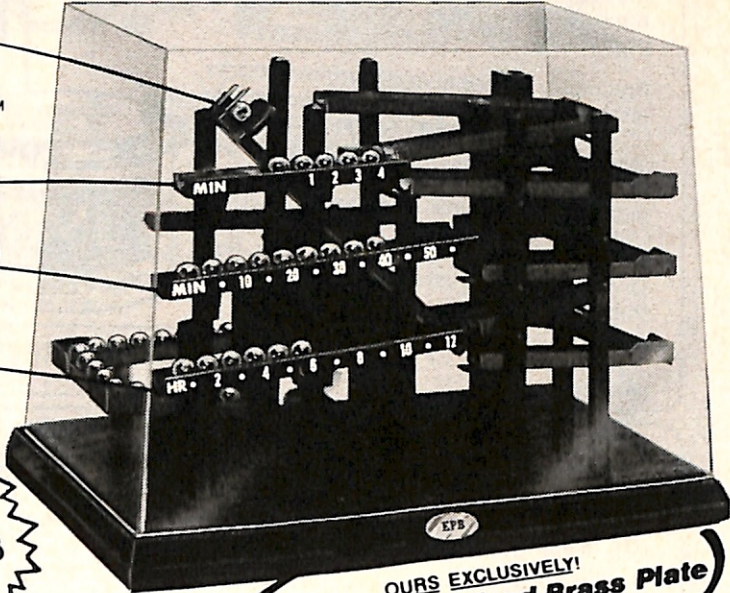
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5 MINUTE TRACK



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ONLY \$28.88

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FREE! Personalized Brass Plate With Your Initials



It has no face and no hands. But this WonderBall Electric Clock tells time with unflinching accuracy to the minute, hour after hour, day after day—year after year. And its unique continuing action is so fascinating to watch you will hardly be able to take your eyes off it!

HOW IT WORKS!

A rotating electric pendulum scoops up one of the 32 steel balls every minute, and starts it in motion down a series of precisely balanced "tracks." Each ball changes the balance of the mechanism, causing the balls to roll from one "track" down to another. And you can instantly read the time in minute, five-minute, and hourly units, by looking at the number of balls stacked on each of the three numbered time tracks.

ACCURATE RELIABLE CLOCK!

It's all utterly absorbing to watch. And your family and friends will find it hard to believe this is really an accurate, reliable clock. But it is—a unique, highly efficient timepiece that never needs re-setting. The rotating pendulum is powered by a precision-made motor. The nickel-plated steel balls roll in scientifically engineered tracks that snap-fit together. To protect your WonderBall Clock, a stylish, see-through dust cover is included. Simple illustrated instructions show you how to assemble your Clock in as little as an hour.

UL LISTED MOTOR!

The WonderBall Clock is 5½" Deep X 9¾" High. It is made of rich Jet Black plastic and has a UL listed motor. Just plug it in and let WonderBall do the rest! Order this fascinating, useful timepiece for your home now! \$28.88 (Including personalized brass plate with your initials!)

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Card # ..

Signature ..

Print Name ..

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Elks Family Shopper

consumer/news

Check the octane rating on the gas you are buying now. If your car is not knocking, fill up the next time with the next lower octane. If it still doesn't knock, try one level lower.

Whether you are buying leaded or unleaded gas, the point is to find the lowest octane gas your car will run on without knocking. Then note the octane rating. Since the FTC now requires uniform octane ratings nationwide, you will be able to go to any gas station and find the right octane gas for your car.

But remember, continued knocking caused by regularly buying gas with too low an octane rating could severely damage the engine of your car.

To learn more about how your car works, what kinds of additives are used in gasoline, and how you can save on gas, get a free copy of the Department of Transportation booklet, *Gasoline: More Miles Per Gallon*. Just send a postcard to the Consumer Information Center, Dept. 518G, Pueblo, Colorado 81009.

Motorcycles are an exhilarating and cheap form of transportation. Maybe that's why almost eight million people have turned "motorcyclist"—many for pleasure, and quite a few for basic transportation.
(Continued on page 40)



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New FULLY ADJUSTABLE Shower Head Saves Over 62% on energy, water, sewer bills —

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Aerates water for a tingling, splash-free shower, yet cuts water/energy use dramatically!

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Must pay for itself in 30 days or money back!

Just unscrew your present shower head, screw in the new Shower Head, and you start to save immediately. The more people in your home, the longer they like to stay in the shower, the more dramatic your savings are! Based on average utility rates a family of 4 could save from \$59 to over \$369 per year on energy alone (depending on whether you use gas or electric) — not even counting the cost of water. So your new Shower Head should pay for itself 12 times over the first year!

Order now — start saving beginning with your next energy bill!

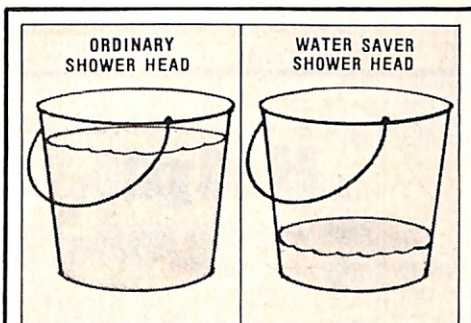
This is our DeLuxe model, fully adjustable Shower Head. The unit itself is made of attractive, stain resistant celcon® with a chrome plated brass ball joint for long, trouble-free operation. It will not clog or corrode

DeLuxe Adjustable Model only \$7.98



OFFERS A FULL RANGE OF ADJUSTMENTS FROM GENTLE SPRAY TO STRONG INVIGORATING SHOWER

and is completely self cleaning. Try it for up to 30 days with absolutely no risk — then if you're not delighted in every way, return it for a full refund (except postage and handling). Mail coupon now.



ORDINARY shower uses up to 64 gallons for an 8-minute shower, and 32 gallons of it must be heated! That's energy down the drain!

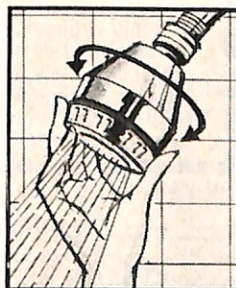
WATER SAVER SHOWER HEAD uses only 24 gallons for an 8-minute shower. You need to heat only 12 gallons — you SAVE almost 2/3!

speeds up the velocity, so you get a tingling, cleansing shower with savings of over 62%! On water and sewer service charges alone a family of 4 might save over \$36 per year.

Works even when water pressure is low!

Even if you're bothered by water pressure as low as 25 lbs. per sq. in., even if your shower is in a camper or boat with low pressure, you'll be so delighted with the way our Shower Head speeds and aerates water flow, while it cuts down water use, you'll never want to give it up. And because tiny air bubbles are mixed in by the patented design, it's practically splashless — you can shower without a cap and still keep hair dry!

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It sounds too good to be true — so let me prove it in my own shower. Send me _____ (SHH) DeLuxe Fully Adjustable Shower Head(s) at only \$7.98 each plus \$1 per unit postage & handling. I may try my shower head(s) for 30 days, and may return my order within that time for full refund (except postage & handling).

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CHARGE IT: (check one) Exp. Date _____

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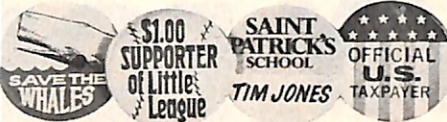
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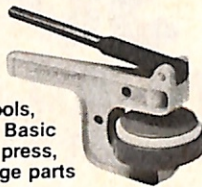
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BONE MEAL 10-grain TABS No. 677 1000- \$3.75	ZINC TABLETS 10mg. No. 1022 1000- \$3.59
CHELATED ZINC 50mg. No. 2539 500- \$8.50 1000- \$14.95	100- \$198
DOLOMITE & BONE MEAL TABLETS No. 682 500- \$2.65 1000- \$4.99	100- \$69¢
CALCIUM PLUS TABLETS No. 963 500- \$4.49 1000- \$8.75	100- \$225
MAGNESIUM TABLETS 500mg. No. 2540 500- \$8.99	100- \$199
100% PURE DOLOMITE TABLETS No. 763 1000- \$1.89	100- \$45¢
POTASSIUM GLUCONATE 595mg. TABLETS No. 2567 500- \$4.50 1000- \$8.75	100- 99¢

COMPARE OUR FORMULAS WITH IDENTICAL NATIONAL BRANDS

America's Most Wanted Formulation
SUPER B-4 No. 65
Double the Potency (Take 3 Daily)
\$195 100-
500- \$7.49

500mg. Natural **BEE POLLEN** TABLETS No. 818
Nationally advertised brand sells for 90¢ for 99¢
OUR PRICE:
100- \$222 500- \$799

Compare to Squibb Theragram-M
No. 15 Our Catalog Price, 100- \$6.99
SUPERTRON Take One Daily Multi-Vitamins and Minerals
100- \$198 250- \$4.90

America's pace-setting natural vitamin and mineral supplement — with other essential vitamins and minerals!

EXTRA-POTENT Preventron with Zinc TABLETS
VITAMINS A, D, C, E, B-1, B-2, B-12, niacin, biotin, B-6, pantothenic acid, folic acid. MINERALS — iron, calcium, phosphorus, iodine, magnesium, zinc, copper... and 29 other natural components. No. 588
100- \$229 500- \$1139 1000- \$2095

FOOD SUPPLEMENTS

Potent Lecithin No. 798 100- \$15 1200mg. Capsules 500- \$5.69	Papaya Enzyme Plus No. 926 9 reliable natural aids to digestion (of protein starches, fats, fiber) and odor-free breath — in tangy delicious sugar-free chewable tablet! 90- \$175 180- \$2.99
Potent Vitamin A No. 201 25,000 I.U. Capsules 100- \$129 500- \$5.00	Triple Strength Super Garlic No. 368 The equivalent of 1000mg of fresh garlic bulbs plus 2mg of chlorophyll. 100- \$149
Alfalfa No. 52 8 1/2-grain alfalfa leaf powder in each tablet! 100- \$39¢ 500- \$1.59 1000- \$2.99	

The extra-potent, natural source, 1-tablet-a-day 20-in-1 multi-vitamin-and-mineral powerhouse!

THEROVITE-M No. 629

One Tablet Gives You All These	% RDA**
Vitamin A	10 000 U S P Units 200%
Vitamin D	400 U S P Units 100%
Vitamin B-1	10 mg 667%
Vitamin B-2	10 mg 588%
Vitamin B-6	10 mg 500%
Vitamin B-12	15 mcg 250%
Niacinamide	25 mg 125%
D-Calcium Pantothenate	25 mcg 8%
Biotin	250 mcg 417%
Vitamin C (plus Rose Hips & Acerola)	100 I U 333%
Folic Acid	400 mcg 100%
Calcium	125 mg 12.5%
Phosphorus	57 mg 5.7%
Magnesium	40 mg 10%
Iodine	0.15 mg 100%
Manganese	5 mg 33%
Zinc	2 mg 100%
Copper	15 mg 83%
Iron	15 mg 83%

100- \$399 250- \$8.99
500- \$17.75

CALL TOLL FREE MON-FRI, **800-245-6562**
9 AM-10 PM EDT (\$10.00 MINIMUM ON ALL CHARGE ORDERS)
PENNSYLVANIA RESIDENTS CALL 412-288-4694 COLLECT!

B-COMPLEX

Vitamin B-1 500mg. 100 TABLETS \$425 No. 2535 500- \$19.99	P.A.B.A. 500mg. 100 TABLETS \$295 No. 2568 500- \$12.49 1000- \$23.95	Inositol 500mg. 100 TABLETS \$549 No. 123 250- \$11.99	Niacin 500mg. 100 TABLETS \$199 No. 2541 500- \$8.99
Vitamin B-6 500mg. 100 TABLETS \$850 No. 2553 500- \$35.00 1000- \$59.50	ALL-NATURAL Total B-Complex 100 TABLETS \$275 No. 180 250- \$6.75	"Big-50" B-Complex TABLETS 50mg each of B-1, B-2, B-6, niacinamide, pantothenic acid, choline, PABA, 50mcg each of biotin and B-12, 400mcg of folic acid. No. 177 250- \$6.49 500- \$10.90	
Vitamin B-12 500mcg. 100 TABLETS \$119 No. 993 1000- \$8.49	Choline 500mg. 100 TABLETS \$195 No. 122 250- \$4.40 500- \$8.25	"Big-50" B-Complex CAPSULES 50mg of B-1, B-2, B-6, choline, inositol, pantothenic acid, PABA, niacinamide, 50mcg of B-12, biotin, 400mcg folic acid. No. 179 250- \$9.75	
Vitamin B-12 1000mcg. 100 TABLETS \$225 No. 2536 500- \$10.99	Folic Acid 800mcg. 100 TABLETS \$119 No. 2532 500- \$4.99	"Big-100" B-Complex TABLETS 100mg each of B-1, B-2, B-6, niacinamide, choline, inositol, pantothenic acid, 100mcg each of B-12, biotin, folic acid, 30mg PABA. No. 131 100- \$6.75	
Vitamin B-2 250mg. 100 TABLETS \$595 No. 2534 500- \$24.50 1000- \$39.50	Pantothenic Acid 500mg. 100 TABLETS \$399 No. 1004 500- \$17.99		

For Charge Orders Have Your **BANKAMERICARD** or **MASTER CHARGE** Number Ready and Call Our Toll-Free Hot-Line — 800-245-6562

WE PAY POSTAGE! Prices good only by mail—not at GNC Stores.

Satisfaction Guaranteed!

GNC Mail Coupon To General Nutrition Corporation, 418 Wood St. Dept. RF-91, Pittsburgh, PA 15222

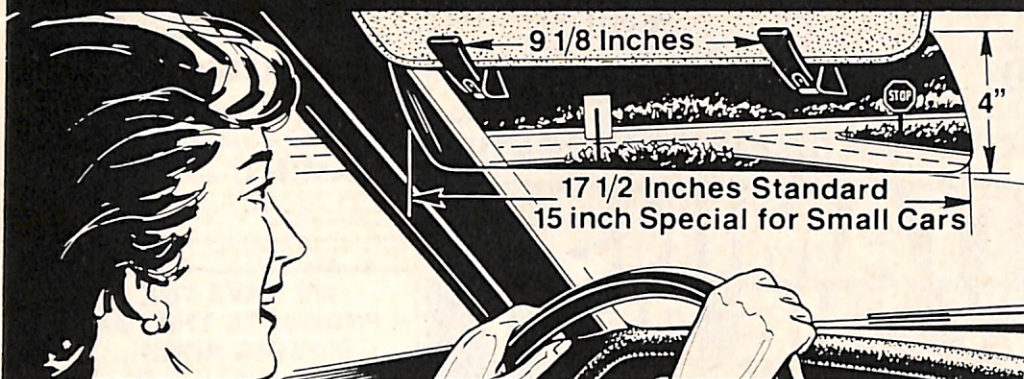
Product Name	Size	How Many	Price	Total

CHARGE ORDERS WELCOME Check Money order for a total of \$ _____
If charging, fill in all information \$10 minimum on charge Charge to my [] BankAmericard
MY BANK CREDIT CARD NUMBER IS: [] Master Charge

INTERBANK NO. [] MY CARD EXPIRES [] SIGNATURE _____
Please Print MASTER CHARGE ONLY MONTH YEAR _____
Name _____ Apt No. _____
Address _____ City _____ State _____ Zip _____

ORDER TODAY! We Ship Same Day Order Received!

Sun Shield



DOUBLES your driving COMFORT

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

THE IDEAL GIFT • MOST ENJOYED • MOST APPRECIATED

Sun Shields, Inc. • Box 351 • Plymouth, MI 48170

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

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

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

Name _____ Street _____

City _____ State _____ Zip _____

TIME SAVING IDEA:

Clip and file the pages of your ELKS FAMILY SHOPPER. They'll come in handy when you need gift ideas or just want to do some armchair shopping for interesting items.

U.S. COINS BY THE POUND & GOLD



Rather than sort overflowing vaults, these are sold by the pound! GOLD PIECE of the world added! All coins 30-150 years old. May include Indian, Lincoln cents; silver dollars; 2¢; 3¢ pcs. etc. 1 lb.—\$16.50; 2 lbs.—\$30; 5 lbs.—\$72; 10 lbs. (plus 2 gold pcs)—\$130.



LAST U. S. SILVER COIN SETS

Never again will silver be used in coin mintage! Most has already been remelted so these UNCIRCULATED coin sets increase in value! 1964-\$8.50; 1963-\$9; 1962-\$9.50; 1961-\$10; 1960-\$10.50. All 5 sets \$45 (mounted in lifetime holders). Special 1955 thru 1959-\$98. All major credit cards accepted. (Add exp. date.) Add \$2 for ins. & hdg. Centre Coin Co., Box 1, Dept. K8, Sherman Oaks, Calif. 91413.

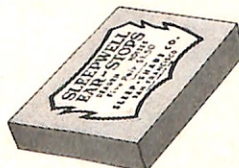


3 AIDS to BETTER SLEEP

The Carnan Head-warmer is designed to completely protect your head from cold air. Made of lightweight, soft, fleecy material, it fits snugly... stays in place... \$6.00.



Deluxe Sleep Shade® Eye Mask provides complete darkness for sound sleep. Over 3 million sold. Fine quality all black acetate satin... \$6.00.



Sleep-Well Ear Stops banish noises, are soft and reusable... 60¢ a pair. Six pairs \$3.00.

Ask your drug or department store or we will mail immediately on receipt of your remittance.

Mail orders please include 75¢ to defray costs of postage & handling. California residents add sales tax. Full refund if not completely satisfied.

SLEEP SHADE COMPANY

828 Mission St., Dept. E, Box 968, San Francisco 94101

Elks Family Shopper

consumer/news

you need for highway driving. If you're planning to carry a passenger, make sure the bike has a passenger seat as well as footrests in the back.

Accident studies show that the parts of the body most often injured in motorcycle accidents are the head, arms, and legs, with the most serious injuries occurring to the head. So, you guessed it, a helmet is not just for looks, it's the most important piece of equipment you'll buy. Look for one with the symbol "DOT" on the outer surface, or a safety certification on the inside by the Snell Memorial Foundation or the Safety Helmet Council of America (SHCA). That means the manufacturer certifies that the helmet conforms to federal safety standards. And whether or not your state requires you to, always wear your helmet!

Goggles, glasses with plastic or safety lenses, or face shields are a good idea, too. They'll protect your eyes from the wind and keep nasty bugs and dirt from blocking your vision.

Don't worry about fashion when you're on your bike. Motorcyclists in cut-offs or flared pants are just asking for serious trouble. Most riders like either heavy denim or leather clothes. Leather gloves are good, too, for increased gripping ability. Leather boots are best, but durable shoes that cover the ankle are OK, too. Forget sandals or tennis shoes—they don't protect. Finally, make sure something you wear is eye-catching.

Some cyclists wear lightweight orange or red vests over their jackets. It seems a high percentage of car-bike collisions happen because the automobile driver doesn't see the cyclist. ■

See Advertisement Inside Back Cover

Yes Haband, I Want to Try Your Remarkable Shoes! **2 Pairs for 2495**

HABAND COMPANY 265 North 9th St., Paterson, NJ 07530

Yes! Please send me _____ pairs, for which I enclose \$ _____ plus \$1.25 towards postage and handling. I understand that if for any reason I don't wish to wear the shoes after they arrive, I may return them within 30 days for full refund of every penny I paid you. 72F-437

Color & Style	Qty.	Size	Width
Brown Tassel LOAFER			
Brown SLIP-ON			
Brown OXFORD			
Black SLIP-ON			
Brown BOOT			
Black BOOT			

Additional Savings: 3 pairs 37.35 4 pairs 49.70

Name _____ Apt. # _____

Street _____

City/State _____ Zip _____

HABAND—Doing business by U.S. Mail since 1925.

BRITAIN

(Continued from page 31)

erates *The Crowsnest*, a Tudor-style home at Westcliff-on-Sea which is less than an hour east of London (with train service only five minutes from Platman's property). Two of the four rooms have private baths. Rates run \$18.50 to \$26 a day. Platman will arrange sightseeing trips tailored to the tastes of his guests. Golf, swimming, tennis, squash and "the world's longest pleasure pier" are nearby.

"Service is the keynote to our package," says Platman. "It cannot be explained. It must be experienced. You can be assured that we shall help you to have a holiday you will remember for many years to come." Write to Platman, c/o The Crowsnest, 21 Crowstone Avenue, Westcliff-on-Sea, Essex, England.

Or there is Mrs. Patricia Wayre who offers two rooms with bath in her 300-year-old home in the county of Norfolk, a two-hour train ride from London. Besides the guest rooms, there is a large living room with open fireplaces at either end. Mrs. Wayre cooks with vegetables from her garden. Rates for bed and breakfast come to \$16 a night. Lunches and dinners are extra. For reservations, write to Mrs. Wayre, c/o Hawks Hill, Gt. Witchingham, Norwich, NR9-5QS, England.

And then there is Mrs. Phyllis Steel of Blackheath, who offers two newly furnished apartments for \$100 a week apiece. Blackheath is only 15 minutes from London. Rail transportation is via London Bridge, Waterloo and Charing Cross Stations. For details, write to Mrs. Steel, 25A Trewsbury Road, London S.E. 26, England.

Mrs. Corrinne Nightengale offers

Departed Brothers

DISTRICT DEPUTY Jack D. Stevenson of Beaverton, OR, Lodge died recently. At the time of his death, Brother Stevenson was District Deputy Grand Exalted Ruler for the Metropolitan District as well as New Lodge Chairman for the state association.

PAST DISTRICT DEPUTY Harold F. Davis of Beloit, KS, Lodge died May 7, 1979. Brother Davis served as District Deputy Grand Exalted Ruler for the Northwest District in 1956-1957.

DISTRICT DEPUTY Robert J. Knottek of Ottawa, IL, Lodge died April 24, 1979. Brother Knottek was serving the East Central District as District Deputy Grand Exalted Ruler at the time of his death.

bed and breakfast in her home ("an exceptionally pretty Tudor") situated about 45 miles from London and about 20 miles from the south coast, in the heart of Sussex. The rate is \$25.20 a night for a double room or \$15.75 for a single. The address: Old Comptons, 126 Comptons Lane, Horsham, West Sussex RH13 6BP, England.

In London itself, self-contained flats are available in Knightsbridge (near Harrod's department store). For reservations, write to M. Raphael, 45 Ennismore Gardens, London S.W. 7.

There are others:

© Invitation to Houseguest in Britain: Janet Morton, P.O. Box 635, Lennox Hill Station, New York, NY 10021 (arranges home stays throughout Britain: \$14 single, \$23 double a day, up).

© Richard Bray, 146 Alma Road, Charminster, Bournemouth BH9-1AJ, Dorset, England (provides accommodations plus all meals in this private home for \$46 a day; Bray will meet you at the airport).

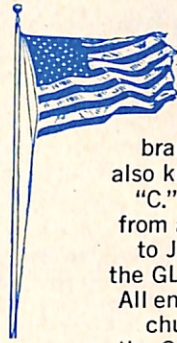
© Live-In Holidays, 405 South State College Blvd., Brea, CA 92621 (arranges for Americans to live with the British in a wide selection of homes).

© Lion & Flag, 305 Adams Avenue, Alexandria, VA 22301 (contacts with families throughout Britain).

© Land Travel, 12 Abbey Churchyard, Bath Bally, England (home stays, \$126 to \$180 a week).

© Home Hospitality, 11A Chapel Street, London, N.W.1 (arranges manor house and country home stays in Royal Windsor or Kent). ■

Veterans Remembrance Month Brochure Contest Winners



The following lodges have been judged winners in the 1978-1979 Veterans Remembrance Month Brochure Contest, also known as Grand Lodge Contest "C." The brochures were chosen from among the entries submitted to John D. Sullivan, a member of the GL Lodge Activities Committee. All entrants may pick up their brochures at the exhibit staffed by the Committee at the Grand Lodge Convention in Dallas, July 15-19. No brochures will be returned by this Committee following the convention.

Lodges through 300 members

1. Grandview-Hickman Mills, MO, Lodge

301 through 600 members

1. Augusta, GA, Lodge
2. Schenectady, NY, Lodge
3. Brigantine, NJ, Lodge

601 through 1,000 members

1. Dover, NH, Lodge
2. Passaic Valley, NJ, Lodge
3. Smithfield, RI, Lodge

1,001 through 2,000 members

1. Weymouth, MA, Lodge
2. Grand Rapids, MI, Lodge
3. Huntington, NY, Lodge

2,001 or more members

1. Albuquerque, NM, Lodge
2. Waterloo, IA, Lodge
3. San Mateo, CA, Lodge

Excellence of Public Image Contest 1978-1979

Each of the entries in the 1978-79 Public Image Contest received by Stanley Mascoe, a member of the GL Lodge Activities Committee, has been judged. These entries reveal the many fine programs and varied community services that are being conducted by

our lodges. Some of our lodges are doing an outstanding job of getting favorable publicity out to the community. This truly enhances the image of the lodge and Elksdom. The top three winners in each of the five membership divisions are listed here.

Lodges through 300 members

1. New Orleans West Bank, LA, Lodge
ER Jimmy Powell
2. Mojave, CA, Lodge
ER Harold Howard
3. None—only two entries

301 through 600 members

1. Taft, CA, Lodge
ER Don Bignell
2. Slidell, LA, Lodge
ER Harold Billingsley
3. Wrangell, AK, Lodge
ER Herbert Ingram

601 through 1,000 members

1. Mainland, TX, Lodge
ER Douglas LaPoint
2. Sierra Vista, AZ, Lodge

ER Frank Abernathy
3. Elwood, IN, Lodge
ER Stephen Parry

1,001 through 2,000 members

1. Westbrook, CT, Lodge
ER William Goddu
2. Midland, MI, Lodge
ER Gordon Harder
3. Paramount, CA, Lodge
ER Thomas Hansen

2,001 or more members

1. Carmichael, CA, Lodge
ER Robert Walton
2. Vallejo, CA, Lodge
ER Bob Perry
3. Escondido, CA, Lodge
ER Charles Lab

YOU SAY YOU'RE FED UP WITH HAULING ICE?

Read about THE electronic breakthrough that has made the portable ice chest as obsolete as grandma's kitchen ice-box.

Does your family groan when it's time to empty all that yucky water out of the cooler? Are you getting tired of paying for food that goes bad? When somebody even mentions the word "ice" - do your back and shoulders ache a little?

YOU'VE COME TO THE RIGHT PAGE.

There's good news here: The Aerospace Program has spun off a portable refrigeration breakthrough!

Big Research Discovery

Space scientists at Cape Canaveral had to keep critical components in rockets and satellites cool. They needed something small and light...something that used very little power but was absolutely reliable...something that wouldn't konk out if it were tipped up, down, or sideways. The result? Solid state thermoelectric refrigeration modules that went to the Moon.

Enter Koolatron

Koolatron was quick to see the civilian-use possibilities of these modules for portable refrigeration. They worked until they developed Koolatron - a 12 volt portable electronic refrigerator that uses the same powerful solid state thermoelectric refrigeration modules used in rockets and satellites.

Saves Inconvenience

No more driving for miles or heading into shore for ice. Plug it in a lighter socket in your car, boat or van. Or run it off a 12 volt battery charger plugged into 110 volts.

Saves Energy

Koolatron uses very little juice - an average of only two amps when the temperature outside is 70 degrees Fahrenheit. That's less power than it takes to light a 30 watt bulb. Once contents are cold, you can turn it off at night to save power. Contents will stay cool for at least 6 to 12 hours. Your muscle energy is conserved, too. It weighs only 15 pounds - and you'll never have to haul ice again!



Model F1A shown.

The new Koolatron keeps 40 lbs. of food at household refrigeration temperature but weighs only 15 lbs. Only 21" x 16" x 16" ext.

Saves Shopping Trips

Koolatron holds more - so you spend less time shopping. Although it measures no larger than most ice chests, its 36 quart capacity is not half-filled with ice and sloshing water. So there's more room for food - 40 pounds of it, or 40 large cans of soda pop!

Saves Food

This is *dry* cooling we're talking about. Not the *damp* kind that breeds mold and can turn perfectly good food bad overnight - exposing the whole family to needless risk. Koolatron keeps your food cold and dry. With food prices so high, it's a shame to let any more meat and milk or sandwiches spoil!

Saves Money

Ice is expensive these days. So is the gasoline you use in looking for it. Don't waste another dollar this way! Get yourself a new Koolatron 12 volt portable electronic refrigerator and LET IT PAY FOR ITSELF. That's right. The money thrown away on ice and gasoline and spoiled food - not to mention what your own time is worth - will MORE THAN PAY for your new Koolatron in a single year!

Proof: A recent survey of Koolatron owners revealed their *average* saving was \$156.03

in just nine months. Some claimed they had saved over \$500.00 on ice, gasoline, spoiled foods, and the restaurant meals made necessary when the ice ran out.

No Toy

Koolatron is built to *last*. The rugged case is filled with the best insulation available - rigid urethane foam. Its heavy-duty handle can take loads of 150 pounds or more. Hinges and latches are made of non-rusting polypropylene. The exterior is a handsome harvest gold with a white, easy-to-keep-clean interior. Four non-slip rubber feet keep it from marring boat or camper surfaces.

No Hassle - Ever

Koolatron was designed by engineers who are also boatowners and campers. They know you want something simple that doesn't break down and is easy to service. So they designed Koolatron to be as trouble-free as possible. A small, quiet fan is the only moving part and it and the thermostat can be replaced by you with only a screwdriver!

So Reliable It's Guaranteed For One Full Year

Your new Koolatron comes with a written one year guarantee plus complete instructions and helpful information. If you need additional help or advice anytime, you can call or write for a personal reply.

21 Day Money-Back Trial Period

Use your Koolatron for 21 days after you receive it. If for any reason you are not totally satisfied, return it for a prompt refund in full.

Buy now at our new low price

Good news. Our increased sales have overcome mounting material costs. So for now we can pass on a saving of \$10.00 per unit. Formerly \$169.00. Now \$159.00 + \$7.00 handling and shipping (\$179.00 in Canada).

Adjustable Thermostat Option

For an additional \$10 you can order the Koolatron with an adjustable thermostat in place of the standard fixed temperature thermostat - order model F1A.

Phone your order in collect now to (705) 737-0842

Or use this handy order coupon.



SOUND FAMILIAR? ... "Mary, where do you want this 50 pounds of ice?" ... "Wait George, I'm not through draining the ice chest!" ... "Dad-dy - you're dripping more water where I've mopped the floor!" ... "Hey, Mom, these tuna salad sandwiches are soaking wet - and (phew!) they smell bad" ... "Mary, quick, I'm going to drop this @ #!%& ice on my toes!" ... "George -!"

Koolatron
INDUSTRIES
LIMITED

Dept. 662

56 Harvester Avenue, Batavia, New York 14020
Canada: 230 Bayview Drive, Barrie, Ontario
LAN 4Y8

Send me - Koolatron F1A \$159 (\$179 in Canada) + \$7 each for handling and delivery in USA or Canada (N.Y., Quebec and Ontario residents add sales tax).
-I want model F1A and have added \$10.
I understand that if I am not satisfied, I may return it undamaged within 21 days and get a full refund.

I enclose my check money order for \$ _____
or please charge my Visa Master Charge
 American Express

Acct. No. _____ Expiry date _____

Please send colour brochure only.

Signature _____
(necessary to ship merchandise)

Name _____

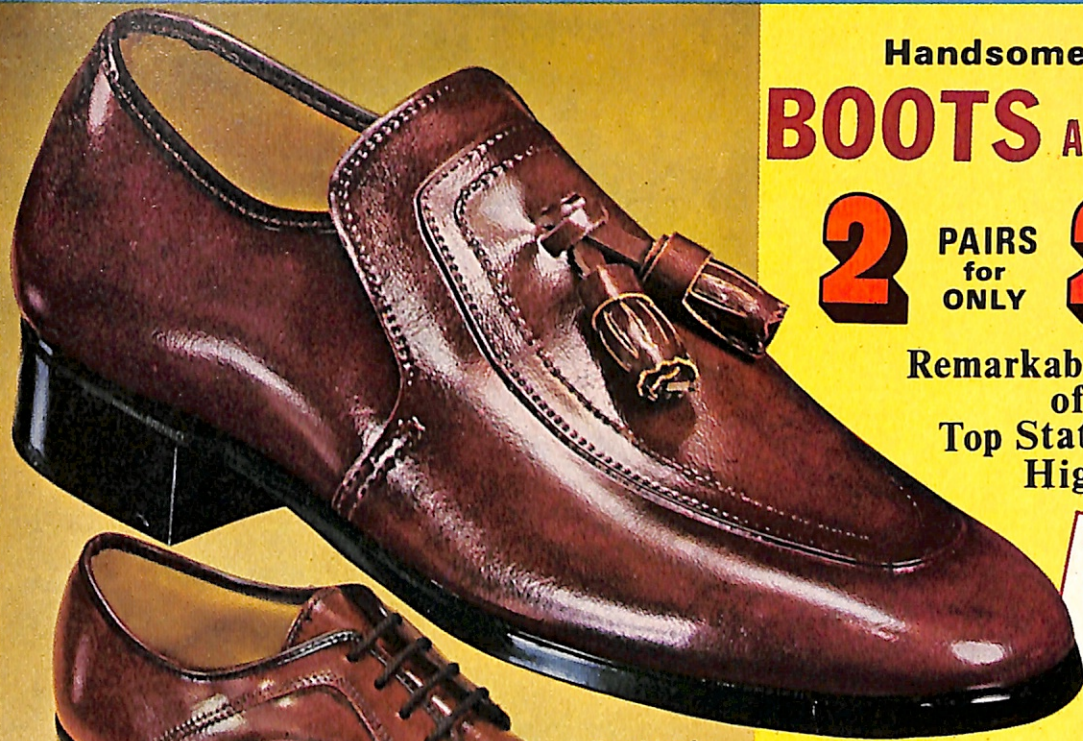
Address _____

City _____

State/Prov. _____ Zip/Postal Code _____

100%
man-made
in U.S.A.

HABAND = INCREDIBLE SAVINGS, and the \$60 AND UP LOOK!



Tassel Loafer



Oxford



Black Slip-On



Brown Slip-On

Handsome, Luxurious
BOOTS AND SHOES

2 PAIRS
for
ONLY **24⁹⁵**

Remarkable Reproductions
of the
Top Status, Top Fashion
High Priced Shoes!

**THOUSANDS of PAIRS
SOLD EVERY WEEK
THROUGH THE
U.S. MAILS!**

With all the
**Flex, Cushion, and Support
You Need for Complete Comfort!**

- Beautifully grained, richly antiqued 100% man-made discovery looks and feels and wears like leather, yet costs so much less!
- Soft and Supple, they need no break-in.
- Absolutely weatherproof, and they never need a shine!

It's true! Haband, the mail order people from Paterson, N.J., sell their fine executive dress shoes to over two-million business and professional men all over America. It is a fast, reliable way to get good shoes in your exact size and the newest executive styles direct to your home - no running around!

And right now is an excellent time to get acquainted. These are all the newest styles, just out of the top designer showrooms, but at substantial savings when you order from Haband. Have you seen the price of leather shoes lately? At that rate, it is inevitable: Sooner or later you will be buying the New Price Shoes from Haband. Why not sooner? You get perfect fit in your exact size and fast reliable service.

**IS
YOUR
SIZE
on this
CHART?**

	5½	6	6½	7	7½	8	8½	9	9½	10	10½	11	12	13
A														
B														
C														
D	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
E														
EEE														

100% NO RISK GUARANTEE
**Yes Haband, I Want to Try
Your Remarkable Shoes!**

2 Pairs
for **24⁹⁵**

HABAND COMPANY
265 North 9th St., Paterson, NJ 07530

Yes! Please send me pairs, for which I enclose \$ plus \$1.25 towards postage and handling. I understand that if for any reason I don't wish to wear the shoes after they arrive, I may return them within 30 days for full refund of every penny I paid you.

PRODUCT NO. 72F-437

Color/Style	Qty	Size	Width
Brown Tassel LOAFER			
Brown SLIP-ON			
Brown OXFORD			
Black SLIP-ON			
Brown BOOT			
Black BOOT			

Additional Savings:
3 pairs for 37.35
4 pairs for 49.70



HABAND

265 N. 9th St., Paterson, N.J. 07530

Boot (in Black or Brown)

Name _____ Apt. # _____
Street _____

City/State _____ Zip _____

HABAND - Doing business by U.S. Mail since 1925.

Summer. Seven Style



Summer's here and the mixing is easy. Refresh yourself with a tall, cool glass of Seagram's 7 with 7-Up, cola, ginger ale or your favorite mixer. Enjoy summer Seven style! And enjoy our quality in moderation.

Seagram's 7 Crown
Where quality drinks begin.