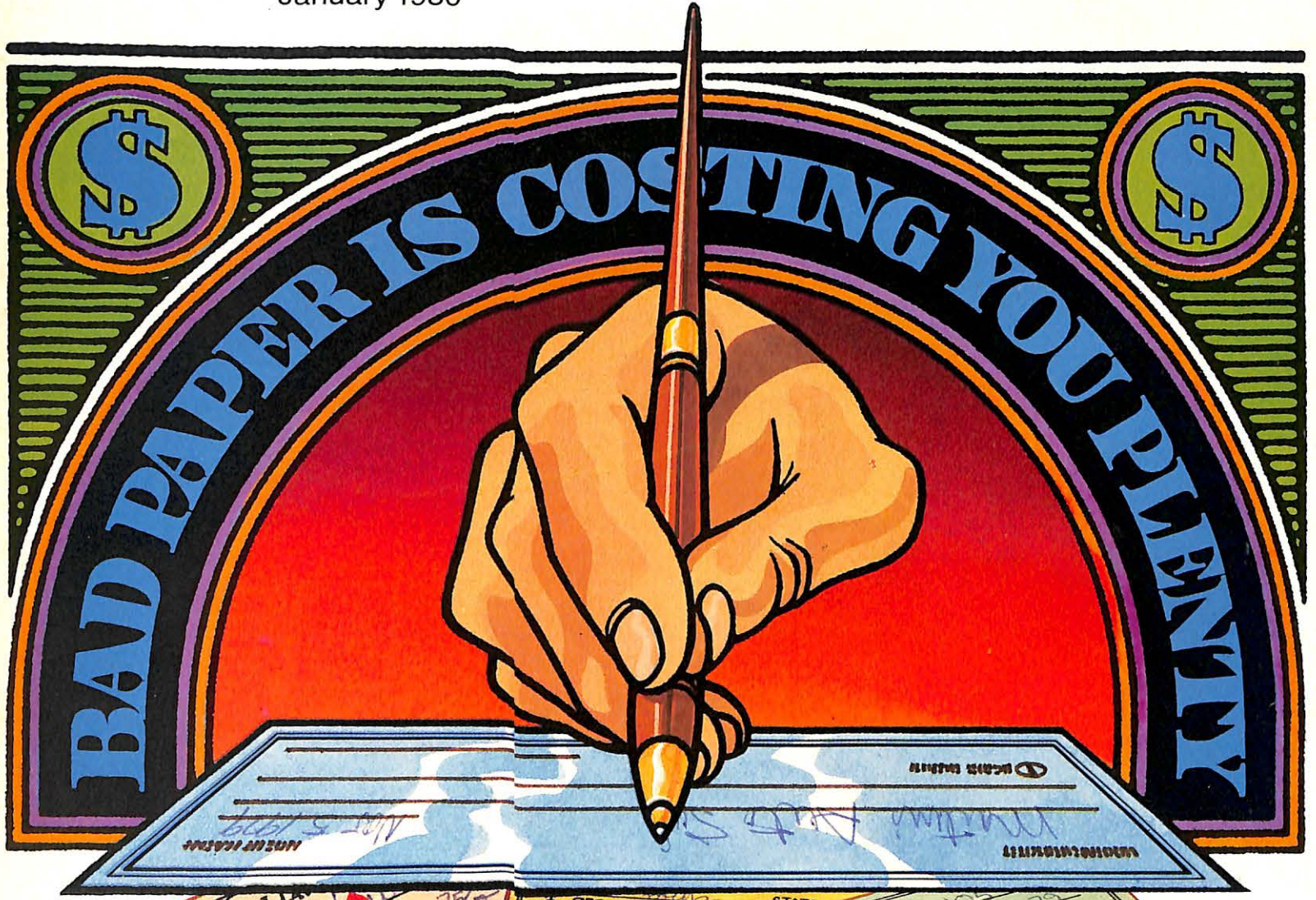


the
Elks
magazine
January 1980

Elks "Hoop Shoot"[®]
Schedule 1980



Raise as much money as you need!

**Sell a Pac for \$1
Keep 40¢
PROFIT!**

Raise all the money you need. It's easy with SUPER HEROES* sales power.

- Easy to sell!
- No RISK! Collect first, then pay us!
- Full consignment! Return any leftover Pacs for full credit!
- We pay all shipping costs, even for returns!
- No call backs, no order-taking!
- No food to spoil!
- \$1.95 retail value!
- AND you keep 40¢ PROFIT on every sale!

Everything you need is included!

You'll get an idea-packed manual, contribution envelopes, record-keeping forms... even press releases for the newspapers.

U.S. Pen Company is not only tops in fund raising, it's a division of one of America's leading manufacturers of writing instruments. These are pens you can be proud of. We are. And we stand behind them with over 50 years' experience.



SUPERMAN™

*Trademark of DC Comics Inc. and Marvel Comics Group.
SUPERMAN and the likeness thereof is the trademark of DC Comics Inc. and is used with permission. © 1979 DC Comics Inc. All rights reserved.
SPIDER-MAN and HULK and the likenesses thereof are the trademarks of Marvel Comics Group and are used with permission. © 1979 Marvel Comics Group, a division of Cadence Industries Corporation. All rights reserved.



**Full
40%
PROFIT**

**Full Consignment
...and we ship FREE**



Easy to sell with SUPER HEROES sales power

No risk! No investment!

You have 60 days after your Pacs arrive before payment is due. So you can complete your drive before you owe a penny. You can even return any leftover Pacs at *our* expense.



**CALL TOLL FREE
800-631-1068**

Monday through Saturday
from anywhere in the continental U.S.A.
In New Jersey call collect 201-227-7920
In Canada call 1-800-268-5534

Available to Fund Raising Groups only.
If selling for yourself, send payment in full with your order.

CALL TODAY or MAIL THIS COUPON now!

There are 25 SUPER HEROES Pacs to each carry carton. Order at least one carry carton per member.

We need to raise: \$100 \$200 \$300 \$500 \$ _____
Please send 250 500 750 1250 We'll send the quantity you need
SUPER HEROES Pacs

Ship to:

Your name _____ Organization _____

Street address _____ Your title _____ (Age if under 21)

City _____ State _____ Zip _____

Sign Here Before I order, please send more information.

The above shipping address is a School Church Business Home Apartment

Home telephone number _____ Other telephone number where you can be reached _____

Our drive will start _____ No. of members _____ Have you ordered from us before? Yes No



A subsidiary of Cadence Industries Corporation
Dept. FR839, W. Caldwell, N.J. 07006

All orders will be confirmed by telephone

*Trademark of DC Comics Inc. and Marvel Comics Group
Our 59th Year

© 1979 U.S. Pen Company

2ASPB

"We become better human beings because we are part of an organization devoted to helping our fellowman."

NEW YEAR GOALS



A
MESSAGE
FROM THE
GRAND
EXALTED RULER

Dear Friends:

RATHER THAN MAKE resolutions to start the New Year, I am, through the medium of this article, making a request of you. As you know, our goal is an 80,000 increase in membership in 1980. It may be difficult, but it can be achieved.

IN VISITING your lodges and state meetings, I have emphasized the importance of all our members realizing why they are Elks. To those of you who are currently delinquent in your payment of dues, it is understandable why that might happen, given the uneasy economy of our country today. I ask, however, that you give your attention to what Elkdom represents, and then make your judgment as to whether or not retention of membership has a priority in your life.

EIKDOM is the opportunity for all of us to become better human beings and, at the same time, enjoy the companionship associated with working and socializing with people of similar interests and outlook.

WE BECOME better human beings because we are part of an organization devoted to helping our fellowman. Every Elk has the right to be proud of membership, not because it is an avenue to social pleasures, but because you and your lodge are an important part of the yearly expenditure of over \$16,500,000 to aid those who need it. Because you are helping our hospitalized veterans bear up under conditions they did not impose on themselves and about which they can do little. Because your contributions to the Elks National Foundation enable us to spend over \$2,000,000 annually for scholarships for talented and motivated young men and women, aid to the crippled and handicapped, support of the "Hoop Shoot" contest, etc.

THOSE ARE good reasons for our delinquent Brothers to stay with us; and they are even more important reasons for asking your friends and neighbors to become a part of Elkdom.

MY REQUEST is that you delinquent members join with us again, and that we all work to bring into Elkdom those eligible friends who will help us build a better America. As surely as we practice Charity, Justice, Brotherly Love, and Fidelity, we shall be the leaders in the direction of our country.

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

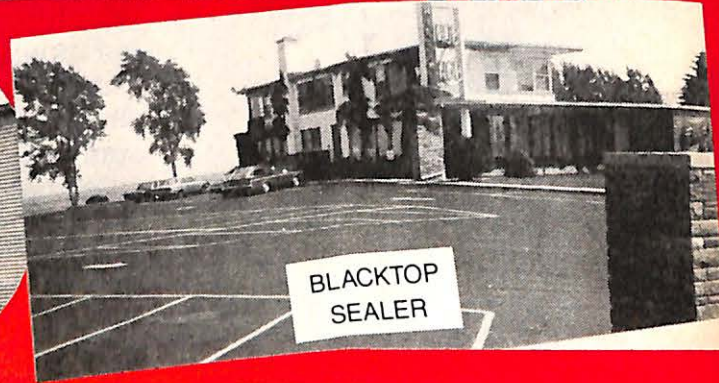
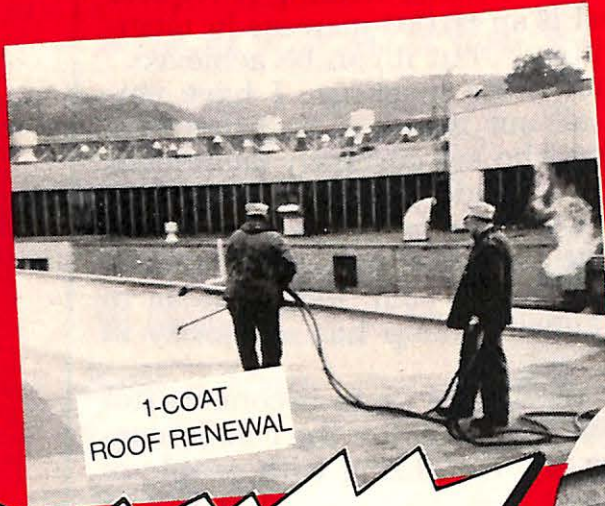
Robert Grafton

YOU'RE IN THE BIG MONEY

with Seamless Spray

BIG-TIME SALES!

**MAKE
\$500,
\$1000
OR MORE
ON JUST
1 ORDER!**



**WE SUPPLY THE
FREE EQUIPMENT.
CUSTOMER'S MEN
DO THE WORK!**

**LIVE
SELLING
MAKES THE
SALES!**

PROSPECTS IN EVERY COMMUNITY!

They're all around you . . . schools, motels, factories, shopping centers, apartment buildings, hospitals, warehouses, garages, airports . . . any commercial building or institution with an old roof that needs repairs . . . drive-dull, worn exteriors that need a new, waterproof, insulating finish . . . ways and parking lots with cracks and holes . . . you have a ready-made prospect! And that prospect can quickly become a big-sale customer when he sees how much money he can save — and how fast Seamless Spray gets the job done, using his own men and the professional equipment we loan to him free. Each big-sale customer means a big-scale commission for you . . . \$500, \$1,000 or much more! Not only that — once your customer has his first experience with Pace Seamless Spray, he's a better-than-average prospect for more Pace products — and that means more sales, more commissions and a fast-growing Pace income for you!



1-COAT MAINTENANCE PRODUCTS SAVE CUSTOMERS **THOUSANDS!**

Never has there been a hotter, more receptive market for Pace Seamless Spray and maintenance products than right now. The reason? INFLATION! Yes, with Pace Seamless Spray, a roof can be repaired, waterproofed and insulated against hot and cold weather at about one-tenth the cost of having a roofer do the work. One school actually got a bid from a roofing contractor, then found that doing the job themselves with Pace Seamless Spray, using the equipment we furnish free, they were able to save \$28,400 on their roof renewal. And get it done faster. That was a big school — and a big order. Our Pace salesman came away with several thousand dollars in commissions.

The same kind of savings with Pace 1-coat products makes quick sales for Liquid Metallic Siding, too. Just one fast, sprayed coat waterproofs, caulks and completely insulates building exteriors. It's another big leader in creating new Pace sales records, giving one-sale commissions another boost! When you can show prospects that Pace Seamless Spray roofing and siding renewals, and Pace PARK-KING Blacktop Sealers are used by such industrial giants as General Motors, United States Steel, DuPont, Holiday Inns, by National Aeronautics and Space Administration, by schools and colleges across the country, by Denmark's largest railroad and Hawaii's largest shopping center . . . they know you're talking quality of performance. And they can see for themselves you're talking savings! And that kind of Pace talking is what pays off for you — FAST!

**THE 3
MINUTE
PROOF!**

PACE "LIVE SELLING" IS YOUR CLINCHER!

Yes, your customer sells himself with your on-the-spot demonstration. Hand him a piece of roof felt, let him burn a corner or poke holes in it. Then show how 1 coat of Seamless Spray makes it new-looking again, waterproof and weather resistant. It all takes just 3 minutes!



FREE! SEE NEXT PAGE!! MAIL
COUPON NOW FOR ALL THE
EXCITING BIG-INCOME FACTS!



PART-TIMERS CASH IN BIG on single orders!



DICK ROGERS
President, Pace Products, Inc.

\$2,777.40
for
Ike Carter




One Seamless Spray job for a nationally known Motel Chain earned Ike Carter a nice Pace check for \$2,777.40.

\$2,458.40
on 1st
Sale!



Ray Wells' first Seamless Spray order for an airport started his Pace career with a fine \$2,458.40!

1 Seamless Spray sale paid \$1,666.21!




John Napier scored well with a Pace check for \$1,666.21 on a job for a shopping center.

\$925.10
for
1 order



Homer Dougherty started his second career with a \$925.10 check for his Seamless Spray sale to a college.

\$589.92
for
Charles Smith



83-year old Charles Smith netted \$589.92 on his first Seamless Spray sale to a School Board.

“There’s no reason why even a part-timer with Pace shouldn’t make \$500 a week, week after week!”

If you were here in our offices every Thursday when the Pace Paychecks go out, you'd see that \$500 a week is no idle promise for Pace part-timers. You'd see some smaller checks, it's true. And you'd see the big, exciting whoppers that make our PACEMAKER NEWS headlines. Like the \$4,315.55 check for Walt Cameron on his first Seamless Spray order! And Al Shultes' \$1,285.62 check for one sale to a Shopping Center! You'd also know why so many part-timers decide to go full-time with Pace.

The reasons are simple enough. You're selling BIG with Pace. You're selling quality, convenience and big savings. And the Pace selling program, especially designed for men who've had no experience in the maintenance field, gives you step-by-step procedures in making the call and closing the sale. We furnish you with every possible sales tool, plus our field-tested "Live Selling" technique that's bound to make you a winner!

GIVE PACE THE 8-HOURS-A-WEEK TEST

That's how little it takes to put you in the \$500-a-week-or-more earnings! Just 8 hours a week. Use our sales kit, follow our selling procedure. See how fast you'll come up with the order that gives you your first \$500 or more paycheck! You'll wonder why you ever spent your time selling the little stuff that made you only peanuts!

Let me send you the facts about Pace. I'll show you in black and white how easily and quickly you can be in the big-time with Pace, closing big ticket sales that make your time worth more to you than ever before in your life. Just mail the coupon. You'll hear from me by return mail. And then you can see for yourself the whole new exciting, rewarding, profitable world that's waiting here for you with Pace. The sooner, the better!

Made \$2,744.00 on 1 Order!



Jim Gill started his PACE career with a bang. On just one order, Jim drew a Pace check for \$2,744.00. He says he never knew there was a business where money could be made this quickly with no previous experience.



WEEKLY SALES REPORTS LIST HUNDREDS OF MEN MAKING BIG WEEKLY SALES WITH PACE!

ALL FACTS FREE BY MAIL. NO OBLIGATION. NO SALESMAN WILL CALL. MAIL THIS COUPON TODAY!

I'M INTERESTED...

Dick Rogers, President
Pace Products, Inc. Dept. EL-180
81st and Indiana, Kansas City, Mo. 64132



SHOW ME how I can make \$500 a week with Pace. Mail all the facts free, without obligation. No salesman is to call.

Name _____

Address _____

City/State/Zip _____



Dept. EL-180 81st and Indiana
Kansas City, Mo. 64132

WITHIN 2 OR 3 YEARS OF RETIREMENT?



ENJOY an Arizona Vacation
in a lovely apartment in

Sun City West

STANDARD OF THE WORLD IN RESORT-RETIREMENT LIVING

A FABULOUS RESORT VACATION \$ 200*
FOR ONE OR TWO PEOPLE JUST

Golf, tennis, swimming and special parties are just a few of the things you'll be invited to enjoy. Plus you'll stay in a beautiful air conditioned apartment with a completely equipped kitchen, color TV, attached carport and private patio. Just 15 miles from exciting Phoenix. Easy drive to the Grand Canyon, Mexico or Las Vegas.

*INTRODUCTORY RATE:

For 1 week: Jan. 1, 1980-May 31, 1980

For 2 weeks: June 1, 1980-Oct. 15, 1980

Rates subject to change without notice

MAIL THIS COUPON TODAY!

DEL E. WEBB DEVELOPMENT CO. DEPT. EM-10
P. O. BOX 1725, SUN CITY, ARIZONA 85372

Send all details on the \$200 Vacation Special plus full-color brochure to:

Name _____

Address _____

City _____ State _____ Zip _____

*One guest to be 50 or over, none under 18. Reservations limited to available dates. Return visit Rate: \$275

13601 Meeker Blvd., Sun City West, AZ

Equal Housing Opportunity Employer

Sun City West is not a lot sales development

**NEVER BUY
GAS
AGAIN!**



CALL FREE
800-257-7955

ELECTRIFY YOUR BIKE!

PEDALPOWER exciting new bike drive tames tough hills. Be independent. Shop when you want. Fits all Bikes, Adult Trikes. Installs in minutes. Thousands sold. Recharges overnight. Travels 100 miles for a dime. **MONEY BACK GUARANTEE**

Call toll free: 800-257-7955*

Or send today for

FREE ILLUSTRATED BOOKLET

General Engines Co.

5604 Mantua Blvd.

Sewell, N.J. 08080

DEALER INQUIRIES INVITED

*In N.J., Alaska, or HI. Call Collect: (609) 468-0270

NEWMAN BRONZE MEMORIALS



Signs, honor rolls, Add-A-Plate tablets, hand tooled bronze, since 1882. WRITE FOR CATALOGS.

NEWMAN BROS. INC.
5625 CENTER HILL AVENUE
CINCINNATI, O. 45216

the **Elks** magazine

VOL. 58, NO. 8 / JANUARY, 1980

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.

THE ELKS NATIONAL MEMORIAL AND PUBLICATION COMMISSION

WADE H. KEPNER/Chairman

R. LEONARD BUSH/Vice-Chairman

RAYMOND C. DOBSON/Secretary

EDWARD W. McCABE/Treasurer

ROBERT E. BONEY/Asst. Secretary and Asst. Treasurer

JOHN R. RYAN/Publisher/General Manager

DONALD STAHL/Managing Editor

CHARLES T. COFFIN/Associate Editor

SHIRLEY STERLING/Advertising Manager

MALCOLM B. CROFFORD/Circulation Manager

EDITORIAL OFFICES, 425 W. Diversey Parkway, Chicago, IL 60614

- 6 Bad Paper is Costing You Plenty** Gary Turbak
Thieves in customers' clothing, issuing rubber checks, are costing honest Americans millions.
- 14 Piracy and the American Colonists** Gordon A. Reims
Colonists who chose to overlook the bestiality and bloodshed saw an element of swashbuckling freedom in piracy.
- 28 Ocala: A Thoroughbred Oasis** Bill Thomas
Thoroughbreds of the horse racing world converge on Ocala in late fall and early winter for sun and fun.
- 33 A Goat for a Wife** Margaret Miller
In many parts of the world, beads, feathers, shells, teeth, tobacco and goats have served as currency.

Departments

- | | |
|------------------------------------|---|
| 1 Message | 32 Elks National "Hoop Shoot" Schedules, 1980 |
| 10 It's Your Business: Thermostat | 37 Travel: San Francisco |
| 12 Visits of Robert Grafton | 38 Elks National Service Commission |
| 17 News of the Lodges | 40 Elks National Foundation/Joy of Giving |
| 22 You and Retirement: Legal Help | 42 Elks Family Shopper |
| 24 Did You Know? | |
| 25 Letters | |
| 26 Medicine and You: Winter Health | |

Cover: Bad Paper

Jim Lavengood

ADVERTISING OFFICES



CHICAGO 60614 425 W. Diversey Parkway (312) 528-4500

NEW YORK 10017 50 East 42nd (212) 682-2810

ROCHESTER, MI 48063 (Detroit Area), P. O. Box 508, (313) 651-2545

THE ELKS MAGAZINE, Circulation Dept., 425 Diversey Parkway, Chicago, IL 60614

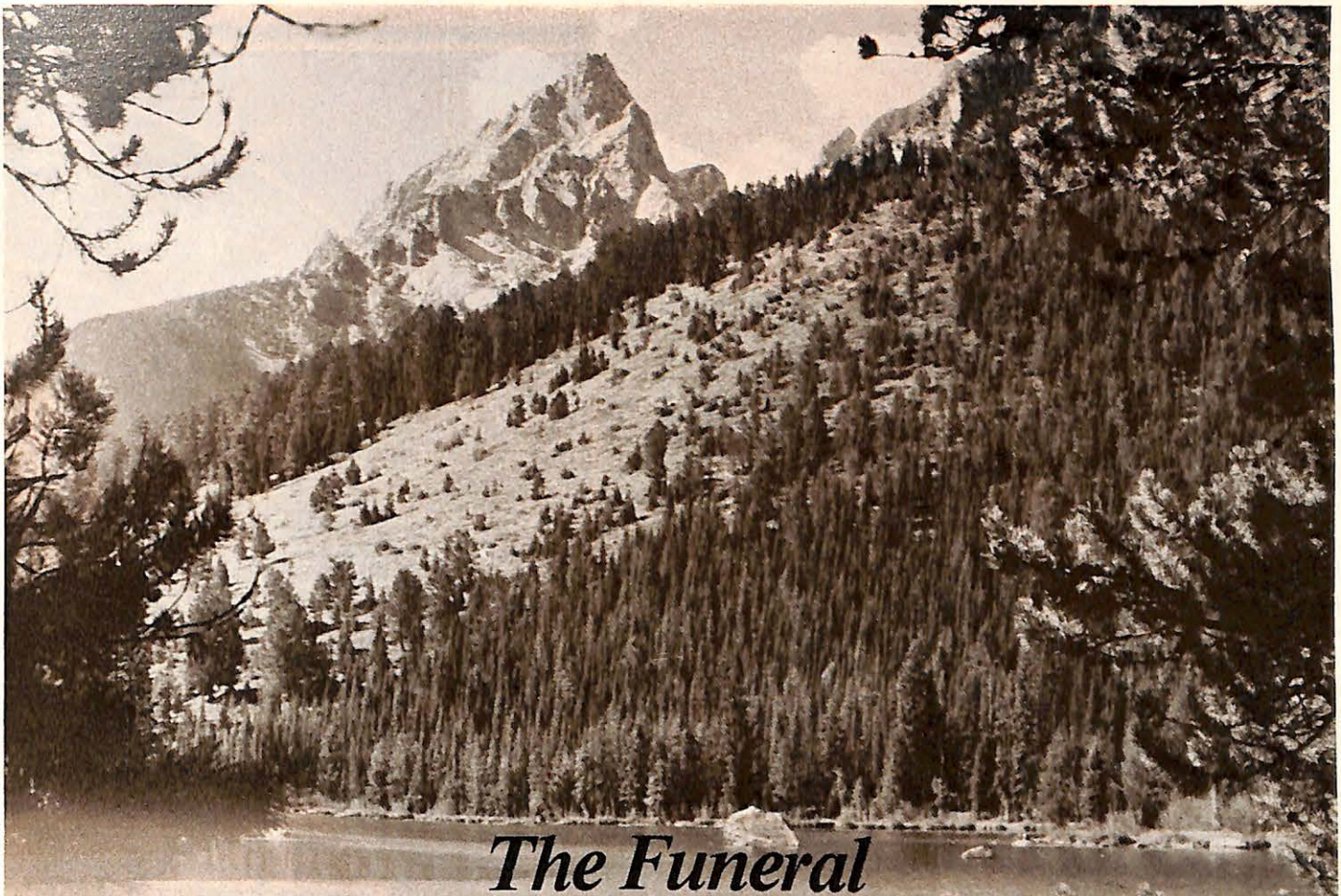
MEMBERS: Changes of address should be made through your lodge Secretary. Give him advance notice of at least 30 days. Remember that the day you write, your next copy is already in the mails. Before you move, file your new address at the post office to have mail forwarded. In writing to us regarding an address change, please give: Full name, lodge number, membership number, address to which copy is being mailed, and complete new address. Attach label from recent issue if available. Please show ZIP Code numbers in both old and new address.

THE ELKS MAGAZINE, Volume 58, No. 8, January, 1980 (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.

The word, Elks, is a registered trademark of The Benevolent and Protective Order of Elks of the United States of America. Copyright, 1979, by the Benevolent and Protective Order of Elks of the United States of America



454



The Funeral

*It helps you remember the yesterdays.
And move on to tomorrow.*

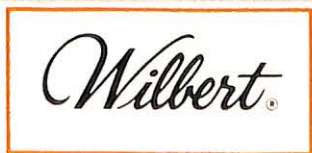
The funeral fulfills people's age-old wish and need to honor their departed through a dignified ceremony. Determined by custom and culture, the funeral symbolizes the beliefs and hopes of society. For many, it is firmly rooted in religious concepts. But, more importantly, the funeral is a service for the living, helping persons prepare for the future.

Your funeral director is the sensitive and conscientious professional who will assist you in planning the appropriate service to meet your needs.

As America's foremost manufacturer of

quality burial vaults, Wilbert is also a vital part in the funeral, providing families the very finest in underground protection. For this enduring protection, Wilbert brand name burial vaults are selected by most families nationwide. Because you care, we care, too.

Wilbert offers a free booklet called "FACTS every family should know", which has information you will find helpful at the time of a death in the family or of a friend. Ask your funeral director for a copy . . . or simply send in the coupon below.



Providing quality when it is needed most



YES! Please send me a free copy of "FACTS every family should know"

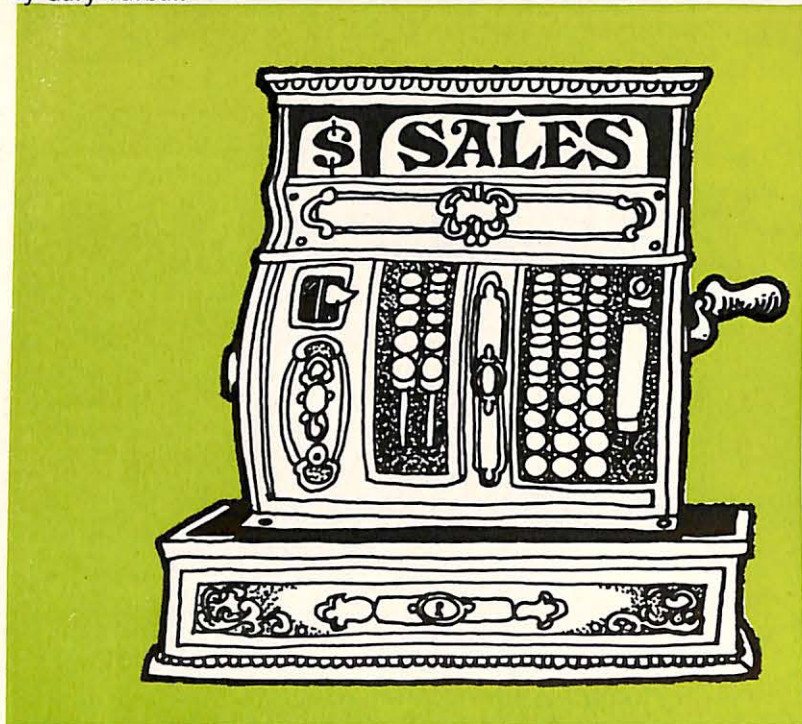
Name _____

Address _____

City _____ State _____ Zip _____

WILBERT
P.O. Box 147E
Forest Park, IL 60130

by Gary Turbak



In a Midwest department store, a well-dressed man begins to write a check in payment for a small but expensive television set.

"I'll need your thumbprint on the back of the check," says the clerk, producing a pad saturated with a special chemical. "There's no ink or mess, and we have to do it for all checks."

"Thumbprint! If you don't trust me, I'll just take my business elsewhere," snorts the customer, striding indignantly out of the store.

A good patron lost? Or a passer of phony checks foiled? No one will ever know, but more and more businesses are taking precautions these days against the thieves in customers' clothing, whose rubber checks are costing honest Americans millions.

Ours is a check-crazy country. Annually, we sign our names to 29 billion pieces of paper, allowing us to take possession of everything from bulldozers to baby food. Ninety percent of all non-cash purchases are consummated with checks, and it's estimated that 80 percent of America's money is accessible by check.

The abuses accompanying a system that large are tremendous. One out of

every 200 checks fails to clear the bank the first time it's presented. The tab for uncollectable checks, investigation and prosecution is a staggering \$7.3 billion per year.

Banks now lose more from bum checks than from burglaries and robberies combined, says Hollis Bowers, director of the Insurance and Protection Division of the American Bankers Association. "Credibility in our country is at an all-time low," he says, "and businesses are running scared. There are virtual armies of swindlers specializing in fraudulent checks and, frankly, no credentials are foolproof."

And banks, by one estimate, get stuck with only one percent of the phony paper. That means businesses—mostly the retail variety—suffer the most. In the end, of course, it is the consumer who must support the check-wielding felons.

Who are these purveyors of phony paper? One is the elderly man in Montana who buys life's necessities in bulk and pays with a bum check. When he receives some money, as he does periodically, he voluntarily returns to his victims and makes good on his debts. Authorities and store owners tolerate

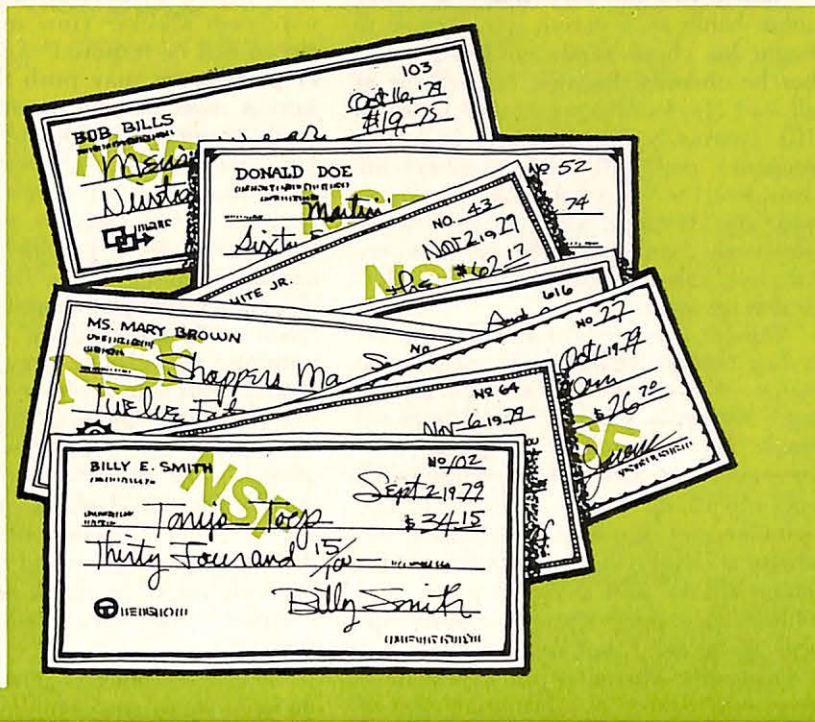
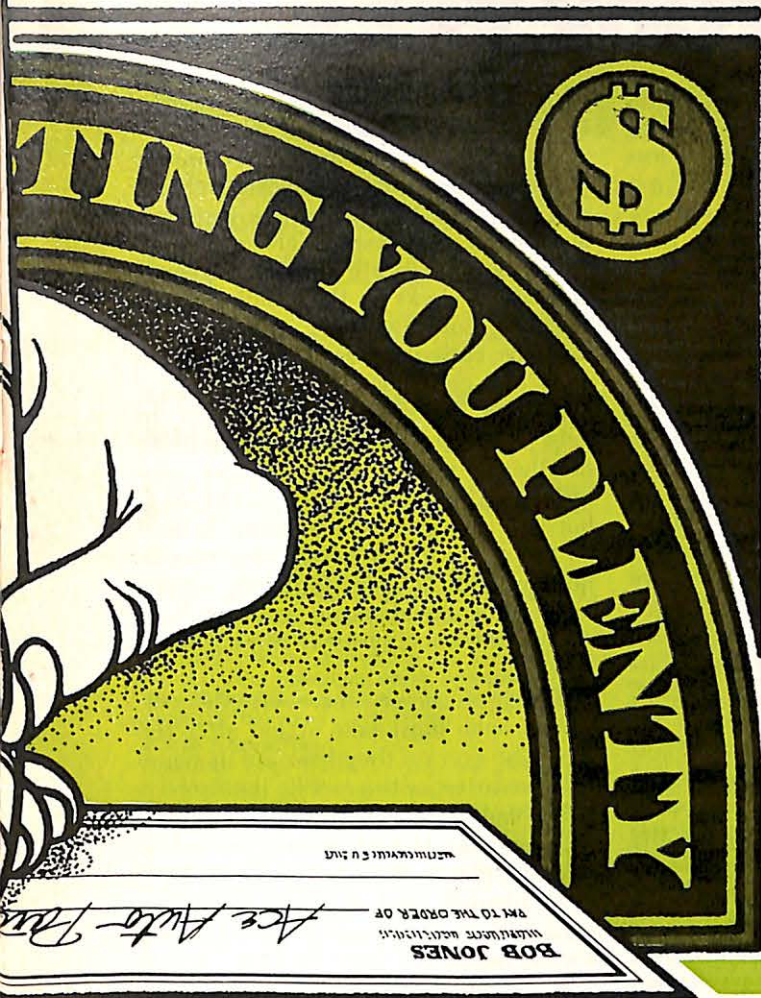
the gentleman's crimes because they believe he's acting out of a genuine need.

Another paper hanger is Michael Leo Thompson, who, for two decades, made a very good living forging checks in 26 states. Officials believe he passed about one rubber instrument per day for a 20-year total of \$1.1 million. Thompson finally was nabbed last year.

Another is you . . . probably. And the lady across the street. And the clerk at the sporting goods store. Nearly everyone. Rare is the person who has not bounced a check because he forgot to make a deposit on time or neglected to record an expenditure.

But none of these—the desperate, the professional or the forgetful—is business' real nemesis. Most of America's bum checks are the work of small-time crooks who likely live, work and steal in the same community. They open an account, pass a few checks for \$20-\$40 and then lie low. Later, they change addresses, find another bank and start over. With their phony paper they buy groceries, tires, hunting rifles, shoes and toys for the kids. They are average citizens in every way—except they steal.

Some even plan to pay in the end.



"What a lot of these people are really doing," says one supermarket executive, "is borrowing money from us. They know they may eventually have to pay, but in the meantime, they've received free store credit."

And by the time the merchant has gone through collection procedures and perhaps appeared in court, he may have spent more than he'll collect. "Handling the collection of bad checks," speculates Massachusetts businessman Robert Leckinger, "may be costlier than merely writing off the loss."

How has this situation come about that 145 million times each year someone writes "pay to the order of . . ." knowing full well no payment will be made? Discounting the work of professionals (who account for only five percent of bum checks), the problem seems to stem from a lack of education and from inadequate law enforcement resources.

"The biggest problem we see with bad checks is that people don't realize it's a crime," comments Greg Henderson, whose Data Check firm disseminates information about known check abusers. He explains: "Because they

can walk freely out of a store and because they know there's a good chance they'll never be prosecuted for a few small bogus checks, the criminality of the act escapes many people."

This casual approach to checking is apparent in the young man who phoned a supermarket not long ago. He gave his name and explained that he had no money in the bank, but would like to cash a check anyway. Would the store hold his check for a couple weeks, he wondered. When told that it would not, he politely thanked the clerk and—presumably—took his "trade" elsewhere.

Failure to fully understand the bad check problem extends to thousands of store clerks, bank tellers and business owners. "The best defense against check losses," advises Boston detective Fred Thompson, "is to stop the crook before he passes a bad check." And experts agree that the best way to stop him is to require proper and plentiful identification.

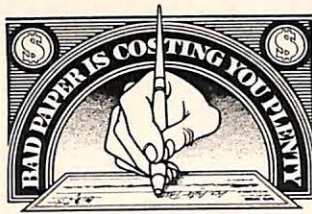
Yet, many check-cashing businesses—believe it or not—allow a customer's personality and demeanor to determine whether or not they honor his check. Veteran forger Leo Thompson guesses

that in his 20-year career he was asked for identification only a half dozen times. Also, some businesses still stock counter checks, and many stores continue to accept checks from customers who have repeatedly dumped bogus paper on them.

Prevention is important, because catching and prosecuting rubber check aficionados can be tough. Checks older than six months, postdated checks and those written as partial payment on charge accounts can be difficult to prosecute. So are checks for business deals where losses are difficult to prove.

And it's physically and financially impossible, say law enforcement authorities, to track down everyone who puts his name on a phony \$10 check. "As long as people can go to a bank, deposit a few dollars and get a wad of licenses to steal," says one county attorney, "we're going to have trouble."

Ironically, banks receive more than a little blame for the plethora of check troubles. "Not many years ago," says Data Check's Henderson, "it was somewhat difficult to get a checking account—you had to be the cream of the financial crop. Now, anyone can get



one." The U.S. presently has about 100 million checking accounts.

When establishing those accounts, some banks will permit a customer to begin his check series with any number he chooses. Because 90 percent of all bad checks bear a number between 101 (normally, the first one in a new account) and 150, high numbers are considered more reliable by merchants and are therefore desired by crooks. Also, some banks, experts complain, are far too tolerant of habitually overdrawn accounts.

Though they get stuck with relatively few bogus checks, banks are the sole target of a checking scam called "kiting." Kiting, a scheme for professional crooks and high-rolling, desperate businessmen, can get rather complicated, but essentially works like this: The swindlers set up small, legitimate accounts at several banks (usually in different cities) and make deposits and withdrawals until these accounts appear to be solid and quite active.

Once the financial identities have been established, a substantial deposit is made in bank A in the form of an overdraft check on bank B. B's account is covered with a phony check on bank C, and so on. Since it takes several days for a check to travel to the bank of origin, an efficient crook always has time to beef up the account there.

Precision is the key, and experienced con men can establish a full kiting circle lasting several months. They gain short term use of large amounts of money and may, in the end, make sudden huge cash withdrawals and disappear. One California kiter, working with only two banks, built his account up to \$1.5 million and made off with the full amount (he was later caught).

Most check losses, though, are in the \$30-\$40 range, and this is where most prevention efforts are directed.

The easiest way, of course, for businesses to cut losses to zero would be to stop accepting checks. Most mer-

chants realize, however, that this may be committing entrepreneurial harakiri, as many customers would simply take their trade elsewhere. One accepted formula says, it would cost an average retail firm four times as much to refuse all checks as to take a loss on a relatively few bad ones.

Since most businesses are more or less forced into accepting checks, their first step is to develop a policy. Who may cash checks? How much identification will be required? Again, consumer preferences may push the merchant into a more lenient position than he really prefers. One study by two Auburn University marketing professors indicates that "a retail store's competition position deteriorates in proportion to the rigor of its requirements for check cashing." In the study, five percent of all customers began shopping elsewhere when a "cash anything" store began requiring that checks carry a customer's name, address and phone number. The defection rate jumped to 53 percent, however, when fingerprints were required. The investigation, says Auburn's Charles Golden, pointed out that a check cashing policy probably should not be determined solely on the basis of losses. "A much more realistic criterion," he says, "is competitive position."

So U.S. businesses develop varying check policies and employ an assortment of prevention procedures. One somewhat successful device is to photograph the check casher. A specially designed camera takes a single picture of customer, check and two pieces of identification. If the check should later bounce, the film is developed and a search begun. Often, just a reminder will suffice: "It's amazing how fast people will pay once they see the composite picture of themselves and the check," says Dominick D'Antonio, loss prevention director for one national retail firm. And if they don't pay voluntarily, he says, a photo is the "single most effective piece of evidence which police have."

Another technique is to fingerprint all check signers; and science is even doing away with messy ink pads. Prints can now be taken chemically with no more hassle than checking identification. New York's Chase Manhattan

Bank began using a fingerprint system in 1977, and their fraudulent check problems virtually disappeared. "All banks will eventually have to resort to some such system," says Chase's Vice President Louis Buglioli.

A few businesses have put computer technology to work. Some large chains give in-house computers the numbers of known bad accounts. The electronic brains scrutinize all checks presented and advise clerks on the validity of the offering. Some systems automatically lock the cash drawer when an apparently bad check has been written.

Several firms have sprung up to help pass the word about check-writing deadbeats. One company offers subscribers a national check verification hot line and promises to stand behind all the paper it approves. Other watchdogs provide a local tattletale service by keeping members up to date about who in the community is ripping them off.

Then, of course, there are the collectors, who must take action after the fact. The excuses they hear are as banal or as creative as the crooks themselves. "The bank must have made a mistake" is a common, though usually incorrect, refrain. Identical twin brothers have been blamed, and one quick-thinking author of a bogus check said his dog ate the deposit.

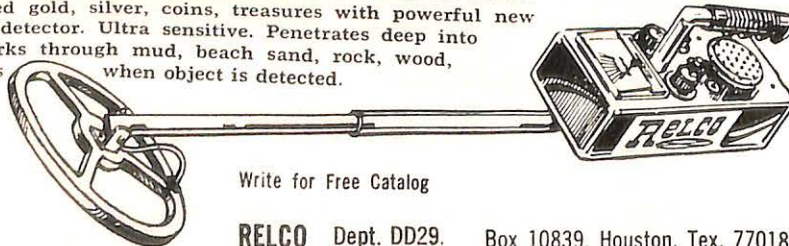
Even check bouncers who think they've covered their tracks may have their past come back to haunt them. In December, 1977, Jerry Jenkins from Vermont was honeymooning in New York City when thieves stole and destroyed his car. New Yorkers opened their hearts to the couple, showering them with dinners, theater tickets, hotel rooms and china. Mayor Beame presented Mr. and Mrs. Jenkins with a silver plate. News of the young couple's good fortune drifted back home, and the next presentation Jenkins received was an arrest warrant. It seems that before leaving Vermont he had affixed his name to \$2,500 in bum checks.

Most people, though, whose phony paper decorates the walls of attorneys' offices, will not receive such notoriety and may never face prosecution. And as Americans continue to write 80 million checks a day, a small but constant percentage of these authors will be found to be dishonest. Banks will persist in closing accounts, and businesses will continue to spend millions of dollars in collection and prosecution.

And, in the end, we are all victims. Most businesses long ago began treating check losses as an operating expense and raising prices to cover the deficit. It's a fact of economic life that bad paper is indeed costing you plenty. ■

FIND BURIED TREASURE

Find buried gold, silver, coins, treasures with powerful new electronic detector. Ultra sensitive. Penetrates deep into earth. Works through mud, beach sand, rock, wood, etc. Signals when object is detected.



Write for Free Catalog

RELCO Dept. DD29. Box 10839, Houston, Tex. 77018

You say you're fed up with hauling ice?

Read about the electronic portable refrigerator that has made your cooler as obsolete as grandma's kitchen ice box.

Save \$25.00 during our off-season!

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?

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 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.

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.

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 48 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.

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.

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 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 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. Because of Koolatron's solid state construction your unit should never require any servicing unless physically damaged. If service is ever required, it is available through our service depots in Batavia, N.Y. or Barrie, Ont., Canada.

So Reliable It's Guaranteed

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.



Model F1A shown.

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

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.

Special Off-Season Discount!

The Koolatron F1 has regularly been selling at \$159. (\$179 in Canada). By ordering off-season you can save a full \$25 off these prices. You save! We keep our plant at an efficient operating level off-season! But you must order now.

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.

Optional 110 Volt Adaptor

This custom-built adaptor allows you to operate anywhere on 110 volt power... home, cottage, hotel, patio, pool, ... \$29.95 (\$34.95 in Canada) plus \$3 shipping. Special price if ordered with main unit only \$25.00 (\$30.00 in Canada). No shipping charges — save \$7.95.

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

Or use this handy order coupon.



Sound familiar? ... "The ice all melted in our \$%&*% cooler again, George, and ruined this food. Look at Janet's nifty Koolatron. You know it keeps everything cold and dry. Let's get a Koolatron and save the money we're wasting on ice and spoiled food."

Koolatron INDUSTRIES LIMITED

56 Harvester Ave., Batavia, New York 14020
Canada: 230 Bayview Drive, Barrie,
Ontario L4N 4Y8 Dept. 978

Send me ___ Koolatron F1 @ \$134.00
(\$154.00 in Canada) + \$7.00 each for handling and delivery in USA or Canada (N.Y., Ont. and Que. residents add sales tax.)

___ I want model F1A and have added \$10.00.
___ I also want the power adaptor and have added \$25.00 (\$30.00 in Canada) shipping included. If I order separately it will be \$29.95 (\$34.95 in Canada) plus \$3 for shipping.

I understand that I may return either item undamaged within 21 days and get a full refund if I am not satisfied. I enclose my cheque money order for \$___ or, please charge my Visa Mastercharge American Express.

Acct. No. _____

Expiry Date _____ Send brochure only

Signature _____
(necessary to ship merchandise)

Name _____

Address _____

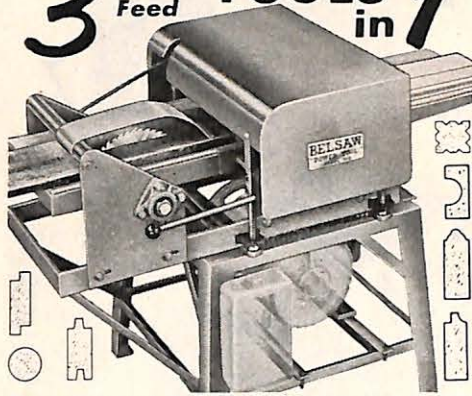
City _____

State _____ Zip _____

F334

Planer Molder Saw

3 Power Feed TOOLS in 1



Now you can use this ONE power-feed shop to turn rough lumber into moldings, trim, flooring, furniture—ALL popular patterns. RIP-PLANE-MOLD . . . separately or all at once with a single motor. Low Cost . . . You can own this power tool for only \$50 down.

30-Day FREE Trial! SEND FOR EXCITING FACTS
NO OBLIGATION—NO SALESMAN WILL CALL
RUSH COUPON BELSAW POWER TOOLS CO.
TODAY! 9106 Field Bldg.
Kansas City, Mo. 64111

BELSAW POWER TOOLS
9106 Field Bldg., Kansas City, Mo. 64111

YES Please send me complete facts about PLANER—MOLDER—SAW and details about 30-day trial offer.

Name _____
Address _____
City _____
State _____ Zip _____

GREAT ELK GIFTS
Elk styled gifts, all unconditionally guaranteed. Watch band & bolo tie available in silver or gold plate.
Watch band \$21.95 Bolo tie \$14.95
Price includes shipping and handling. Please allow 3 weeks delivery from order date. When ordering, specify gold or silver. ■ BankAmericard ■ Visa ■ Master Charge
Fill in card numbers and expiration date below. Date _____

Mail to J&L Ent., P.O. Box 486, Mt. CA 90640 (213) 724-6407

*** HEARING AIDS ***
From \$89.50—30 Day Trial
GIGANTIC SAVINGS ON BATTERIES
Write For Free Gift Offer
and Brochure Today
ELECTRONIC PRODUCTS
Box 2005-E, Pinellas Park, Florida 33565

HYDRAULIC JACK REPAIRS
Earn While You Learn In Your Spare Time
Trained and qualified mechanics needed NOW to service inoperative hydraulic jacks. BIG opportunity for ambitious men. We show you HOW—in your basement or garage to earn spare time cash in an expanding industry. Don't wait, ACT NOW! Get the facts.
Write for folder E1 and free bonus offer
Hydraulic Jack Repair Manual Co., Inc.
G.P.O. BOX 3 • STATEN ISLAND, N.Y. 10314

IT'S YOUR BUSINESS

by John C. Behrens



THE GREAT THERMOSTAT BATTLE

"Federal regulations! The bureaucracy gives me more paperwork than I can do in a month's time, and then they tell me how hot or cold my place must be."

The restaurant owner, normally a mild-mannered, congenial man, was red with anger. His forehead showed beads of perspiration. The thermostat behind him hovered at 85 degrees. "We can't please the customers . . . we can't please the help . . . and we can't please the government any day of the week either."

This conversation took place several months ago in a central New York restaurant. It was one of those unpredictable late fall days when the air was crisp in the morning but, by midday, the sun had broken through the clouds. As the sun shone through the large plate glass window, the restaurant took on the temperature of a sauna. The thermostat, which was located close to the main entrance, kept tripping on the furnace each time the door opened.

The owner had just turned the thermostat back to 60 degrees, after the bartender told him that a party of nine at the bar was annoyed.

The two heat sources combined to make the restaurant unbearable . . . not simply uncomfortable.

Minutes later, the customers at the bar walked out in disgust.

The proprietor's dilemma wasn't simply a maintenance problem; it was a heating problem shared by thousands of small and large businesses throughout the country. It affected judges in large, high-ceiling judicial chambers and students in classrooms. Teachers said a lower temperature wasn't conducive to learning . . . and judges said it wasn't good for dispensing justice. One judge even threatened the maintenance man with contempt of court if he tried to lower the temperature in his courtroom.

President Carter's mandatory temperatures for public buildings—65 degrees during the day and 55 at night—were undergoing the first test, and a great number of people were highly critical of the results. To be sure, there were complaints last summer when Carter attempted to fix air conditioning temperatures in public buildings at 78 degrees. The new winter inside temperatures appear to have created an even greater outcry.

A survey of businesses by the New

York Times, for example, showed that government buildings, office complexes, factories and commercial centers in the Northeast were trying to comply with the federal guidelines. Smaller enterprises—especially restaurants—were resisting such rules, the Times said. A manager of a plush restaurant in Rhode Island explained the frustration that others felt in trying to make their establishments attractive to people during a winter season of higher and higher prices.

His customers, he noted, are interested in comfort. "How would you feel? You've got to make people comfortable. You've got to give them what they want."

Meanwhile, customers at a large mall in upstate New York find conditions can be so bad in some stores, they are reluctant to shop. "The temperatures change from store to store. Some are very hot and others actually cold. It gives me a headache in such conditions. I don't feel well after I've walked in some stores with a coat on and then had to take it off and still sweltered in another shop," said one disgruntled woman catching her breath in the cold air outside the enclosed mall. "I won't go back until they change," she says.

But such changes, building managers and plant supervisors tell me, are going to cost more than many firms and corporations are willing to pay. The changes are going to take much more planning than the federal guidelines which were handed to business owners and consumers earlier this year.

Roger Morris, a plant manager in the Northeast, says that, regardless of the kind of heating unit used, modern buildings with large plate glass windows are difficult to heat properly and efficiently. Maintaining uniform temperatures from room to room or store to store in such facilities "would tax the best energy expert," he adds. "If the temperature outside goes from 36 to 66 degrees, what am I supposed to do? We have this problem every year in the fall and spring in the building I manage, and I don't see a practical solution that will eliminate it."

The construction of modern buildings, a number of plant engineers contend, has created some of the difficulties. In recent years, glass exteriors from floor to ceiling have produced totally sealed units with central circulation systems.

(Continued on page 24)

Introducing . . .

The Fresh-Air Phenomenon

Guaranteed to Control Odors.

Tested and approved by the Environmental Protection Agency. Meets all government and FDA regulations.

Now, through this exclusive scientific breakthrough, indoor air can be purified in exactly the same way outdoor air is purified by lightning during a thunderstorm.



listed by 

U.S. Government Patent No. 3,925,673

Think of that sweet "country fresh air" smell following a thunderstorm. That's actually the absence of odor. The electrical activity in the air created by lightning adds a small negatively-charged electron to each oxygen molecule in the air. Science has long recognized the miracle of this phenomenon known as *ionization*. Amazingly, these ionized molecules combine with any odor-bearing molecules in the air—destroying them.

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 perfume 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

One of the secrets of this new system is that it keeps the ionized air in *constant motion*. The Environ-air is the *only* electronic air freshener that *continuously* "pumps out" ionized oxygen molecules into the air, permeating every square inch of space—ready to attack and deactivate any odor-causing molecules instantaneously. Keeping the ionized air circulating is such an important factor that so-called "space age" air fresheners without it are truly outdated. Without it, odor-killing molecules simply fall to the ground near the unit, rendering them useless against odors.

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.

SOLIDLY BACKED

If anything goes wrong with your unit during the first year Environmental Electronics Corporation will repair it—without charge. Although the Environ-air is built to last and be virtually maintenance free, it's still nice to know the manufacturer is service conscious.

SPECIAL INTRODUCTORY PRICE

The Environ-air is manufactured for Cambridge International by EEC. We are offering this exciting new product directly to our customers exclusively through the mail for only \$119.95 during our national introduction. Order one at no obligation today.



8700 Waukegan Road, Morton Grove, Illinois 60053 (312) 966-5510

Call Toll Free
800-621-5559

In Illinois 800-972-5858

24 Hours A Day—7 Days A Week

5 UNBREAKABLE PROMISES WE MAKE TO YOU

We promise that each exciting product we introduce to you has been carefully evaluated and judged by an independent panel of consumers and found to be:

1. A genuine value at a special price
2. Made of only the finest quality components
3. Covered by the manufacturer's own warranty plus our added 30-day money-back guarantee
4. Excellent enough to earn government approvals or UL listings (when applicable)
5. Developed from the most advanced technology available

Clip and mail to:

Cambridge International, Inc. Dept E18
8700 Waukegan Rd., Morton Grove, Ill. 60053

Please rush me _____ Environ-air unit(s) at just \$119.95 each plus \$6.95 shipping & handling. (Ill. residents add 5% tax.) I understand that if I am not absolutely satisfied with my purchase, I may return it within 30 days for a prompt and courteous refund.

Check or MO enclosed. Charge to: Visa Master Charge
 American Express

Account # _____ Exp. Date _____

Name _____

Address _____

City _____ State _____ Zip _____

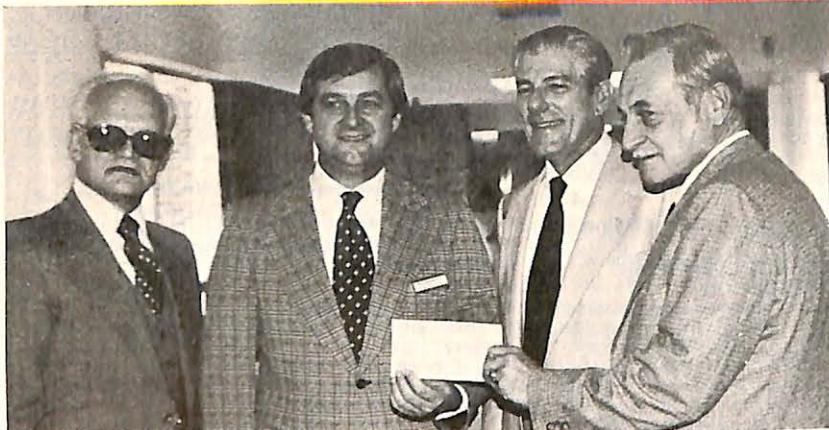
Signature _____ 131

ON TOUR WITH



ROBERT GRAFTON/Grand Exalted Ruler

A dinner and reception were held in honor of GER Robert Grafton's visit to Massachusetts recently. PGER Leonard Bristol (right) was among the more than 700 people who welcomed the GER. During the occasion, Gov. Edward King (left) presented a certificate signifying honorary citizenship of the state to Brother Grafton.



During GER Robert Grafton's visit to Connecticut, he toured the Newington Children's Hospital, the state major project. The GER (second from right) witnessed the presentation of a \$50,000 check by SP Francis Reinholz (right) and State Secy. Thaddeus Pawlowski (left) to A. John Menichetti (second from left), hospital executive director. Brother Grafton and his wife, Pat, also attended a luncheon while in Connecticut.



Over 200 Elks and their wives were present for the dedication of Maumee, OH, Lodge's new building. GER Robert and Pat Grafton (right and second from right) joined (from left) ER Donald and Donna Kuhl, Grand Trustee Larry McBee, and Jan and SDGER Irving Davies for the affair. The dedication ceremony included a dinner and an address presented by the GER.

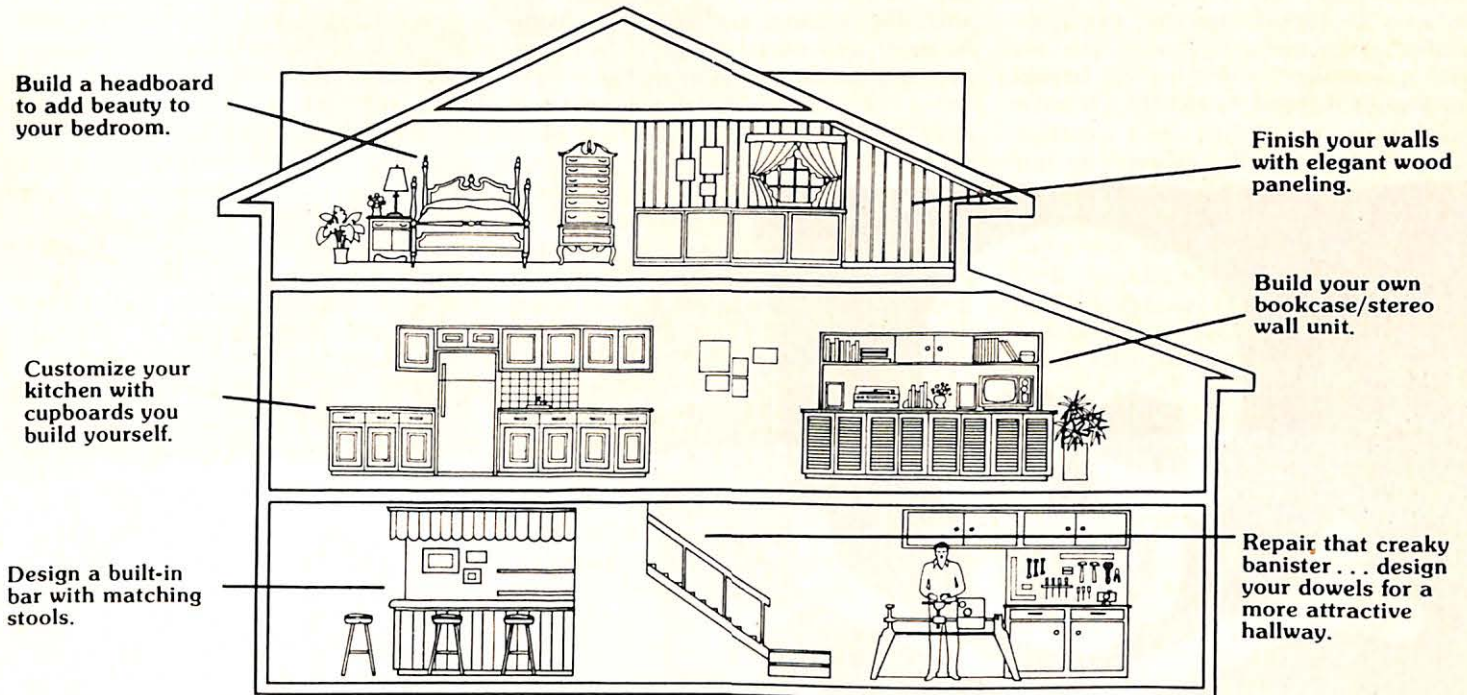


Elks Camp Moore, New Jersey's state major project, was one stop made by GER Robert and Pat Grafton (second and third from right) on their tour through the Garden State. (From left) SP Sol Goldberg, GL Committeeman Edward Van Vooren, PGER William Jernick, state sponsor, and GL Committeeman Richard Squires accompanied the Graftons on their tour of the camp. The GER also visited the Passaic County Elks Cerebral Palsy Treatment Center and Nutley Lodge, where a dinner honoring PGER Jernick and GER Grafton was held.



Greetings were extended to GER Robert and Pat Grafton (third and fourth from left) upon their arrival at Chess Lambertson Airport in Pennsylvania recently. On hand to escort the Graftons to Franklin Lodge were (from left) ER Michael and Pat O'Polka, Carole and Mayor Guy Mammolite, and Jo and PGER Homer Huhn, Jr., state sponsor. A dinner and reception were held at Franklin Lodge for the visitors.

How to Add Thousands of Dollars To The Value of Your Home ... by Adding Just One Tool in Your Workshop!



Want to finish your kitchen with a built-in bar or customized cabinets? Or maybe you just want to make some simple repairs to window frames, sills or other woodwork around your home.

These kinds of home improvements and maintenance could add thousands of dollars in value to your home — if they're done right.

But how do you get professional-looking results you need?

Basically you have three choices to get the job done.

You could run up a pretty hefty bill by hiring a professional at about \$16 an hour. But who can afford that much?

Or you could buy your own home workshop basics like a table saw, drill press, and more. Even if you have some of these tools, you could still shell out a small fortune to just complete a basic workshop.

Or, you could choose the Shopsmith Mark V.— the professional quality home workshop that brings you the five most needed tools in one compact unit!

The Shopsmith Mark V is a really

remarkable piece of equipment. It actually brings you the most basic and important workshop tools — 10" table saw, 12" disc sander, horizontal boring machine, 16½" variable speed drill press and 34" lathe — as part of one sturdy free-standing floor unit.

Now what does that mean to you? It means **plenty**.

It means you save a bundle on equipment. Instead of buying five separate motors, you purchase only **one** precision-built motor. This one, fine-quality motor actually powers all five tools. The result: the finest precision tools for a fraction of what you'd expect to pay for such quality.

It means versatility. You can actually do more with the Mark V than you would with single-purpose power tools. The Mark V enables you to apply features from one tool to another tool. What's more, it lets you add other tools and functions over the years.

It means economy. With the Mark V in your workshop, you'll find yourself actually saving money as you do your own "handyman" repairs. The

Mark V is also economical from a space standpoint. It requires about as much space as an ordinary bicycle.

Find out more about how the Mark V can help add value to your home!

We'll send you all the information on the amazing Mark V and tell you how you can try it out at no risk. The information is free and without obligation. Just mail the coupon below for the free facts today.

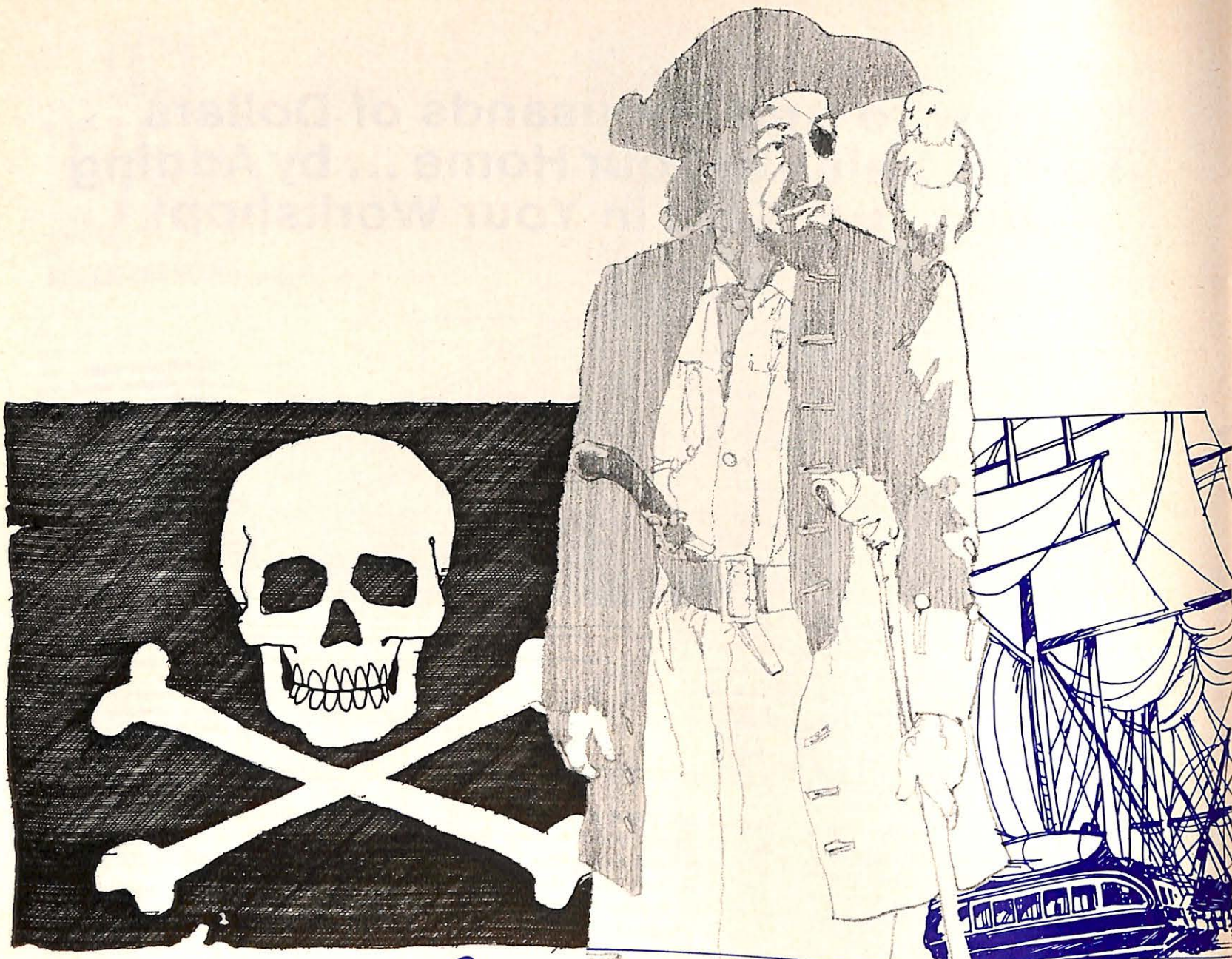
Or Call TOLL FREE
800-543-7586
(Ohio residents call 800-762-7555)



Shopsmith Inc.
Dept. 1993
750 Center Drive
Vandalia, Ohio 45377

Yes! Please mail me your FREE Information Kit on the Shopsmith Mark V. I understand there is no obligation.

Name _____
Address _____
City _____
State _____ Zip _____



Piracy and the American Colonies

by Gordon A. Reims

Piracy brings to mind colorful, action-filled sea images from old books: a sailing vessel approaching with skull and crossbones displayed, a grim giant with cutlass in hand standing on a windswept dune with a half-buried chest at his feet, or a snarling figure in red bandanna climbing over a ship's rail with knife in teeth. But piracy in America's colonial days was more than action melodrama beyond the horizon—it was a shore story as well.

Pirates were quite visible on the streets of colonial ports, exerted a tangible and sometimes traumatic influence on commercial life and, in a few instances, actually lived in the heart of port residential communities.

If you were a well-to-do citizen of Newport, Rhode Island in the 1690s, you might have lived next door to socialite Thomas Tew and not known he was secretly a pirate, until hearing of his death in a skirmish with defending seamen in the Red Sea. In downtown New York in 1699, you could well have seen Mrs. William Kidd and her daughters hurry to leave their stately home, their faces showing concern over the news that Kidd faced arrest. If you had been a wakeful, adventurous youngster in one of the Delaware Bay settlements of that period, you might have peeked between willow branches by moonlight and watched pirates transfer exotic merchandise from ship to waiting wagons, for pre-dawn transport to stores in New York and Philadelphia.

Gaudily-dressed pirates frequented taverns in Bath, North Carolina, in the early 1700s, and caused the citizenry to complain of their behavior. The people of Charleston once waited nervously while their town officials met to ponder a pirate's pay-or-we-burn-the-town demand. Pirates, dressed obviously as such, shopped openly in the larger stores of Boston, New York, and other coastal ports. Known pirates could be seen calling on Governor Fletcher of New York for dinner, and the notorious Blackbeard was once observed walking boldly up the steps of the Royal Governor's mansion in North Carolina.

The extent of piracy in American colonial times, and on up into the early years of the young republic, has often been overlooked or under-reported—possibly because piracy, by its very nature and emotional impact, became overly associated with sensational sea adventure rather than with scholarly history.

Pirates off the American coast, between 1650 and 1825, were so effective that at times trade was seriously hin-

dered. In the late 1600s, transatlantic mail was so often seized that many official messages between colonial governors and London were undelivered. During King William's War, Sir William Phips failed to receive important orders concerning the campaign against Quebec until it was already underway. The loss of messages and parcels by the general public may only be imagined. Botanist John Litchell, who had spent six painstaking months collecting rare plants in the colonies, saw them all destroyed as pirates plundered his homebound ship.

In the 1690s, the people of Virginia were particularly concerned, as pirates continually lay in wait off the mouth of Chesapeake Bay, watching for unescorted ships. In 1697, Barbary pirates robbed Virginia of 13 vessels, and as a result many colonial sailors found themselves pulling an oar in a Barbary galley. Only slightly luckier were those who were threatened into crewing for West Indies-based pirates—or coaxed into converting to piracy. The recruits so gained resulted in an increased number of pirate crewman and, eventually, of pirate ships.

During this period, pirates walked boldly in the streets of coastal towns—"swaggered," as many contemporary accounts stated—and were most certainly recognized. While many artists no doubt glorified pirate attire, they did not greatly exaggerate. Pirates did dress gaudily, likely as a natural consequence of their freedom from established ways—a release from the drab, formalized attire of the navies and merchant fleets. Rather than disguise this costume upon going ashore, many enhanced it, proclaiming, in effect, "I am a pirate; a fearful pirate; be afraid of me!" They could not have gone their merry way, of course, without cooperation ashore.

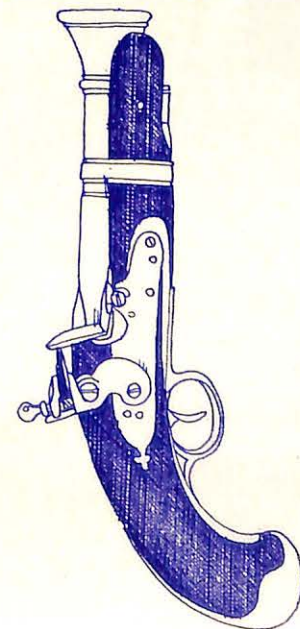
A number of merchants welcomed pirates, not just for the "wholesale" goods they supplied—rugs, tapestries, jewelry, gems, gold ornaments—but for their trade as well. Pirates were big spenders. They had more money than most landmen, and paid in gold and silver coin. Many early merchandising fortunes were created through piracy, including those of Phillipse in New York, and Fanneuil and Gough in Boston. A few merchants even provided pirates with ships.

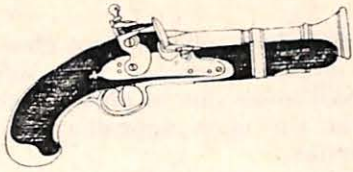
Though Virginia, the largest and most populous of the colonies, apparently escaped the stigma of granting aid to piracy, virtually all of the other colonies fell under suspicion. In 1699, William Byrd of Virginia told the London Board of Trade that "Pennsylvania is not precise in determining what trade is lawful and what is not." In many

colonies, those who did not choose to buy pirated goods, or who suffered personal losses due to piracy, received a deaf ear upon appealing to local authorities.

If this seems a disillusioning and mystifying state of affairs, one has to look into the issues and prevailing problems of the day. On the one hand, there were royal governors who did little to stop piracy; some of them willingly accepting fees and bribes of gold, silver, or jewels. The colonies were administered by appointed governors, very often the misfits of English society and nobility; men with weaknesses, vices, and ineptitudes, who were perhaps assigned posts 3,000 miles from home chiefly to be punished or gotten rid of. Governor Benjamin Fletcher of New York, for example, was a carouser who publicly dressed in women's clothing as a joke when he went out "on the town." Governors of this sort were easily bribed or threatened by the stronger pirates, who enjoyed in their day much of the shadowy power we sense today in the organized underworld.

On the other hand, there was a colonial citizenry, obliged by law to buy nothing but English products from English shippers—and chafing under this restriction. If pirates flouted the law and enabled them to buy exotic articles from the Mediterranean and the East, people had a temptation to look the other way. "Mixed feelings" was the term often used by contemporary writers and later historians. People were against thievery, and while they were shocked by the stories of murder and torture, many tried not to hear them, preferring to believe they were exaggerations or rare exceptions. Here, also, the blurred difference between pirating and privateering came into play, many





people choosing to assume that legitimate privateering, rather than piracy, produced the goods they so eagerly purchased.

The controversial practice of privateering was perhaps the prime source of confusion on piracy, as well as an aid to bringing it about in the first place. To clarify, a privateer was a civilian who commanded a private vessel of war—and the term applied as well to the vessel itself. During war-time, the owner of a large, swift sailing craft could offer to arm and attack the enemy's merchant shipping. It was highly profitable, since the privateering captain was entitled to keep for himself and crew a large percentage of the bounty taken—and even more, for who was to really know how much was taken a thousand miles away, especially if much of it were cached on a remote island? Many applied and, of course, it largely lured the overly aggressive and those who lived on or below the fringes of the law. As a consequence, privateering was not highly regarded,

many leading citizens both in the colonies and in England condemning it as legalized banditry. Admiral Nelson said, "All privateers are no better than pirates."

Privateering was obviously an excellent training course for piracy—particularly in that it showed captains and crewmen how easily people aboard an unarmed vessel might be frightened, and how simple it was to take anything of value from officers, passengers, decks, cabins, and hold. Sooner or later, many privateers turned outright pirate, finding that they could often earn more in one day through piracy than they could in a year of honest seamanship. They would continue to plunder "enemy" ships after war had ended, or cease to differentiate between enemy vessels and those of friendly nations—or those of their own flag. Pirate captains who raided ship after ship, and who sailed to the Arabian Sea to capture vessels loaded with such things as oriental rugs and the spices of India, became enormously wealthy. Upon their return to home ports, they could always produce privateering credentials and convey to colonial citizens an impression that their goods were legally plundered.

But approval of piracy was far from universal in extent. In most instances,

the pirated exotics were priced beyond the means of the average working colonial, and it was quite likely that the majority did not share the tolerant feeling toward pirates experienced by those who could afford the articles they brought. There were also many small shippers who experienced only the thefts of pirates, not their supposed benefits. Forces did move for justice, though at a slow pace.

In 1699, a step forward was taken as Parliament permitted court trials for pirates in the colonies, thus speeding up matters and making it easier to achieve convictions. As a possible direct result, 25 pirates were arraigned in Boston in 1704, of which 21 were found guilty and seven hanged. But a few notorious pirates became ever more widely known, and people ashore were to fear them as much as men at sea.

Stede Bonnet was a retired Army major who wore a powdered wig and displayed courtly politeness—yet, he ruined many South Carolina shippers with his constant pirating, and once sailed five miles up a coastal river to attempt the kidnapping of a rival pirate's wife. He partially succeeded, but the lady swam ashore. In 1718, South Carolina's governor, chafing at accusations that he collaborated with pirates, appointed Colonel William Rhett of Charleston to capture the troublesome Bonnet. After a five-hour gun battle in shallow water, with both pursuer and pursued aground at low tide, Rhett succeeded, and received a large reward. The ex-major was duly hanged before a crowd on the Charleston waterfront—crying and pleading so pitifully at the gallows that many women tried unsuccessfully to intervene.

Blackbeard (Edward Teach), who came from an uncertain origin to the practice of piracy in 1713, was a huge man, well over six feet tall and weighing 250 pounds. With his enormous, waist-long beard, his belt of knives and pistols, and the smoking pieces of rope he tied to his hair, he pirated from Maine to Venezuela, terrorizing merchant crewmen with his highly dramatized aggressiveness. Legends swarmed about him: that he had taken 14 wives, most of them bigamously, that he had forced one young bride to dance at his bidding, firing bullets at her feet when she paused, and that, in foreshadow of Poe's Amontillado story of a century later, he had coaxed more than one wife into his treasure vault and then sealed the door. His record for bloodletting and cruelty was awesome.

When England offered to pardon all pirates who would surrender by September 5, 1718, assuring the gal-

(Continued on page 31)

Genuine Antique Clocks For Less Than You'd Pay For A Mere Replica!

Circa 1900 Antiques. When they're gone, they're gone forever.



The Large Schoolhouse Clock
\$135.00

(Approx. 24" H. 13 1/2" W. 4" D.)

SAVE GAS AND TIME!
Use our Telephone Hot Line call (914)-248-7031 9 A.M. to 5 P.M. (E.S.T.)... and shop at home with your Credit Card!



The Railroad Station Gallery Clock
\$105.00

(Approx. 14" diam., 4 1/2" D.)



The Saloon Regulator Clock
\$135.00

(Approx. 22" H. 13" W. 4 1/2" D.)

We urge you to take heed while you still have the chance to obtain one of these *genuine* Antique Clocks at low, low prices you may never see again. Yes, at prices less than you'd pay for mere reproductions. Our clocks are authentic circa 1900 antiques, the kind that once ticked happily away in the schoolrooms, legal offices, railroad stations, pubs, front parlours and general stores of America's childhood. Lovingly restored and in 100% running order. Each is unique—yours will be numbered, registered to your family or whomever you designate and accompanied by a handsome Certificate of Age and Ownership (suitable for framing). Order now to avoid disappointment. When these clocks are gone, they're gone forever.

- Certificate of age, authenticity and ownership.
- Fully re-conditioned 8-day keywind movement, brass pendulum, key. Counts hours in melodic tones.
- Sturdily cartoned and shipped to you UPS insured. (Clocks will vary slightly in trim and wood tone.)
For multiple orders use separate sheet of paper.

Visit our Showroom, just 1 hour from N.Y.C.
Pony Express System 2986 Navajo St.
Dept. M-121, Yorktown, N.Y. 10598

Gentlemen: Please send me the following clock(s) (state qty.):
 The Large Schoolhouse Clock (Style 21) @ \$135.00
 The Railroad Station Gallery Clock (Style 17) @ \$105.00
 The Saloon Regulator Clock (Style 33) @ \$135.00

Choice of Arabic or Roman Numerals.
(Add \$8.50 for each insured delivery.)
 My check is enclosed for \$ _____
(N.Y. State residents add 5% tax.)

We honor Master Charge, American Express & VISA.
Include signature and appropriate data or for faster service call 914-248-7031 9 a.m. to 5 p.m. (E.S.T.)

Mr./Ms. _____
Address _____
City _____ State _____ Zip _____
Satisfaction guaranteed or money refunded.

NEWS OF THE LODGES

A party was given by **Sparta, NJ**, Brothers for Honorary Life Trustee Lewis Martin on the occasion of his 85th birthday. Brother Martin presented a \$500 check to the lodge and received a plaque of appreciation. On hand to offer congratulations were PDD Harrison Barnes, ER John Gaba, and Secy. Thomas Flynn.

Kinderhook, NY, Brothers continued a dedicated endeavor by sponsoring a 12-team soccer league for the third year. Over 250 local youngsters participated this season under the direction of ER Thomas Minahan and Youth Chm. Tim Cahill.

A torrential downpour in New Jersey did nothing to dampen the enthusiasm of 300 picnickers from **Dover Lodge**. While the outdoor picnic grounds were drenched, the Elks and their guests moved indoors and had a good time anyway. The weather held out for **Arkansas** Brothers who sponsored a fish fry in Russellville and a watermelon feast for hospitalized veterans in North Little Rock. Over 100 Elks and their guests, including State New Lodge Chm. R. E. Johnson, attended the fish fry on the banks of the Arkansas River. VP Russell Paulus supervised the cutting of 5,000 pounds of watermelon consumed by the veterans on the hospital grounds.

A pilot program to assist the Valdosta Break Bread Program, delivery of meals to shut-ins, was started by the local Elks recently. **Valdosta, GA**, Brothers' role in the program involves the provision of meals every week on Saturdays.

Involvement in the community was demonstrated by **Daytona Beach, FL**, Brothers recently. During Law Enforcement Night held at the lodge, Stan Grayson, a local undercover narcotics agent, was honored as Policeman of the Year. Daytona Beach Elks also exhibited their support of the local Halifax Historical Society by pledging the proceeds of their Spaghetti Dinner to the society's fund-raising drive for the Halifax Museum.

As the conductor raised his baton, the **San Mateo, CA**, Elks Band commenced its performance at Enchanted Hills for the Blind in Napa County recently. The Brothers' band plays for various groups throughout the year.

A slogan contest was recently conducted by **Sayreville, NJ, Lodge**. Winner Gregory Coward, age nine, received a savings bond for his entry, "Let's Look Alive for 2555." The young man was congratulated by his father, Brother William Coward, and ER Paul White.

In recognition of over 50 years of service to the community and Elkdom, **PER Russell Cook of North Attleborough, MA, Lodge** received his honorary life membership recently. PER Cook presently holds the position of lodge chaplain.

A host of Florida dignitaries were on hand to pay tribute to VP David Riley recently. PDDs Eugene Boggs, Edgar Armstrong, James Davidson, and William Plumer, and Carl Vaughn, secretary to GER Robert Grafton, were welcomed to **Fort Pierce, FL, Lodge** by PER Richard Forret and ER Martin Folan for the occasion.

A new flag and flagpole were donated by **Middleboro, MA, Lodge** to the local Battis Field recently. Other civic organizations helped Middleboro Brothers raise \$1,000 for the purchase.

Two days of boxing competition was hosted by **Old Town, ME, Elks** recently. Twenty-three young athletes came from Canada to participate in ten matches. The boys stayed at the lodge overnight and enjoyed shuffle-board, pool, and other games as well as breakfast the next morning.

San Mateo, CA



For 51 years, Brother James Rielly of **Bristol, RI, Lodge** has donned Santa's red suit to bring the holiday spirit into the lives of many. The 72-year-old Elk has enlivened Christmas celebrations at various gatherings, including those at hospitals, senior citizen centers, the YMCA, and the State House. The Rhode Island House of Representatives and the town administrator of Bristol presented citations to Brother Rielly for bringing joy to others.

New Port Richey, FL, Elks' ladies donated \$4,757.50 to the lodge building fund recently. ER Jerry Miller (left) thanked Pres. Jamie Wiles for the contribution. New Port Richey Elks' ladies also contributed \$500 to the Harry-Anna Crippled Children's Hospital, the state major project.

New Port Richey, FL



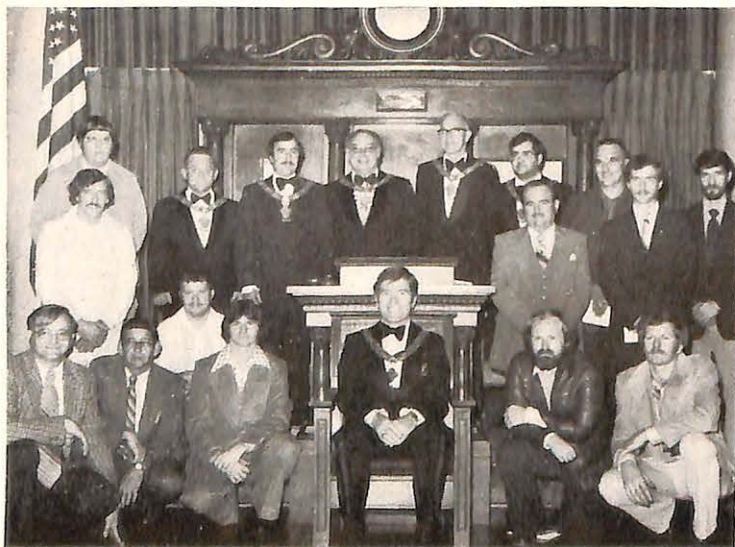


HILLSIDE, NJ. A banquet was held in honor of the girls softball league of Hillside, NJ, at the local lodge recently. The Brothers presented awards to Melissa Aiello (third from left), most valuable player, and Lori Stukes (fifth), league home run champion. On hand to congratulate the athletes were (from left) Abe Cohn and Elizabeth Bell, New Jersey recreation commissioners, ER Victor Kaspar, and Youth Chm. George McDonald.

ELLWOOD CITY, PA. Support of the community was exhibited by Ellwood City, PA, Elks recently. PER Ben Chambers (right) presented a check on behalf of the lodge to Greg Ferrese, borough manager. The contribution was made for the construction of new facilities at Limestone Park.



PLYMOUTH, MI. Happy anniversary wishes were extended to Plymouth, MI, Brothers during their celebration of 30 years in Elkdom recently. The celebrants included (from left) PER Jack Fogt, PGER Homer Huhn, Jr., Robert Law, state representative, SDGER Ray Creith, Mrs. Jo Huhn, Jr., Mrs. Ruth Bankey, Mrs. Marion Creith, and Est. Lead. Kt. Robert Bankey. During the occasion, PGER Huhn presented 30-year lapel pins to seven charter members of the lodge.



ASTORIA, OR. New members were welcomed to Astoria, OR, Lodge recently. On hand for the initiation ceremony was DDGER Thomas Waud (front row, fourth from left). The class of initiates included 12 new Brothers.



GLENS FALLS, NY. A class of 43 initiates was introduced to Elkdom during the visits of DDGER Lawrence Rinaldi (second from left) and VP Frank Lill (right) to Glens Falls, NY, Lodge recently. Congressman Gerald Solomon (second from right) was one of the new Brothers and presented the lodge with an American flag which had flown over the Capitol in Washington. Brother Michael Luce (left) and PER Arthur Beaudin (center) congratulated the class of initiates.



MOSES LAKE, WA. Four Canadian moose hides were donated to Moses Lake, WA, Lodge for their hide program recently. The contribution was made by Columbia Basin hunters. (From left) Est. Lead. Kt. Dick Whaley, Brothers Cliff Hardin, Dean Curtis, Greg Vehrs, and ER Terrell Storm collected the hides.



MONTICELLO, NY. Certificates of appreciation were presented by Chm. and Secy. Edward Fink (left) to (from left) Brother Ralph Guarino, ER Ambrose Yelovich, and Brother Bruce Burr for their donations during the past several years of more than a gallon of blood each to the Greater New York Blood Program. PER Irving Meyer has also donated a gallon of blood.



BLOOMINGTON, IL. The Brothers of Illinois gathered at Bloomington Lodge for a state conclave recently. Hosting ER Gary Young (left) welcomed (from left) Mrs. Ruth and PGER George Klein, Mrs. George Schanzle, and PGER Glenn Miller, state sponsor, to the meeting.



BIG BEAR LAKE, CA. A boxing exhibition was held at Big Bear Lake, CA, Lodge recently. The fighters and their handlers were brought to the competition by a team from Long Beach, CA, Lodge. Refreshments were provided by the Brothers after the exhibition.

BEDFORD, VA. The Board of Grand Trustees met at the Elks National Home for their quarterly meeting recently. Executive Director Doral Irvin (sixth from left) welcomed (from left) Grand Secy. Stanley Kocur, Grand Trustees Marvin Lewis, A. Lewis Heisey, John Traynor, and Chm. Frank Garland, GER Robert Grafton, Grand Trustees Alex Harman, Jr., Larry McBee, and Robert Smith, Secy. to the GER Carl Vaughn, and Grand Trustee Alfred Mattei to Bedford.





SAN DIEGO, CA. Nearly 600 books and magazines were contributed to the Veterans Administration Medical Center in San Diego, CA, by the local lodge. Dorothy Spiegelbert (second from right), assistant chief of voluntary services, thanked the Brothers for the gifts. Making the donation were (from left) Vets. Chm. Dominick Scarafone, ER Thomas Biggert, and In. Gd. Donald McCord.

◀ **EDISON, NJ.** The Elks' ladies of Edison, NJ, Lodge presented the Brothers with a new lodge sign recently. ER George Yusko thanked (from left) VP Louise Gibbons, Pres. Betty Madarasz, and Treas. Madeline Vitale for the sign.



HYANNIS, MA. A car raffle was recently sponsored by Hyannis, MA, Brothers. Over \$18,000 was raised for the lodge's scholarship fund. Congratulations were extended to William Forance (left), who won the new Monte Carlo, by (from right) Dick Beard of Beard Chevrolet, Brother Ed Muir, Chm. Ed Riberdy, and William Cericola.



FAIRFIELD, CA. A check for \$500 was donated to the Fairfield Inter-Community Hospital by the local lodge's bingo committee for the construction of a new children's wing. Chm. Chauncey Starr presented the check to Program Director Marilyn Harris. On hand for the donation were (from left) Brothers Americo Eramo, Gerry Chatfield, Leon Bajakian, Louis Martinez, and Howard Malin.



FORT WALTON BEACH, FL. A prime rib dinner and dancing followed speeches during Law Enforcement Night held at Fort Walton, FL, Lodge. Judge Ben Gordon (second from left) was the guest speaker for the occasion. On hand for the evening's events were (from left) Bobby Murdock, corporal in the state highway patrol, ER Gary Koster, Tommy Ray, director of safety, Police Chief Ed Holloway, and Est. Lect. Kt. John Lalander, lieutenant in the marine patrol. *(Continued on page 41)*

If You Read Music... You'll Love Our Magazine



The Only Magazine You Can Play!

We call it *SHEET MUSIC MAGAZINE*. And that's exactly what it is! Each and every issue is filled with the most popular sheet music ever published, including *Pop, Great Standards, Jazz, Show Tunes, Folk, Country, Tin Pan Alley, Movie Songs, Classics, Ragtime, Blues*, and more.

When you sit down at your piano, organ, guitar, or any musical instrument, *we want to be your music book!* And when you want to improve your own musical ability, we want our staff of writers to *show you how*. And in every issue they do just that! There are Keyboard Clinics, Guitar Workshops, Composers' Workshops, Sight-reading, Playing By Ear, Theory And Harmony, Rhythm Workshops, and so much, much more.

A single year's subscription brings you more than 100 great songs. And when you consider the price of sheet music these days, about \$1.50 per song, and realize that Sheet Music Magazine provides the exact same thing for less than 15¢ a song, you can understand why it has more sub-

scribers than any other music magazine in the world today. A one-year subscription for \$13.97 brings you over \$150 worth of music!

And there is a new *Easy Edition* of Sheet Music Magazine, for you beginners and new students, young or adult. It contains all the same great hits as our standard version, but in easy-to-play keyboard arrangements. No matter which version you choose, each has the complete words and music, chord names for organ, and guitar frames, as well as all the same feature

articles. (If you are undecided as to which version would be right for you, we suggest you try the *Easy Edition*. You can change at any time, at no extra charge whatsoever.)

Let us send you your first issue with these wonderful songs . . . *As Time Goes By . . . Never My Love . . . April In Paris . . . Embraceable You . . . The Entertainer . . . If You Could Read My Mind . . . Dancing In The Dark . . . The Hustle . . . Anticipation . . . Sing . . . I Only Have Eyes For You . . . Tie A Yellow Ribbon . . . It Had To Be You . . . Bye Bye Blackbird.*

SHEET MUSIC MAGAZINE 352 Evelyn Street, Paramus, N.J. 07652

Please enter my subscription to Sheet Music Magazine and rush me the Introductory Issue with all the songs listed above. I understand that I may cancel at any time and receive a complete refund on all unmailed issues. *No questions asked.*

SUBSCRIPTION APPLICATION

Easy Edition One Year (9 issues) \$13.97
 Standard Edition Two Years (18 issues) \$25.00

Name _____
 Address _____
 City _____ State _____ Zip _____

Please also send 1 year 2 year
 Easy Edition Standard Edition Gift Subscription to:


Name _____
 Address _____
 City _____ State _____ Zip _____

I enclose full payment of \$ _____ (Make check payable to Sheet Music Magazine.)

Charge to MASTER CHARGE / Account # _____
 VISA Exp. Date _____

D7-EL-10

Let Belsaw prove YOU can
Earn Up To
\$800 an
Hour



In
YOUR
OWN
SPARE
TIME or
FULLTIME

SHARPENING BUSINESS!

On our 30-DAY FREE TRIAL OFFER

You risk nothing by accepting this offer to see how easily you can turn your spare time into big Cash Profits with your own Complete Sharpening Shop. No selling... no previous experience needed. Our famous Sharp-All and show-how instruction set you up to make \$200, \$500, \$700 a month CASH sharpening Saws, Knives, Scissors, Lawnmowers, Shop and Garden Tools... all cutting edges.



Send for all the facts!
Our Free Book tells how to start a profitable, lifetime home sharpening business, how we help you grow, how we'll finance you.

Send for FREE details - mail coupon below or postcard TODAY!
BELSAW SHARP-ALL CO., 6095 Field Bldg. Kansas City, Mo. 64111

No Obligation... No Salesman Will Call

YES, BELSAW, 6095 Field Bldg., Kansas City, Mo. 64111 please send me the **FREE BOOK** that gives full details.

Name _____ Please Print _____
 Address _____
 City-State _____ Zip _____

BINGO

FOR PERMANENT FUND RAISING

Easy way to raise money for your Organization because everyone has fun playing BINGO! Thousands of Organizations are making up to \$500.00 per week using "BINGO KING" supplies and FREE Idea Bulletins. Write for FREE catalog and details on raising money for your Organization.

PLEASE GIVE NAME OF ORGANIZATION.

'BINGO KING'
 BOX 2499, LITTLETON, COLO. 80161

CIGAR SMOKERS

Our 40th Year Special

Mail us only 99¢ and we'll send you 5 assorted all natural tobacco cigars postpaid. Let us prove to you that our 100% natural leaf imported blended tobacco cigars are the world's finest and lowest priced. Write today for this limited 30 day offer. Allow us 4 weeks. Manufacturer, P. O. Box 10357, Tampa, Fla. 33679.

JOKES FOR SPEAKERS!

Topical Joke-Bulletin with approx. 100 funny one-liners, stories and roast-lines. Created by top Hollywood comedy writers. Ideal for Business and Club meetings, Banquets, etc. Humorize your speech for any audience; any occasion. Current issue, \$5.95. Send check or m.o. to:

JOKES UN-LTD.
 1357 Miller Dr. Dept. E-3, Hollywood, Calif. 90069

YOU AND RETIREMENT

by Grace W. Weinstein



LOW-COST LEGAL HELP

Retirement is a turning point, a time to wrap up loose ends. Now is the time to update your will... or to write one if you've never gotten around to it in the past. Now is the time to think about your estate, and to resolve any nagging conflicts.

Yet, one-third of all American adults, the National Conference of Bar Presidents was told last summer, have never consulted a lawyer; another third have done so only once in a lifetime. The legal profession has been, in some people's minds, both forbidding and high-priced.

Now change is in the air. Dedicated lawyers are determined, as lawyers have always been, to bring their services to those who need them; now some go further, determined to take both the mystery and the high cost out of legal advice. The change has been building for several years, buttressed by two supreme court rulings. In 1975, the Court held that lawyers could not fix prices, thereby opening the door to competition. In 1977, a court decision permitted lawyers to advertise; some, not many, now announce their prices in newspaper advertisements and on their office walls.

Legal "clinics" are one outgrowth of these rulings. These high volume, high efficiency practices are not aimed at the very poor, who are often entitled to legal aid or other free services. They are not aimed at the very rich, for whom legal fees are affordable. The widespread advertising of low-priced legal services, instead, is directed at the middle class, at people who might otherwise skip the needed services of an attorney.

The services offered by legal clinics

encompass the broad range of general law: simple wills, uncontested divorces, personal bankruptcy, and name changes. A few go even further, handling complicated situations, incorporations, trusts, and accident claims. Fees will generally, but not always, be less than those charged by traditional firms. Fees are lower at clinics, in part, because paralegals and clerks do much of the routine form-filling.

But you can also keep fees within reason if you deal with a traditional law firm. The first thing you have to do is ask: Ask what the fees will be, what they are based on, and what you can do to keep costs down. In your shopping around, if you are quoted an hourly fee, ask for a breakdown: what is the hourly fee for the attorney and what is the hourly fee for his clerical help? If you are dealing with a large firm, what is the hourly fee for the partner, and what is the hourly fee for his just-out-of-law-school associate? Ask for an estimate of how much time will be put in. Then, be sure you get a running scorecard of time actually expended on your case.

You may be quoted hourly fees. You may be quoted a flat fee, especially when the task is routine: a simple will or a real estate transfer. Or, in cases such as personal injury or product liability, there may be a contingency fee: nothing for the lawyer if you lose, a percentage if you win. You can also expect to be billed for specific costs, such as telephone calls, associated with your case.

You can keep costs down, whether you use a traditional firm or a storefront legal clinic, by being prepared. Do your homework before you visit the attorney. Know exactly what you need to discuss, have the facts and figures in writing, and bring along any relevant documents. If, for instance, you want the attorney to draw up a will, go to the office with the following information in writing: a complete list of all your assets and the ownership of those assets (is some stock or your house in joint ownership?); records of your life insurance, pension, profit sharing, and other benefits; any business interests; your wishes about distribution of the estate. If the matter is a real estate transfer, bring along the old deed, mortgage information, a list of personal property included in the sale, the agreed upon terms, etc. If you use

(Continued on page 27)

Grace W. Weinstein has been awarded the American Dental Association's Science Writer's Award for the best magazine article of the year on dentistry. The winning two-part feature appeared in the February and March, 1979, issues of *The Elks Magazine* in the "You and Retirement" columns entitled, *Dental Care/Costs and Dentures*.

Why were bankers warned this "new book could upset the savings applectart"?

How to make up to 22% or more on your savings —ALL FULLY INSURED!

There are many things banks don't like to talk about. Like the fact that they do, indeed, pay interest rates of 10%, 13 1/3%, 21 2/3%— even as much as 30% and 55%, often more—to knowledgeable depositors!

What's the difference between these men and women and you? Simply this—they know certain "inside" techniques (all perfectly legal, incidentally) that you don't! And—therefore they earn two to three times as much interest on those savings as you do! Like this . . .

Would it be worth an extra ten minutes a month to you—to bring home two or three times as many dollars from your savings as you're getting today?

The procedure is simple. But to put it to work for you, tomorrow, you have to know these few "smart-money" facts:

1. Most thrifty people in this country today are actually *losing money* on their savings. The interest they get from a regular bank account is actually *far less* than the lost purchasing power that inflation cuts right out of their savings.

This is one of the great social tragedies of our time. It means that if you are thrifty and prudent in this country today, you are penalized. Either you are driven to speculate in the stock market, where you can be wiped out overnight. Or you try to secure safety for your hard-earned capital in a bank—and watch inflation turn your dreams of early retirement and financial independence into dust!

2. But you just don't have to accept these two tragic choices any longer! Now there is a Third Way to manage your money, that gives you the absolute safety you want plus huge guaranteed returns that you may not even have dreamed possible before.

3. It is based on one simple fact: That most depositors are *completely passive* about where and how they save their money! They never take the one or two hours that are necessary to learn the "inside" workings of the banking



ABOUT THE AUTHOR:
Martin J. Meyer, one of the nation's foremost experts on consumer money management, has written and lectured extensively on banking, thrift, credit, and inflation. His disclosures have contributed substantially to the increased interest rates for the average American, protection against credit malpractices, fraud, and unreasonable regulations by credit card companies.

system. Therefore, they never even hear about the "super-savings-accounts" that can yield *far more* than ordinary interest on their money.

And above all, they have never heard about the simple ingenious techniques of "Loophole Depositing"! Active, precisely-timed deposits and withdrawals that take only minutes of your time per month—and bring you back 10% . . . 13% . . . and even 22% on every dollar, with exactly the same total safety that you get on ordinary bank accounts today!

**Do only what the banks openly allow
—BUT DO IT A LITTLE SMARTER!**

At this moment, in this entire country, out of the over one hundred million people with savings accounts, *only a few thousand use these techniques.* They are still virtually unknown. Only now has a book been published that reveals them to every man and woman willing to risk a 15¢ stamp to learn them!

The time required to read this book from cover to cover is approximately one weekend. An hour or two of reading will tell you all about the "Active Depositing" techniques themselves. And once you learn them, from that moment on, you will be able to exploit every legal loophole in the entire banking system, including:

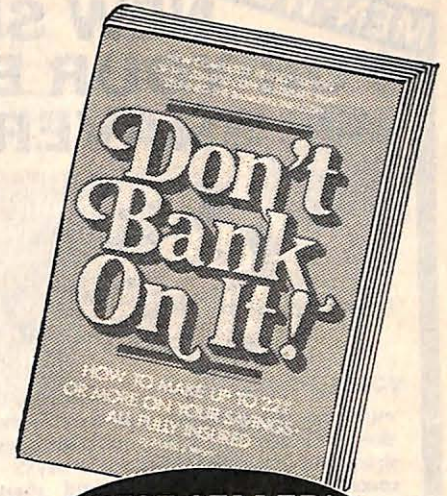
- How to get more than 12% interest as an absolute minimum, with hardly any more work than filling out your deposit slip in a different way. And then go from there up to as much as 19% to 25% in special situations.

- How to protect yourself against the possibility of interest rates dropping in the future. So you're guaranteed the high interest rates available today, even if tomorrow your friends find the return on their savings cut in half!

- How to make banks pay interest to you on money you don't really even have on deposit—on non-existent money—on money you have already spent! And the bank loves you for it. Because, no matter how much you make, they make more!

- How you can earn high interest on your credit card! So that you are now earning inter-

PHONE TOLL FREE: 800/621-5199
(Illinois Residents: 800/972-5858)
on VISA or Master Charge orders
For Rapid Service, call 516/536-8400
(No collect calls accepted)



**BEST SELLER!
OVER 350,000
COPIES SOLD**
of the first two editions.

After five more years of research, *Don't Bank On It!* has been completely revised and expanded with astonishing new techniques for tripling and even quadrupling your interest on your savings—all fully insured.

est on other people's money—and spending it at exactly the same time!

- How you—with an average income—can build an estate of at least several hundred thousands of dollars using foolproof methods—without risk of your capital. And how to defer income tax on the interest you get. Plans that offer marvelous tax-sheltered advantages.

And—let us repeat once again—all completely protected by United States Government Insuring Agencies! With no service charges—no minimum balances—no legal technicalities! Ready to go to work right now for the investor with \$100—or \$100,000!

**Prove every penny of it yourself
—ENTIRELY AT OUR RISK!**

The top money people in this country—the very banks themselves—use these techniques! Why shouldn't you? All you risk to learn them all is a 15¢ stamp with the coupon below! Why not send it in—and start your savings earning double and triple interest—10% to 22% and more—TODAY!

Randall Press, Rockville Centre, N.Y. 11570

RANDALL PRESS K-2
78 Randall Ave., P.O. Box 710
Rockville Centre, N.Y. 11570

Please send me _____ copy(ies) of *Don't Bank On It!* for 30 days' risk-free inspection. If not delighted, I may return the book (at your expense) for an immediate full refund. Shipped "on approval" at \$10.95 (\$9.95 + \$1 p & h).

Enclosed is my Check or Money Order.

Charge: VISA; Master Charge:

Exp. Date _____

Sig. _____

Name _____

Address _____

City/State/Zip _____

N.Y.S. residents please add applicable sales tax.

"Could explode in the face of the commercial banking industry . . ."

Here's what *Bank Marketing Management*, one of the country's leading banking journals, had to say about the first edition of this revealing volume:

"TIGHT MONEY, Regulation Q, and the much touted Age of the Consumer, are key ingredients in a flammable mixture about to be ignited by a book which could explode in the face of the banking industry this year.

"The book is dedicated to the members of the median income group, those truly forgotten men whose savings deposits make banking, as we know it, possible."

"Don't Bank On It! may be coming out at an auspicious time, as the general public is becoming more aware of high interest rates and, thanks to truth in lending, is being conditioned to look at rates of 12 or 18 percent as low. No doubt he'll soon recognize that 4 or 5 percent is peanuts."

MEN-WOMEN

2-MINUTE

NEW SHARPENER FOR YOUR ELECTRIC SHAVER

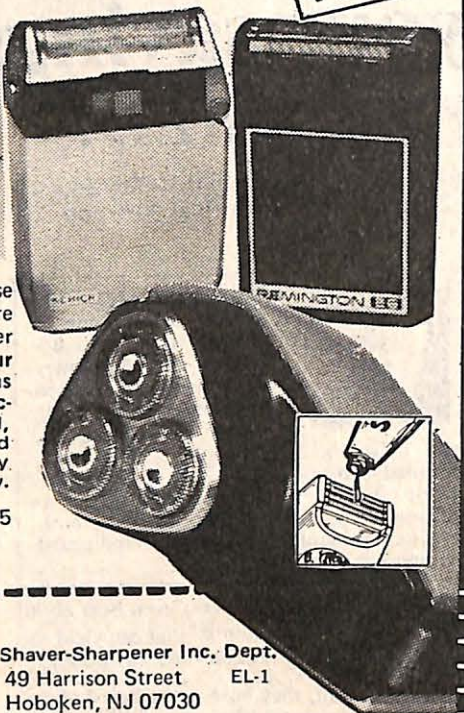
NOW ONLY \$2.95



FOR ANY RAZOR

Yes, you no longer have to discard those expensive shaver blades—just because they're dull! You can now keep your electric shaver sharp and in perfect condition always. Our specially formulated compound sharpens your blades the same way that the manufacturer did. Just apply Shaver-Sharpener TM, run shaver 1-2 minutes, remove heads and rinse. This process just 2 minutes every month will keep your razor sharp as new.

One tube lasts up to 2 years. Only \$2.95 plus 50¢ shipping & handling. Save: 2 tubes for only \$5.00 plus 75¢ shipping & handling.



Money Back Guarantee

We guarantee that no special formulated compound will keep your shaver as new or return it or a full refund.

Shaver-Sharpener Inc. Dept. EL-1
49 Harrison Street
Hoboken, NJ 07030

Gentlemen:

- Please send me 1 tube of Shaver Sharpener only \$2.95 plus 50¢ shpg/hdlg.
- SAVE: Send me 2 tubes Shaver Sharpener only \$5.00 plus 75¢ shpg/hdlg.

Name _____
Address _____
City _____ State _____ Zip _____

did you know..



Cincinnati, Ohio Lodge No. E (it was later changed to No. 5), was instituted on New Year's Eve, December 31, 1876, with 22 charter members. It was credited with being the first Elks lodge to give a ladies' social, which occurred on February 25, 1877. As a result, the lodge gained the dubious honor, at the time, of being called the "Silk Stocking Lodge" by Grand Lodge officers.

Today, Elks lodges across the nation are the centers of family, youth, and social activities.

Even the residents of the Elks National Home in Bedford, VA, are enthusiastic contributors to the Elks National Foundation, the great heart of Elkdom. Ramon "Red" Ringo, Grand Lodge organizer and a resident of the home, created a Foundation recognition board. It was presented to PER William J. Kehoe, Foundation chairman at the home.

It only costs \$10 per year to become a participant in this great Elk charity.

The motto of Bob Mitchell, state president of the Pennsylvania Elks State Association, is: "Be more than a member . . . be an Elk."

Pennsylvania Elks, by the way, have a goal of \$3.25 per member this year to finance their major project, the treatment of cerebral palsy patients. Robert E. Davis of Monongahela, state chairman of the Keystone Elks CP Fund-Raising Committee, says that the budget for this year is \$317,728.

If last year's results are any indication, they'll make it in spades. Johnsonburg Lodge No. 612, for instance, registered \$10.04 per member.

Local chapters of the American Red Cross are particularly thankful to the Elks. Many lodges throughout the nation provide facilities for bloodmobile visits. Not only do they provide facilities, but, in some cases, Elks ladies operate canteens, keep tabs on available nurses and aides, and help to maintain records.

In the meantime, Elks seek to promote participation in the program. It's just another way that Elks lodges are leaders in their communities.

PGER Leonard Bristol once said, "Our true strength is in our (Elks) membership, that gives more to America than we take from America."

It's Your Business

(Continued from page 10)

Yet, even these innovations have created heating and ventilating problems that have caused temperatures to fluctuate erratically from floor to floor or wing to wing.

Said one energy specialist: "Contractors can occasionally compound the problem. Some put thermostats in locations that were probably simple for installation, but they've created all kinds of problems for those responsible for maintaining heat in the building."

What bothers those who are responsible for supplying heat and trying to adhere to federal rules are angry customers.

"Some get irate because they can't turn their thermostats up or down, and they actually break them. Others turn us in or threaten to report us to the authorities if we don't make immediate changes. We can't win," one midwestern building supervisor said.

Building owners in New York were even more outraged recently when they discovered that the state planned to require certified "boiler sitters" 24 hours a day, 365 days a year, beginning this month. The regulation would apply to those buildings with high pressure boilers of 40 or more horsepower that generate steam in excess of 15 pounds per square inch. The reason, said the state labor department, is safety. Such an observer, the department continued, could help save energy, too.

But the regulation was described by a member of a central New York energy task force as "just a silly rule." Energy specialists claim that automatic cutoff devices are "far better than a boiler operator who could be a long way from the boiler at the time of trouble."

Institutions and industries with such heating plants argued that adding the cost of boiler operators to their already inflated energy expenses would be prohibitive. Eight companies in the central New York region, for example, claimed that such a requirement could cost them collectively a total of \$700,000.

Has anyone found suitable answers?

Skidmore College believes an experiment that it conducted months ago with used crankcase oil will bring savings in heating campus buildings this winter. The college converted its boilers to burn the crankcase oil instead of conventional, and more costly, fuel oil. The conversion, which required minor modifications of the boiler, cost the college about \$20,000. Plant operations people believe they may have a yearly saving of approximately \$90,000.

Other businesses and institutions have relocated thermostats, used special sealing tape, installed storm windows, and added lining to drapes, while monthly checking all vents, flues and ducts to ensure better ventilation to help regulate temperatures and save energy.

But you can count on one thing for sure, said an energy expert: "Come spring, everybody is going to be as angry at the weather, the thermostat and the plant engineer as they were in the fall." ■

LETTERS

• Regarding the article on movies by Frank Thistle, "The Horror of it All!" (October, 1979): these ugly films are far removed from Red Riding Hood and her little pals. And what's so great about men and women fainting from shock? Maybe if our make-believe world was better, the real world that we live in wouldn't be so bad.

To say that these horror films have merit, is like saying that spoiled food tastes good and gives the body health. No one can convince me that darkness is better than light.

Mary L. Raper
Tucson, AZ

■ I usually enjoy your magazine and was looking forward to reading the article, Suwannee River Fever (July, 1979), by Bill Thomas. During WW II, I was stationed at Cedar Key, Florida, and fished both the Suwannee and the Withlacoochee Rivers. Mr. Thomas should check his geography, however, as the Withlacoochee River is not a tributary to the Suwannee, but enters the Gulf of Mexico almost 40 miles south of the point where the Suwannee enters the Gulf.

But as Mr. Thomas describes, both rivers are a joy to behold.

Braden Pillow
Milwaukie, OR

• Concerning "Man's Unconquerable Foe: The Insect" (September, 1979), by H. N. Ferguson—yes, the insect is man's enemy, in a way, but man is also an enemy to himself. But man does have a horde of friends: doves, ducks, birds of all sorts, both wild and tame.

About ten years ago, the leaders of China came to the decision that birds were eating too much of the grain in the fields. So they went all out to eliminate all their feathered animals. They succeeded, but then the insects took over—and China today is still paying dearly for this mass killing.

Do you realize just how many insects that one wild duck or dove consumes in a single year?

I feed bread to my feathered friends in my backyard—bread that cannot be sold, stale bread and biscuits that humans would not eat at home or in restaurants. It all ends up in my backyard. On some days, I have as many as 100 birds feeding.

My Brother Elks, please do the same. Feed the birds, do not shoot them. They are our friends.

John Paul Sorich
Camarillo, CA

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

INTRODUCING...the watch that's light years ahead.

The NEW Solar Alarm—Chronograph Stopwatch

A personal alarm system, with chronograph functions, powered by light.



only
\$49.95

- Light energized
- Electronic quartz accuracy
- Month-date display
- 24 hour alarm
- Stopwatch functions

Probably the most efficient time piece ever designed

In an age of electronic gadgets and space age gimmicks, Cambridge International has designed a watch that brings modern technology back down to earth. No whistles and bells to inflate the price. In fact, this LCD Solar Alarm Chronograph dares to be different by offering you a highly precise, no-nonsense time piece without a lot of costly frills. Instead, you get the performance and accuracy you really need with the functions that are truly needed today.

Forget about battery replacement

You see, the Solar Alarm Chronograph actually harnesses the power from the sun and ordinary light and transforms it into the energy needed to operate this time piece plus recharge special designed micro-energy cells. A mere 15 minutes of exposure to light, energizes the solar cells for 24 hours!

Unbeatable quartz accuracy

The astonishing accuracy of this precision timepiece is regulated by its finely-tuned quartz crystal. It actually provides timekeeping accuracy to within 5 seconds per month! And because there are no moving parts to wear out or replace, you'll be enjoying this reliable solar-powered timepiece for many years to come.

8-Way Precision Accuracy

This highly distinctive timepiece utilizes the very latest micro technology to offer you time keeping precision 8 different ways. The big, easy-to-read LCD display constantly shows you the exact hour, minute, second and day. A touch of the command button will change the read-out to the month, date and day. Or you may select the stopwatch mode which displays the running seconds to 1/10 second up to 10 hours. In this mode, it is a lap timer and can be stopped and started without affecting the regular time accuracy. A feature that is perfect for timing phone calls, sports events or your own exercising program. Another touch highlights the display for easy viewing at night or under diminished light conditions.

The Personal Reminder System

The most unique function of this solar chronograph, is the easy-to-set 24 hour alarm system. 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.

A Special Warranty

As dramatic evidence of our confidence in this timepiece of the future, Cambridge International and the manufacturer, Norwalk Electronics (who manufacture and design watch modules on a world wide basis) are offering a 10 year warranty on the solar cells, a 5 year warranty on the rechargeable micro energy cells made by Mallory and a 1 year warranty on the quartz mechanism.

Test it for 2,592,000 seconds

Take 30 days (2,592,000 seconds) to test the accuracy and utility of this precision timepiece. If you find this chronograph does not live up to your own high standards, return it for a full refund. It's that easy.

If you have been looking for that special timepiece of the future, here is your chance! A Solar-Alarm-Chronograph, without gimmicks, but all the features you'll ever need in a watch.

An Extra Special Value

Cambridge International purchases this unique timepiece for world wide distribution directly from the manufacturer. Because of these special marketing arrangements, we are able to offer this Solar Alarm Chronograph for only \$49.95 each plus \$2.95 shipping and handling. Quite an exceptional value for a timepiece of this quality. Available in silver or gold tone with fashion flex band that is truly adjustable for extra small or extra large wrists. Ultra-thin design, rugged shock proof engineering and water resistant construction.

NOTE: Due to our international sales of this watch, it has been designed with one extra feature—24 hour (military) time and continental date display.

Credit Card Holders
ORDER NOW—TOLL FREE
800-621-5559
(In Illinois—800-972-5858)

CAMBRIDGE INTERNATIONAL, Inc.
8700 Waukegan Road, Morton Grove, IL 60653

Clip and mail to: Dept. E18

Please send me _____ Solar Alarm Chronographs at \$49.95 each plus \$2.95 shipping & handling. (Ill. residents add 5% sales tax.) Please mark color choice. Silver Tone Gold Tone
 Check or Money order
Charge to: Master Charge Carte Blanche
 Visa American Express Diners Club

Account # _____ Exp. Date _____

Name _____

Address _____

City _____ State _____ ZIP _____

Signature _____

©Cambridge International, Inc. 1979

\$1,850 'Dish' Hiding in Your Home?

NILES, Ill.—A major art exchange here reports that a man who found several "dishes" in his attic was amazed to learn that one was valued at \$1,850.00.

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

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

To get your free report with no obligation, just send your name, address and zip code before Saturday of next week to: The Bradford Exchange, Dept. A86001, 9301 Milwaukee Avenue, Niles, IL 60648. A postcard will do.

PROSTATE RELIEF

Banish prostate misery! Relieve problems like pain, dribbling, urgency, retention, and getting up at night. Send now for **FREE** report! Relief, Dept. EK-5, Box 23181, Wash., DC 20024

FREE REPORT

Rush FREE report on prostate relief.

Name _____ Age _____

Address _____

City _____ St. _____ Zip _____

Relief, Dept. EK-5, Box 23181, Wash., DC 20024

Amazing soft plastic cushion

holds dentures comfortably tight for weeks

without messy "stickums"

Not a messy paste, powder, cream or wax pad—but an amazing soft plastic adhesive cushion. Snug® Brand Denture Cushions hold loose, wobbly dentures comfortably tight for weeks. With Snug there's no need to bother with messy daily "fixing." It lasts for weeks, sticks to your plate not to your gums, so easy to clean or remove. Get Snug Denture Cushions to hold your dentures tight and firm for weeks...in comfort. At all drug counters.

HOW TO STOP SMOKING

Copyright Booklet shows you how to "KICK THE HABIT" all by yourself. Stop the worry of Lung Cancer, Emphysema, Coronary and other health problems. Do what thousands of others have done. Send \$3.95 Ashton's, Dept. 5, Box 2216, Pasco, Wash. 99302.

MEDICINE AND YOU

by Larry Holden



GUARD YOUR HEALTH IN WINTER

Philosophers, scientists, physicians and the common man (that's you and me) have long suspected that weather and climate can profoundly influence our health and behavior. The scientific/medical exploration into these beliefs has given rise to a totally new field of science, called biometeorology. It is the study of how the seasons, lunar tides, night and day, storms, heat, cold, wind and sudden changes in temperature can affect what we feel and do.

Biometeorological researchers are uncovering some strange links that give fresh credence to old popular theories. Sudden shifts in the weather almost always seem to have adverse effects on health—confirming traditional beliefs that you can predict weather changes by your aches and pains. Dr. Clarence Mills of the University of Cincinnati reports that any drop in barometric pressure causes swollen tissues, a diminished flow of blood and a build-up of pressure within the brain. Healthy people, Dr. Mills reveals, experience headaches, apathy, irritability and exhaustion. In extreme cases, sufferers are unable to think rationally or to exercise normal control over their behavior. The findings of these researchers often indicate ways in which an understanding of these meteorological factors can help make our lives healthier and happier.

Much has been written about the effect that hot weather has on health and certain illnesses, but the impact that the cold of winter has on us is often overlooked. At the peak of the winter season, it's impossible to totally ignore the grip that winter has on our lives. And the older we get, the more dramatically weather influences our day-to-day health.

For perhaps 2.3 million Americans, constant temperatures no colder than 50, 60 or even 65 degrees—the thermostat setting proclaimed by the federal government as a conservation goal—can be fatal. That's because with age, some individuals tend to lose much of their ability to regulate body temperature, an exquisitely delicate and complicated mechanism that most of us can take for granted. The percentage of people who do actually lose this ability is not known for sure, but some studies pinpoint the figure at 10 percent of those above the age of 65. This danger—labeled as accidental hypothermia—is defined medically

as a drop in body temperature to 95 degrees Fahrenheit or below. Normal body temperature is, of course, 98.6. "Accidental hypothermia looms as a serious threat to the elderly in climates with moderate or even mild winters," says Dr. Richard W. Besdine of the Harvard Medical School and the Hebrew Rehabilitation Center for the Aged.

In Great Britain, where the hazard has been studied more thoroughly, estimates of annual deaths from hypothermia among the elderly range from roughly 500 to 20,000.

Dr. Besdine estimates that "nearly 50,000 elderly people may be entering our hospitals annually with occult (underlying) hypothermia." According to Dr. George Pauk of Portland, Maine, each winter brings a number of "obvious cases of hypothermia" to the hospital emergency rooms of that frigid state.

Not all cases of accidental hypothermia are seen in a hospital emergency room; many people are found dead in their apartments or homes. There is no way to determine whether or not death occurred from hypothermia, once the body has cooled below the 72 to 78 degrees at which the heart stops. In addition, the effects of hypothermia often mimic heart attack, stroke and metabolic disorders.

The likelihood of accidental hypothermia is significantly increased by two factors: other diseases, such as heart, circulatory, thyroid, kidney, pancreatic and lung diseases, plus the actions of many drugs that can disturb the brain's "thermostat." Among these drugs are Thorazine and other related tranquilizers, and certain antidepressant drugs; Reserpine, a common blood pressure-lowering drug, morphine; barbiturates, and Valium, an anti-anxiety drug and muscle relaxant. Such drugs inhibit the mechanism that we know as shivering, which generates more body heat from the contraction of muscles.

As age progresses, the risk of accidental hypothermia is so high that various experts and clinicians unanimously agree that elderly people should *not* set their thermostats below 65 degrees Fahrenheit during winter, if they can possibly avoid doing so.

The reasons why some people are susceptible to hypothermia in even mild
(Continued on page 40)

You and Retirement

(Continued from page 22)

your own time to put together the relevant data, you will save expensive legal time.

You can also keep legal costs down in, perhaps, the most dramatic way of all, by doing some of your own legal work. There are a number of specific books on the market dealing with such matters as do-it-yourself divorce or bankruptcy. If you buy such a book, be sure it deals with the law in your state. A good general book, however, if you might consider representing yourself, is *How to Be Your Own Lawyer (Sometimes)* by Walter L. Kantrowitz and Howard Eisenberg (Putnam's, 1979).

Kantrowitz, a New York State attorney, and his co-author, cover a wide range of legal problems in which self-help is sometimes possible: wills and probate, divorce, bankruptcy, real estate transfers and tenant-landlord problems. They spell out the specific techniques needed in each instance, with lots of sample situations.

You can handle, Kantrowitz and Eisenberg suggest, the case of your neighbor's tree landing on your roof or the case of the dry cleaner who shrinks your expensive drapes. But you have to know how to do so: what legal forms to file and where to file them, when to press for an out-of-court settlement and when to accept such a settlement. The guidelines are all here.

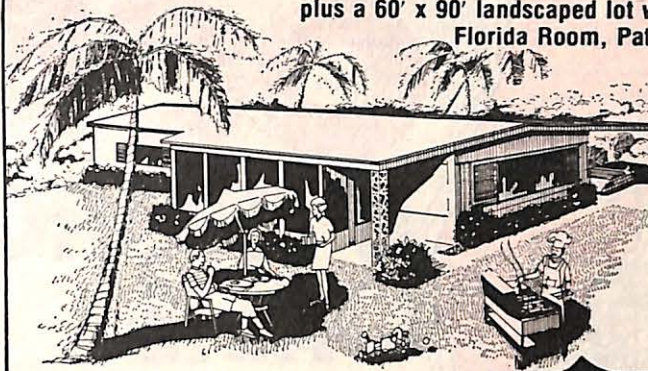
So are the guidelines with respect to writing your own will, starting with when *not* to. If you are a person of property, where Federal inheritance taxes are involved, don't try to write your own will. If you need or want a trust arrangement, don't try to write your own will. If you might leave behind quarrelsome relatives trying to set aside your will, don't try to write your own will.

If your estate is modest, however, and your wishes as to its disposal are clear-cut and unlikely to arouse controversy, you may be able to write your own will. The first thing you have to do, according to lawyer Kantrowitz, is involve your spouse. The second is to learn the legal requirements for a will in your state. The two crucial distinctions among states involve the number of witnesses required and the legality of a holographic (hand-written) will. Step three is developing a worksheet, including every bit of important information. Succeeding steps include detailed instructions as to typing the will itself, executing the will, and re-evaluating it when circumstances change.

How to Be Your Own Lawyer (Sometimes) has similar detailed information on probating an estate (what to do if you're the executor), on buying or selling a house (from inspection through binder through taking title), and on going into business (from initial decision to licenses and permits through incorporation). The book should be available in your local bookstore. If it's not, send \$12.95 plus \$1 for handling to "How to Be Your Own Lawyer," P.O. Box 414, 273 Old Nyack Turnpike, Spring Valley, N.Y. 10977. ■

Acquire a home in Florida NOW! while prices are still LOW! Escape freezing weather and snow

A completely furnished 2 bedroom Perma-Mobile® home plus a 60' x 90' landscaped lot with Carport, Utility Room, Florida Room, Patio and Sidewalk included!



ALL FOR ONLY
\$19,995
BANK FINANCING

Ready for Occupancy

ORANGE BLOSSOM GARDENS, a friendly adult community of over 600 people, is ideally situated in the Heart of the Citrus Groves and Lake Section of Central Florida.

Only 8 miles from Leesburg directly on 4 lane U.S. Highway #441-27. The "Gateway to Disney World."

Phone
(305) 945-2641

Orange Blossom Gardens received Annual Award from Sunshine State Senior Magazine for the fine quality of homes, recreational facilities, management and maintenance programs.

Prices subject to change without notice.
Not offered where regulated or prohibited

Golf Course on Premises

A beautiful executive golf course, driving range and 18 hole putting green located in the development for exclusive use of owners.



THESE FEATURES HAVE ALREADY BEEN PROVIDED

- Security Police
- Free Bus Service
- Storm Sewers
- Wide Paved Streets
- Mercury Street Lights
- Corner Street Posts
- Underground TV Antenna
- Central Sewage System
- Central Water Plant
- Garbage Collection
- Recreational Complex
- Heated Swimming Pool
- Underground Telephone
- Underground Electricity
- Outdoor Bar-B-Que Area
- Private Lake on Property
- 10 Models On Display
- Social Director

SEND NOW FOR FREE INFORMATION

ORANGE BLOSSOM GARDENS, Dept. 52-B
2148 N.E. 164th St., Miami, Florida 33162

Name _____
Address _____
City _____
State _____ Zip _____
Phone _____

How to get rich

START YOUR OWN BUSINESS RIGHT FROM YOUR HOME—AND MAKE A FORTUNE IN MAIL ORDER!



Mail Order Beginners Get Cash by Mail!

Have you ever thought of operating a little mail order business of your own? Something you could start on a shoestring right from home in your spare time. It's a fabulous business!

Bob Carter of Newark, N.J. ran his first small mail order ad in *House Beautiful* magazine — offering an auto clothes rack. *Business Week* reported that his ad brought in \$5,000 in orders. By the end of his first year in Mail Order, he had grossed over \$100,000!

Another beginner — a lawyer from the mid-west, sold a mail order item to fishermen. *Specialty Salesman* magazine reveals, "he made \$70,000 the first three months!"

There is no other business where you can make a fortune so fast. Come up with a 'hot' new item . . . and WHAM! It strikes like a bolt of lightning!

Millions of people read your ad and suddenly, you are swamped with cash orders from all over the country . . . MORE MONEY in 60 days than you could earn in a lifetime!

Like the Vermont dealer who ran one ad in *Sports Afield* magazine. His ad pulled 22,000 orders — over A HALF MILLION DOLLARS IN CASH!

Yes, Mail Order is the fastest-growing, most profitable business in America! And now with the population explosion . . . the huge teenage market . . . and more people moving to the suburbs — we are on the verge of the BIGGEST BOOM in Mail Order history!

Free

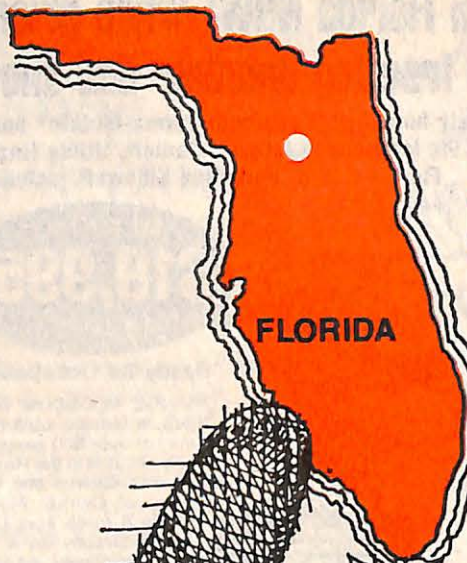
If you are sincerely interested in starting a lucrative business of your own ACT NOW! We can help you get rich in Mail Order just as we've helped others. Mail the coupon or send a postcard. We'll send you a free book, catalog, ads and complete facts about our offer. No salesman will call. No obligation. You don't need previous experience but you must be over 21. Write to:

Mail Order Associates, Inc., Dept. 201
Montvale, New Jersey 07645

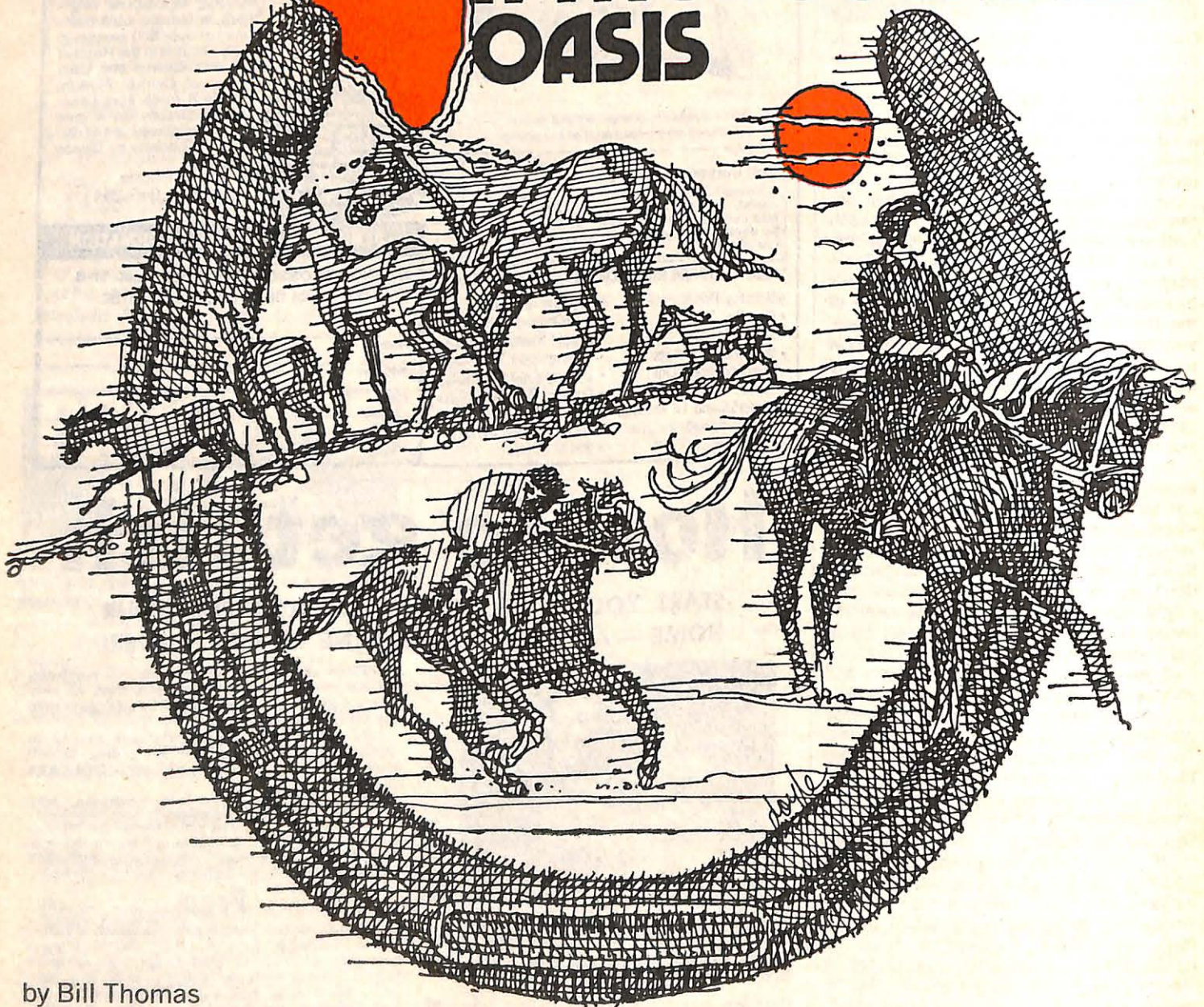
Mail Order Associates, Inc. Dept. 201
Montvale, New Jersey 07645

Please rush full details immediately.

Name _____
Address _____
City _____
State _____ Zip _____



Ocala: A THOROUGHBRED OASIS



by Bill Thomas

Sun-seekers who flock to Florida to escape winter's fury may be unaware that they share their exodus with horses. Their winter oasis is mostly the rolling hill and lush oak country around upstate Ocala, which is fast becoming one of the most reputable thoroughbred horse centers in the nation.

One Ocala authority claims that around 1,500 thoroughbreds of the horse racing world converge on Ocala in the late fall and early winter months

for winter sun, fun and, yes, even sex. And this, he concedes, is a conservative estimate. Since the mid-1950s, when Ocala country was mostly swamp and cow pasture, the horsey set has moved into the area in earnest; more than 200 horse farms are located there. Four Kentucky Derby winners came from Ocala, including the 1978 champion Affirmed.

While many of the horses are homebred and reared, a great many others

are only winter visitors to Ocala. The Florida Thoroughbred Breeders' Association estimates that about 1,000 young horses are transported to Florida during the winter months, not only to escape the cold weather of northern climes, but to undergo intensive winter training. And 200 to 400 mares are sent each winter to be bred to Florida stallions, then returned to their home states in the spring.

Ocala is quietly building a role as a



A workout in the pool helps to strengthen a horse's legs, as well as reduce soreness. The tether pole keeps the animal away from the pool wall and possible injury.

resort area for race horses. Fine boarding places with swimming pools and exquisite training tracks, fine stables and grooms for hot baths and thorough rubdowns offer accommodations fitting for the kings and queens of the racing world. Ocala Stud Farm, which caters to winter guests, employs a number of girls to handle the horses. "Girls," said one of the farm's managers, "do more for horses than a man can do. The horses get along with them better because the girls are gentler . . . they like the horses, and the horses like them."

Some of the leading names in horse racing—Elmendorf Farms, Calumet, Darby Dan, C.V. Whitney, Spendthrift—all of these are familiar names in Ocala. But horses sent to Ocala for the winter not only come from Kentucky's bluegrass, but from farms in New England and New York and Pennsylvania, as well as Virginia and Illinois. Although occasionally horses are flown to Florida, the majority of them are shipped down in luxurious vans. They dribble in a few at a time, but come April, anyone living around Ocala is made dramatically aware of the numbers as the great exodus back north begins. The highways are crowded with huge vans, many of them with temperature-controlled climates, heading north on Interstate 75 or across state to I-95, the coastal highway.

Joe Jacobs, who has worked at various Ocala farms, thinks it's one of the most exciting and, in some ways, the saddest time of year. "It's like a convoy heading out of here," he said. "And then you miss all of the snowbird horses . . . things are not the same again until the frost begins to nip up

north. Then, pretty soon, here they come again."

During the winter months, the atmosphere on most horse farms is a busy one. While the horses are here vacationing from the routine of their northern homes or from the racing circuit, that doesn't mean all is relaxation. They're in training. Those with injuries or weaknesses are treated for those maladies. It's a time of rebuilding and reshaping. There are massages and heat applications and salves and potions.

Electrically powered exercisers lead the horses in circles near the stables. At many farms, training tracks are daily centers of activity as horse after horse is given a workout, often with an exercise girl aboard. The day's activity begins at 4 a.m. By sunrise, the unmistakable sound of hooves thudding upon the sand keeps time with the clock. Trainers stand by the rail studying the horses, directing the exercise riders as to how each horse is to be handled, the distance of each workout, and the approximate time desired.

These exercise riders, with few exceptions, will never ride a mount on a race track. Theirs is a love for horses and making money. "These girls—and fellows—get \$3 for each horse they ride in a morning workout," said Mark Dean of Ocala Stud Farm. "That may not sound like much, but some of these exercise riders work up to 30 horses a day around this track . . . and they finish by noon. That's \$90, and they have the rest of the day off."

Of course, until they become old hands at it, they need the remainder of the day to doctor the soreness in their muscles so that they'll be ready to ride the next day. But after a few weeks of

intensive riding, they become accustomed to it.

Not all of the Ocala-area farms however, are resorts for horses down from Aqueduct, Arlington, or Keeneland. Many are genuine full-time operations for breeding and raising Florida thoroughbreds. Some are small, containing no more than 20 to 30 acres. Others include several hundred acres. Regardless of size, they all are part of this flourishing thoroughbred horse center which is trying to surpass Kentucky in the world of racing. It's somewhat remarkable that Ocala has come to the forefront in such a short time.

It all began in the 1930s, when the country's economy was just leveling off after hitting rock-bottom during the Great Depression. The late Carl G. Rose and his wife, Anna, came to Marion County and lived in a tent on the

An early morning gallop.





shore of Lake Weir. Anna did the family laundry in the lake while her strong-willed husband began laying the groundwork for a financial empire and the foundation of the area's most important industry. He soon established Ocala's first thoroughbred farm, Rosemere. For nearly two decades, during which Rose campaigned among horse racing circles for others to join him, Rosemere remained the only horse farm in the area. Rose believed the irregular limestone formation running through the area provided the gentle slopes and calcium makeup that would give a favorable edge in producing race horses.

For years, the nation's horsemen regarded Rose as little more than a hard-headed buffoon, chiding him for his strain of unusually small horses, the names of which often included "Wolf." Kentucky breeders, down for the winter races at Miami, always kidded

him. "What have you been feeding those horses, Carl? Grapefruit? Why don't you take those nags over to Flagler and run them against the other dogs?" And Carl would swallow his pride and go about his business. Some of his horses—Werewolf, Wolf Gal and Merriwolf—were among early Florida-bred stakes winners. But it wasn't until Needles, the first Florida-bred entry in the Kentucky Derby, won that race in 1956 that anybody began to take Carl Rose and Ocala seriously. That was the beginning of the Ocala land-grab for race horse farms.

Among them were some big timers. William L. McKnight, retired chairman of the board of the huge 3-M Company, considered sites all over the country before deciding, in 1960, to establish Tartan Farms at Ocala. A year later, Carry Back became the second Florida-bred horse to win the Kentucky Derby. And in subsequent years would come Foolish Pleasure in 1975 and Affirmed in 1978. Both Carry Back and Foolish Pleasure not only won the Kentucky Derby, but were among the top winners in racing history, exceeding \$1.2 million each in earnings.

The Ocala story bears inklings of an Alice-in-Wonderland adventure. The greats and near-greats of the horse racing kingdom are here or have come here to visit. Some came to stay; you

see them at the training tracks and sales barns. Among them is Dan Lasater, still in his 30s, but one of the true Horatio Alger stories of the horse world. He is among the nation's greatest owners in earnings. And yet only a few years ago, he was washing dishes for a fast-food restaurant. That was before he founded the Ponderosa fast-steak restaurant chain and bought what is now Lasater Farm. Lasater became the first thoroughbred owner to top \$2 million in earnings in one year. And just a year later, in 1976, he became the first to break the \$3 million mark.

There are other famous names which drifted to the Florida racing scene. Flamboyant New York Yankees owner George Steinbrenner founded Kinship Stables in Ocala. Hobeau Farm owner Jack Dreyfus founded the Dreyfus Fund, one of the first successful mutual funds. Signing the checks at Glen Hill Farm is Leonard Lavin, chairman of the board of Alberto-Culver. And then there's furniture magnate Harry Mangurian, whose Iron Constitution followed Seattle Slew under the wire in the 1977 Preakness.

The cast of characters is varied and colorful. Big John Hartigan, whose father trained horses for the Aga Kahn and the Ali Kahn, came to Ocala in 1960 to build Tartan Farms, and stayed. Jack Price, owner of Carry Back, is there, and a frequent golfer at the Golden Hills Country Club is former jockey and current race horse owner Pete Anderson. He used to bring with him a good friend and fellow sportsman, the late heavyweight boxing champion, Rocky Marciano.

The elaborate barns, some costing as much as \$150,000, the pastoral scenes bound by white fences, the rolling hills and grassy knolls—all of these things Kentucky offered earlier in the game. Ocala goes Kentucky one better—it has an elegant climate, especially during the winter. It has been estimated that there are close to 14,000 thoroughbreds around Ocala these days, valued at an average of \$10,000 each. That comes to more than \$140 million. Any way you figure it, that's a heap of horseflesh. ■

Departed Brothers

PAST DISTRICT DEPUTY Marc C. Humpert of Dayton, OH, Lodge died September 28, 1979. Brother Humpert served as District Deputy Grand Exalted Ruler for the Southwest District in 1954-1955.

PAST DISTRICT DEPUTY Melvin E. Lundberg of Elko, NV, Lodge died September 25, 1979. Brother Lundberg served as District Deputy Grand Exalted Ruler for Nevada in 1959-1960.

Make
\$800
8 An Hour
and MORE
Sparetime or
Fulltime

Sharpen Saws

and other tools in Profitable Business of Your Own

Be Your Own Boss!!

Turn your spare hours in the evening or weekends into extra dollars, this proven practical way—start your own money-making sharpening business—No selling or canvassing—No experience required.

You quickly learn how to sharpen these valuable tools and many others. Excellent profits! We show you how to set up a business and keep it running profitably. Part time or full time. No special skills needed.

FREE BOOK Send coupon and you'll receive, at no obligation, a booklet that describes in detail, the opportunities available to a person who owns his own saw and tool sharpening business.

There is NO Obligation



SEND COUPON

Foley MANUFACTURING COMPANY
3333 Foley Building
Minneapolis, Minnesota 55418

Please send me the free booklet "Opportunities In A Sharpening Business Of Your Own."

Name _____

Address _____ Phone _____

City _____ State _____ Zip _____

FOLEY MANUFACTURING CO.
3333 Foley Building
Minneapolis, Minnesota 55418
Send Coupon Today or
CALL TOLL FREE
1-800-328-7140
Except Hawaii or Alaska

Piracy

(Continued from page 16)

lows for those who would not, Blackbeard openly ignored the date, though he did abandon his base in the Bahamas. He packed up and sailed for Pimlico Sound, marooned 20 pro-surrender crewmen on a lonely sand bar, and then proceeded to establish a temporary residence in the attractive riverside community of Bath. He visited the Royal Governor, Charles Eden, and while details of the conversation were never learned, witnesses say he departed with a swagger. Within a few days, he was sailing a new vessel on Pimlico Sound, collecting tolls from passing craft of all sizes. Complaints poured into the governor's office, but he would make no move against the pirate.

Local people eventually went to Governor Alexander Spotswood of Virginia, even though North Carolina was a separate colony outside his jurisdiction. An enemy of piracy, Spotswood sent an expedition headed by Lt. Robert Maynard of the Royal Navy. Late in November 1718, Maynard killed Blackbeard in a bloody deck battle that saw the loss of ten navy men and ten pirates, with many more wounded. Blackbeard fell dead after 20 cutlass slashes and five gunshot wounds. Maynard severed the pirate's head and took it into port swinging from the bowsprit. He received a hero's welcome and a Virginia reward.

Portions of Blackbeard's loot are still said to be buried on the Isles of Shoals off the New Hampshire coast, and on Ocracoke Island, North Carolina, though countless attempts to find it have failed. Blackbeard is reported to have once said to a new crew member, "Nobody but myself and the devil knows where it's hid."

Although New York's playboy governor, Thatcher, entertained pirates, citizens there too eventually appealed successfully elsewhere. In 1695, Fletcher was removed on orders from the Crown, and Lord Bellomont was sent to replace him, with orders to stop piracy.

Bellomont soon found his task more difficult than imagined, for the Crown would send him no naval vessels and pitifully small funds for his battle against the pirates. Without substantial monetary and naval assistance, he was nearly helpless. He could no more keep pirated goods from the shops of New York than could governors, 200 years later, keep liquor from its speak-easies; and he could certainly not prevent raids on legitimate incoming cargoes. Following a conversation with Robert Livingston of New York, he be-

came convinced that one heavily-armed private vessel, under the command of a thoroughly reliable captain with a reliable crew—something of a 1690s version of the "Untouchables"—would be his only chance to successfully discourage pirates. To those more familiar with the extent of piracy, and to later historians, it would of course appear an incredibly inadequate gesture.

Were you to journey back to the New York of 1695, you might stroll up quiet Pearl Street toward the intersection of Hanover, with the East River at your right lapping at muddy shores and

small beached rowing craft. At number 86 Pearl Street, you would see one of the largest residences of the young city: a three-story brick home, ornately dormered, facing the river. This was the home of the man that Lord Bellomont chose as his Captain-to-end-piracy. A 50-year-old Scotsman, former officer of the Royal Navy and successful merchant sea captain, he was married and had two attractive children. He was both a well-liked prince of local society and an active member of Trinity Church. His name was William Kidd.

(Continued on page 36)

RETIRE IN FLORIDA'S

FINEST MOBILE HOME COMMUNITY



From only \$26,900 on the beautiful Atlantic Coast, you'll find the real Florida where you can retire on a sensible budget in an adult community of spacious mobile homes.

Vero Beach is the unspoiled Florida you've dreamed of, and at Village Green you can enjoy the best of Florida retirement living. Discover it for yourself!!

Phone toll free 1-800/237-9494 for more information on how to get full enjoyment out of Florida retirement living. Or fill out the coupon.

VILLAGE GREEN

at VERO BEACH

A Lakefront Community
of Distinctive
Mobile Homes

MAIL TO: VILLAGE GREEN

Dept. 3703, P.O. Box 6037

Vero Beach, FL 32960

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

1980 ELKS NATIONAL "HOOP SHOOT" SCHEDULE

STATE	DATE	TOWN	DIRECTOR
ALABAMA	Jan. 26	Midfield	John Bauer
ALASKA	Jan. 19	Fairbanks	C. L. Murphy
ARIZONA	Jan. 26	Phoenix	Robert Stephenson
ARKANSAS	Feb. 9	Conway	Robert Coady
CALIF-HAWAII	Jan. 26	Fresno	Eugene Beckel
COLORADO	Feb. 2	Westminster	Orval S. Johnson
CONNECTICUT	Jan. 27	Middletown	Gerald Winzer
FLORIDA	Feb. 2	Winter Haven	Greg Wetmore
GEORGIA	Jan. 26	Dalton	William Cook
IDAHO	Feb. 2	Moscow	Doug Scoville
ILLINOIS	Feb. 16	Springfield	Robert Brand
INDIANA	Jan. 19	Indianapolis	Robert G. Hanley
IOWA	Feb. 23	Ames	Richard Froeschle
KANSAS	Feb. 9	Salina	Harold Houk
KENTUCKY	Feb. 9	Louisville	Robert Grissom
LOUISIANA	Feb. 2	Houma	John Hollinshead
MAINE	Jan. 27	Lewiston	Allen Richards
MD, DE, DC	Feb. 3	Dover, DE	Bruce Howell
MASSACHUSETTS	Jan. 26	Quincy	Kenneth F. Paradis
MICHIGAN	Jan. 19	Pontiac	Hal D. Purves
MINNESOTA	Feb. 16	Bloomington	Roger Klinghager
MISSISSIPPI	Jan. 26	Hattiesburg	Raymond Bonones
MISSOURI	Feb. 2	Jefferson City	Dick Cook
MONTANA	Feb. 2	Helena	Robert J. Semmens
NEBRASKA	Feb. 9	Kearney	Donald Caha
NEVADA	Jan. 26	Tonopah	Thomas Davison
NEW HAMPSHIRE	Feb. 3	Manchester	Hazen C. Hayward
NEW JERSEY	Feb. 9	Rutherford	John Botti
NEW MEXICO	Feb. 2	Albuquerque	Kenneth Littell
NEW YORK	Feb. 16	Oswego	Frank Cassano
NORTH CAROLINA	Jan. 26	Durham	Charles F. Oakley
NORTH DAKOTA	Jan. 19	Jamestown	Jack Brown
OHIO	Feb. 2	Delaware	Michael Mihalick
OKLAHOMA	Feb. 9	Midwest City	William Wolf
OREGON	Feb. 2	Corvallis	William Critchfield
PENNSYLVANIA	Feb. 9	Lock Haven	Paul Woodring
RHODE ISLAND	Feb. 3	Warwick	Walter Kettelle
SOUTH CAROLINA	Feb. 2	Sumter	Allen Gotbeter
SOUTH DAKOTA	Jan. 26	Huron	Tom Tschetter
TENNESSEE	Feb. 2	Murfreesboro	William Maynard
TEXAS	Feb. 2	Temple	John McInturff
UTAH	Jan. 12	Springfield	Leonard Kelly
VERMONT	Jan. 13	Rutland	Charles Lavalla
VIRGINIA	Jan. 26	Harrisonburg	Danny O'Donnell
WASHINGTON	Feb. 9	Bellevue	Walter J. Thompson
WEST VIRGINIA	Feb. 2	Parkersburg	Bennett Stump
WISCONSIN	Jan. 20	Stevens Point	Leon Rondow
WYOMING	Jan. 12	Laramie	Charles Lowham

Regional Semi-Finals

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

WEST REGION Feb. 9

CA, HI, NV, UT, AZ
Rancho High School, Las Vegas, NV
Director: Thomas Davison, 1409 E. Wilson Avenue, Las Vegas, NV 89101

SOUTHEAST REGION Feb. 9

MS, AL, GA, FL
Leon High School, Tallahassee, FL
Director: Larry Henley, 221 E. Sixth Street, Tallahassee, FL 32303

SOUTHEAST CENTRAL REGION Feb. 9

WV, VA, NC, SC
James Madison University, Harrisonburg, VA
Director: Danny O'Donnell, R.R. #10, Box 254D, Harrisonburg, VA 22801

NORTHWEST CENTRAL REGION Feb. 16

MT, WY, ND, SD
Lockwood High School, Billings, MT
Director: Bob Skates, 1903 Northridge, Billings, MT 59101

NORTHWEST REGION Feb. 16

WA, OR, ID, AK
Memorial Coliseum, Portland, OR
Director: William Critchfield, P.O. Box 1047, Corvallis, OR 97330

GREAT LAKES REGION Feb. 16

MI, IN, OH
Toledo University, Toledo, OH
Director: Rollie Morgan, 743 S. Byrne Road, Toledo, OH 43614

WEST CENTRAL REGION Feb. 23

NE, CO, KS
Westminster High School, Westminster, CO
Director: Joe Gareis, 8581 Crescent Drive, Westminster, CO 80030

NORTHEAST REGION Feb. 23

ME, NH, RI, MA, CT, VT
Holy Cross College, Worcester, MA
Director: Walter Kettelle, 594 LaFayette Road, North Kingstown, RI 02852

CENTRAL REGION Feb. 23

MO, KY, AR, TN
McGavock High School, Nashville, TN
Director: William Maynard, 1124 Oakleaf Drive, Kingsport, TN 37663

NORTH CENTRAL REGION Mar. 1

MN, WI, IA, IL
University of Iowa, Iowa City, IA
Director: Richard Froeschle, Rt. 1, LeClaire, IA 52753

SOUTHWEST REGION Mar. 1

NM, OK, TX, LA
Cameron University, Lawton, OK
Director: William Wolf, 1436 N. 40th Street, Lawton, OK 73505

NORTHEAST CENTRAL REGION Mar. 1

PA, NY, NJ, MD, DE, DC
Bordentown High School, Bordentown, NJ
Director: John Botti, 99 Maple Street, Rutherford, NJ 07070



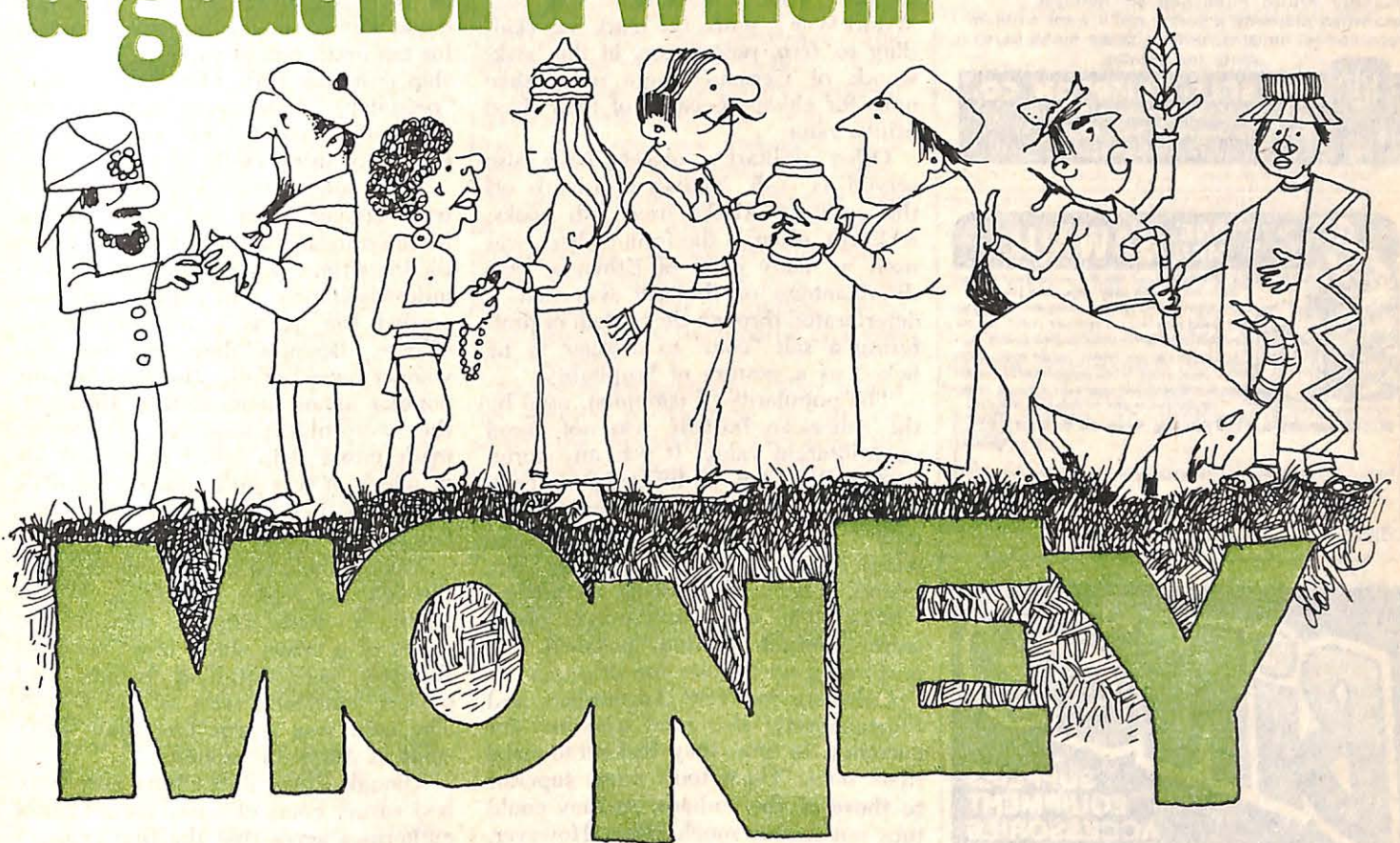
Finals

Elks National "Hoop Shoot" Contest finals will be held at the Market Square Arena in Indianapolis, Indiana, on March 8, 9 & 10, 1980. Indiana Pacers vs Cleveland Cavaliers. National Headquarters, Hyatt Regency Hotel.

Emile J. Brady, National Director
Box 153
Danville, PA 17821
(717) 275-4060

Gerald L. Powell, National Advisor
P.O. Box 520
Peru, IN 46970
(317) 472-2727

a goat for a wife...



by Margaret Miller

It is not likely that you could tuck a goat under your arm, walk into a clothing store and use the goat to pay for a pair of trousers, or a negligee for milady. Yet, in certain remote areas of Africa, though the goat would not buy a wife, it would make the down payment on one.

Behavioral researchers have found that men talk more of money than they do about any other one thing—even sex.

Dr. Alfred Pearce Dennis, a well-known economist of the 1920s, defined money as the conception of faith and credit which lies back of all exchanges of tokens, almost any symbol which receives support in the popular consciousness. In many parts of the world, heads, beans, feathers, nails, salt, shells, teeth and tobacco have served as currency. In some backward regions they are still used.

Geographical location has often determined the money symbol. Tea merchants in Siberia, Tibet and Mongolia

made "brick-tea" money by sweeping up tea dust and scraps of leaves from the warehouse floors and pressing the sweepings into bricks which were used in commerce. The bricks were made so as to be divided easily for making "change." Some of this "brick-tea" money was in use as late as 1926.

In another part of the world, natives of the Santa Cruz Islands used money made from the red headdress of a tiny jungle bird. Like most symbols used as money, it was rather hard to come by. The bird was very elusive. To get the feathers the natives filled a mussel shell with a sticky sap; then imitated the bird's call to lure it to the trap. Once its feet became caught in the sticky substance, the bird could be captured and its feathers woven into forms, usually circles, for convenience in carrying.

Another favorite type of money in the South Seas was made from porpoise teeth. Natives of Malaita "earned" their money by driving a school of

porpoise into shallow water, where the animals smothered in the mud. The Malaitans then extracted their teeth and fashioned them into different shapes and sizes. A wealthy Malaitan could be identified by his elaborate headband, nose pin, necklaces and armbands made from these teeth.

Though the more familiar cowrie shell money originated from a pretty little mollusk taken from the shallows of the Indian Ocean, it too was used in the South Seas. Cowrie probably served a greater number of human beings than any other single money symbol, including metal coin. It was used by all the inhabitants of the densely populated area surrounding the Indian Ocean, in Africa and India, as well as in the South Seas.

Around the world, tokens which were scarce and therefore valuable, were used as money. Nails, at one time very precious, were used as legal tender in Scotland and in New England

B.P.O.E. PARTY FAVORS

On party night favor your ladies with a beautiful Elks emblem gift. Bright, silvery Rhodium clover design pin with large, gleaming rhinestones. Miniature enameled emblem in center. Pin fastener with safety catch.



(E-731) Each \$3.30

Price includes postage
Quantity Prices Furnished on Request.
And when planning a party, you'll want emblem decorations, napkins, doilies, place mats, cards.

Write for Catalog



RUSSELL-HAMPTON CO.
Dept. E, 2550 Wisconsin Avenue
Downers Grove, Illinois 60515
(A Chicago Suburb)



ONE MAN SAWMILL

NOW! BEAT Inflation and HIGH Lumberyard Prices!
No need to stop your important projects.
Take this portable mill right to the trees—turn out smooth, true lumber every time—no experience needed. Saw your own logs or lumber for others and make excellent spare-time income—no crew needed. Use any power—tractor PTO, diesel, electric. Time payments may be arranged. Send for FREE details—mail coupon below or postcard TODAY!
No Obligation and No Salesman Will Call.

World Famous Since 1928
BELSAW MACHINERY Co., 3109 Field Bldg., Kansas City, Mo. 64111

Name _____ (Please Print)
Address _____
City-State _____ Zip _____

RUSH COUPON TODAY!

BINGO

**SUPPLIES
EQUIPMENT
ACCESSORIES**

Send for our NEW catalog!

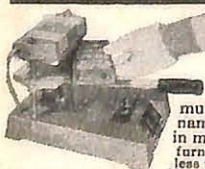
W.M. GRANT DISTRIBUTORS, INC.
P. O. Box 1287, Port Chester, N.Y. 10573
Telephone: (914) 949-4421

SLOT MACHINES CAN PAY FOR YOU

Many slot and gambling machines are stashed away in storage. I'm a machine collector, and most of the machines I find are in clubs and old buildings. Maybe you have some, or know where they are. I pay good money for them, no matter what condition. Shouldn't you be the one to finally get paid for these machines?

LARRY LUBLINER
1009 Marvell Lane
Highland Park, IL 60035
Call collect: area 312/432-8321

Make Rubber Stamps for BIG PAY



Need more money? Earn \$80-\$75 a week, spare time, at home making rubber stamps for offices, factories, individuals. Hundreds of uses. Hundreds of prospects—everywhere. Right in your own community. Turn out special stamps for names, addresses, notices, prices, etc., in minutes with table-top machine. We furnish everything and help finance you, at less than bank rates. Write for free facts. No salesman will call.

Rubber Stamp Div., 1512 Jarvis, Dept. R-24-JA, Chicago, 60626



in pre-Revolutionary times. As recently as the period immediately following World War I, while the mark was skidding to zero, postmasters in the backwoods of Germany were using shoe nails for change because of their fixed utility value.

Other utilitarian objects have also served as cash. Natives of islands off the coast of Alaska used fish hooks; rock salt, often in the form of bars, was used in many parts of Ethiopia. One disadvantage of the salt was that it deteriorated through the custom of proffering a salt "coin" to a guest to be licked as a gesture of hospitality.

The popularity of *wampum*, used by the American Indians, was not based on utilitarian value. It was an aboriginal shell money. It differed from cowrie in that it was a bead money. Excellent deposits of the seashells from which it was made were found on Long Island. There the Indians established "mints." The white and purple beads were carefully ground, polished and perforated with holes for stringing.

Colonists in New Amsterdam and Massachusetts also used *wampum* for currency. In time, they decided to make their own. Their tools were superior to those of the Indians, so they could turn out money much faster. However, they produced so much of it, and of such poor quality, that it soon became worthless.

Three thousand years ago, there was no such thing as money in the Western world. Barter was the method of exchange. The area covering Greece, Egypt and Palestine was chiefly pastoral; the ox was an object of worth desired by all men. Therefore, it became a symbol of wealth. Sheep also were "money," but of lesser value. Ten of them equalled one ox. A knight could buy a serviceable suit of armor for ten oxen; one of superior workmanship cost him fifty. Our modern word "pecuniary," from *pecus*, meaning cattle, harks back to this long-standing custom of using cattle as money.

Eventually a way was found to extract copper from the earth of the Mediterranean island of Cyprus. About the same time, people began to think of industrialization, and copper pots succeeded the ox as a medium of exchange. Because they did not eat, wander away, or die, the pots became popular almost immediately. However, they were bulky; soon just the copper, made into a strip called an *obulus*, six of which, it was said, made a handful, came into being. It was a giant step toward the use of metal coin.

Money made of copper has endured through the ages. In Africa, in the 1920s, a crude copper coin in the shape of a cross, about nine inches in diameter and weighing twenty-eight ounces, bought a wife in the Congo. The coin was worth less than thirty cents of American money.

Though Egypt and China may have had earlier coins of baser metals, most authorities agree that the first coins of precious metal were made in Lydia in Asia Minor about 700 B.C. They were made of electrum, unrefined gold hav-

Citizen Of The Year Award

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

Who has done an outstanding job in promoting local programs for young people, the elderly, or the underprivileged? Who has succeeded in attracting a new industry to your town or city, or has encouraged residential development? There is, undoubtedly, a resident of your area whose service to the community makes him or her a deserving candidate for your lodge's Citizen of the Year Award. This would be a person who, for one reason or another, remains outside our order. Select such a person and submit his or her name to Grand Secretary Stanley F. Kocur, 2750 Lake View Ave., Chicago, IL 60614. He will issue the proper citation and send it to you.

Plan an appropriate ceremony and be sure to hold the award presentation before your year ends on March 31, 1980. Be sure to get media coverage and include this in your lodge's brochure for Contest "D." Please do not send your Citizen of the Year nominations to *The Elks Magazine*.

Alvin A. Ehrlich, Chairman
GL Lodge Activities Committee

ing an alloy of about thirty per cent silver. The gold was taken from the sands of the Pactolus River which flowed through Lydia. The coins appear to have been poured out and allowed to form into roundish disks which, at the right moment in cooling, were impressed with a design—something like putting a seal in wax on the back of a letter.

Soon, the gold coins of Lydia were being struck from dies cut out by master Greek artists. As the Greeks set standards of excellence in architecture and sculpture which have never been equaled, their gold coins are the most beautiful ever minted. However, they did not come into widespread use.

In early times, coins were not, as they are now, accepted at face value. Early crooks developed the habit of filing or clipping a coin to obtain particles of gold or silver. Therefore, the coins were passed by weight: the Hebrew *shekel*, the French *livre*, the Anglo-Saxon *mark*, the English *pound*.

Weighing did not solve the problem completely. Some coin brokers rigged their scales. The Oriental money brokers were notorious for their trickery. Many gold coins which went into China returned with their centers hollowed out and the gold carefully replaced with a baser metal.

Later, coins were made with raised and milled edges which plainly showed any clipping or filing.

Because of the intrinsic value of the metals, gold and silver were the predominant legal tender in most of the Western world. However, the people of French Indo-China used *sapek*, a native coin made of zinc or tin; in Sparta, the metal of commerce was iron.

The Chinese are credited with the introduction of perforated coins which could be strung for ease in carrying.

Some primitive coins were cast in one-piece groups which could be broken apart for "change." For some reason, twelve seems to have been the favored number, though an old Malaccan coin in the shape of a tree had thirteen "branches," each of which could be broken off.

Rings and armbands of gold and silver also were made so that they could be used as fractional currency. They were in much favor among the blond warriors of northern Europe. After a battle, an official who had charge of the division of spoils (called the ring-breaker) gathered them from slain opponents and distributed them among the victors. One fragment of them was called a *schillingas*. From it was born the English *shilling*.

The history of the modern dollar began in the sixteenth century. In 1516, a Bohemian nobleman, the Count of

Schlick, discovered a rich silver mine in the Erz Mountains. The mine was close to the village of St. Joachimsthal, where the count lived. While his retainers mined the silver, the count pondered the best use for it. Apparently he was a man of vision, for he decided to make it into coin. He struck the face of the disk with the likeness of St. Joachim, the patron saint of St. Joachimsthal, and named it the *Joachimsthaler* after that personage. The first one was minted in 1519.

Though the money-hungry medieval Germans welcomed the coin, they found its name very awkward. In a short time they shortened it to *thaler*. The *thaler* moved from Bohemia into the Netherlands where, in the Dutch pronunciation, it became the *daler*. From the Netherlands it soon crossed the English Channel to England. There the English use of the broad *a* changed *daler* to *dollar*.

Explorers brought the dollar across the Atlantic to America. In Mexico, where the Spaniards developed the richest silver mines ever to be found in the world, it became a piece of eight, so called because of the prominence of the figure 8 on the coin. The 8 stood for eight *reales*, a *real* being a Spanish coin worth about twelve and one-half cents. In the three centuries after Co-

lumbus, two-thirds of the Western Hemisphere came under Spanish influence, and pieces of eight were the dominant unit of money.

The *peso* is similar in size, shape, weight and value to the early piece of eight.

Paper money is, of course, an invention of modern times. However, about 1275, the young Venetian explorer, Marco Polo, found the Chinese making banknotes of mulberry bark.

There was one earlier form of paper currency: the spirit money of the Chinese province of Fukien. It was not intended for use in trade. In times of plague or calamity, it was set afire and cast adrift on rivers, supposedly to appease the devils.

Some of the Fukien spirit money was perforated with small holes and, according to legend, if it were cast on the ground, the pursuing devils had to take the time to pass through each little hole in it, losing their strength as they did and giving the afflicted party time to escape.

At least one instance of counterfeiting in the early money world is recorded. At one time, Indians in Mexico used cocoa beans as money. When aboriginal crooks began making fake ones from clay, baked and varnished to

(Continued on page 40)



"It's happened! A bird in the hand is now worth only one-and-a-half in the bush."



SAVE HUNDREDS OF DOLLARS

Possess the gem that's as brilliant as a diamond.

The incredible **MAGIC FIRE™** has more "fire" than a glittering natural diamond. Own the dazzling impact of diamonds that can easily sell for up to \$1,000 per carat — for a fraction of the cost. From \$35 — All settings in 14K Solid Gold. Send for our FREE catalog of pendants, earrings, and rings for men and women. Credit cards accepted.

MONEY BACK GUARANTEED
Easy Payment Plan Available

The Crown Collection Dept. EL-180
509 Madison Ave, NY, NY 10022

BUILDING CLEANING

Chemicals & Equipment



CLEAN • Brick • Stone • Aluminum Siding
Instantly, Safely, Low Cost

Spray-on, rinse-off method.
Factory training provided.
Send for FREE booklet,
complete details.

Write or call (216) 292-4727

National Surface Cleaning Corp.
4959 Commerce Parkway
Cleveland, OH 44128

SEND for FREE BOOK

FREE LB. OF TOBACCO

for giving my pipe a 30 Day Trial



My new principle contradicts every idea you've ever had about pipe smoking. I guarantee it to smoke cool and mild hour after hour, day after day, without rest, without bite, bitterness or sludge. To prove it, I'll give you a lb. of tobacco FREE when you test smoke a Carey Pipe for 30 days. Write today for FREE trial offer. E. A. CAREY, Dept. 204A, 639 Academy Dr., Northbrook, IL 60062, or call 800-621-5199. (In Illinois: 800-972-5855)

ELKS RITUAL CLOCKS
No initiation or lodge ceremony is truly complete without our Emblem Model (as shown) or a Custom Ritual Clock. A Portable Model suitable for funeral services is also available. Optional features may be selected. Over 40 years of satisfied customers.
11th HOUR MFG. CO.
P.O. Box 3100
Aurora, Ill. 60505
312-851-7353

AT LAST! YOU CAN BE AN AUTHORITY ON HISTORY
Send \$1.00 (refundable on first purchase) for catalog of historically accurate:
Miniature Soldiers & Cannons in Pewter
Uniform Prints & Post Cards
Mail today to:

Professional Information
Box 566, Dept. E
Spring Lake, N.J. 07762

Piracy

(Continued from page 31)

In September 1696, Captain Kidd sailed in the *Adventure Galley*, paid for partly by the Crown and partly by a small group of wealthy New Yorkers, including Robert Livingston and himself. He did not sail with a picked crew, as had been intended, for this had proven too difficult. His crew included a number of sea-toughened volunteers from the docks of London and New York, many of whom were likely ex-pirates. Outgoing Governor Fletcher, in a rare moment of prophetic wisdom, commented, "If he (Kidd) misses the design named in his commission, he will not be able to govern such a villainous herd."

Kidd's story, though often overblown, is clear-cut history. He sailed to the Indian Ocean and visited the pirate stronghold of Madagascar, but encountered no pirate vessels—news of his armed approach no doubt preceding him. As weeks went on, his crew became restless and hostile, finally urging him to turn to piracy, and calling him debasing names for not doing so. He was also haunted by a financial spectre. Livingston had not suggested the venture to Bellomont out of pure anti-pirate patriotism, but as a potentially profitable business deal, since he and fellow backers stood to receive a good percentage of any captured pirate merchandise. If there were no captures, Kidd would be seriously indebted to them.

Eventually, after a few near-mutinous situations, during one of which he killed a seaman, Kidd permitted a number of acts of piracy, though carefully avoiding any vessels flying the English flag. His biggest prize proved to be the Armenian ship *Quedagh Merchant*, which relinquished a fortune in silks, satins, gold, and silver, and which he took over as his own vessel. But there proved to be a fatal catch here. The Armenian vessel had an English captain who recognized Kidd.

Captain Kidd returned cautiously to America in the *Quedagh Merchant*, not fully realizing that he had suddenly become the object of one of the most sensational and publicized seahunts in British naval history. Out of a growing sense of caution, he bought another vessel, the *Antonia*, in the West Indies, transferring his treasure to her. In the *Antonia*, he sailed to Long Island Sound, unrecognized, and sent notes to his wife and to his lawyer. He then visited Gardiner's Island, between Montauk and Orient Points, where he persuaded John Gardiner to permit him to cache a number of chests ashore. Gardi-

ner, who had known Kidd as a respected captain, was no doubt dubious, but signed a receipt for Kidd—later claiming puzzled innocence. Mrs. Kidd and their two young daughters joined the captain on Block Island, where he received a message from Bellomont. Lord Bellomont, now governor of New England, invited Kidd to come to Boston, assuring "If you can be so clear as you have said," he would "obtain the King's pardon for you."

Foolishly, but perhaps courageously, Kidd surrendered, even being so bold as to offer Lady Bellomont an enameled jewel box with four diamonds set in gold—which she declined. There was, of course, strong evidence against Kidd, including a charge of murder, and he had no hope of proving his innocence. He was jailed in Boston, and then sent to London for the sensational trial which was to bring his name long-lasting notoriety. They hanged him in May of 1701. His treasure, removed from Gardiner's Island and carefully inventoried, was held by the Crown and later sold at auction. No charges were brought against John Gardiner.

Despite rumors and legend, there is little or no serious belief that anything from Kidd's vessel was ever buried anywhere else, except for £2,300 in gold buried in Pennsylvania by two of Kidd's men and later recovered.

After the American Revolution, there was no longer a Royal Navy on hand to help keep pirates away from the Atlantic seaboard. Knowing that the new republic must face pirates alone, an all-out effort to end piracy once and for all was launched in the 1820s by President Monroe. This campaign, which enjoyed the cooperation of England and Spain in the West Indies, resulted in the capture of 97 pirate vessels and 1,741 individual pirates.

The last "big name" of piracy, Jean LaFitte, was never arrested, but 1820 saw the downfall of his stronghold near the present site of Galveston, after which he and his brother Pierre sailed off into the Gulf twilight, never to be surely seen again. The colorful Gasparilla was trapped off Tampa in 1822, but chose to leap over the side rather than be taken. By 1830, it was declared that piracy was, to all intents and purposes, dead.

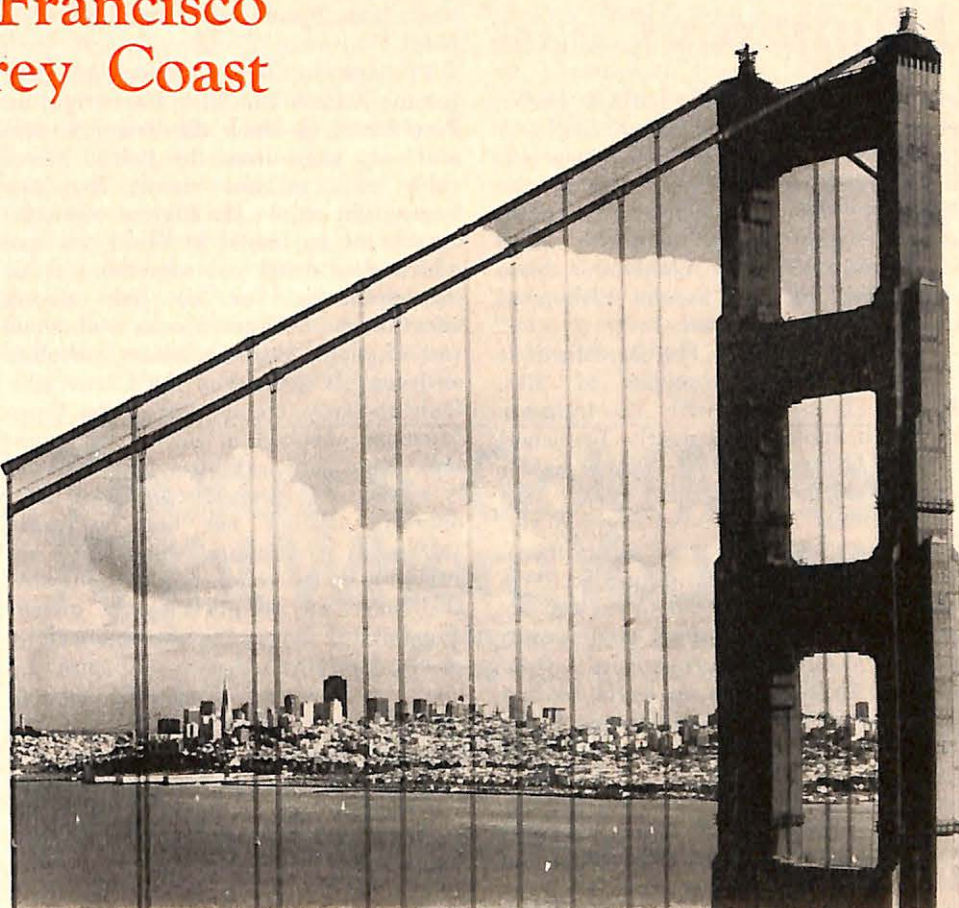
There were few mourners, though during the heyday of piracy it was said that many people were secretly enchanted by pirates—that pirates were envied by low-paid people the world over. Those who chose to overlook the bestiality and bloodshed saw an element of swashbuckling freedom in piracy—a viewpoint many pirates happily adopted themselves to rationalize their activities.

Return to San Francisco and the Monterey Coast

If you're one of those romantics who left your heart in San Francisco, well, relax. This month we're going to tell you how to return on a shoestring to this city by the bay. Your magazine has compiled a directory of small, inexpensive hotels, not only in San Francisco, but south along California's Monterey Coast as well.

Although it has been several years since our last survey of San Francisco's small hotels, first-place goes once again to the pleasant little Raphael. It wins hands down, and for good reason. The Raphael is spotless, it's cheery, it's charming and it's cheap (singles are \$37 a night, doubles go for \$49). Indisputably, it remains San Francisco's friendliest small hotel. Everyone, it seems, is smiling: the doormen, the maids, the cashier. Yes, even its urbane manager, Phil Creamer. With 150 immaculate rooms, the Raphael, at 386 Geary Street, is convenient to the theater district and only half a block off Union Square.

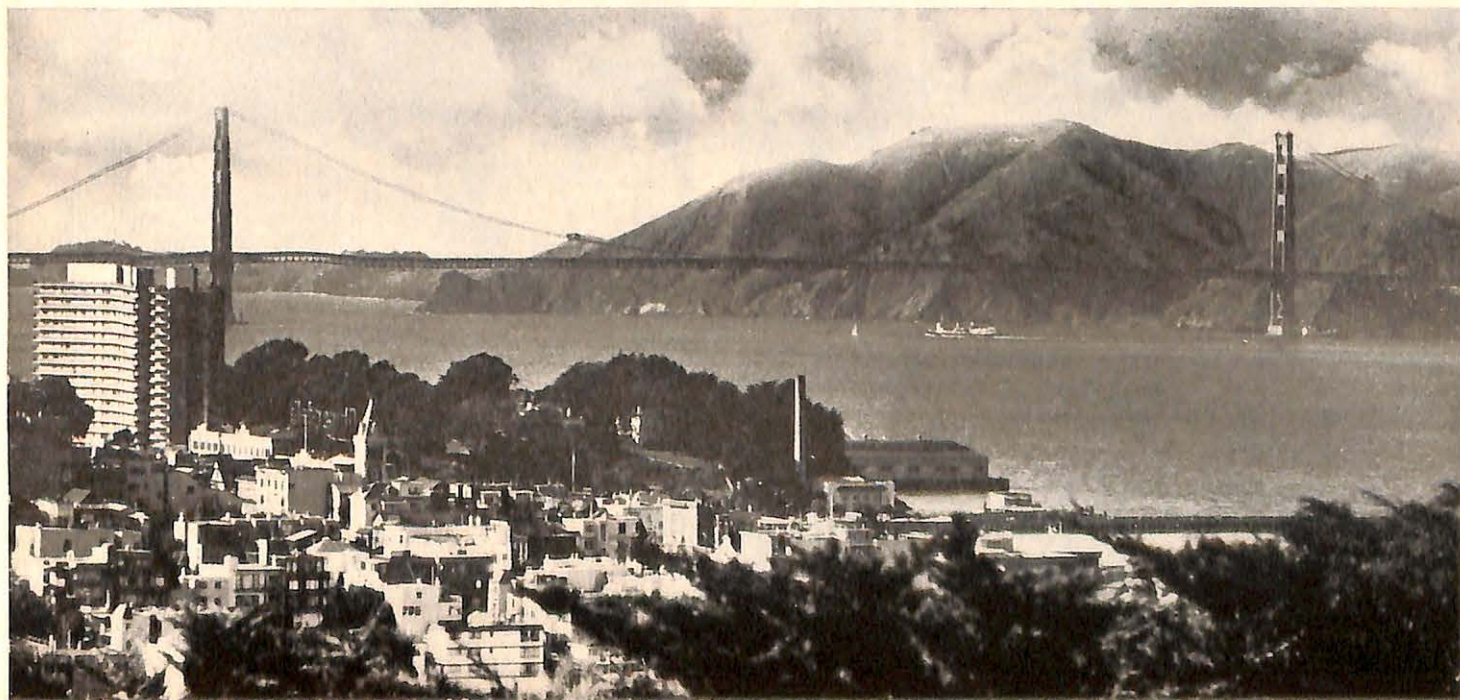
Here is one of the city's few small hotels that provides air conditioning (other hoteliers insist this is nonsense in wind-washed San Francisco). In addition, each of the Raphael's rooms contains two telephones (one in the bath, the other beside the bed) as well as color TV and AM-FM radio. But it is neither telephone nor TV that pro-



vides the charm. It is the little touches that count. Among them is an exhibition of modern art: framed posters of such masters as Chagall, Matisse, Picasso and others. And then there are the guest room doors throughout the hotel, each hand-painted and signed by artist Jedson Dalton.

Bowls of flowers brighten the Rapha-

The exciting San Francisco skyline is seen through the Golden Gate Bridge (above); while the view from Telegraph Hill (below) takes in the North Point neighborhood, Fort Mason and the famous bridge.



San Francisco and the Monterey Coast

el's cheery lobby, along with its books, chandelier and grandfather clock. A few steps away, guests snack in a coffee shop and bar. Proprietors of the Raphael bill it as "San Francisco's 'little' elegant hotel." Senators Alan Cranston and Barry Goldwater have slept here, as well as the Bishop of London. It is first rate.

And then there is the Beresford at 635 Sutter Street (singles \$28-\$30, doubles \$32-\$34), with its intimate Victorian lobby and neatly furnished rooms. Office workers gather after work in the hotel's publike lounge, the White Horse Tavern. No London alehouse ever provided more atmosphere. Pints are served to a standing-room-only crowd of San Franciscans and out-of-towners. It is not by mere coincidence that the White Horse resembles a British pub. Indeed, it is an exact replica of a local in the mother country. Likewise, the Beresford's restaurant hints strongly of some Soho stronghold. Heavenly aromas find their way to hungry patrons of the White Horse, and

noontime crowds vie for tables. (The restaurant is open for breakfast and lunch only.) As for the Beresford, its proprietors announce immodestly that it is "San Francisco's friendliest little hotel."

Perhaps so, but no friendlier than Jerome Adams' fine little Cartwright on Post Street, a block off Union Square and only steps from the Powell Street cable cars. Adams claims that the Cartwright enjoys the highest occupancy rate of any hotel in San Francisco, which should tell you something about its popularity. Yes, not only among vacationers but dignitaries as well. Some sort of magic draws senators, novelists and consuls general to the Cartwright. Only recently, the curator of the Cairo Museum checked in during his country's King Tut exhibit. Its popularity is a trifle surprising because the hotel operates neither bar nor restaurant (although continental breakfasts are available). Its rooms are comfortable and books are supplied by the owner, who invites guests to take them along at checkout time. Adams also provides hangover remedies, along with this note in each room: "Warning. San Francisco consumes more alcohol per capita than any other populace area in America. Unless you are in training, don't try to keep up with the natives. If you

do and get into trouble, here is a first-aid kit."

The Cartwright was a winner in our earlier survey of San Francisco's small hotels. Equally impressive is the Bedford, another Adams hotel. Both hotels share similar rates: \$24-\$30 single; \$28-\$38 double. Redecorated by Adams' talented wife, Aroline, the Bedford (761 Post Street) is a leisurely three-block stroll off Union Square. Guest rooms are bright and cheery (as is the lobby), but unlike the Cartwright, the Bedford provides both restaurant and bar.

Another repeat winner is the conveniently situated Chancellor (433 Powell Street), with dozens of spick-and-span rooms from \$24 single and \$30 double. It has only one minus feature: rooms overlooking Powell Street are plagued by the irritating rattle of passing cable cars. Otherwise, the Chancellor can't be faulted. Just ask for a room at the rear. The Chancellor's restaurant is open mornings and at lunch, with a lumberjack's breakfast (ham, eggs, milk and pancakes) costing less than \$3. During the happy hour, guests of the Chancellor gather in the Clipper Ship Lounge, a room that was ushered in during the grand era of flying boats. Photo murals of that romantic period cover the walls. Service at this particu-

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."



Seventeen veterans from Wadsworth Hospital in Westwood, CA, were guests of Hawthorne, CA, Brothers on a fishing trip recently. Chm. Joe Bailey, Est. Lead. Kt. Robert Dronsfield, and Est. Loyal Kt. Ed Wells were among the hosts. The excursion was the second of several trips planned as part of the Brothers' vets program this year.



Music and song were part of a day's activities when 46 veterans and the Brothers of Newton, NJ, Lodge visited the Spaces Wild Animal Farm in Beemerville. Fred Space, the owner of the farm, gave a snake handling demonstration for the visitors. ER William Rapole (standing left) and Brother Joseph Bigg (standing right) joined veterans (from left) Willie Land, George Diefenback, and Lemmie Grant for a song.

After cleaning and salting hides at Carmichael, CA, Lodge, ER James Stewart (left), Chm. Ben Alsworth, and Brother Gene Beck (right) gathered the leather for shipment to the Elks Veterans Service Committee. The hides are tanned and distributed to veterans hospitals and homes where the vets craft leather products. Carmichael Brothers collect and prepare hides for veterans every year.

lar hotel rates a plus, with management providing ironing boards, hot water bottles, heating pads, buttons, pins, needles and threads. Yes, and ice bags for those San Francisco hangovers!

I know of no other hotel in San Francisco that provides free parking—but the Richelieu at 1050 Van Ness does. Besides free parking, there's an indoor swimming pool—possibly the town's most expensive swimming pool. While excavating, workmen ran into an old cable car turntable imbedded in concrete. Instead of costing the owner \$14,000, the pool ended up costing \$100,000. Besides a restaurant-bar, the Richelieu offers beauty shop and car rental services, and just around the corner a theater screens old movies. Singles at the Richelieu are \$29 to \$39 a night, doubles are \$34-\$45 and suites are available for \$65 and up.

Rated as one of San Francisco's bargains is the 314-room Yerba Buena at 55 Fifth Avenue. For guests who can make do without a private bath, singles are available for \$15 and doubles are pegged at \$19. Otherwise, a room with bath, color TV and telephone will cost you \$21 single and \$25 double. The Hyatt it isn't. Its elevator creaks and groans, the bathtubs are old-fashioned and the door faces a grubby street. Still, it is reasonable—less than a block from the Powell Street cable car and within walking distance of Union Square.

For San Francisco visitors willing to settle for something beyond Union Square, there's the cozy little Washington Square Inn at 1660 Stockton Street. Without argument, it is San Francisco's most Europeanized little hotel. Occupying a Victorian Era building that once housed a drugstore and dental office, the Washington Square Inn is both charming and chic. Its 15 rooms are furnished with antiques, the staff is genuinely friendly and the cable car to Nob Hill creaks along only a block away. While a trifle expensive (prices range from \$40 to \$85 a night), it is an experience worth trading dollars for—a country inn with pizzazz. Even the locals sometimes sign in for a night. One particular room has a huge bay window overlooking Washington Square. Others share baths, and everyone shares the inn's continental breakfast of fresh fruit, coffee and croissants. Set in the heart of North Beach, Washington Square Inn is roughly midway between Union Square and Fisherman's Wharf. Service being a plus, the staff will arrange for a car, theater tickets, tours and dinner reservations. Yes, even a picnic outing if the guest so desires.

Still another inn, the Jackson Court, occupies a renovated apartment complex at 2198 Jackson Street. It is simply superb, although there is one hitch:

reservations must be made for a minimum stay of at least a week. Elegantly furnished, its rooms are priced from \$30 to \$50 a day. This being Pacific Heights there's a certain snob appeal, which explains why the management shows rooms by appointment only. One must appear between the hours of 10 a.m. and noon, or 1:30 to 3 p.m., Mondays through Thursdays. Jackson Court's eight guest rooms are spacious, bright and luxuriously furnished. One (the Garden Court), looks out on a melange of flowers and plants. Each room is named rather than numbered: the Burgundy Room, the Library, the Buchanan, etc. Not all have private baths, but each has private telephones. This fine old Victorian mansion pro-

vides a super do-it-yourself kitchen, as well as washer-dryers and ironing boards. Doubtless, it is the only kitchen in all of San Francisco with its own fireplace. To get an idea of how fussy Jackson Court is, the manager tells his guests, "We're so select, we even water our plants with Perrier." That's fussy.

Now for a look along the Monterey Coast. First off, there's the cheery and charming Old Monterey Inn, a private, old, half-timbered Tudor place (circa 1929), with a special homeyness that brings to mind one of those British bed-and-breakfast affairs hidden in some deep cleavage of the Cotswolds. Nobody tried to get cute with the name. It's simply called the Old Mon-
(Continued on page 55)

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

We'll show you how to make \$50,000 a year or more even before you invest one cent. Write today for the free facts.

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

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

You can get in on this untapped bonanza. You'll be your own boss. You can operate



your business in off hours, with new freedom and flexibility for leisure, hobbies, and family interests. All this by discovering the "Gold Mine" right where you live.

We do not sell Franchises, and there are no fees. We have created a system using the most versatile and low-cost equipment available. We'll train you to operate, teach you how to get business, show you how to bid for jobs and gain complete financial independence.

Send no money! Just let us know if you are sincerely interested in being your own boss! Fill out the coupon and mail it today!

In CANADA write Box 87
Essex, Ontario N82Y1



New lightweight, economy Supravec is designed for super performance, paying for itself quickly out of big cash earnings—\$50,000 a year or more!

Schwarze Industries, Inc. Dept. E10
5010 Beechmont Drive
Huntsville, AL 35811

Gentlemen: I want to learn all about the "Gold Mine" where I live. Please send me all the information about Parking Lot Maintenance. I understand no salesman will call.

Print Name _____

Address _____

City _____

State _____

Zip _____

Shopping Center and Sweeper Companies Inquiries Invited

Medicine and You

(Continued from page 26)

temperatures reveal a lot about the built-in mechanisms that nature has provided us to keep our vital organs within a constant, narrow (3- to 4-degree) temperature range. We are kept warm by the chemical energy produced by each of our many billions of cells. That metabolic energy is distributed and redistributed as necessary by the miles of blood vessels which thread through every part of the body. The survival of mammals depends on this marvelously efficient heating and cooling system, which also gives warm-blooded creatures, like man, their impressive adaptability: we can survive in the frozen Arctic and the scorching desert.

Part of the system, the energy-generating or "furnace" part, depends on the metabolic rate—the rate at which nutrients are consumed in each cell—which, in turn, depends on nutrition and the amount of temperature stress the body is exposed to. The body reduces its production when it is fed "on short rations" and, conversely, the body can increase heat production by 10 to 15 percent when it is overfed, with the unneeded food energy being stored as fat.

The other part of the system is heat conservation and dissipation. When it's too warm in the environment, the brain signals the blood vessels near the surface to open up or dilate. More blood flows to the surface—we call it a flush

or a blush—and more heat is dissipated to the outside air. When it's too cold, surface vessels constrict, lowering the skin temperature by several degrees and conserving heat for the internal organs, which must have a relatively unvarying climate to function well.

Cold weather, unquestionably, has negative effects. But the impact of winter is not 100 percent against man. In fact, cold can actually benefit people with certain diseases—patients with myasthenia gravis, for instance, whose symptoms include muscle weakness and fatigue. One researcher studied how these sufferers felt in both cold and hot climates. He found that they were generally in poor condition upon returning from a holiday in, say, Spain, whereas they felt much improved after a vacation in the Alps.

One of the most important things biometeorological research has shown is that people react in varying degrees to the influences of weather, climate and natural cycles. Mentally unbalanced individuals tend to be the most susceptible. People of a sensitive nature are also easily affected. Women are more prone to the influences of weather than men.

With winter all around us, we should be aware of the many minuses and the few pluses of cold weather. Just as we pay close attention to the wintertime thermostat settings in our homes and offices, we should be equally careful in monitoring the body's thermostat. Doing so will almost completely negate the chances of suffering accidental hypothermia. ■

Goat for a Wife

(Continued from page 35)

look like the real thing, the value of the real beans was destroyed.

The ancients' custom of wearing their money served two purposes: On one's person it was relatively safe; there were no banks where it could be put for safekeeping. Also, money, in many forms, was worn as adornment for the gratification of personal vanity. Whether armbands, ear-sticks, bracelets and strings of shell money in the Solomon Islands, or elaborate headdresses of precious coins and jewels worn by Turkestan heiresses, tokens representing wealth were analogous to "keeping up with the Joneses."

Perhaps the strangest symbols of wealth were those found on the island of Yap. Huge stone "coins," sometimes twelve feet in diameter, quarried on another island hundreds of miles away, were stood in front of a man's house to give an indication of his accumulated wealth. Only a Polynesian of some means could afford to hire the labor to cut one of these "coins" and have it transported to his home on Yap.

Through all ages and civilizations, money has been top banana. Men not only have talked of it; they have lived for it. Some of them have died for it. ■



THE JOY OF GIVING

Elks National Foundation
2750 Lakeview Avenue • Chicago, Illinois 60614



Elks National Foundation certificates were proffered to four Glendale, CA, Brothers recently. (Front row, from left) Participating members Boyd McBroom, Jim Lafee, Paul Kent, and Vic Guarin received the certificates from PSP Robert Robb. Congratulations were offered by (back row, from left) State Co-chm. Bob Lockhart and Dist. Chm. Bill Hartst.

An honorary founder's certificate was earned by a Bethlehem, NY, Brother recently. ER James Carroll, Jr. (right) presented the certificate to Dist. Chm. and Organist George Merkley. Bethlehem Brothers congratulated the \$1,000 contributor.



NEWS OF THE LODGES

(Continued from page 20)



OKLAHOMA CITY, OK. The Brothers of Oklahoma City, OK, Lodge recently presented leather to the Oklahoma City Veterans Administration Medical Center. The presentation was made by Chm. S. R. Hutcherson (left), State Chm. T. C. Selldin (second from left), and ER Richard Lindquist (right). Director Frank Caldwell of the medical center thanked the Brothers for the hide.



DENISON, TX. In appreciation for his visits to patients in the local hospital, Brother Jack Oram (left), a retired conductor of the Missouri, Kansas, and Texas Railroad, received a caboose lamp. The Denison Elk also does shopping for the sick. Denison, TX, Brothers furnished a room at the hospital in honor of Brother Oram.



VINCENNES, IN. The Past Exalted Rulers Association of Vincennes, IN, Lodge donated a new flag pole to the lodge recently. The first flag to be raised on the new pole was presented by Senator Birch Bayh and had flown over the Capitol in Washington. On hand for the occasion were ER David Ellis (front row, left), PER Curtis Kimmell (right), and (back row, from left) PERs James Funk, Howard Greenlee, Woodrow Allen, T. Ralph Alsop, Paul Ledford, Charles Smith, William Hutton, Joe Junod, Jr., H. R. Foncannon, and Dale Wilkes.



DOWAGIAC, MI. Although not quite completed, Dowagiac, MI, Brothers' new lodge building was the site for an initiation ceremony recently. The initiates were (from left) Wayne Laylin, Kirk Stolley, Ronald Hunt, William Deering, Carl Mitchell, Leonard Badjek, Donald Radde, and Douglas Komodin. The new facilities were built on one corner of the lodge golf course.



HOT SPRINGS, AR. The Brothers of Hot Springs, AR, held a mortgage burning ceremony recently. ER Eugene Curry (seventh from left) held a flame to the document while (from left) Est. Lect. Kt. Jerry Kinsey, Esq. Bob Watson, Secy. Paul Diedrich, Treas. Buddy Johnson, Organist James Starkel, Est. Lead. Kt. Raymond Barnes, Tiler Ray Chmielewski, Chap. Don Scroggins, In. Gd. Fred Green, and Est. Loyal Kt. Mac Justus observed.

**POPULAR BLAZER IN
SOFT PIGSKIN LEATHER**
SALE PRICE **\$99** REG \$125
ONLY



What a great fashion investment this blazer will be for your wardrobe! Soft and supple, its classic styling and pigskin's natural ageless beauty make it a remarkable buy at only \$99.

The "Eaton" is meticulously tailored to add new dimensions to your blazer way of life. Updated styling with narrow notched lapels and traditional patch pockets. The back is smartly set off by curved seam detailing and center vent. Fully rayon lined, with 3 inner pockets. This durable, comfortable blazer will take you from office...to after-hour engagements...to weekend outings. You'll be gathering compliments for many seasons to come. A truly exceptional value. Specify Golden Tan or Golden Brown.

Available in even sizes only, 36 to 46. Only \$99
Long sizes 40, 42, 44, 46. Only \$109

BERMANS **THE LEATHER EXPERTS**

MONEY BACK GUARANTEE!
MAIL NO-RISK COUPON TODAY

BERMANS LEATHER DIRECTIONS
113 27th Ave. N.E., Minneapolis, MN 55418
USE YOUR MAJOR CREDIT CARD
PHONE 1-800-328-2411
(In Minnesota, Call Collect 612-789-4381)

Please send me the following "Eaton" Sueded Pigskin Blazer(s):

- Regular Sizes (36 to 46) **\$99:**
 Golden Tan (1-8021-AC) Golden Brown (1-8022-AC) **SIZE**
Long Sizes (40, 42, 44, 46) **\$109:**
 Golden Tan (1-8023-AC) Golden Brown (1-8024-AC) **SIZE**
Add \$3.00 postage and handling per blazer.
 Check Money Order enclosed for complete total of \$

I understand that if I am not fully satisfied, I may return blazer(s) for a complete refund of the purchase price.

Charge to: CB MC VISA AE DC

Card # _____ Exp. Date _____

Name _____

Address _____

City _____ State _____ Zip _____

Prices effective through March 31, 1980

Elks Family SHOPPER

Useful and unique
new products for
indoors and outdoors



You're welcome to have a **PRAYING HANDS PLATE**

We became enchanted and truly inspired with this divine plate setting, the moment we saw it... and we're sure you will too. It features 2 praying hands in front of a peaceful flowered setting. That reflects a deep feeling of meditation to the decor of any room in your home. The plate is made of porcelain and has a beautiful "Copenhagen" finish. Measures 8½" in diameter, has a hook on the back and comes attractively boxed. For only \$8.98 Post Paid. Money Back Guarantee. N.Y.S. residents add 7% sales tax.

Union Distributor's Co., Dept. EM801,
1008 Braxton Street
Uniondale, New York, 11553



Personality Wood Blocks

What more personal gift to someone than their very own name? Cut from fine-grained No. 1 pine, these attractive name blocks will be proudly displayed by your friends, children and grandchildren. Send \$2.00 per letter, plus \$1.00 per order for postage. (Example: A 4-letter name block costs \$8.00) to RAYCLIFF ASSOCIATES, 160 Jakway, Box 576, Benton Harbor, Mi. 49022. Allow 3 to 4 weeks for delivery.

FOR THE ELKS MAN



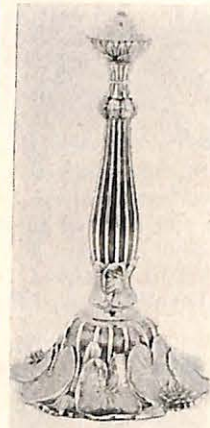
Beautiful Elk styled gifts, all unconditionally guaranteed. Watch band & belt buckle are available in silver or gold plate; your choice.

Belt buckle \$17.95
Watch band \$21.95

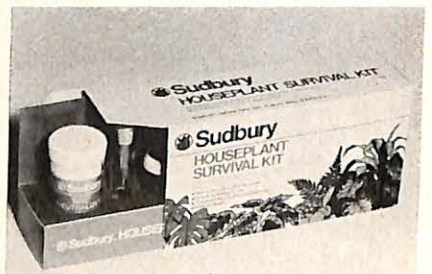
Price includes shipping and handling. Please allow up to 3 weeks delivery from order date. When ordering, specify gold or silver.

BankAmericard Visa Master Charge
Fill in card numbers and expiration date below. Date

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



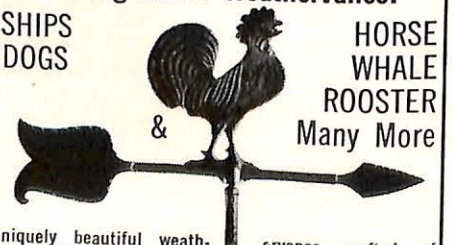
LAMP BASE FOR STAINED GLASS SHADE. An Art Nouveau style lamp base made of white metal (an alloy of zinc and lead) has been designed especially for use with stained glass lampshades of 16" to 18" in diameter. The base is available raw (unfinished) or plated in an antique weathered brass finish. Electrical hardware available separately to accommodate various sizes and shapes of lampshades. Write to: Whittemore-Durgin Glass Co., P.O. Box 2065-37, Hanover, MA 02339



HOUSEPLANTS FADING FAST despite tender, loving care? Food, water, light and a little Chopin aren't always enough. A most likely cause for houseplant failure is the wrong soil pH. Test and correct houseplant soil with the Sudbury Houseplant Survival Kit. Kit contains easy-to-follow, step-by-step directions and enough chemicals for 25 tests. For information contact: Sudbury Laboratories, Inc., 572 Dutton Road, Sudbury, MA 01776

Thinking About Weathervanes?

SHIPS
DOGS



HORSE
WHALE
ROOSTER
Many More

Uniquely beautiful weathervanes crafted of hand cast aluminum and finished in a tradition sure to add charm to your home. Finest in art metal home decor since 1938.

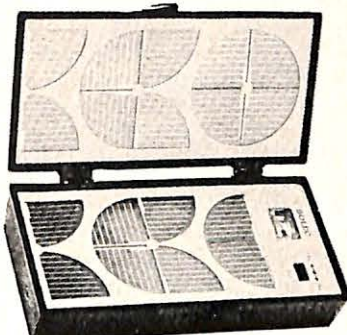
Write to: **FREE CATALOG**
HOLST, INC. Dept. EK-18, 1118 W. Lake
Box 370, Tawas City, MI 48763



SWINGING "GARDEN GATE" PLANT RACKS provide a visual barrier without blocking light. Lightweight aluminum plant racks handcrafted in 2 sizes and 2 colors. Racks attach to windows easily on hinges, allowing plants to be moved into or away from sunlight. Large size, 40" x 13" \$49.95 pair, ppd. Small size, 24" x 13" \$44.95 pair, ppd. Please state black or white. Grassi's, Route #2, Kempton, PA 19529



ENJOY ALL THE BENEFITS of jogging without leaving your home or office. Jog on a resilient, sturdy polypropylene fabric platform. Jogging surface is reinforced with nylon webbing around outer edge. Platform suspended 7 3/4" above the floor on steel legs with no-slip rubber tips. Unit measures 34" x 34" and weighs only 28 lbs. Ener-Jog retails at \$99.89. Manufactured by the Murray-Black Co., 1611 Sheridan Avenue, Springfield, OH 45501



SOLAR POWERED CHARGE BOX to harness solar energy for your portable radios, tape recorders, etc. and charge batteries, also. This Solec Charge Box will supply 6 or 9 volts directly from the sun and charge six self-contained batteries. Perfect for outdoor activity or emergency power requirements. Comes with adapter plug, carrying case. Measures 3 1/4" x 1 1/2" x 5 5/8". 90-day warranty. \$75.00 ppd. Order from: Sem Con, Inc. Box 2751, Palos Verdes, CA 90274

LOWEST PRICE EVER FOR COMPLETE BADGE MAKING SYSTEM



Here's the power to identify, raise funds, motivate, and promote. With **BADGE-A-MINIT**, you create badges for all your needs with parts that cost pennies each. Send for new starter kit including Lexan die press; **BUT-N-LOK** dies; pin-back badge parts; and easy-to-follow instructions. All for \$17.95 plus \$1.75 shipping. (Ill. res. add \$.90 tax), or write for **FREE**, all color, 64-page **BADGE-A-MINIT** catalog of exciting ideas.

FREE CATALOG

BADGE-A-MINIT, Ltd., Box 618, Dept. EL-10
Civic Industrial Park, LaSalle, IL 61301

YOU DON'T NEED CASTRO'S PERMISSION

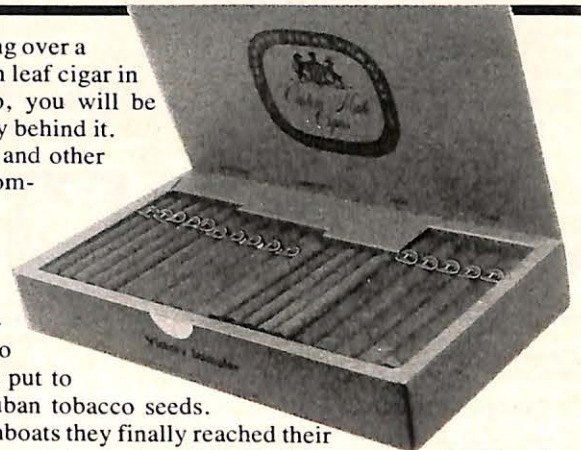
To Enjoy The Unique Havana Cigar Flavor. I'll Send It To You From Right Here In Tampa, The Fine Cigar Capital Of The World!

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

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

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

- *"Yours is the only decent cigar I have had in over 12 years," one new customer wrote me the other day.*
- *"Of all the cigars I have smoked, both cheap and expensive, yours is the best of the bunch," wrote another.*
- *"Outstanding! Best cigars I have had since returning from overseas," wrote H.E.O., of Columbia, S.C.*
- *"I am very impressed with the mildness and freshness of the cigar sampler you sent," said J.J.M., of Lincoln, Ill.*



MY OFFER TO CIGAR LOVERS

I will send you postpaid a variety of 60 factory-fresh cigars. Smoke one or a half-dozen with my compliments. If these cigars aren't all you expect and a great deal more, return the remainder by parcel post within 30 days and I'll refund your money. No questions asked. Your delivered cost is only \$10.90 for 60 Factory-Fresh Cuban Seed Leaf Cigars.

To order, fill in and mail coupon to

THOMPSON CIGAR CO.

Dept. A382, 200 N. Edison Ave., Box 1839, Tampa, FL 33601

O.K., TOM! Ship me the Victory Sampler under your money-back guarantee for only \$10.90.

Check for \$10.90 enclosed. (Fla. residents add 4% sales tax.)

Charge \$10.90 to my

- Visa
- Master Charge
- American Express
- Diners Club

(OFFER GOOD IN U.S. ONLY)

Credit Card No. (Print all digits)

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

A382

EXP. DATE

name

street

city

state

zip

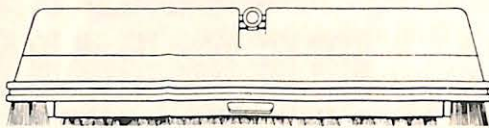
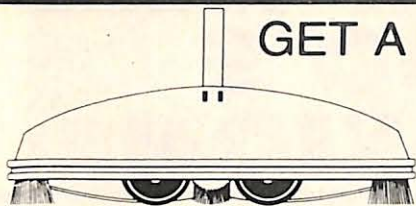
CREDIT CARD USERS

SPEED DELIVERY BY PHONING

TOLL-FREE 800-237-2559

TIRED OF BUYING JUNK?

GET A Carpet Cat®



The CARPET CAT is built with care by people who make nothing else, for people who believe household appliances should last a lifetime. We also think appliances should be noiseless, convenient, pretty, efficient and require no electricity.

If you feel the same way, you're going to love a non-electric CARPET CAT floor and carpet sweeper. We believe it is the lightest, strongest, most efficient and convenient appliance of its type on earth. In the past 6 years, thousands of commercial users worldwide (airlines, hotels, restaurants, etc.) have confirmed our belief by demanding only our floor sweepers. A CARPET CAT weighs under 3 pounds, is only 9 inches wide and works as well on a bare floor as it does on carpet. It picks up sugar, sand, pet hairs, paper clips, ashes and much more. Who really needs a vacuum cleaner?

Yes, it looks like an old-fashioned "carpet sweeper" (except it is far smaller and about 1/3 the weight), but there the similarity ends. The CARPET CAT is patented and based on entirely new technology. Its natural hog bristle brush will outlast synthetics by about 3 to 1. It should last a lifetime if properly cared for in ordinary household use. The CARPET CAT'S baked enamel surface wipes clean with a damp cloth. Horse hair corner brushes clean right up to the wall, and the whole sweeper can be hung up in 2 inches of wall space. **EVERY PART IS REPLACEABLE AND CARRIED IN STOCK.**

If you can find any other sweeper that can make the above claims, BUY IT. We are sure you can't, so we want you to try our CARPET CAT.

THE CARPET CAT: Only \$22.95

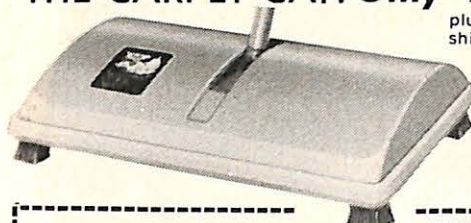
plus \$3.50 for ship./hand.

NO NOISE, NO HOSE, NO ELECTRIC CORDS



30 DAY MONEY-BACK GUARANTEE

If you decide the CARPET CAT is unsatisfactory FOR ANY REASON, simply return it to us within 30 days and we will refund the entire purchase price. You can't lose.



DORSAY, 142 MacArthur Ave., Dept. 253, Garfield, N.J. 07026

Please send me ... Carpet Cats at \$22.95 each plus \$3.50 for shipping & handling.

Charge my MC Visa: Exp. date _____

_____ Signature _____

N.J. Res. add sales tax. Enclosed is \$ _____

I understand I may return it (them) in 30 days for refund if not satisfied.

Name _____

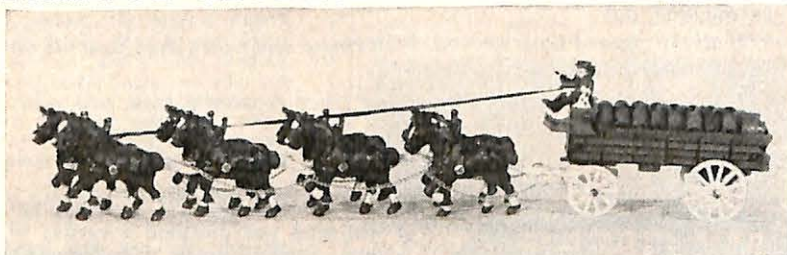
Address _____

City _____ State _____ Zip _____

Tel. (201) 546-5507

OUR FAMOUS CLYDESDALE'S ON PARADE

ORDER BY MAIL!



Our authentic cast iron Beer Wagon is a classic replica/investment for the collector. 8 chunky cast iron Clydesdale horses pull a vividly hand-painted wagon with 27 individual wood barrels. Complete with drivers, reins and dog. 31" overall. Weighs 14 lbs. Looks striking on a Bar, Mantelpiece or Television set. Makes a perfect gift. Although similar wagons sell for \$70-\$80 in gift shops, our price is: **\$29.95 ea. plus please add \$3.00 for shpg.** Mass. residents please add 5% sales tax.

*** SPECIAL PREMIUM OFFER ***

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

Send your check to: (If Master Charge or Visa, card No. & exp. date)
HIGHLANDER HOUSE Dept. E6 70 Main St. (617) 665-3581
 MELROSE, MASS. 02176



CHINA SPAIN INDIA

These two hard-to-get Chinese are included in our collection of 100 Worldwide Stamps for only 10¢. We'll also send you many other selections to examine. Buy any or none; return balance. Cancel service anytime.

Mail only 10¢ to: **GARCELON STAMP COMPANY;**
 Dept. 1EMH, Calais, Maine, 04619

PERSONALIZED WELCOME MAT



J & G Brennan's

PERSONALIZED NAME MAX 17 LETTERS

COLORS: Dark Blue, Light Blue, Brown, Tan, Black, Red, and Green. **\$14.99**

Add \$2.50 P&H

CALL For VISA & M.C. Orders Only:
TOLL National: 1-800-854-2003, ext. 846
FREE California: 1-800-522-1500, ext. 846

LOGO GRAMS OF CALIFORNIA P.O. BOX A351 CHATSWORTH CA 91311

Elks Family Shopper consumer/news

Careful estate planning can help you pass along your assets to your heirs, and yet minimize legal costs and taxes.

The U.S. Department of Agriculture advises that, as a first step, everyone should have a will. Especially important for those who own property or have children, a will allows an orderly transfer of wealth to heirs with a minimum of confusion and expense. And wills can also perform other duties, such as keeping a family business in operation, naming guardians for minor children, or creating trusts for their care until they're old enough to take control of family assets. For tips on wills and other aspects of estate planning, send for a copy of *Providing for Your Heirs—Non-Sale Property Transfers*. It's free from the Consumer Information Center, Dept. 677G, Pueblo, CO 81009.

Before modern pension plans and Social Security, a family's wealth was in the land. Parents passed this along in a "family annuity," where children supported parents during retirement in exchange for title to family land.

These days, family assets are far more diverse and more difficult to transfer. A legal process called probate usually freezes assets while debts are paid and clear title is established for real estate. In addition to the legal expenses involved, the delay and uncertainty of the probate process can be disruptive to the family. Good estate planning can help minimize these problems.

Wills are the basic tool. But parents should remember that it's important for each spouse to have a will. There may be trouble if the
(Continued on page 46)

SYPHON-PROOF YOUR GAS TANK!!

Protect that liquid gold from the ever-increasing horde of **GAS STEALERS**

with this easily inserted new coiled wire invention. Unlike expensive and often aggravating locking caps, this simple gadget is

Trouble-Free and Guaranteed To Do The Job Automatically!!!
\$3.00 ppd.—TWO FOR \$5.50

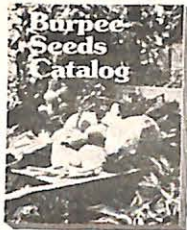
ULRICH ENTERPRISES

Box 1377
 Boynton Beach, FL 33435

BURPEE SEEDS GROW **Burpee's** BURPEE SEEDS GROW
new 1980 Seed Catalog-FREE

Featuring new exciting vegetable and flower varieties for home gardeners.

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



If you ordered from Burpee last year, you will automatically receive your free Burpee catalog in 1980.

© Burpee Seed Co. 1979

BURPEE SEED CO.

1440 Burpee Bldg. Warminster, PA 18974; or Clinton, IA 52732; or Riverside, CA 92502

(Please mail to nearest address)

Send the 1980 Burpee Catalog FREE.

Name _____
 (Please print)

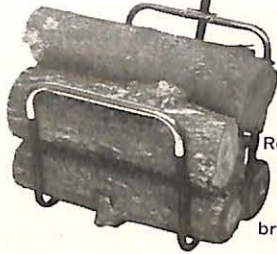
Address _____

City _____ State _____ Zip _____

LOG ROLLER

with wheels

SAVES Your back, clothing and ... saves steps.



Let this Log Roller be your log porter. No more tired, aching arms ... ends that dirty back-breaking job. Now you can enjoy a roaring fire with one easy trip to the log pile—Just place logs onto your Log Roller with Wheels and away you go. With its big wheels and special design you can even go up and down stairs with ease. Sturdy tubular steel construction to hold 50 pounds of firewood from your patio, garage or basement. This Log Roller with its attractive brass and black finish is handsome enough to park near your fireplace! Only \$14.97 plus \$2.40 shpg. Send Check or M.O. 20 day money back guarantee.

HOLST, Inc. Dept. EK-18, 1118 W. Lake Box 370, Tawas City, MI 48763

Solar Thermal GLOVE LINERS
KEEP YOUR HANDS WARM EVEN IN BELOW-ZERO WEATHER!



Developed by Space-Age Technology

End The Torture of Cold Hands!

- Ideal for all winter sports, outdoor work
 - Metallic threads reflect body heat and seal out dampness as well as cold
 - Easy to wash, long-wearing
 - Feather-light, durable
 - Stretch-knit, non-bulky weave fits under your gloves
- Also Available: • Thermal Sock Liners in Men's, Women's and Children's Sizes
 • Thermal Tube Socks (One Size Fits All)

Only \$4.99

Now! End the torture of cold hands, and the inconvenience of cumbersome, awkward heavyweight mittens or gloves! Our lightweight thermal glove liners let you work and play outdoors—even in sub-zero weather—just as if your hands were in a warm room! How? It used to be NASA's secret—but now it's ours, too!

Aerospace insulation technology developed a new space-age fabric, used in NASA's Apollo program. By interweaving aluminized threads in a stretch-knit material, we create thousands of tiny "heat mirrors" that seal out cold and damp—reflect your body heat back, to keep your hands amazingly warm and comfortable!

Wear them under your regular gloves—even mittens

These handy solar thermal Glove-Liners, worn with your regular gloves stretch to fit any size. They're fade-proof, easy to wash by hand, and so feather-light you'll forget you're wearing them.

Order now—stamp out cold hands for the whole family!

Order for every member of the family. Available in Men's, Women's, and Children's sizes. Enjoy winter weather in toasty-warm comfort! Only \$4.99 per pair.

STERLING HOUSE, Dept. TG-104
 Sterling Building, Garnerville, N.Y. 10923

CREDIT CARD CUSTOMERS
 CALL TOLL-FREE 1-800-228-2220

- STERLING HOUSE, Dept. TG-104
 Sterling Building, Garnerville, N.Y. 10923
- Please rush me one pair Glove Liners for only \$4.99 plus 60¢ postage and handling
 - Women's Men's Children's
 - SAVE!** Buy any two pair Glove Liners for only \$8.99 plus \$1.00 postage and handling
 - SAVE MORE!** Buy any three pair for only \$12.99 plus \$1.25 postage and handling
 - Please rush me _____ pair(s) of Thermal Sock Liners for only \$5.99 a pair plus 60¢ postage and handling
 - Women's Men's Children's
 - Please rush me _____ pair(s) of Thermal Tube Socks for only \$6.99 a pair plus 60¢ postage and handling
- Enclosed is my check or money order for \$ _____
 Charge my Master Charge Visa (Min. charge \$12.99)

Interbank No _____ Exp Date _____
 Account # _____
 Signature _____
 Print Name _____
 Address _____
 Apt # _____ City _____
 State _____ Zip _____

MONEY-BACK GUARANTEE — ORDER TODAY!

HAPPY HANG-UPS

Whimsical, full-color plaques to give to special friends. One features a smiling airplane and proudly declares: "Pilots are just plane people with a special air about them." The other depicts a grinning adding machine and the observation: "Accountants are important sumbodies with well balanced personalities." Both framed plaques are 9½x12" and ready to hang.

- #HU-5005 Pilot \$5.95 postpaid
- #HU-5007 Accountant \$5.95 postpaid

SATISFACTION GUARANTEED!

BILL COLLINGWOOD

Dept. E0180, Box 320, South Miami, Florida 33143

In a RUSH? Add \$1.00 EXTRA per order! "The YouUnique Catalog" 25¢ or free with order.



SALE ON SCARCE DATES
LINCOLN CENTS 15c EACH

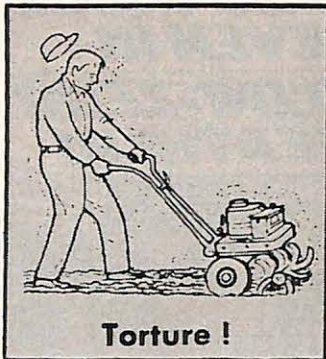
1910	1929	1937D	1942D	1946S	1950D	1954	1959
1917	1929D	1938	1942S	1947	1950S	1954D	1959D
1918	1929S	1939	1943	1947D	1951	1954S	1961
1919	1930	1939S	1944	1947S	1951D	1955	1961D
1919S	1930D	1940	1944D	1948	1951S	1955D	1962
1920	1934	1940D	1944S	1948D	1952	1956	1962D
1925	1935	1940S	1945	1948S	1952D	1956D	1963
1926	1935D	1941	1945D	1949	1952S	1957	1963D
1927	1936	1941D	1945S	1949D	1953	1957D	1964
1928	1936D	1941S	1946	1949S	1953D	1958	1964D
1928D	1937	1942	1946D	1950	1953S	1958D	1965



Minimum order \$1. Satisfaction guaranteed or your money back. This offer made to you for agreeing to look at other coins sent on 10 day approval. You may buy any or none, return those you don't want, cancel service anytime. **ADULTS ONLY.** Circle dates wanted and send to: **LITTLETON COIN CO., Dept. SDS-2, Littleton, New Hampshire 03561.**

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____

Garden Tiller Users!



Torture!



JOY!

If the tiller you've been using has its revolving blades in **FRONT** (see 'Torture!' at left), you won't ever be happy with it again once you try the **TROY-BILT® Roto Tiller-Power Composter** which has its revolving blades in the **REAR**—and is **SO EASY** to use you guide it with just **ONE HAND** (see 'JOY!' at bottom). You do **NOT** have to walk behind it, leaving footprints! It does **NOT** shake you half to death! It leaves **NO** wheelmarks! The **TROY-BILT® Roto Tiller** is now in its 18th great year. **SO**, if you want tilling to be a **JOY** instead of **TORTURE** from now on, please mail the coupon below right away for the whole story of this wonderfully better design in tillers! **OFF-SEASON SAVINGS** now in effect!

©1979 Garden Way, Inc.

Garden Way Mfg. Co., Inc.
102nd St. & 9th Avenue
Troy, New York 12180



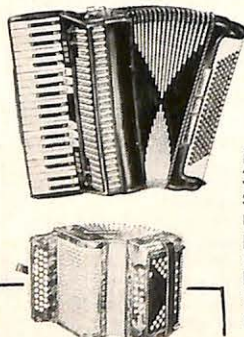
TROY-BILT® Roto Tillers
Dept. 00551
102nd St. & 9th Ave., Troy, NY 12180

Please send the whole wonderful story of TROY-BILT Roto Tiller-Power Composters including prices and OFF-SEASON SAVINGS now in effect for a limited time.

Mr.
 Mrs.
 Miss

Address _____
City _____
State _____ Zip _____

FREE!
Troy-Bilt
Catalog



SAVE ON... ACCORDIONS STANDARD AND ELECTRONIC

IMPORTER-TO-YOU PRICES!

Buy Direct From Importer. Over 30 models—popular colors, sizes, switches, features! Famous makes for students, teachers, professionals. Save! No middle-man profit. 5 day home trial. Easy terms. Trade-ins Welcomed. Satisfaction assured. Write Today.

CORDOVOX

Combines Organ with Accordion. Buy from A.C.A. and Save Big Money. Check Coupon.

5 DAY HOME TRIAL—EASY TERMS

FREE Color catalogs and "Direct" Price List

Accordion Corp. of America — Dept. K-10
5535 Belmont Avenue, Chicago, Ill. 60641

Send **FREE CATALOGS**/Money Saving Prices on:
 Standard and Electronic Accordions
 Hohner 'button' Accordions Cordovox

Name _____
Address _____
City _____ State _____ Zip _____
 Check if you have a Trade-in!

NOW—Popular Button-Type HOHNER ACCORDIONS at DISCOUNT PRICES! Check Coupon.

Elks Family Shopper

consumer/news

surviving spouse dies without one, since, usually, only the longer surviving parent can legally name a guardian for the children.

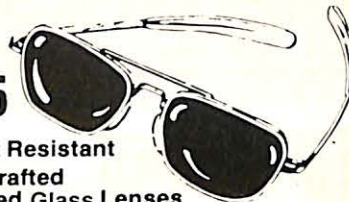
Another method of providing for dependents is the trust. Simply, a trust gives a person (such as a family friend) or a corporation (such as a bank) the power to administer assets on your behalf. Trusts created in your will can support your children, while retaining control of family assets until they grow up.

(Continued on page 50)

INVENTORY ADJUSTMENT SPECIAL!

PILOT'S GLASSES AT UNBELIEVABLE PRICES!

ONLY
\$6.95



- Impact Resistant
- Handcrafted
- Polished Glass Lenses
- Hardened Metal Frames
- Money Back Guarantee

To order, send check or money order (include \$1.00 for postage and handling) to U.S. Optics, Dept. 314, P.O. Box 14206 Atlanta, GA 30324. (Please specify gold or silver frames.) **SPECIAL:** Order now and get **TWO PAIR** for \$13 plus one dollar handling charge.

FREE! During this limited offer. Deluxe velour lined protective case. A \$3.00 value.

LIMITED OFFER FROM U.S. OPTICS

"Most claims for woodstoves are a lot of hot air."

If you're tired of hearing about "thermostatically controlled downdrafts" and paying more for stoves with Danish proverbs on the front, maybe you'd find this booklet both interesting and profitable. It's yours

for the asking and \$1.00 for postage and handling. Write to Hayes Equipment Corp. P.O. Box 526-E, 150 New Britain Ave., Unionville, CT 06085, 203-673-2556. Dealer inquiries invited.

MAKING SENSE OUT OF WOOD STOVES



Our Model 501 Fireplace Stove has a full baffle and internal damper (most stoves don't have either), plus a safety glass door section for viewing the fire.

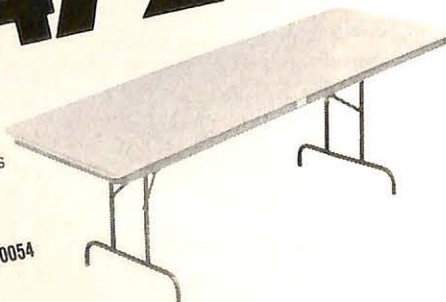
Better'n Ben's®
Our stoves make more sense.

PHONE TOLL-FREE FOR FREE 1980 CATALOG

1-800-247-2488



ASK FOR EXTENSION 90
(*Iowa Residents: phone collect — 515/674-3511)
Buy your folding tables and chairs direct — save dealer mark-ups!
Phone or write:
THE MONROE COMPANY
99 Church St., Colfax, Iowa 50054



LeatherCrest

The UNDER \$20
Leather Shoe Company.

GENUINE LEATHER

AT VINYL SHOE PRICES.

**BUY 2
PAIRS
SAVE
\$3.00!**

Style 24 Brown
Style 25 Black

Style 20 Brown
Style 21 Black

Style 22 Brown
Style 23 Black

Style 26 Brown
Style 27 Black
Style 28 Bone

NOT ~~\$30~~, NOT ~~\$40~~,
ONLY

\$19⁹⁵



- ✓ YES, FULLY CUSHIONED
- ✓ YES, FULLY LINED

If you think the under \$20 leather shoe went out with 30¢ gasoline and the Ford Edsel, you're WRONG.

We've brought it back. And without sacrificing one stitch of quality. These aren't skimpy, machine-stamped "shells"--they're fine, bench-crafted shoes. With full luxury:

- Genuine, richly-tanned leather uppers.
- Air-foam cushion heel-to-toe to buffer fatiguing "step shock."
- Full comfort linings.
- Tough nylon stitching.
- Supportive steel shank.
- Extra-Life sole - heel.

If you've been paying \$30, \$40, even more to get leather shoes, here's good news for your pocketbook. Or if inflation has forced you into hot vinyl shoes, here's good

news for your FEET. Now at vinyl prices you can wear genuine leather--

LEATHER that "breathes" away perspiration to keep feet cool, dry--VINYL CAN'T.

LEATHER that adjusts to every foot's irregularities--VINYL WON'T.

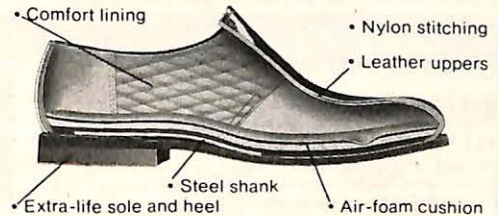
LEATHER that "gives" as busy feet swell, returns to normal as feet relax--VINYL DOESN'T.

How can we do it? Genuine leather for UNDER \$20? By mailing DIRECT. From one central warehouse. You pay NO store overhead. NO clerk's commissions. Plus, our 2-million-pair-a-year volume keeps prices low.

See for yourself. ORDER TODAY. Do your pocketbook, and your feet, a big favor.

\$19.95 a pair. Order 2 pairs, second pair only \$16.95.

Just LOOK at the quality!



30-DAY NO RISK TRIAL

Wear your shoes everywhere you go for 30 full days--ON APPROVAL. Compare them with any shoes anywhere. If you are not 100% delighted with their comfort, quality, and fit, mail them back for a full refund--including return postage--regardless of wear.

ANY STYLE ONLY \$16.95 WHEN PURCHASED AS A SECOND PAIR.

SECOND PAIR SAVINGS COUPON

Entitles you to take **\$3.00 OFF**

the price of your second pair. To claim savings, write the Style Number of your second pair choice on Order Blank at right. Leave this coupon attached to Order Blank. Mail order before date shown below.

Limited time offer!

USE THIS COUPON BEFORE MARCH 31, 1980

Mail to: LeatherCrest
(Division of Stuart McGuire)
Dept. 172-6, 115 Brand Rd.
Salem, VA 24156

YES, please send me the shoe style(s) I have indicated at right. I understand if I am not 100% satisfied I can return the shoes after 30 days wear for a full refund.

SIZES: _____ 172-6

	7	7½	8	8½	9	9½	10	10½	11	12	13
C		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
D	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
EE		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

SHIP TO:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

\$3 OFF SECOND PAIR

Style	Width	Size	Price

VISA* AMERICAN EXPRESS master charge

WHICH CARD?
 Visa Diners Club American Express Master Charge

Give full card number _____ month year _____
 Card good thru (date) _____
 *For Master Charge give four numbers above cardowner's first name _____
 Cardholder's signature (must be signed) _____

TOTAL Add Postage and Handling 1.95
 Va and Calif add sales tax _____
 TOTAL DUE Enclose this Amount _____

Make check to LEATHERCREST

LeatherCrest The UNDER \$20
Leather Shoe Company.



"I showed the Hanover catalog to 4 people at work... and MADE \$48 IN 1/2 HOUR!"

"Funny thing! I wasn't even selling. Had just received the catalog. We were looking at the big savings you get on all-leather Hanover shoes and boots at factory-direct prices. And everyone knows how much shoes cost these days. Before I knew it, I had 5 orders, with \$48 in deposits. And that money was mine. Right away. It's what Hanover means by "same-day pay!" They ship the orders and bill direct to the customers. Imagine! \$48 in 1/2 hour for my first 5 sales! Now I just need 5 more to get my free shoes or boots from Hanover for 10 orders in my first 30 days. I don't see how I can miss!" ... P.K.H., Chicago, ILL

Why don't you send for your own Hanover catalog and free shoes offer? I don't see how you can miss, either. All you do is mail the coupon. You can get this same fast start, too.

THE HANOVER SHOE, Dept. 2509, Hanover, PA 17331

**Rick King, Vice President
THE HANOVER SHOE, Dept. 2509
111 N. Forney, Hanover, PA 17331**

PLEASE RUSH Hanover catalog and your free shoes offer. I want to get in on the fast extra money I can make showing Hanover values.

Name _____
Address _____
City/State/Zip _____

SAVE HUNDREDS OF DOLLARS WITH BURKE SEAT-LIFT CHAIRS

Free Week Home Trial

Ask about Medicare coverage

Now's the time to save hundreds of dollars with a comfortable Burke recliner. Burke seat-lift chairs let you stand and sit when you want, with less strain. Power recline to any position, automatically elevating your feet and legs. Write for information and compare.

BURKE P.O. Box 1064, Dept. E-180
C. Mission, Kansas 66202
or call TOLL FREE 1-800-255-4147

Remove Thatch. Give Your Lawn a Breathing Room



- **FARNAM'S AMAZING HARROW RAKE** Removes thatch, the dead grass packed down around the roots of live grass. Gently works the lawn and stimulates roots. Allows moisture, light and air to penetrate.
- **PAYS FOR ITSELF IN A YEAR** Maximum growth with little or no fertilizer. Three-in-one Tool — maximum or light penetration or turn over for use as drag mat. Ideal in freshly plowed garden and seed beds. Use it to rake leaves, stones, and branches.
- **FITS ALL LAWN & GARDEN TRACTORS** Over 80 spring-steel teeth. No maintenance. Saves time and money. Thousands in USE.
- **For complete information, pricing and details on our 30 day free trial plan — send coupon today.**

FARNAM EQUIPMENT CO., Dept. GHA-350
P.O. Box 12068, Omaha, Nebraska 68112
Please send information on the Farnam Harrow Rake.
No salesman will call.

Name _____
Address _____
City _____ State _____



highly prized for any gift-giving occasion

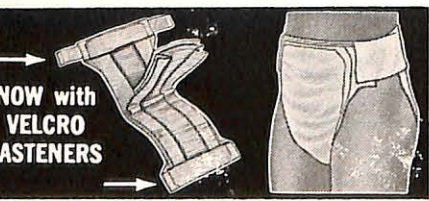
"MY NAME" EMOSSER converts envelopes and plain paper into expensive-looking raised-letter stationery. All steel lifetime construction—no maintenance. Highly prized for any gift-giving occasion including holidays, birthdays, etc. Limit 24 characters and spaces per each of 3 lines.

\$10.95 plus \$1 postage
2 for \$21.00
4 for \$41.50 plus \$2 post.

If 4 line name and address is required, add \$1.98.
Desk Model: Add \$1 each embosser

For a variety of uses from same embosser, order extra copyholder including plates and dies—\$9.00 + \$1 post.
Set of replacement dies (for new address)—\$6.95 + \$1 post, if you return your copyholder and plates.
Full-color catalog \$1.00

Oliver A. Kastel 3106KA N.E. 53rd St.
Vancouver, Wash. 98663



... For Lack of Control BE SURE WITH "EVER-SAFE"!

"EVER-SAFE" is Cool, Undetectable, Comfortable & Effective. Weighs only 7 oz. Novel "fluid barriers" with heat-welded seams enclosing absorbent launderable liners in soft vinyl, prevent escape of any moisture. Clothes, bedding stay dry. Use 2 sets of liners for full nights sleep without change. Moneyback guar. Adult & child sizes. **ORDER BY WAIST SIZE!** Complete with liner \$11.95, extra liner \$4.50; 50 disposable liners \$9.95 Add \$1 post/handling, 6% tax in Calif. **RALCO MFG.** Dept: 800 1537 E. McFadden, Santa Ana, Calif. 92705 (Sold by Mail Since 1965)

TALL or BIG MEN

How To Find Clothing That Fits

Send for the all new Free KING-SIZE Co. Catalog. See page after color page of reasonably priced, Brand-Name Clothing and Shoes in your hard-to-find size.

ARROW WRANGLER LONDON FOG **JOCKEY HAGGAR BOTANY 500®**

Sleeves to 38"; Necks to 22"; Inseams to 38"; Shoes to 16 EEE. Choose from Shirts, Slacks, Sweaters, Suits, Jackets, Work Clothes, Sportsmen's... The world's greatest selection for Tall, Extra Tall and Big Men. Master Charge, BankAmericard, American Express. Everything guaranteed Before and After Wearing, Washing or Dry Cleaning or Your Money Back.

FREE 100 PAGE CATALOG

My Telephone Number _____ Area _____
Height _____ Weight _____ Shoe Size _____
NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

King-Size Co. 270 King-Size Bldg.
Brockton, MA 02402

"SAVE YOUR HEART"

with a **STAIR-GLIDE®** Stairway Lift

RENTAL-PURCHASE Program Available

America's largest selling stairway lift. Ideal for people who cannot or should not climb stairs. Easily installed in less than 2 hours without damaging stairway. Runs off household current. Choose from Deluxe or Economy models.

AMERICAN STAIR-GLIDE® CORP.
4001 East 138th, Dept. E010
Grandview, Missouri 64030

World-Wide Exclusive

FROM THE
American Treasury...

Norman Rockwell

FIRST-ISSUE COLLECTORS' MUGS



Genuine Porcelain
Featuring 4 World-Famous Full-Color Illustrations
Trimmed in 22-Karat Gold



Little Spooners



No Swimming

Big Moment

The Doctor and The Doll

illustrations
from
**THE
SATURDAY
EVENING
POST**

**EACH \$4
ONLY**

Special Offer! Entire Set of 4 ONLY \$12⁹⁷

Now! For the first time anywhere, you can own these beautiful porcelain collectors' mugs honoring the immortal Norman Rockwell. They won't be sold in any store, they cannot be obtained anywhere else except through this offer (unless, of course, you purchase them later from a collector!).

For over half a century, as our nation's beloved "artist in residence," Norman Rockwell made history come alive, everyday family events we take for granted became celebrations of life, capturing the very spirit of America!

Yes, as a tribute to this gifted artist, The American Treasury proudly presents a collectors' first...the initial collection of genuine porcelain mugs featuring 4 world-renowned Norman Rockwell scenes. Each heartwarming work has been faithfully reproduced in its original full-color detail, bearing the artist's unique signature—just as it appeared on a memorable Saturday Evening Post magazine cover years ago. The graceful, pure white mug stands 4 inches tall, and is trimmed on the rim and handle with gleaming, real 22-karat gold! Display these handsome creations in your favorite case or hutch, on a special table or shelf, or delight guests by serving their coffee or tea in one of these distinctive Rockwell Mugs!

Authorized & Licensed by The Saturday Evening Post for Exclusive Issue by The American Treasury!

Don't miss this exceptional opportunity. Another set of Norman Rockwell Porcelain Mugs will be issued soon, bearing 4 different scenes. This original series offer might not be repeated. And remember, these fabulous Mugs are an American Treasury world-wide exclusive—they cannot be obtained anywhere else, for any price. By ordering now, you will own and enjoy the first in this exciting new Norman Rockwell Collectors' Series, plus you'll be eligible to acquire later Mugs as they are issued. Naturally, your order is for this First Issue only; you will not receive others unless you specifically order them. You must be delighted with the charm and craftsmanship of your Mug order, or you may return it within 14 days for a refund of your purchase price (less postage and handling, of course). Mail coupon today.

© 1979 Panacolor, Inc., Caroline Rd., Phila., PA 19176

MAIL NO-RISK COUPON TODAY

AMERICAN TREASURY, Dept. NRA 97
Caroline Road, Philadelphia, PA 19176

Please send me the Norman Rockwell First-Issue, Genuine Porcelain Mug(s) ordered below for \$4 plus 75¢ postage & handling each.

___ (= 005) Little Spooners ___ (= 021) No Swimming
___ (= 013) Dr. and the Doll ___ (= 039) Big Moment
___ (= 047) Entire Set(s) of 4 Mugs only \$12.97 plus \$2 postage & handling—SAVE \$4.03

SAVE! 2 Complete Sets (8 Mugs in all) only \$25 plus \$3 postage & handling—SAVE \$10.00

If after receiving my order, I'm not completely satisfied, I may return it within 14 days and you will refund my purchase price (less postage & handling, of course).

Total amount enclosed \$_____ PA residents add 6% sales tax. Check or money order, no C.O.D.s please.

CHARGE IT! Exp. Date: ____/____/____

Visa American Express
 Master Charge, bank # _____

Credit Card # _____

Sign _____

Name _____

Address _____ Apt. # _____

City _____ State _____ Zip _____

Canadian customers please add 50¢ per Mug and send orders to:
Mail Store, Ltd., Dept. NRA 97, 170 Brockport Drive, Rexdale,
8353 Ont. M9W 5C8. (Ont. & Que. residents add sales tax.)

Div. of Panacolor, Inc.

Select Your LOG HOME



AMERICA'S BEST INSULATED HOMES! Pre-cut home kits in select, treated and hand peeled Northern White Cedar or Lodge Pole Pine logs priced from \$3900. Use your custom plan or select one of ours. We manufacture kits for any log structure. Send for Plan Book \$3.50, or a Dealership Information Package with Plan Book \$6.00.

★ "EXTRA" Insulated Log Homes ★

Wilderness Log Homes

Rt. 2-ELK10, Plymouth, WI 53073

- Plan Book \$3.50
 Dealership Information Package \$6.00

Enclosed is \$ _____

Name _____

Street _____

City _____

State _____ Zip _____

Phone _____

At Last!

A Full-Feature Workbench at an Affordable Price!



- Huge 12½ sq. ft. surface area
 - Solid rock maple construction (225 lbs!)
 - 2 large-capacity vises
 - Rugged 2" thick laminated top
 - Massive 9" x 18" vise jaw will hold even delicate work
 - Adjustable leg levelers adjust workbench to uneven floor surfaces
 - Easily disassembles for moving
 - Available in kit form, too!
 - Optional tool well & tool drawer also available
- Until now, quality workbenches have usually been too expensive and too small. This huge, extremely versatile bench is available direct from the factory at an incredibly low price.

Made in U.S.A.

Garden Way Research, Dept. A-54
 Charlotte, Vermont 05445

TO: Garden Way Research, Dept. A-54
 Charlotte, VT 05445

Please send me your free information about the New Garden Way Home Workbench, including details on the build-it-yourself kits.

Name _____

Address _____

City _____

State _____ Zip _____

Elks Family Shopper consumer/news

When you're enjoying a meal, you probably don't stop to think about the **additives** that may be in your food. But, they're everywhere. For instance, take a look at a lunch of a sandwich, instant soup, gelatin and a cola drink. It's full of additives—and what these additives are, as well as many others, are spelled out in a new free reprint from the FDA magazine, the *FDA Consumer*. For your free copy of *Food Additives*, write to the Consumer Information Center, Dept. 685 G, Pueblo, CO 81009.

Now then, back to that lunch. The bread is fortified with vitamins, and an additive keeps it fresh. The margarine has been colored pale yellow. If you use salad dressing, it's made with emulsifiers to keep it from separating. The luncheon meat may contain nitrites. There's an additive in the soup to keep it from becoming rancid. And the gelatin contains food coloring and artificial flavoring. Finally, if you take away the coloring, flavoring, sweeteners and artificial carbonation from your favorite cola, what do you have? Just plain water. ■

NEED HELP GETTING UP?

"try a Cushion-Lift® chair"



Sit or stand at the touch of a button —

easily, securely with less pain and effort than you thought possible. No more waiting for help. You can get up when you want to. Be happy, carefree and independent. A Cushion-Lift® Chair could change your life! Medicare coverage in most cases. Toilet-Lift and Bath-Lift also available.

FREE Catalog . . . Shop-At-Home!

CALL TOLL FREE: 1-800-558-2151

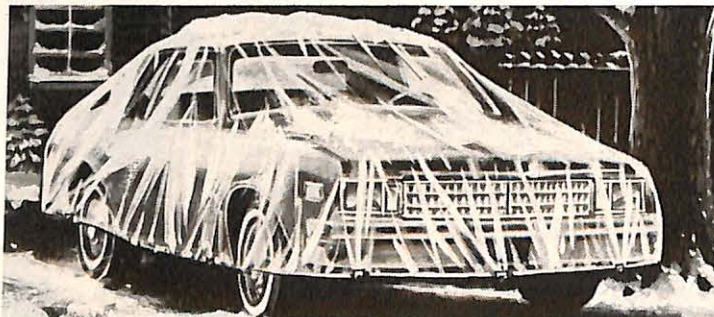
ORTHO-KINETICS, INC.



P.O. Box P.O. Box 2000-EL1
 Waukesha, Wisc. 53186
 Wisc. call collect: 1-414-542-6060

Protects Car, Motorcycle, Boat, Machinery, Firewood — anything!

PORTABLE CAR GARAGE



ONLY \$5⁹⁸



Ice and snow shakes off easily — fold it and put it in your trunk. Ruggedly made to last for years!

Instant All-Weather Protection Wherever You Need It!

Huge 12' x 25' PORTABLE CAR GARAGE fits any make or model car (even station wagons and panel trucks) . . . Made of flexible, heavy-duty gauge clear polyvinyl with 8 reinforced grommets for secure tie-down. Stays pliable in sub-freezing weather, folds compactly for easy storage. Order extras to protect motorcycles, farm machines, outdoor furniture and barbecues . . . even small boats! Keeps precious firewood dry — a single cover protects 2½ cords of wood!

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

NO-RISK MONEY-BACK TRIAL

If you're not delighted with this rugged, durable, clear polyvinyl cover with dozens of uses, simply return it within 14 days for full refund, less postage and handling. But order now — there's plenty of nasty weather ahead — and plenty of things that need protection. Save when you order extras! Mail Coupon Now!

© 1979 National Home Products
 60 Wilton Road, Westport, Connecticut 06880

MAIL NO-RISK COUPON TODAY

NATIONAL HOME PRODUCTS, Dept. CG-275
 60 Wilton Road, Westport, CT 06880

Yes, please send me the Portable Car Garage(s) ordered below.

How Many?

_____ Portable Car Garage — \$5.98 plus 75¢ postage & handling

SAVE — Order 2 for only \$10.98 plus \$1 postage & handling

_____ Super Strength Model — \$8.98 plus \$1 postage & handling

SAVE — Order 2 for only \$16.98 plus \$1.25 postage & handling

If after receiving my order I'm not delighted, I may return it within 14 days for refund (except postage & handling).

Total amount enclosed \$_____ CT residents add 7% Sales Tax. Check or money order, no C.O.D.'s please.

Charge it please to: American Express Visa Master Charge (Bank # _____)

Card No. _____

Exp. Date _____

Name _____

Address _____ Apt. # _____

City _____ State _____ Zip _____

MAN FINDS \$3,000 IN HIS ATTIC.

MINNEAPOLIS (Special) ... A local man made an unexpected and profitable discovery during a recent move. He dusted off one of his father's old coins, took a pretty plate his wife bought in 1971 for \$25, some old stamps, and his son's comic books and tried to sell them. After asking a lot of questions and writing a lot of letters he ended up with \$3,000 in his pocket.

Because he had a hard time getting information on collectibles of all kinds, he decided to start a society for collectors that would make it easier for people to learn how to spot a good bargain and make a profit. Right now, he is offering non-members the opportunity to share the same fact-packed collecting kit that has helped many people find a small fortune in their homes. The kit, including the best selling book "Profitable Collecting," is loaded with ideas on how to tell the value of many of your household items, both old and new, as well as what to look for when investing in collectibles.

For a limited time only, this kit is FREE to non-members. For information please write to:

Calhoun's Collectors Society, Inc.
Dept. 6YN
Calhoun Center
7275 Bush Lake Road
Minneapolis, MN 55435

FREE CATALOG

OF FAMOUS
Wright Arch Preserver® Shoes for Men
SEND TO:



Executive Shoes, Brockton, MA 02403
Dept. 130, Box 488
Send me FREE catalog of Wright Arch Preserver Shoes
Name _____
Address _____
City _____
State _____ Zip _____
Have you worn Wright shoes before?
 Yes No

Save! LIMITED OFFER

Your Favorite Photo Enlarged 400% in Full Color!

only
\$1
with this coupon

We use Kodak Paper for a Good Look

To redeem this coupon, send with any photo, slide, negative or Polaroid (color or black-and-white), plus your full name and address. Enclose \$1 plus 60c to help defray postage & handling for each photo. Limit, 3 photos with each coupon. Print name and address on back of each original photo—to be returned to you with your 8" x 10" GIANT PHOTO PORTRAITS.

We guarantee prompt service and complete satisfaction. Send to:
BENNETT-GRAF, INC. Dept. 4068
1450 N.E. 123 St., N. Miami, Fla. 33161



GIANT SIZE PORTRAIT

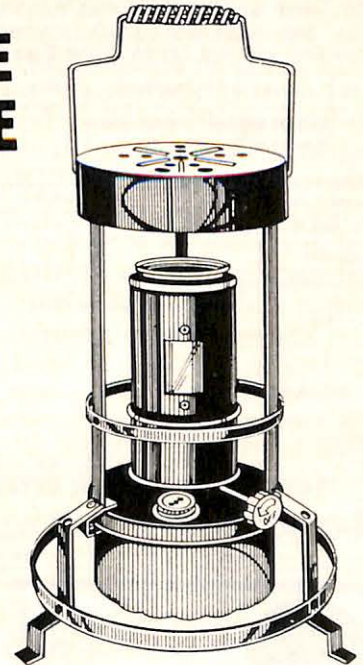
Heats 25-48 hours on just 1 gallon of fuel!

THE SUPER BLUE FLAME

PORTABLE KEROSENE HEATER

Similar heaters sell for \$100 — ours only
\$42.95

- Saves fuel dollars!
- Non-electric!
- No odor!
- No smoke!
- Doubles as cooker and humidifier!
- No chimney venting!



CHEAP HEAT!

- Kerosene heat is the most inexpensive supplement to permanent household heat.
- Turn your thermostat down & turn your Blue Flame Heater on in just the room you are in!

Our 12,000 BTU kerosene-burning space heater keeps a large 12' x 18' room comfortably warm. Raises temperature of smaller 12' x 15' room by approximately 50°F! Supplies intense, even, quick-starting heat. Economically heats colder rooms — or garage, workshop, basement, cabin, boat, greenhouse, etc. One gallon of kerosene burns 25 hours on highest flame, up to 48 hours on lower setting. A FRACTION THE COST OF ELECTRIC HEATERS! Depending on flame height, burns full 9¼ to 18 hrs. per 3 pt. tank-full — a long time without refueling!

Top functions as cooking surface and humidifier (moist air retains heat). Has air-cooled coil handle, wide no-tip base, corrosion-resistant fuel tank, fuel gauge. Lightweight (approx. 5½ lbs.), portable. Can secure in one place. Baked enamel. 19½" high x 11½" diam. at base. Wick cleaner included. Wick lasts approx. 3 months if used daily. (Extra wicks \$4.95 ea.). SUPER HEATERS: One for \$42.95, two \$83.90, three \$122.85. Add \$3.50 per unit shipping & handling. N.J. Res. add 5% sales tax. Master Charge & Visa welcome. ORDER TODAY!

DORSAY, 142 MacArthur Ave. Dept. 273, Garfield, N.J. 07026. (201) 546-5507. (Dealer Inquiries Invited)

30-DAY NO-RISK GUARANTEE
You must be fully satisfied with your Blue Flame Heater, or return it in 30 days for a refund. No questions asked.

CREDIT CARD CUSTOMERS MAY CALL TOLL FREE TO ORDER — 24 hrs. a day, 7 days a week

DIAL **1-800-241-0604** ASK FOR OPERATOR 111
(In GA. 1-800-282-7418)

DORSAY, 142 MacArthur Ave., Dept. 273, Garfield, N.J. 07026. (201) 546-5507

Please send me _____ SUPER HEATER(S) #241 (one \$42.95, two \$83.90, three \$122.85) Send _____ Extra Wick(s) #324 at \$4.95 ea.

Add \$3.50 per heater shipping & handling. N.J. Res. add 5% sales tax. Enclosed is _____

Charge my MC VISA Exp. date _____

Signature _____

Name _____

Address _____

City _____

State _____ Zip _____



**TALL
or
BIG
MEN**

Wigwam

**100% WOOL
WIGWAM®
THERMAL SOCKS
Sizes 12 to 15**

Unbeatable warmth for all winter activities from sports to snow blowing. Perspiration-absorbent 100% wool worsted fibers keep feet snug and dry... plus socks won't shrink or your money back. Grey with Red Top. \$4.95 pair. **2 pair \$9.45**

QTY.	STYLE & DESCRIPTION	SIZE	PRICE
	No. 5423 Wigwam® Thermal Socks Sizes 12 to 15		

Check enclosed Shipping & insurance \$.50
 Charge my Credit Card TOTAL AMOUNT

AMERICAN EXPRESS VISA MASTER CHARGE

CARD NO. _____

4-Digit Interbank No. _____ Month Year _____

Expiration Date _____

Signature (as it appears on your card) _____

My Telephone Number _____

Name _____

Address _____

City _____ State _____ Zip _____

CHECK HERE FOR FREE CATALOG

King-Size 5279 King Size Bldg.
Brockton, Mass. 02402

Medicare
Approved



EASY-LIFT® Cushion
Lifting Chair

- Power cushion gently lifts you to a standing position
- Full, power recline feature
- Simple switch control
- Runs off household current
- Variety of colors, models and fabrics

AMERICAN STAIR-GLIDE CORP.

4001 East 138th Street, Dept. EE010
Grandview, Missouri 64030

Haband Presents:

**GENUINE LEATHER
Executive Dress Shoes**

only **19⁹⁵** — the shoe
that never
gives up —
at work,
at home,
at play!



from
Haband,
direct
by
mail!

Here's a shoe that works as hard as you do, all day, every day! Expertly crafted of real leather, the sleek, classic lines are impressively correct everywhere. And best of all, they're kind to your feet, so no matter how long you wear them, they're always soothingly comfortable. Exceptionally sturdy and dependable, they even have neoprene cushion crepe heels and soles for hour upon hour of deluxe comfort & support. Haband's more-for-your-money features include solid-service Goodyear welt construction, luxury linings, and cushioned innersoles. Available in

Color: BLACK ONLY

Sizes 6½ to 13

in Widths D (Medium) and EEE (Wide).

Haband's Genuine Leather

Executive Dress Shoes **19⁹⁵**

2 pairs \$39.75

HABAND COMPANY
265 N. 9th Street, Paterson, N.J. 07530

Gentlemen: Please send me pairs of Black Oxfords, for which I enclose \$ plus 95¢ toward postage and handling.

Or Charge to:

VISA Acct # _____
MasterCharge Exp. Date ____/____/____

GUARANTEE: 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.

Color	How Many	What Size (6½ to 13)	What Width (D or EEE)
BLACK ONLY			

72C-432

Name Apt. #

Street

City

State Zip

HABAND of PATERSON

See Advertisement on Back Cover

The Best Time to Save Is Now!
NUTRITION HEADQUARTERS
104 West Jackson St.
Carbondale, Ill. 62901

N25

List items you wish here:

Qty.	Size	Name of Product	Total Price

TOTAL—amount enclosed

Satisfaction Guaranteed—We Pay All Postage
MASTER CHARGE and VISA accepted on orders over \$10.00. Give card number, expiration date and bank number if Master Charge.
 If you check this box and mail your order before January 31, 1980, we will include in your order a bottle of **24 ENERGY TABS FREE**

Print Name _____
Address _____
City _____ State _____ Zip _____



ELEVATE FOR RESTFUL SLEEP

Raise the full width of your mattress for healthy, restful sleep. Slip the **NU-SLANT** under your mattress at head or foot of bed. 7 positions allow you to select the height from 5" to 14". Better than extra pillows. Folds flat. Plywood. Customer approved for 20 years. Head Elevation eases discomforts associated with diaphragm hernia, acid regurgitation, breathing & heart ailments. Leg Elevation eases varicose & other leg discomfort. Twin bed size \$26.98; Double Bed size \$28.98.

Add \$1.00 postage and handling

NJ residents add 5% tax. We ship promptly.

Send Check or Money Order to — **Better Sleep Inc.** MONEY BACK GUARANTEE QUALITY PRODUCTS SINCE 1951
Box E0, New Providence, NJ 07974

New Natural Way To Sleep

100% Pure Cotton



Tee-PJ's resemble a T-shirt, but over a foot longer. Special knit gives when you move, eases up when you relax. No bind, no bunch, no chafe, no buttons, no ironing! Most comfortable sleeper you've ever worn or money back. (Great for Ladies, too). Choose snow white or soft blue. S-M-L-XL (to ensure best fit include height-weight when ordering.) Order NOW, while prices include postage/handling!

\$9. ea 3 for \$20

Long sleeve style (not shown)

\$11 ea 3 for \$27

WITTMANN TEXTILES


Dept. 290, Hobe Sound, Fla. 33455

**If Ruptured
TRY THIS OUT**

Modern Protection Provides Great
Comfort and Holding Security

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

New Electric
MOPED \$210 FOB
Taiwan



Tiger Eye Ring
\$3.75



Surplus JEEP
\$850
FOB
Germany
Can order one



Ecuador
Orlon
Poncho
\$6.38



Lovely
Simulated
Diamond
Ring
\$6.75

Two
Karat



Lock Blade Knife
\$1.34




B.L. Mellinger, Famous World Trader, Internationally-known Mail Order Expert; President, Mellinger Co. "I started only a few years ago, part time, in my garage with less than \$100. Today my business empire spans the globe. I will help you succeed using my personal experience. Mail coupon for **FREE REPORT.**"

SAMPLE IMPORT FREE!

...and I'll tell you exactly how to turn it into big money!

MAIL FREE SAMPLE CERTIFICATE - Get Full Facts How to start your own big profit HOME IMPORT BUSINESS

24,221 IMPORTS
MY PLAN STARTS YOU FAST... Shows you how to
Buy Below Wholesale

MEN-WOMEN... Turn Spare Hours or Full Time into INCOME!

DISCOVER PROFITS OF IMPORT! My Home Mail Order Import Business Plan guides your every step... it is based totally on my personal success. Shows how to deal direct and cut out costly middlemen... so you keep all the profits! I do the "hard work" for you... by traveling the world to find dazzling "first time offered" new imports. The actual sample I will send you Free is typical of my import discoveries. You can pick and choose from more than 24,000 products. Deal in one product or 1000's. Buy below wholesale.

YOU CAN START IMMEDIATELY. I arrange free membership in exclusive International Traders organization... instantly puts you in direct contact with suppliers abroad. I show how to operate anywhere. Age no barrier. Ideal for spare time husband/wife or retirement business. My report, "How to Import and Export" tells how to do it. No obligation. No salesman will call. Certificate brings your free gift sample import and everything else.

YOU CAN BUY ONE AT A TIME OR BUY IN QUANTITY

Many of these 24,221 imports you can buy one at a time... others you can order in quantity, with minimum total order as low as one Jade Ring 2.75 ppd. or 1.28 in quantity. Other examples, one Mink Coat 299. ppd. One LCD Watch 14. ppd. or 10.80 for 25 or 9.90 for 50, all post-paid. New government ruling makes thousands of imports free of any duty whatsoever, making even larger profits for importers. Cut out greedy U.S. specialty merchandise middlemen. Really deal direct, the International Traders way.

LCD WATCH
S.S. Band
\$9.90



1 year guar.
6 Functions

Field Glasses
\$3.55



Kids Tricycle
\$5.99



Electric Razor
\$3.70



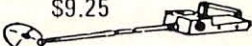
Leather Soccer Ball
\$4.25



Mink Coat
\$299



Metal Detector
\$9.25



Jade Ring
\$1.28




Movie Projector
\$2.90



Cassette Recorder
\$12.80



96c Electric Toothbrush



FREE CATALOGS!
Now! Quick Double Profits
As a Member of International Traders you also get free catalogs of specialty merchandise to order at rock-bottom prices from big U.S. warehouse.

PERSONAL GUIDANCE!

I believe in giving you my personal help! Regularly I meet I.T. Members at regional closed door Seminars across the country. You will be invited to these meetings.

1000's more dazzling products you can buy DIRECT!

- | | |
|---------------------|--------------------|
| Walkie Talkie | Cigarette Lighter |
| Golf Balls | Beer Steins |
| Baseball Glove | Rifle Scope |
| Telescope | Phone Amplifier |
| Electric Calculator | Movie Camera |
| Sapphire Ring | Fishing Rod |
| Spinning Reel | Swords |
| Radio | Black Forest Clock |

This Certificate Good for ONE SAMPLE IMPORT - FREE

B. L. Mellinger/The Mellinger Co.
6100 Variel Ave., Dept. A1891
Woodland Hills, CA 91367

Send **FREE REPORT**, "How to Import and Export"... also actual Free sample import. Everything you send me is mine to keep without obligation. Show me how I can start a profitable home business of my own.

Name _____ Age _____
Address _____
City _____
State _____ Zip _____

IMPORTANT
Your initials must appear below to qualify for Free sample import. Because of high cost and limited supply, I hereby agree to limit my request to one, and one **ONLY**, Free sample Import. I have not previously requested this Free sample. I am over 18 years of age.
Initial here _____

Sportsmen

3 SIZES AVAILABLE



Now you can get all your gear where you need it, when you need it! Then bring it all back out in one easy trip with almost no effort using an indispensable Garden Way Cart. The scientific, two-wheeled design lets you carry up to 400 pounds over rough terrain, snow, sand and downed branches with incredible ease. And Garden Way Carts have been helping thousands of gardeners and homeowners for many years. Why not let it help you? If you want to know more about all three Garden Way Carts and our line of "build-it-yourself" kits, simply fill out and mail the coupon today for FREE DETAILS.

CALL TOLL FREE 800-451-5088

Garden Way Research

Dept. A-22 Charlotte, VT 05445
Please send me my FREE CART CATALOG

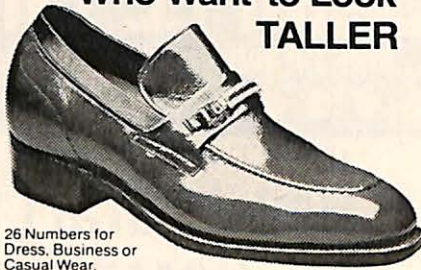
Name _____

Address _____

City _____ State _____ Zip _____

ELEVATORS®

Superb Shoes for Men
Who Want to Look
TALLER



26 Numbers for Dress, Business or Casual Wear.

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

RICHLEE Shoe Company
80 Lake St., Brockton, Mass. 02403

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

Name _____

Address _____

City _____ State _____ Zip _____

Help!

The Elks Magazine postage fees have skyrocketed!

Help us cut costs by reporting any address change to your lodge secretary and The Elks Magazine Circulation Department.

Be sure to include lodge and membership number or an address label from the magazine. **Notice should be sent 6 to 8 weeks before your move.**

ATTACH ADDRESS LABEL HERE

New Address:

Name _____

Address _____

City _____

State _____ Zip _____

Lodge No. _____

Member No. _____

Mail to: Circulation Manager
The Elks Magazine
425 W. Diversey Pwy.
Chicago, IL 60614
1-80

DO-IT-YOURSELF

FINE GRANDFATHER
CLOCK KITS

STARTING UNDER
\$220

(including movement and dial)

- Factory direct prices
- Heirloom quality
- Solid 3/4" hardwoods: black walnut, cherry, mahogany, oak
- Easy to assemble, parts pre-cut
- Solid brass West German chiming movements
- Money back guarantee
- Prompt shipment

MASTER CHARGE and BANKAMERICARD/VISA ACCEPTED

Write for FREE color catalog



EMPEROR®
CLOCK COMPANY

WORLD'S LARGEST MANUFACTURER OF GRANDFATHER CLOCKS
Dept. 305, Emperor Industrial Park
Fairhope, Alabama 36532



107 worldwide stamps

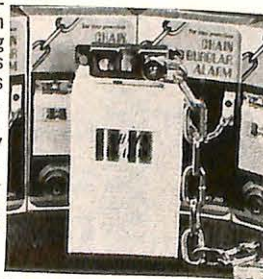
107 stamps from around the world, including famous people, commemoratives and other interesting subjects - all different, for only 10¢. You'll also get other selections to examine. Keep those you wish to buy, return the balance. Cancel service anytime.

Send 10¢ to:
Dept. EM11, WILLIAMS STAMP CO., ST. STEPHEN, N.B. E3L 2X6

CHAIN ALARM SLEEP SAFE TONIGHT

Strong chain prevents entry, alarm blasts piercing shriek that alerts you and sends crooks running. Quickly, easily installed on many openings. Like silent web of security. Be prepared tonight. Stops crooks cold!

SEND \$7.95 TO:
DAVID J. DENHAM & CO.
P.O. Box 6270, Dept. EO10
Wheeling, W. VA. 26003



Mrs. Frederick D. Johnson
221 S. 23rd Street
West Highland Park
Anytown, Kansas 80940

FREE HANDY BOX

with ANY name, address, zip code. Up to 4 lines.
Order S717 Set of 1000 Economy Labels (boxed) . . \$1.00

1000 RETURN ADDRESS LABELS \$1.00

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

The John Smith
Book Store
4231 Van Pelt Ave.
Anytown, Colorado 80961

GLEAMING GOLD FOIL

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

250 Self-Stick GOLD FOIL LABELS \$1.98

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

STICKS AT A TOUCH

Mrs. Frank Meyer
1156 Academy Vista
Anytown, Colo. 80940

moistening. Sharp black printing up to 4 lines.
Order P6030 Set of 250 White Gloss Labels (boxed) \$1.98

250 Self-Stick WHITE GLOSS LABELS \$1.98

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

Walter Drake 3291 Drake Bldg.
Colorado Springs, CO 80940

NAME _____
ADDRESS _____
CITY & STATE _____ ZIP _____

_____ S717 1000 Labels @ \$1 each \$ _____
_____ P6128 Gold Foil Labels @ \$1.98 each \$ _____
_____ P6030 White Gloss Labels @ \$1.98 ea \$ _____

Add 20¢ per set for postage & handling \$ _____

SATISFACTION GUARANTEED Total \$ _____

San Francisco

(Continued from page 39)

terey Inn. The only sound one hears is the chirping of a blue jay, or perhaps a sparrow nesting in an ancient redwood surrounded by roses, hydrangeas, geraniums and rhododendrons. At the Old Monterey Inn, one has the choice of seven bedrooms, with or without bath. Rates: \$50-\$65 a day double.

Guests snooze beneath goose-down comforters and are spoiled by proprietors Ann and Gene Swett; those who don't get up by 9:30 a.m. are served breakfast in bed. In the case of romantics, they can slip away to secluded tables in the garden. No ordinary continental breakfast this. It consists of banana slices floating in orange juice, assorted fruits and homemade muffins, pumpkin bread and Danish pastries. Part of the deal at Old Monterey Inn is a daily sherry-and-crackers party.

Gene and Ann Swett bought their old mansion 10 years ago as a private home for themselves and their six children. After the kids flew the nest, the Swetts got the idea of converting the residence to an inn. In one room a swinging bed hangs from the ceiling by chains. Books line the walls of another, and there's a fireplace, a sundeck and a king-size bed. Instead of numbering the rooms, the Swetts gave them names: Pinecrest, Creekside, Garden View, the Library, Dovecote, Eastwinds and the Rookery. Soft drinks and juices (they're free) are stored in a refrigerator on the second floor, and coins for calls are placed in a dish by the telephone. For the guest who may have forgotten something, bathroom cabinets are stocked with toothpaste, shaving cream and other toilet articles. When the fog rolls in, a blaze crackles in the living-room fireplace and on sunny days, guests swing from hammocks stretched from a forest of trees.

Meanwhile, next door in Carmel, the venerable Pine Inn on Ocean Avenue continues to do a lively business. Its 49 rooms (no two alike) are comfortably ensconced in a Victorian mood of brass and old lace. (It's been one of our longtime favorites.) Stepping through the front door of the Pine Inn is like taking a look back into the 19th century. A grandfather clock ticks away the hours beside a lighted fireplace, red carpets flow across the floors and Victorian chandeliers cast their light. It will cost you between \$29 and \$69 to spend the night in one of the inn's old brass beds.

Boasting a location nearest the ocean in Carmel is the Sandpiper Inn on Carmel Point. Its proprietor, Graeme MacKenzie, was born in Scotland, which explains the greeting printed in Gaelic

over the parlor door. Translated it reads: "A thousand welcomes." Guests choosing Room No. 1, boast how they slept in former President Jerry Ford's bed. At least that's the story MacKenzie tells his guests. What actually occurred was, he lent the bed to Ford's host at a private Pebble Beach home. It seems the host had no king-size bed and the Sandpiper did. At any rate, the Sandpiper is a semi-modern sprawl of 15 rooms that rent for \$28 to \$42 a night. Numbers 5, 11 and 12 offer the best views, while 1, 4 and 10 are equipped with fireplaces.

TWA pilot Marshall Hydorn and his wife Diane operate Carmel's Sea View Inn, a delightful three-story shingled affair on Camino Real. Dating from 1906, Sea View has a good deal going for it. For one thing, it's homey; rockers are spread among the rooms and thick comforters cover the beds. A brick fireplace glows in the living room, fresh flowers brighten guest quarters and classical music (as well as light jazz) is piped to the parlor. Manager Yvette Carroll prepares a continental breakfast of homemade bread, juice, cereal, turnovers and fruit. The nine guest rooms are pegged at \$22 to \$30 a night, including the continental breakfast.

A similar brand of atmosphere is available at another Carmel inn, the Holiday House. Rooms at Ken and Jane Weston's inn are priced from \$25 to \$28 a night. Included is a continental breakfast composed of homemade muffins, scones, coffee cake, cereals and juice. Bowls of jellybeans are found beside each bed, and there's a piano in the parlor for the guests.

Another sort of sanctuary, Vagabond House, is where Don Blanding lived in the '40s. Cottages surround a shady courtyard with ancient oaks, rhododendrons, camellias, azaleas and roses. Other flowers hang from branches in baskets. Rooms at the Vagabond are filled with wicker, antique clocks, books and more flowers. On sunny mornings, breakfast is served in the patio and wine is poured in the afternoon.


Here are addresses of the Monterey Coast inns named in this article:

- © Old Monterey Inn, 500 Martin Street, Monterey 93940. Telephone (408) 375-8284.
- © Pine Inn, P.O. Box 250, Carmel 93921. Telephone (408) 624-3851.
- © Sandpiper Inn, 2408 Bayview Avenue, Carmel 93923. Telephone (408) 624-6433.
- © Sea View Inn, P.O. Box 4138, Carmel 93921. Telephone (408) 624-8778.
- © Holiday House, P.O. Box 234, Carmel 93921. Telephone (408) 624-6267.
- © Vagabond House, P.O. Box 2747, Carmel 93921. Telephone (408) 614-9988.

**Make up to
\$1250 an hour**

**Start your own
money making business!**

**Be
Your
Own
Boss!**



Hundreds of Belsaw trained men have succeeded in this fascinating and highly profitable field...

YOU Can Do It Too!

BE A LOCKSMITH

Never before have money-making opportunities been so great for qualified Locksmiths. Now lucrative regular lock and key business has multiplied a thousandfold as millions seek more protection against zooming crime. Yet there's only one Locksmith for every 17,000 people!

Train FAST at Home—Collect CASH PROFITS Right Away. You're "in business" ready to earn up to \$1250 an hour a few days after you begin Belsaw's shortcut training. Take advantage of today's unprecedented opportunities in Locksmithing for year-round EXTRA INCOME in spare-time—or fulltime in a high-profit business of your own. Hundreds we've trained have done it. So can YOU! All tools plus professional Key Machine given you with course. These plus practice materials and equipment, plus simple, illustrated lessons, plus expert supervision, plus business-building guidance will enable you to KEEP THE MONEY COMING! The ideal for retirement—good jobs too. **SEND FOR EXCITING FACTS—No Obligation!** ALL SPECIAL TOOLS AND EQUIPMENT INCLUDED!

PRO KEY MACHINE YOURS TO KEEP!

This Pro Key Machine can also add up to \$200 a month to your income... and it won't cost you a penny extra with your training. Find out all about it!

RUSH COUPON!

RUSH Send for your coupon today!

Accredited Member
National Home Study Council

10-DAY NO RISK TRIAL!

BELSAW INSTITUTE
130J Field Bldg.
Kansas City, MO. 64111

There is NO OBLIGATION and NO SALESMAN Will Call—ever!

FREE! BELSAW INSTITUTE
130J Field Bldg., Kansas City, Mo. 64111
Please rush FREE Book "Keys to your Future."

NAME _____

ADDRESS _____

CITY-STATE-ZIP _____

HEARING AIDS

SUPER SAVINGS! Newest, Finest. All types. Buy DIRECT & save up to HALF! No salesmen. Sold by AIR MAIL on HOME TRIAL. FREE Catalog. Write: **MONEYSAVERS**, Dept. EK-1, 9530 Langdon Ave., Sepulveda, Cal. 91343

SAVE 1/2! **FREE CATALOG—WRITE!**

PARTS for CHAIN SAWS

Replacement chain, guidebars, sprockets, other parts at substantial savings. Also professional sharpening equipment, service tools. All first quality. Guaranteed. FREE CATALOG. Stores, shops give sales tax number for special dealer information.

REPAIR PARTS

Box 6329 Dept. K106a Erie, PA 16512

REMBRANDT DID IT IN OILS...

Let us do it in
BRONZE PLAQUES
FOR ALL OCCASIONS

Write for Free Catalog E23
Engraved Plaques E21

INTERNATIONAL BRONZE TABLET CO., INC.
150 W. 22nd St., N.Y., N.Y. 10011 212-WA 4-2323

RUPTURE AGONY

DISAPPEARS

WHEN you slip into a Brooks Appliance! Your reducible rupture will be held firmly, yet gently, night and day, at work or play. Send for our FREE illustrated booklet.

BROOKS CO., Box 370-B, Marshall, Mich. 49068

HOW TO BEAT THE ENERGY SHORTAGE, INFLATION AND SUCCEED WITH YOUR RETIREMENT PLANS

OFF THE BEATEN PATH

OFF THE BEATEN PATH

Where to retire or vacation at what look like pre-inflation prices and no one ever heard of tension or stress.

Off-the-Beaten Path names the really low cost Florida retirement and vacationing towns, the topnotch values in Texas, the Southwest, California, the South and East, Canada, and a dozen other areas which the crowds have not yet discovered.

—Fabulous places like that undiscovered region where winters are as warm and sunny as Miami Beach's yet costs can be 2/3rd less. Or that island that looks like Hawaii yet is 2000 miles nearer. Or France's only remaining outpost in this part of the world . . . or a village more Scottish than Scotland . . . or resort villages without crowds or high prices . . . or island paradises aplenty in the U.S. or Canada . . . And for good measure you also read about low cost paradises in Hawaii, the Virgin Islands, and Puerto Rico.

A big book. Yet it costs only \$4.45.



ALL ABOUT ARIZONA

What do you want to know about Arizona? Where to retire at low cost? Where are summers cool, winters sunny most of the time? Where are the leading places for a job, a home, etc.? What must a newcomer watch out for? Is it true that living costs are less than in the East? What about salaries?

Or do you want to tour this Grand Canyon State? What's the most scenic way to see Arizona by car or otherwise? What is really the most satisfying way to see the Grand Canyon? The Indian reservations? The other four-star sights? Which are the sure ways to cut travel costs in this big state?

Filled with facts over 100,000 words long, this book almost brings Arizona to your door answering these and a hundred other questions. To know all you should about Arizona before you go for a home, a job, retirement in the sun, or a really memorable vacation, read this book. Price \$4.95.



WHERE TO RETIRE ON A SMALL INCOME

This book selects out of the thousands of communities in the U.S. only those places where

the climate is right, living costs are less, the surroundings pleasant, and nature and the community get together to guarantee a good time from fishing, boating, gardening, concerts, or the like.

It covers cities, towns, spas, resorts, etc., throughout America—from New England south to Florida, west to California and north to the Pacific Northwest. It includes both Hawaii and the American Virgin Islands.

Some people spend hundreds of dollars trying to get information like this by traveling around the country. Frequently they fail—there is just too much of America to explore! This book saves you from that danger. Yet it costs only \$4.95.

A Good Trip Begins With A Harian Book
Publishers Since 1935

WHERE WILL YOU GO IN FLORIDA

WHERE WILL YOU GO IN FLORIDA

Florida needn't be expensive — not if you know just where to go for whatever you seek in Florida. And if there's any man who can give you the facts you want, it's Norman Ford, founder of the world-famous Globe Trotters Club.

His big book, *Florida*, tells you, first of all, road by road, mile by mile, everything you'll find in Florida, whether you're on vacation or looking over job, business, real estate, or retirement prospects.

Always, he names the hotels, motels, and restaurants where you can stop for the best accommodations and meals at the price you want to pay. For that longer vacation, if you let Norman Ford guide you, you'll find a real "paradise"—just the spot which has everything you want.

Of course, if you want a home in Florida he tells you just where to head. If you've ever wanted to run a tourist court or own an orange grove, he tells you today's insidestory of these popular investments.

If you want to retire on a small income, he tells you exactly where you can retire now on the money you've got, whether it's a little or a lot, he always tells you where life in Florida is pleasantest on a small income.

Whatever you seek in Florida, Norman Ford gives you the facts. Well over 100,000 words but it costs only \$4.95.



SECRETS OF STAYING YOUNG AND LIVING LONGER

Through extensive studies of long-lived people all over the world, scientists have already learned how to retard the aging process so that we can enjoy youthful vigor into our eighties and beyond.

This important new book shows how to incorporate these amazing anti-aging techniques into your lifestyle so that you always feel, look and actually *are* twenty years biologically younger than your age. You also learn how to extend your life-expectancy by up to twenty active, health-filled years.

By using only drugless therapy—the medicine of tomorrow—this book shows how to prevent and reverse practically, all the health problems of the middle years and later. Here are the amazing miracle foods and other natural therapies that have helped countless people recover completely from arthritis, low back pains, diverticulosis, headaches, migraine, hypertension, benign prostrate enlargement, colitis, varicose veins and dozens of similar ailments.

Here are natural techniques that will give you restful, unbroken sleep night after night . . . boundless energy and stamina for the rest of your life . . . and a vigorous sex life till well into your 80s. You learn to cope with stress and achieve deep and lasting relaxation . . . and how to use the miraculous Living Foods Diet to shed weight *permanently* while you continue to eat in unlimited amounts. Here is everything you need to know to help prevent killer diseases like cancer and to aid in virtually immunizing yourself against all forms of cardiovascular disease.

Above all, you learn how to use your own body's recuperative powers to restore your youth and health without ever having to resort to harsh and dangerous drugs. \$4.95.



INVESTING TO BEAT INFLATION

HOW TO INVEST FOR RETIREMENT INCOME THAT IS HIGH, SAFE AND INFLATION-RESISTANT.

Retirement expert Norman Ford reveals his secrets for building a high, safe and steadily-increasing investment income designed to keep your savings ahead of inflation. He tells how to get 12% from Savings & Loans and where to get the highest, safest yields from top-paying money market funds, Mexican banks, REITs and high-paying blue-chip stocks that hike dividends each year.

With as little as \$1,000 he shows how to become a share owner in AAA-1 high-rise office and apartment buildings and receive ever-growing rental income. He even tells how to invest in high-grade stocks at a discount of 15%-20%. You learn foolproof formulas for boosting both capital and income . . . about hobbies that help you stay ahead of inflation . . . and even how to turn gambling dollars into investment profits.

All this plus much, much more in this big book that tells how to beat our endless inflation for only \$4.95.



HOW TO TRAVEL WITHOUT BEING RICH

Do you know you can travel all the way to Argentina through colorful Mexico, the Andes, Peru, etc., via bus and rail for under \$218 in fares.

Norman Ford's big guide *How to Travel Without Being Rich* gives you the traveler's picture of the world, showing you the lower cost, comfortable ways to practically any part of the world. Page after page reveals the ship, rail, bus, airplane and other routings that save you money and open the world to you.

This is the book that tells how to roam the world by bus and train at prices anyone can afford. Travel the Pan American Highway through Mexico and roam all over South America. Explore Europe, North Africa, the Greek Isles and Israel, then take the famous overland route to India, Nepal, Ceylon, Japan, Australia, New Zealand and on around the world. Learn how you can fly almost anywhere in the world at half the normal fare. Travel by crack trains all over the world at non-tourist prices, see everything at eye level without rushing and meet interesting local people as you go.

How to Travel Without Being Rich is a big book, with over 75,000 words of facts, prices, and routings; and it's yours for \$4.95.

Mail to Harian Publications
1 Vernon Avenue Dept. 371
Floral Park, NY 11001

I have enclosed \$ cash, check, or money order. Please send me the books I have checked below. YOU WILL REFUND MY MONEY IF I'M NOT SATISFIED.

- Off the Beaten Path, \$4.45
- All About Arizona, \$4.95
- Where to Retire on a Small Income, \$4.95
- Norman Ford's Florida, \$4.95.
- Secrets of Staying Young & Living Longer, \$4.95
- Investing to Beat Inflation, \$4.95
- How to Travel Without Being Rich, \$4.95
- SPECIAL OFFER 1: Any 3 books above for only \$12.95.
- SPECIAL OFFER 2: All 7 books above for only \$24.95.

Plus 85¢ shipping and handling.

Name _____
Address _____
City _____
State _____ Zip _____



It takes only 5 Minutes

right now to order the warmest, best looking new dress slacks you have ever enjoyed – **MIRACLE FIBER FLANNELS** – from Haband, the mail-order people in Paterson, N.J.!

Tailored to fit comfortably in all the right places, we offer executive dress slacks in a variety of good business colors, and, note this:

HANDSOMELY PLEATED, to give you that certain extra touch of distinction. They are easy-to-care-for, absolute home-wash-and-wear **NO IRON!** 50% "Dacron®" polyester, 25% "Avril®" rayon, and 25% "Orlon®" acrylic to provide the deluxe warmth and softness only full weight flannel can offer, and at tremendous savings!

For fastest service, we carry all sizes in stock, waists 30 to 54, already finished & ready to wear in your exact leg length! So to take advantage of this incredible low price, all you have to do is mail in this coupon below. But do it now!

LOOK!
Comfort Style
PLEATS
are Back!

HABAND'S NEW MIRACLE FIBER

NO-IRON FLANNELS

2 Pairs for

24⁹⁵

Save Time, Save Gas!
Order Direct by U.S. Mail.

Haband is a conscientious family business, operating by U.S. Mail since 1925. Our specialty is fast reliable service and smart executive fit for more than two-million business and professional men all over America.

Right now would be a good time for you to get acquainted too. We will be proud to send you any 2 pairs of these handsome miracle fiber flannels on **Straight Money-Back Approval** – (read the Guarantee). See yourself in the mirror; show your wife and family before you decide. But for the full season's enjoyment of this incredible bargain, get started now! Take just 5 minutes and get your order on its way! Thanks!



MIRACLE FIBER NO-IRON FLANNELS

Mr. Duke Habernickel, President
HABAND COMPANY
265 N. 9th Street, Paterson, NJ 07530
Sir: Please send me pairs of Haband "Dacron" polyester/rayon/acrylic No-Iron Flannels, for which I enclose \$..... plus \$1.20 toward postage & handling.

GUARANTEE: I understand that if I do not choose to wear them when I see them, I may return the slacks within 30 days for full, prompt refund of every penny I paid you.

2 pairs for only **24⁹⁵**

3 pairs for \$37.25 – All 4 for only \$49

AVAILABLE SIZES IN STOCK
Waists 30-32-34-36-38-40-42-44-46*-48*
50* -52* -54*
Inseams 26-27-28-29-30-31-32-33-34.

*Please add \$1 per pair for these larger sizes

COLOR	Waist	Inseam
BROWN 1		
BLUE 2		
GREY 3		
Heather GREEN 4		

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

72A-024
Name _____
Street _____
City & State _____
ZIP CODE _____

Now! For Readers of *Elks Magazine*...

GREAT VITAMIN SALE

...to quickly introduce you to savings on high quality vitamins when you order by mail from Nutrition Headquarters! We are making 10 extra special coupon offers with other products at our regular low prices. But act today. Sale ends in thirty days.

NATURAL VITAMINS • ORGANIC MINERALS • HIGH POTENCIES

FEEL TIRED? WANT PEP?

FREE
Energy Tabs
with your
order

Thousands of folks who feel let down when they should have pep and power can now get a fast pick up with new "ENERGY TABS". The secret of this seeming miracle is magic Fructose, a unique form of sugar that goes directly into the bloodstream—giving you almost instant energy and pep when you feel weary and drowsy due to low blood sugar.

Ordinary sugars must go through the liver—not releasing their energy for a longer time—but Fructose is totally different—it gives you immediate energy. For years Fructose has been a power secret of Olympic athletes of European countries.

Now Fructose has been imported and compressed into palatable "ENERGY TABS" for you to take when you need extra power—the power to win!

"ENERGY TABS" are 100% natural and safe for normal tired folks. No stimulating drugs. "ENERGY TABS" give you fast, safe power.

FREE!

Check the box in the order blank and return it with an order for any of the items in this ad and we will include without charge a bottle of 24 "ENERGY TABS".

This offer expires January 31, 1980.

MASTER CHARGE and VISA accepted on orders over \$10.00.

Introductory Coupon

VITAMIN E 50 DAY SUPPLY

400 UNIT CAPSULES **88¢** Limit One of Any Size to a Family

100 for 1.49
 500 for 7.25
 1000 for 13.98

N25 Expires 1/31/80

Introductory Coupon

500 MG. VITAMIN C 100 for **99¢** Limit One of Any Size to a Family

with Rose Hips
 500 for 4.79
 1000 for 8.99

N25 Expires 1/31/80

Enclose Coupons Above With Order.

99 MG. **POTASSIUM TABLETS** 100 TABLETS **1.25** 500 for 5.00

HI-POTENCY STRESS FORMULA 100 TABLETS **1.95** 250 for 4.75

"FORMULA T-M" Therapeutic Multi-Vitamins with Minerals 100 TABLETS **\$2.49** 500 for 11.25

Enclose Coupons Below With Order.

Introductory Coupon

1,000 Mg. VITAMIN C with Rose Hips

100 For **1.98** Limit One of Any Size to a Family

500 for 8.79
 1000 for 15.98

N25 Expires 1/31/80

Introductory Coupon

LECITHIN 19 Grain Capsules

100 Capsules **1.49** Limit One of Any Size to a Family

300 for 3.98
 600 for 6.85

N25 Expires 1/31/80

Introductory Coupon

VITAMIN A 25,000 Units

100 for **89¢** Limit One of Any Size to a Family

500 for 4.15
 1000 for 7.98

N25 Expires 1/31/80

Introductory Coupon

GINSENG 250 mg. Tablets

100 For **1.49** Limit One of Any Size to a Family

500 for 6.95
 1000 for 12.49

N25 Expires 1/31/80

Introductory Coupon

10 Mg. ZINC

100 For **39¢** Limit One of Any Size to a Family

500 for 1.89
 1000 for 3.49

N25 Expires 1/31/80

Introductory Coupon

Our "Top-B" B-Complex "50"

Famous Formula at a Sensational Low Price! Every capsule contains 50 mg. B1, B2, B6, Niacinamide, Panto Acid, Choline, Inositol, 50mcg. B12, Biotin, 50mg. Paba, 100 mcg. Folic Acid.

50 for **1.89** Limit One of Any Size to a Family
 100 for 3.49
 250 for 7.98

N25 Expires 1/31/80

Introductory Coupon

"BIG 4" Kelp, Vit. B6, Lecithin and Cider Vinegar

100 For **79¢** Limit One of Any Size to a Family

500 for 3.50
 1000 for 6.49

N25 Expires 1/31/80

Introductory Coupon

Garlic Oil Capsules

100 For **68¢** Limit One of Any Size to a Family

500 for 3.28
 1000 for 6.39

N25 Expires 1/31/80

GRAPEFRUIT DIET PILL

Contains one of the strongest diet aids available without prescription. Includes modern, effective diet plan that lets you enjoy 3 delicious meals and snacks everyday as you lose weight.

90 FOR \$2.98 500 for 9.85

SAME INGREDIENTS AS ORDER OUR "LIFT" TABLETS

"ZOOM" 90 TABLET BOTTLE **8.95** 3 BOTTLES FOR 23.50

ALFALFA Tablets 100 TABLETS **49¢** 500 for 1.95

DOLOMITE Calcium Rich 100 TABLETS **49¢** 500 for 1.85

500 MG. ASCORBIC ACID VITAMIN C 100 TABLETS **1.39** 500 for 6.59

MULTI-MINERALS 9 VITAL MINERALS 100 TABLETS **1.25** 500 for 5.49

HERBAL LAXATIVE 100 TABLETS **1.25** 500 for 4.95

Super Potency 500 MCG **VITAMIN B12** 100 TABLETS **1.49** 500 for 6.25

"SPECIAL C-500" 500 mg. Vit C Plus Rose Hips 100 mg. Bioflavonoids 50 mg. Rutin, 25 mg. Hesperidin 100 TABLETS **2.49** 100 for 10.98

PAPAYA PAPAINE (Digestant) 100 TABLETS **95¢** 500 for 4.25

HERBAL DIURETIC 100 TABLETS **1.75** 500 for 6.50

BONE MEAL TABLETS 100 TABLETS **79¢** 500 for 2.49

PROTEIN DIET POWDER 18 oz. CONTAINS 416 GRAMS OF PROTEIN Lb. **3.98** No Carbohydrates—No Fats

MASTER CHARGE and VISA accepted

HERBAL CALMATIVE Helps relax tensions for a good night's sleep!

100 **\$3.00**
250 **\$6.50**
500 **\$12.50**

VITAMINS FOR HAIR CARE

Same Formula as others charged **\$9.95 for 50 Day Supply**

50 DAY SUPPLY NOW **3.95**
100 DAY SUPPLY **7.49**
250 DAY SUPPLY **16.49**



"B-15" ORIGINAL RUSSIAN FORMULA

100 TABLETS **6.95** 3 BOTTLES FOR **18.50**

VITAMIN E CAPSULES

FINEST QUALITY—100% PURE ALPHA TOCOPHERYL GELATIN CAPSULES

	100 FOR	500 FOR	1000 FOR
100 UNIT CAPSULES	98¢	4.69	8.98
200 UNIT CAPSULES	1.79	8.49	16.59
400 UNIT CAPSULES	2.89	14.19	27.49
1000 UNIT CAPSULES	6.89	32.98	59.85

BREWERS YEAST TABLETS 250 Tablets **95¢** 1000 for 2.95

KELP Tablets (Iodine) 100 TABLETS **49¢** 1000 for 2.49

Desiccated LIVER TABLETS 100 TABLETS **79¢** 500 for 3.49

VITAMIN B6 50 MG. TABLETS 100 TABLETS **1.39** 500 for 5.50

PRICES IN THIS AD GOOD UNTIL JANUARY 31, 1980

Nutrition Headquarters THE BEST TIME TO SAVE IS NOW! **WE PAY ALL POSTAGE**

Money Saving MAIL ORDER BLANK RUSH Your Order Now to **NUTRITION HEADQUARTERS** 104 West Jackson St. N25 Carbondale, Ill. 62901

List items you wish here:

QUANTITY	SIZE	NAME OF PRODUCT	TOTAL PRICE

SATISFACTION GUARANTEED WE PAY ALL POSTAGE TOTAL—amount enclosed

MASTER CHARGE and VISA accepted on orders over \$10.00. Give card number, expiration date and bank number if Master Charge.

If you check this box and mail your order before January 31, 1980 we will include in your order a bottle of **24 ENERGY TABS FREE**

PRINT NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

© 1980 Nutrition Headquarters