

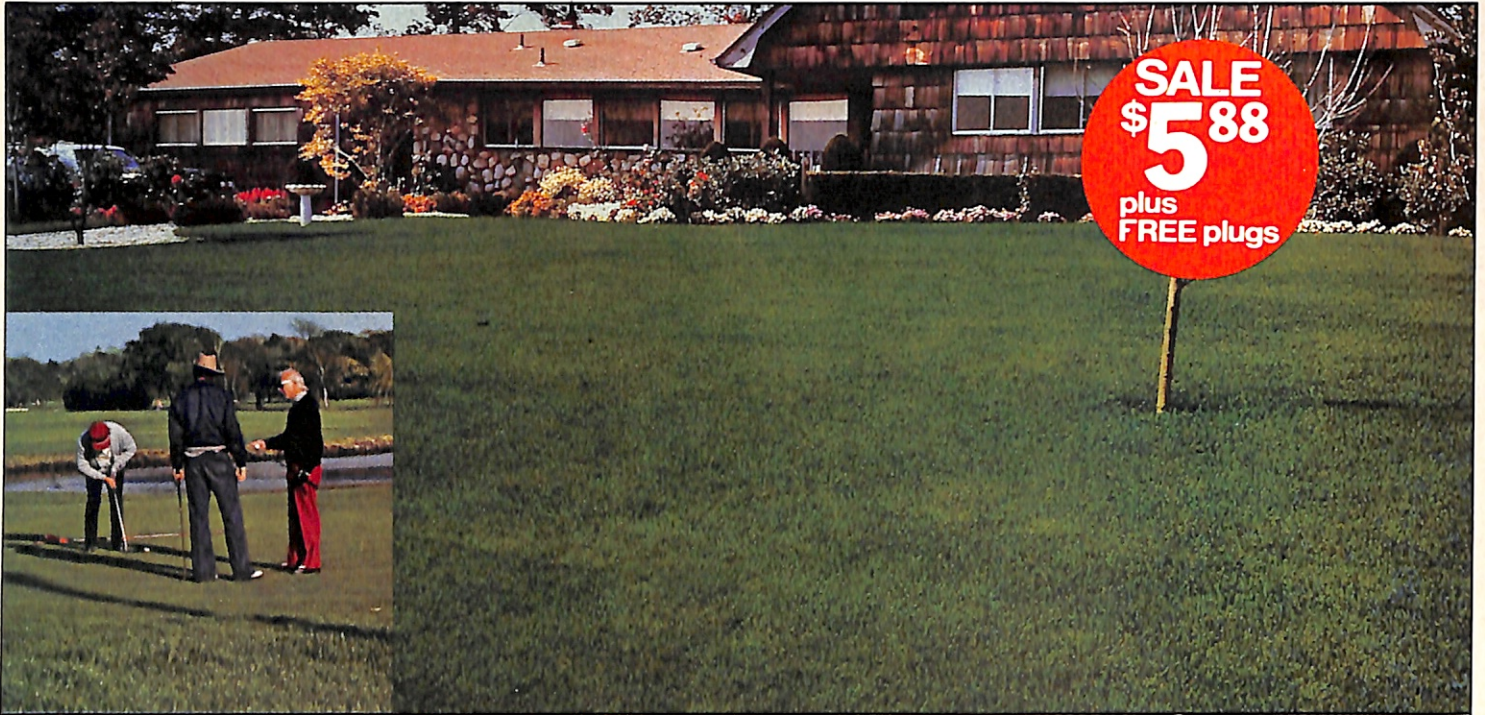
the
Elks
magazine
March 1980



BIRDS IN TRANSIT

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By Mike Senkiw
 Agronomist,
 Lakeland Nurseries

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“... vigorous, growing lodges whose members have pride in their membership.”

GROW IN PRIDE



A
MESSAGE
FROM THE
GRAND
EXALTED RULER

My Friends:

THIS IS the last month of the lodge year for “Bob’s Boys” (the current Exalted Rulers). They have my gratitude for their hard work to **Build a Better Elkdom** during their term. They will be leaving office shortly, with the appreciation of the members for their contributions.

I PAUSED the other day to reflect on what it is about Elkdom that attracts and retains so many of you who do not avail yourselves of the fraternal aspect of our Order by attending meetings or participating in the social side of your membership.

AS THESE THOUGHTS ran through my head, I was reminded of the great volume of letters and reports I receive daily from lodges all across the country.

FOR INSTANCE, there is a lodge in a little town in the southwest with a small membership, and because of that, struggles with finances. Yet, the lodge gave a substantial sum of money to assist a family who had been burned out of their home.

THEN THERE is the lodge in the northeast that has an extensive youth activities program. These members sponsor just about every kind of youth program possible in a community of 50,000 people. That lodge raised and spent in excess of \$19,000 last year for the youth programs.

THERE IS a lodge in the south which has assisted the community in many ways over the years. Most recently, the members of this lodge of about 1,100 pledged themselves to purchase rescue and emergency equipment that will ultimately cost in the neighborhood of \$35,000.

THE WEST has many fine lodges. One of the larger lodges of our Order in that area is involved, at considerable expense, in the sponsorship of a community dental clinic to take care of children whose families are unable to finance dental care.

THESE ARE just a few of the examples that come into my office from around the country.

THE MAGNITUDE of similar activities indicates the existence of vigorous, growing lodges whose members have pride in their membership.

THOSE OF you who do not participate, but remain members, have good reason to do so. You can be comfortable with the knowledge that you play a part in helping your fellowman.

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

Robert Grafton

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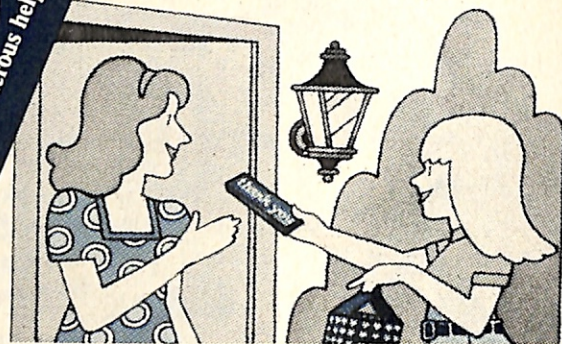
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6 Birds in Transit

The migrating bird possesses a mysterious sense of navigation that enables it to make an instinctive calculation that keeps it on course.

Joseph Stocker

20 How to Commit Murder – on a New Idea

Most of us have an inner voice we've known since childhood that is ready to stamp out any creative spark.

Dorrine Anderson Turecamo

26 Of Men and Mermaids

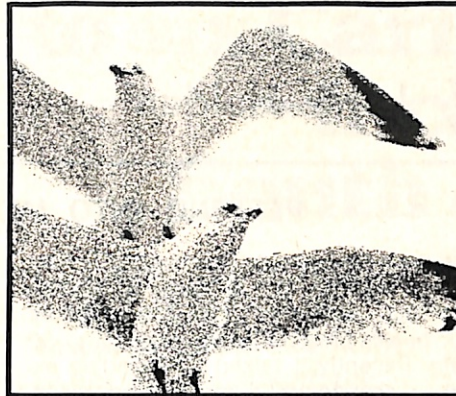
"Lovely creatures with heads and bodies of voluptuous women, but fashioned like fish below the waist."

Robert Hendrickson

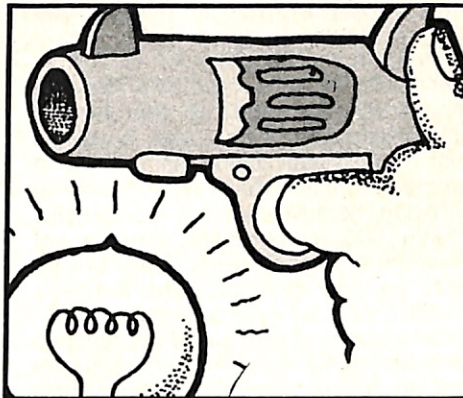
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Cover: Pintail Ducks,
Photo by James Tallon.



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National publication of the Benevolent and Protective Order of Elks of the United States of America. Published under the direction of the Grand Lodge by The National Memorial and Publication Commission.

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ROCHESTER, MI 48063

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THE ELKS MAGAZINE, Volume 58, No. 10, March, 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.

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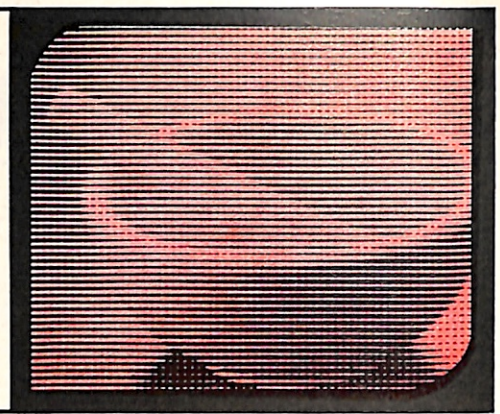
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MEDICINE AND YOU

by Larry Holden



PEEKING INTO MEDICINE'S FUTURE

With a new decade just having turned the corner, let's look at some of the remarkable changes that will be part of your health lifestyle in the next 10 to 50 years. Recently, I talked to a leading expert in soon-to-arrive medical advances. Possibly more than any other person in the world today, Dr. Stephen Rosen knows what your future is going to be like.

Trained in the astrophysics of cosmic radiation, Dr. Rosen worked as a research scientist at IBM and at the Institut d'Astrophysique in Paris. Later, he was a senior professional staff member of a prominent "think tank." Now based in Manhattan, he advises major foundations, Fortune 500 corporations, investment and venture capital firms, and private clients on new products and futuristic concepts.

What aspects of your world are touched by the search for these mysterious future facts? In truth, notes Dr. Rosen, every conceivable area of life is currently being studied, speculated upon, experimented with, extrapolated and developed with the future and its consequences in mind. Some of the more startling projects concerning your not too distant daily life are in the fields of medicine.

© *Growing New Limbs.* "Someday, a person who loses an arm might simply grow a new one," states the young futurist. "Many lower animals are capable of regenerating lost body parts; if a lobster's leg is removed, a new structure will soon appear and develop into a complete and functioning limb."

In explaining the growth of new limbs, Dr. Rosen cites the work of Dr. Robert O. Becker, an orthopedist at the Upstate Medical Center of the State University of New York, who discovered that low-amplitude electrical current causes regenerative growth in mammals. Bone, cartilage, marrow, muscles, nerves and blood vessels were all regenerated.

The New York orthopedist predicts his research will have profound clinical implications for humans. He doesn't expect his work to benefit amputees in the near future, but strongly believes electromagnetic stimulation will be used to promote healing in organs.

"For instance," notes Dr. Rosen, "portions of the heart muscle damaged in a coronary failure might be regenerated. What we have now are artificial hearts and artificial lungs and kidney machines,

which are mechanical solutions to biological problems. What Dr. Becker's research points to is biological solutions to biological problems."

Dr. Rosen believes that electronically stimulated bone growth may be mankind's first regenerative victory. If so, what could be next? "Admittedly far-fetched," he says, running slender fingers through longish brown hair, "but still a hope—the vital organs: regenerate a stomach, a heart, and although it seems inconceivable with what we now know, perhaps someday a brain."

He readily admits that the regeneration of entire organs is 50-plus years down the line. "But partial regeneration, like that necessary to repair heart muscle damage, is a lot closer to being reality."

Electronic technology may also aid as a control to obesity by stimulation of electric devices—similar to heart pacemakers—implanted in the brain. This kind of "brain pacemaker" may also help to control seizures in epileptics.

© *"Smart" Spheres.* Another future medical fact currently on the brink is the "attack of smart spheres" upon sick cells. Microscopic latex spheres coated with antibodies will seek out and destroy certain tumorous cells. The spheres are called "smart" because their coating of antibodies make them interact with specific cells.

A leading researcher, Dr. Alan Rembaum of Cal. Tech, hopes that the spheres can be developed into highly discriminating vehicles that carry lethal drugs or radioactive elements to attack cancerous or other unwanted cells.

Dr. Rosen comments: "Cancer, obviously, is at the top of the public's list. These 'smart' spheres are one of a combination of weapons that can battle cancer. I honestly believe that someday cancer will be in reasonable control. It'll be a past dread, like the plague."

© *Fake Blood.* Something besides a cure for cancer that's urgently needed today is a substitute for blood. People are frequently injured in out-of-the-way places where facilities are lacking for storing blood or administering transfusions. Then, too, the blood administered must be the right type and it must be free of disease or it can be dangerous to life.

A blood substitute is now nearing reality. Dr. Leland C. Clark, Jr. has substituted fluorocarbon emulsions for natural

blood in experimental animals for a limited time, and the animals survived in apparent good health. These emulsions are able to carry oxygen to the body cells, absorb carbon dioxide from them and transport it to the lungs.

Dr. Clark says he hopes that this type of artificial blood will function for a few hours—long enough to do an open-heart surgical procedure. Or long enough to get an accident victim to a hospital. Or long enough to save the prize animal in the zoo.

Dr. Rosen tacks on: "Liquids made in a laboratory to take the place of natural blood in emergency transfusions would be a temporary, life-sustaining measure. But in the future we may also have a *permanent* transfusion of synthetic fluid acting as blood for sufferers of rare and/or fatal blood diseases. However, that's probably decades away."

© 3-D TV & Stress. "For years, Hollywood filmmakers have dreamed of producing three-dimensional movies," explains Dr. Rosen. "Decades ago, they outfitted audiences with red and blue glasses to give a primitive illusion of depth, as well as a peculiar purple tinge, to the Saturday matinee."

A significant breakthrough came with the invention of holography, which made it possible to reproduce three-dimensional images of stationary objects. But it wasn't until late 1972 that Dr. Robert Kurtz of NASA's Marshall Space Flight Center successfully reconfigured the holographic apparatus to produce the first 3-D motion picture that could be viewed without special glasses.

Once perfected, the medically-related applications for holographic images would be manifold. In addition to relaxing 3-D movies and TV shows, large-scale motion holograms of outdoor scenes would be employed inside windowless buildings to relieve worker stress. Exotic locations, such as waterfalls, could be displayed in restaurants, air terminals and other spots. Large industrial complexes could be beautified by the presence of large-scale motion holograms.

© *The Hygienic Egg*. This remarkable device looks like a large dinosaur egg. It's actually an ultrasonic bath developed by the Sanyo Electric Company of Japan. Except for your head—which sticks out of the egg—the entire body is hygienically cleaned. You sit in the egg's curved shell. Warm showers caress your tired frame. Two minutes later, ultrasonic washing begins as bubbly water delicately fingers every inch of your skin. The ultrasonic sound waves continue as small rubber balls float into the water to massage your skin and relax your muscles. Then the bath water drains from the sphere and low moisture air circulates through the chamber. Within 15 minutes you are clean, dry and totally refreshed.

Dr. Rosen quips "It's a clean trip. It's an adventure in personal hygiene and comfort. Many of my friends want me to give them a 'people washer' for Christmas. It's too expensive to do that now, but its cost and availability will eventually drift down to the average citizen." (For more futuristic revelations, read *Future Facts* by Dr. Stephen Rosen.) ■

July 1980—Special Cruises for Elks

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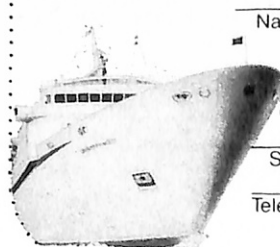
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BIRDS IN TRANSIT

by Joseph Stocker

The migrating bird possesses a mysterious sense of navigation that enables it to make an instinctive calculation that keeps it on course.



There's this odd seagull-like bird with the exotic name—the Manx shearwater. Its nesting place is in a cliff on the island of Skokholm, off the coast of Wales. But it's a super navigator. A researcher named Ronald Lockley shipped a bunch of shearwaters to Venice, Italy, and there they were released. One made it back home in two weeks, over unfamiliar territory. If the bird flew over land, the distance was 900 miles; if by sea (which is the way shearwaters usually go), it was 3,000 miles.

Someone else banded a Manx shearwater and tossed it into the air at Boston, Mass. Twelve and a half days later it crept into its burrow in the Welsh cliffside. Distance traveled: 3,050 miles. Interestingly, a letter announcing the release of the bird reached Wales 10 hours after the bird arrived.

How do they do it? Scientists have studied and studied the phenomenon of bird migration and they still don't know for sure. It's a delicious paradox: Man has learned how to split the atom, fly to the moon and send a probe to

Jupiter. What he's having the devil of a time figuring out is how birds get from where they are to where they want to go.

A British scientist, G.V.T. Matthews of Cambridge University, calls it "one of the crucial mysteries of biology." Says Joel Carl Welty, in his book *The Life of Birds*, "Probably the knottiest problem in all ornithology is how a bird finds its way home."

Consider the extraordinary accomplishment of a bird called the Arctic tern. Born within 10 degrees of the North Pole, it takes off at the age of



six weeks and literally flies the length of the world. It winds up on the Antarctic ice pack 11,000 miles away, spends the winter there and then flies back. Ornithologists say the tern may travel as much as 25,000 miles in a single year.

Warblers, so small you could put one in an envelope and mail it for 15 cents, fly from Canada to Brazil and back. Says bird fancier Charlton Ogburn, "That this sunbeam mite of birdity, this Canadian warbler, should twice yearly journey from one to another of two such mutually exotic homes 4,000 miles apart—*four thousand miles*, please—is to me utterly fantastic."

Sandpipers are distance champs, too. A particular species called the white-rumped sandpiper migrates from Alaska to Tierra del Fuego, at the southern tip of South America. The wheatear flies from northern Greenland to west Africa. The golden plover wings its way 2,400 miles across the Pacific to put down exactly where it intended, Hawaii.

Elsewhere in the Pacific, at Midway Island, the military was having trouble with albatrosses. They were getting in the way of airplanes. So some albatrosses were taken to the state of Washington and turned loose, and 10 days later one of them was back on Midway, a distance of 3,200 miles.

And then there's the ruby-throated hummingbird. First it stores an amount of fat equal to almost half its weight. That accomplished, it takes off from the Texas coast. Beating its wings 40 times per second for 10 hours, it zips across the Gulf of Mexico to Yucatan, there to do whatever hummingbirds do when they get where they're going.

The enormity of the migrants' feat in purely physical terms, all apart from their navigation, is truly staggering. A man-and-wife team of biologists, Timothy and Janet Williams, note that the tiny warblers migrating southeastward from the Maritime Provinces of Canada make a nonstop flight over water of nearly 2,000 miles. This, the Williamses point out, means that the birds have to be airborne without food or rest for 3½ days or longer—the equivalent of a man running four-minute miles for 80 consecutive hours.

Some of the travelers turn in remarkable performances in speed and altitude, too. Several species, including hummingbirds, ducks, swifts and plovers, fly at speeds up to 60 mph. There is even a recorded instance of an airplane going 100 mph. being passed by a flock of sandpipers doing 110.

Most migratory birds fly at altitudes of 4,000 to 6,000 feet. But plovers and sandpipers have been spotted at 20,000 feet. And there's a species of geese which migrates southward out of Si-



Modern science is employing all manner of sophisticated tools, including radar, in its effort to solve the riddle of avian navigation.

beria that climbs over the Himalayas at 29,500 feet.

Goodly numbers of avian voyagers never make it. They're blown off course in a storm, or a sudden cold snap comes up and they freeze to death. A Minnesota blizzard not long ago left the bodies of 750,000 Lapland longspurs littered over two small lakes.

Ships often attract weary migrants. A conservationist once told of being aboard a Soviet research vessel in the Atlantic when small land birds plopped down on her deck. They were so exhausted that crewmen were able to pick them up.

High objects keep getting in the birds' way. Twenty thousand were killed in a single night crashing into a tower in Wisconsin.

Large picture windows are hazards, too, because they reflect the shapes and colors of trees and bushes nearby and look like nice places to settle down. S. Dillon Ripley, secretary of the Smithsonian Institution, thought up a way to protect the birds from their own lack of discrimination. At his suggestion a children's magazine printed in a centerfold a big black silhouette of a hawk. The children reading the magazine were urged to paste the silhouette on their patio doors and windows so passing birds would take one look and head the other way.

Still, for every hapless flyer that doesn't make it, hundreds of thousands do, and the enigma of their migration has puzzled and tantalized mankind since the time of Aristotle. The ancients had a number of interesting theories about the movement of birds. Aristotle

himself, noting that robins vanished in the winter but redstarts did not, decided that robins turned into redstarts in the autumn, then turned back into robins come spring. Pliny, the Roman naturalist, thought maybe swallows changed into frogs, which was why they weren't seen around when the weather got cold.

There were other far-out postulations: That birds hibernated in marsh mud or at the bottoms of lakes. That they flew to the moon for the winter. That little birds hitched rides on bigger birds' backs.

Indeed, it is only in the past few decades that science has begun to find some of the answers to the mystery. One of the first breakthroughs occurred in 1949. A German ornithologist named Gustav Kramer kept some starlings in outdoor cages with windows. He noticed that when the time came to migrate, the birds fluttered and hopped around restlessly. Moreover, they tended to flutter in the direction in which they would normally take off—southwestward in autumn, northeastward in spring.

Two American brothers working in ornithological research, Stephen T. Emlen of Cornell University and John T. Emlen of the University of Wisconsin, confirmed Kramer's findings with an astonishingly simple device that obviated long hours of observation. They built a cage with an ink pad at the bottom and a sloping wall of blotting paper. A bird leaving lots of tracks on a particular side of the cage was obviously most interested in migrating in that direction.

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All of this led to the conclusion that birds have some kind of internal clock which tells them when it's time to go. Subsequent research has established fairly conclusively that the impulse to migrate is made up in approximately equal parts of developing sexual maturity, an awareness of changing daylight and the deposition of fat. In his book *Bird Life*, Dr. Jurgen Nicolai, German behavioral scientist and ornithologist, calls bird fat "the wonder fuel with which it fills its reserve tanks before starting off on its great journey."

So the question of *why* birds migrate seems to have been fairly well nailed down. The question of *how* is proving vastly more complicated.

It was Kramer again who made the first significant discovery, i.e., that one of the things by which birds navigate is the sun. He discovered it by putting starlings in cages under sunny skies. The birds oriented themselves in a direction determined by the position of the sun, and as the sun moved, so did they. He tried it again with an artificial light to imitate the sun, only he had it rise and set at the wrong place and time. No problem. The birds positioned themselves as if it were the real thing.

When you think about it, that's pretty remarkable. For while the bird flies straight, the sun changes position with the time of day, the time of year and every phase of the journey. In other words, it's a shifting point of reference. The migrating bird carries within itself a mysterious sense of navigation that enables it to make an instinctive calculation, keeping it on course. Consider that the next time you put somebody down as a "birdbrain." You may actually be paying him a compliment!

So much for daytime navigation. What about nighttime?

The answer, inevitably, is that night-flying birds—some of them, at least—take a fix on the stars. Another German scientist, E.G.F. Sauer, made this discovery. He placed some warblers in a cage from which they could see the night sky. When it came time to migrate, they promptly began to flutter in the direction of Africa (where, incidentally, they had never traveled, since they were born in captivity). Sauer rotated the perch. The birds turned back, still fluttering in the right direction.

He tried something else. He put the warblers' cage in a planetarium, the dome being an artificial replica of the night sky. Again the birds oriented appropriately. Then, when the "sky" was rotated and the stars put in the wrong positions, the birds made a comparable mistake.

"When fall comes," Dr. Sauer marveled, "the little garden warbler, weighing barely three-quarters of an ounce, sets off one night on an unbelievable journey. Without being taught, all alone, it unerringly wings its way southward to its distant goal in Africa, guided by the map of the stars."

But what if the sky is overcast, and the sun or stars are invisible? Experiments have shown that under such circumstances birds sometimes become disoriented. And yet science is finding out that birds may use other navigational clues besides the sun and stars.

Birds use geographical landmarks. The existence of the great flyways down river valleys and along mountain ranges testifies to that.

Infrasounds—extremely low sounds inaudible to the human ear—may be another navigational clue. They are given off by ocean waves, jet streams, wind blowing through trees, or animal life on the ground. Research at Cornell by Biologist Melvin Kreithen has established that pigeons, at least, can sense infrasounds. Infrasound waves travel hundreds, even thousands of miles and may be used by pigeons as beacons, just as pilots home in on radio signals.

"It's mind-boggling that these one-pound animals have that knowledge, and I don't have it," says Kreithen. "But I want it and it drives me crazy!"

Lately, science has come to suspect that birds are also sensitive to the earth's magnetic field. Dr. Jake Rice, professor of biology at Memorial University, St. Johns, Newfoundland, told me that it is one of several ideas which, until recently, researchers dismissed out of hand. Rice says:

"Ten years ago they were saying that any information birds get from the earth's magnetic field was so small that it was impossible for them to use it."

(Continued on page 29)



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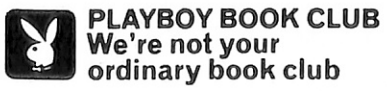
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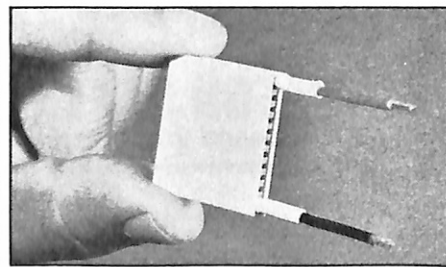
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Home refrigeration has come a long way since the days of the ice box and the block of ice. But most of us resign ourselves to doing without the same convenience once we leave our homes. Or, we revert back to the cooler and ice routine of days gone by, simply because there's never been any dependable and inexpensive alternative. But now, for the price of a good cooler and one or two seasons of buying ice, (or about 10 family restaurant meals), all the marvels of home refrigeration are available electronically. And the sloppy

ice cooler with its soggy and spoiled food can become a stone-age memory for you. An amazing space-age miracle... the thermo-electric solid state module... makes this portable refrigeration revolution possible.

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Two of these miniaturized thermoelectric modules replace all the bulky complex piping coils, compressors and motors in conventional portable refrigerators.

Utilized by NASA scientists, as the only refrigeration system for rockets and satellites, thermo-electric cooling has been in use for almost a quarter century. These expensive modules were selected by NASA for some basic reasons... they're small (about the size of your watch)... they're light weight (2 of them weigh less than a package of cigarettes)... they're totally reliable (these modules are completely solid state and have no moving parts)... they require little power (2 modules use the same power as one of your car's tail-lights)... they're completely insensitive to

tilting, bumping, vibration, (which causes failures to conventional compressors, motors and piping)... they're powerful (2 modules have the same cooling power as a 10 lb. block of ice)... and they never wear out or break down. And for portable refrigeration where you require 12 volt DC. power, thermo-electric modules are the most efficient. These amazing heat pumps have not only gone to the moon, but have provided the breakthrough for Koolatron's truly reliable, lightweight portable refrigerators.

THOUSANDS IN USE

Koolatron Industries Limited now has tens of thousands of these electronic fridges in use worldwide using these same powerful solid state modules. The reliability, performance and convenience of electronic refrigeration has now been dramatically tested and proven in all kinds of temperatures, conditions and environments from Australia to Alaska. Built to take it, two of these electronic modules are encased in tough, plastic insulated chests that are designed to be rugged and trouble-free. Non-rusting hinges and latches prevent corrosion in salt water environments. And with only one moving part (a small 12 volt fan) Koolatron portables seldom see a service depot. Koolatron's combination of space-age heat pumps and quality engineering have now led to a whole family of electronic portable refrigerators and food warmers that eliminate costly ice and provide "home refrigeration" convenience at sane and sensible prices.

MODEL P10 - THE PERFECT CAR FRIDGE & FOOD WARMER **\$129.00**
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Holds approx. 17, 12oz. pop cans - refrigerates in air temps. up to 95°F. Also keeps hot foods hot (150°F.) at the flick of a switch. Deep rich blue Polypro plastic case. Ext. 16" L x 11" H x 11 1/2" W. Int. 11 1/2" L x 8" H x 8" W. with 10 litre capacity (0.4 cu. ft.) weighs 10 lbs. empty. Operates from supplied 12 volt power cord in vehicles or with optional 12VDC/110VAC power adaptor.

Koolatron's P10 not only makes a great car fridge but at a flick of a switch lets you bring home your favourite fast foods "piping hot". Comes with a 9 ft. power cord that just plugs into your cigarette lighter. Amazingly easy to operate... one switch selects hot or cold. A second switch allows you to refrigerate normally or select maximum cold. With your engine off, you can operate for up to 6 hours and still start your engine. "A low battery" indicator warns you when it's time to recharge. With the power off, your P10 keeps everything hot or cold for many hours in its well insulated case.

As a travel fridge the P10 keeps your favourite foods and beverages fresh and cold wherever you go. If you're a salesman, your food samples will arrive perfectly hot or cold every time. If you carry insulin, medical samples, dietetic foods, your P10 will never leave your side. Great for private planes.

Photographers will find it invaluable for keeping expensive films from going bad. And mothers... now you can refrigerate baby's formula in your car then heat it with the flick of a switch or keep it cold. Powerboaters, just plug it into your boat's cigarette lighter, and keep a day's food and drink ice cold without running into shore for ice. You campers, hunters and fishermen will find endless uses for transporting provisions and bait... then take home your catches and game without spoiling. Terrific for golf carts.

And with our optional 110 volt adaptor you'll find endless uses wherever house current is available... At your cottage... as a bar fridge... in your motel room for a midnight snack and drink... as a small office fridge... or beside your pool. Use as an auxiliary home fridge when you're having a party. And it's a natural at drive-in movies, auto races and at sporting events.

MODEL P34 - THE PERFECT RECREATIONAL FRIDGE **\$169.00**
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Holds over 40 lbs. of food and beverages or 48 pop cans. Refrigerates in air temperatures up to 95°F. Rugged ABS case in sand beige colour with dark brown non-corroding latches and handle. Large 34 litre capacity (1.2 cu. ft.) weighs 17 lbs. empty. Ext. 21" L x 16" H x 16" W. Int. 16" L x 12" H x 11 1/2" W. Operates on 12 volts DC with supplied power cord or with optional 12VDC/110VAC power adaptor.

The P34 is the full-size member of the Koolatron family of portable electronic fridges. It is designed especially for the serious traveler and outdoorsman. Newly designed for the 80's, this handsome improved portable will refrigerate more than 3 times the contents of the P10. As a hunter, camper, boater, you'll be amazed at the capacity and convenience.

Imagine dry, dependable refrigeration with the size to match your travelling and camping needs. Fits into any boat, van or camper or back seat of your car. Plugs into your cigarette lighter receptacle and refrigerates over 40 lbs. of food (no space wasted by ice), yet it draws no more power than the P10. With our optional 110 volt adaptor, you'll find endless uses as a bar fridge, cottage fridge, office fridge. Dazzle your friends at your next pool party with a full pay load of cold ones right beside the pool. Your P34 has all the advantages of the P10 without the heating cycle or low battery indicator but with all the capacity needed for serious boaters, campers, hunters, fishermen and travellers.

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"The way I try to sell my refrigerator one would think I was on commission. We love our unit!" P.O.P., Houston, Texas

"I am so pleased with the fridge I don't know how we got along before - it's so easy - to carry, use, maintain. For such a relatively small cost the convenience is inestimable." K.R., Ottawa, Canada

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Macomb, Illinois, Lodge No. 1009 Presents H. Foster Sears For Grand Exalted Ruler

Macomb, Illinois, Lodge No. 1009 of the Benevolent and Protective Order of Elks, in its regular session on December 12, 1979, unanimously resolved to respectfully present to the Grand Lodge the name of its most distinguished member, H. Foster Sears, for the office of Grand Exalted Ruler for the year 1980-81.

Brother Sears was born in Table Grove, Illinois, August 9, 1915, and moved to Macomb in 1940. He was educated in the Table Grove public schools and graduated from Table Grove High School in 1933. He then attended Western Illinois State College, the University of Alabama and John Marshall Law School. While in law school, World War II began and he spent three years in the European Theater of Operations.

Brother Sears was an owner and partner in an insurance and real estate agency. He furthered his insurance education at Hartford and at Purdue University. His M.A.I. real estate studies were done at the University of Indiana and later at Tulane University.

Brother Sears has served his community in many capacities. He was a charter and organizing director of the First National Bank in Macomb, and a Past President of the Macomb Chamber of Commerce. He was coach of a little league baseball team and a leader in the Cub Scouts. He was active in the United Fund, and was a two term President of the McDonough County Cancer Society. He organized the Macomb Independent Insurance Agents Association and the McDonough County Multiple Listing Real Estate Service, and he has been a Rotarian for over 26 years.

Brother Sears is a member of the First Presbyterian Church of Macomb and has served as its Deacon. He is a member of Masonic Lodge No. 17 in Macomb, Illinois; a member of the

Scottish Rite in Quincy, Illinois, and a member of the American Legion Post No. 6 in Macomb.

Brother Sears was initiated into Macomb Lodge No. 1009 in 1946, and was Exalted Ruler in 1951-52. He then served a 5-year term as a Trustee of his lodge. During this time, he became active on district and state committees. He was elected President of the Illinois State Elks Association in 1960. He is a member and Past President of its Advisory Committee. He served as Treasurer of the Illinois State Elks Association Crippled Children Commission for five years.

In 1961, he was elected an Honorary Life Member in his lodge, and in 1965, was presented the Elk of the Year award.

His Grand Lodge activities include: District Deputy Grand Exalted Ruler in 1954; a member of the Lodge Activities Committee in 1962-63, and in 1966, served as chairman; Grand Lecturing Knight in 1964; the State Association Committee in 1965; the New Lodge Committee in 1967; in 1968-69, he was a member of the Audit and Accounting Committee; and Grand Treasurer in 1971-73. He was elected to the Board of Grand Trustees in 1975 for a four-year term, serving as Secretary, Home Member, Vice-Chairman and Chairman.

Brother Sears married Marguerite Thompson in 1940, and they have two children, Sally and David.

Therefore, Macomb, Illinois Lodge No. 1009 proudly and respectfully presents H. Foster Sears as a candidate for election to the office of Grand Exalted Ruler of the Benevolent and Protective Order of Elks of the United States of America.

Jerry Davis, Exalted Ruler
Richard C. Nester, Secretary



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NEW ORLEANS



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

GREETINGS:

The Grand Exalted Ruler, by and with the approval of the Board of Grand Trustees of the Benevolent and Protective Order of Elks of the United States of America, acting upon authority given him under Section 6, Article 3, Grand Lodge Constitution, does hereby proclaim that the next session of the membership and representatives of the Grand Lodge of the Benevolent and Protective Order of Elks will convene in New Orleans, Louisiana, July 20, 1980, with the opening and public meeting to be held in the Rivergate Exhibition Center, 4 Canal Street on Sunday, July 20, 1980, at eight-thirty o'clock in the evening.

The opening business session will convene in the Rivergate Exhibition Center at 9:00 Monday morning, July 21, 1980, at which session the election of Officers for the ensuing year will be held. Business sessions will continue thereafter each morning at 9:00 on July 22, 23, and 24, until the business to come before the sessions is finished.

The Fairmont has been selected as headquarters for the 116th Session of the Grand Lodge. Space in the Rivergate Exhibition Center has been set aside for all REGISTRATION and exhibits.

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

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

ROBERT GRAFTON
Grand Exalted Ruler

ATTEST:

Stanley F. Kocur
Grand Secretary

Dated: March 1, 1980



• I came across a copy of *The Elks Magazine* yesterday and found the reading to be interesting and informative. I especially enjoyed the article, "Crucial Issues Face Businessmen in the '80s," (October, 1979) by John C. Behrens. As a former small businessman, I can certainly appreciate many of the points made in the article. It showed me what many of my friends, who are now small businessmen, will be facing in the coming years.

David R. Dodrill
Houston, TX

• I see where a recent British poll ranks the Ayatollah Khomeini among its top ten personalities, along with Pope John Paul II. It prompts the queasy feeling that maybe Uncle Sam is being cast in the role of infidel coyote and that the rest of the world is pulling for the Saracen roadrunner Khomeini. Do you hear faint snickering from the direction of Benjamin Franklin's ghost?

Conrad Chyatte
Oak Park, IL

• Last fall, my wife and I took a two week tour of Russia. While attending a ballet in Odessa, we were approached by a man who called himself Isaac. He asked if he could talk to us, as well as to another couple, as he didn't get to speak with many Americans and wanted to improve his English.

The next morning, with our group already on the bus, the other couple and ourselves were asked to return to the hotel. We were brought before a tribunal and shown a report from Soviet citizen Isaac (actually, a KGB agent), who accused us of spreading American propaganda. We were interrogated for 30 minutes and told that if we continued to spread propaganda, our tour would end and we'd be sent home.

In view of the coming Olympics, if any Brothers plan to travel to Russia, be aware that "Big Brother" will be watching!

Henry H. McKee
San Antonio, TX

• Regarding "Mass Mayhem: The Early Years of College Football" (November, 1979) by Stewart Marsh, I would like to add that the real problem today is one of overemphasis on sports. As Plato said long ago, "To be merely an athlete is to be merely a savage . . ." The zeal expended to little end in sports ought to be directed against inflation, crime, corruption, disease and moral decay.

Paul Brinkman
Cannon Beach, OR

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Now, thanks to an amazing scientific research discovery called PANTHENOL (vitamin B5), there is something NEW and possibly revolutionary for droopy and brittle hair. Unlike many hair products that merely coat the hair to soften it, PANTHENOL actually penetrates the hair shaft, so moisture is retained inside. This helps restore body, fill in damaged areas of brittle hair and thickens the hair to make it more manageable (and more beautiful)!

OFFER EXPIRES APRIL 15, 1980



Bob Lee

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... This sensational event is being held for two reasons:—First, it's my way of saying "thank you" to my many, many loyal customers.
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500 MG. BEE POLLEN tabs
 AMAZING CONTENT OF NATURAL LIFE—VITAL NUTRIENTS.
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100 for 2.19 500 for 7.50

VITAMINS A & D (5000 A; 400 D) 100 TABLETS 49¢ 500 for 1.95	Neutrants (ANTI-ACID) TABLETS 100 TABLETS 1.25 500 for 5.49	19 GR. 1200 MG. HI-POTENCY LECITHIN 100 CAPSULES 1.09 500 for 4.95
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FRUCTOSE 2 gram tablets 225 for 4.39 450 for 7.98	Granules 8 oz. 1.79 3 gram. Packets Box of 50 1.29
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BREWERS YEAST TABLETS 7½ GR. TABLETS 79¢ 1000 for 1.99	VITAMIN A 25,000 UNITS FOR 1.19 500 for 4.75	HIGH FIBER BRAN TABLETS 500 MG. TABLETS 69¢ 500 for 2.99
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250 mg. CAPSULES THE MOST WANTED POTENCY
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"FORCE" 90 TABLETS
 Same formula as **"ZOOM"** **8.95**
 3 Bottles for 23.50

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--	---	---

BALANCED 50 MG. B-COMPLEX
 HI-POTENCY "LEE-PLEX 50 MG."
 In 1 cap daily: 50 mg. each of Vit. B1, B2, B6, Niacinamide, Pantothenic Acid, Choline, Inositol; 30 mg. Para-Aminobenzoic Acid; 50 mcg. each of B12, d-Biotin; 100 mcg. Folic Acid.

50 Caps 1.79	100 Caps 2.69	500 Caps 10.59
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Herbal Diuretic
 100 Tablets **1.49**
 500 for 5.99

HI-POTENCY STRESS FORMULA
 High Potency B Complex & Vit. C
 250 TABS **3.89**
 100 for 1.95

"KEY 4" Tabs
 KELP, VITAMIN B6, LECITHIN & CIDER VINEGAR
 Highest Quality—
 Only the low price is different
 100 for **79¢**
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BONE MEAL TABLETS
 100 TABLETS **49¢**
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ZINC 10 MG. TABLETS
 100 TABLETS **37¢**
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 100 TABLETS **1.65**
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B-15
"ORIGINAL RUSSIAN FORMULA"
 100 TABLETS **6.95** 3 BOTTLES for **18.50**

Acidophilus CAPSULES
 100 CAPSULES **1.79**
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DOLOMITE & BONE MEAL
 The ideal combination
 100 TABLETS **59¢**
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Therapeutic with Minerals
 —same potency and formula as Squibb's Theragran—M[®]
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HERBAL LAXATIVE
 100 TABLETS **85¢**
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595 MG. Potassium GLUCONATE
 100 TABLETS **95¢**
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VITAMINS FOR HAIR CARE
 HIGHEST QUALITY—SAME FORMULA AS HIGH-PRICED NAME BRANDS
PENNIES-A-DAY PRICES
 100 DAY SUPPLY 3.75 200 DAY SUPPLY 6.98

VIT. B6 50 MG.
 100 TABLETS **65¢**
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GARLIC OIL CAPSULES
 100 CAPSULES **79¢**
 500 for 3.19

DOLOMITE TABLETS
 100 TABLETS **43¢**
 1000 for 1.79

VITAMIN E
 HIGHEST QUALITY CAPSULES
 MONEY BACK GUARANTEE

SIZE	100 I.U.	200 I.U.	400 I.U.	1,000 I.U.
100	89¢	1.59	2.76	5.79
500	4.39	7.77	13.59	28.45
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400 UNIT VITAMIN E CAPSULES LIMIT ONE OF ANY SIZE TO A FAMILY
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 7½ Grain
 100 TABLETS **69¢**
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COD LIVER OIL CAPS
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 500 for 3.99

NATURAL VITAMIN C
 With Rose Hips Tablets AT FANTASTICALLY LOW PRICES

QUANTITY	100 MG.	250 MG.	500 MG.	1000 MG.
100	.69	.95	1.39	1.95
500	2.98	4.49	6.59	9.39
1000	5.49	7.99	12.49	17.95

LOSE WEIGHT. GRAPEFRUIT DIET PILL
 Each Six Tablets Contain:
 Natural Grapefruit Extract . . .100 MG.
 Vitamin C . . .60 MG.
 Vitamin E . . .30 I.U.
 Phenylpropanolamine HCL75 MG.
 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 **2.49** 500 FOR **9.85**

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QUANTITY	SIZE	NAME OF PRODUCT	TOTAL PRICE

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If you check this box and mail your order before April 15, 1980 we will include in your order **PANTHENOL SHAMPOO SOAP FREE**

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NEWS OF THE LODGES

DAYTONA BEACH, FL. Brothers presented the Gainesville, FL, Veterans Medical Center a Baldwin studio piano for its music room. The lodge also donated six rechargeable razors for use in the intensive care unit, 350 paperback novels, and many decks of playing cards. For its many years of service and aid, the lodge was presented a commendation plaque by the medical center.

CLEVELAND, OH. Ohio Elks Day II at Cleveland Stadium was a very successful event, with 2,139 Elks, representing 35 lodges, in attendance. Parma, OH, Lodge hosted many of the visitors at a post-game dinner. In the pre-game picture are (from left) Doug Dieken,

Cleveland Browns offensive tackle and a member of Parma Lodge, Parma Brother James Spisak, Parma PER Frank Bill, originator and chairman of the event, and Jack Gregory, Browns defensive tackle.

LOCKPORT, NY. At a recent gathering, Lockport, NY, Lodge honored eight of its "Old Time" Elks who hold memberships of 50 years or more. The honorees present included PER Walter Verity, 60-year member and Past State Treas. Harold McGlynn, 50-year member Charles Murrell, PER Frank Radigan, PER and PDD Charles Niland, and 50-year member Bernard Rooney. Old-Timers Michael Wick and John Barnes were unable to attend. These



memberships total 443 years of Elkdom. All eight Brothers were given scrolls as mementos of the occasion.

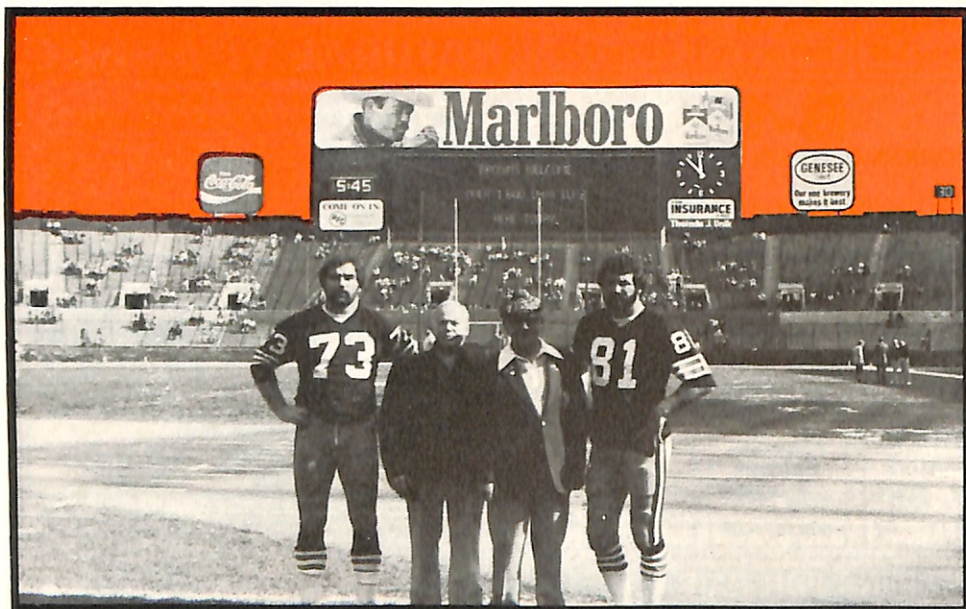
EUGENE, OR. In a special ceremony at Eugene, OR, Lodge, 278 new members were initiated in honor of GER Robert Grafton. Among those who witnessed this unique tribute were PGER Frank Hise, DDGER Eldon Hudgins, SP Dick Herndobler, and ER Glenn Boice.

ALLEGHENY, PA. Lodge recently received letters of commendation from both the Conroy Education Center in Pittsburgh and from GER Robert Grafton for the lodge's work with trainable mentally retarded students. For the last three years, lodge members have taken 75 students to a bowling party.

Last year the Conroy Education Center presented a plaque to the lodge to show the school's appreciation. This year the school would like to nationally recognize Allegheny Lodge, especially Brothers Ronald Lenz and Joe Pracel for their individual contributions.

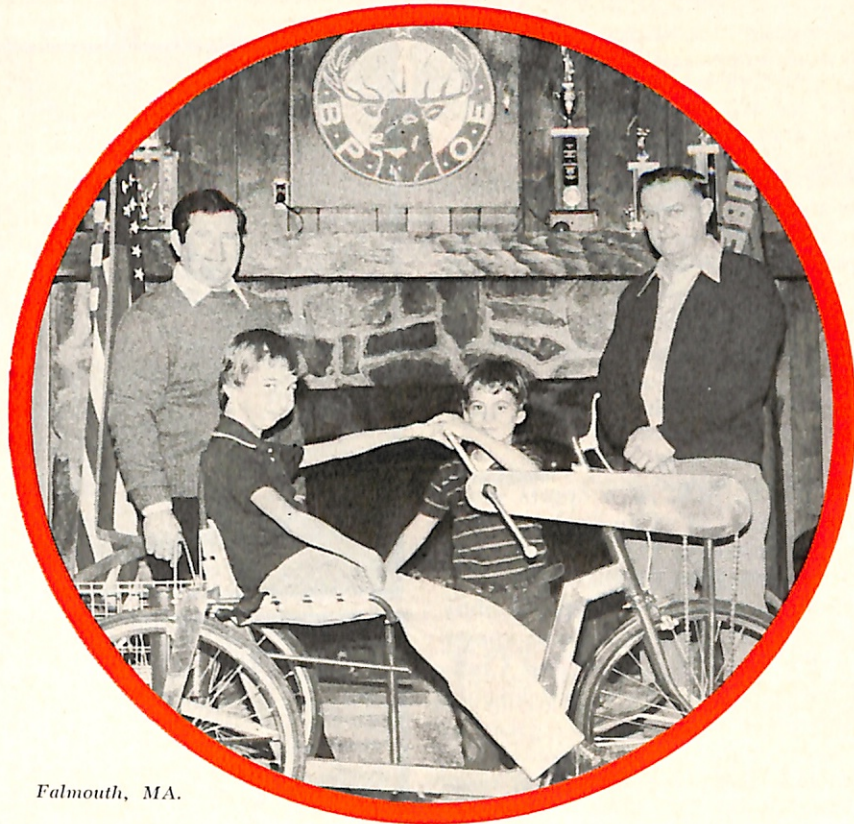
KEY WEST, FL. In a short but moving ceremony commemorating the signing of the armistice which ended World War I, Key West, FL, Lodge presented an American Flag and flagpole at the city's central fire station. The flag and pole were blessed by Father Eric Potter, an Episcopal clergyman. Holding the flag is ER Donald Curry, and to his right is Mayor Charles McCoy. Others in photo are PDDs Harry Knight and Earl Adams, Est. Lead. Kt. David Zaiser, Est. Loyal Kt. James Griffin, Trustee Raul Carbonell, Organist Stewart Barron, PDD Bertram Schmidt, Fire Chief Gus Perez, and Assistant Chief Sergio Hernandez.

Cleveland, OH.



Key West, FL.

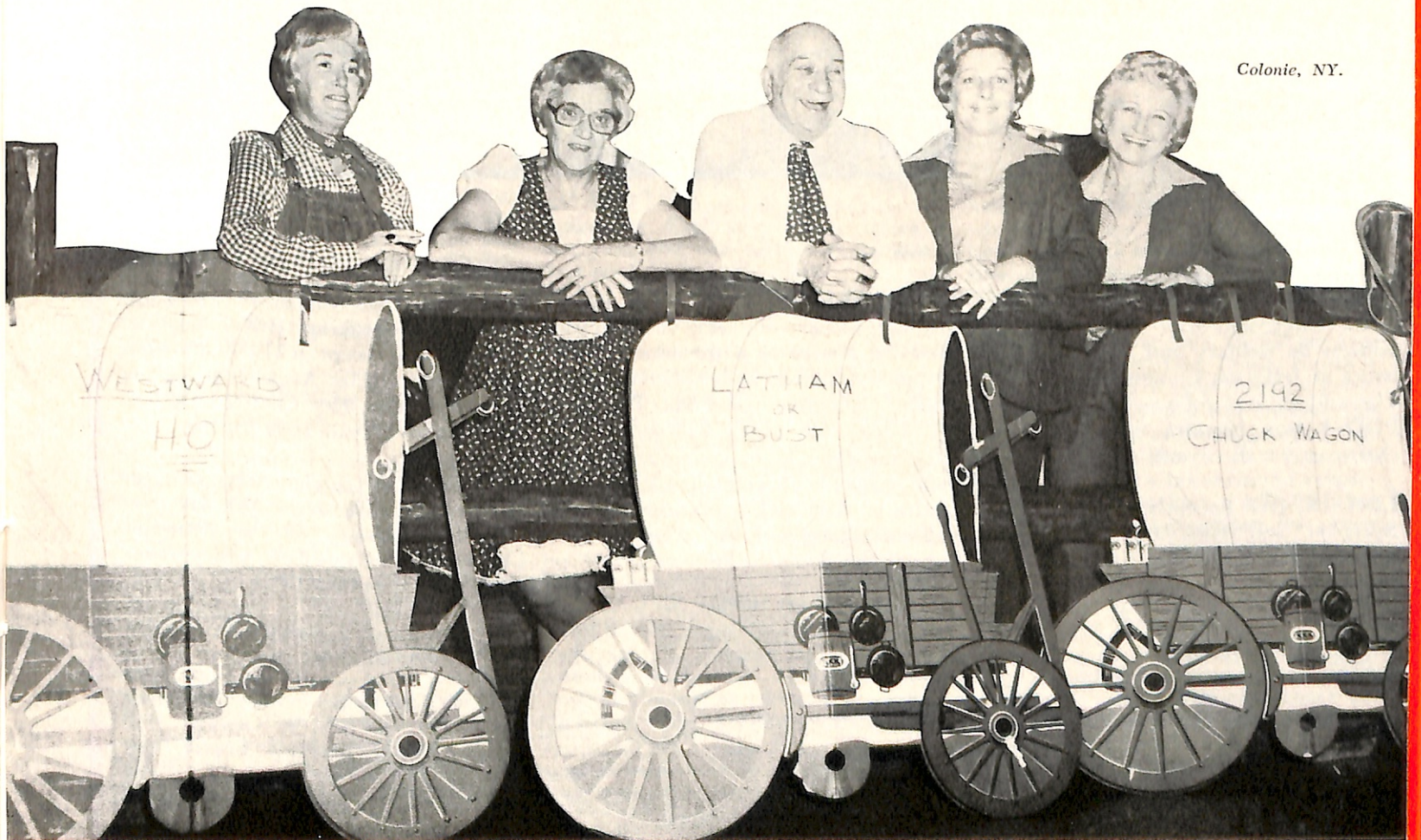
FALMOUTH, MA, Elks donated a specially built bicycle for a handicapped youth who is stricken with arthrogryposis. Robbie Costa, 13, who has limited mobility, now can really get around. In the picture are Robbie, seated on the bike, his younger brother Scott, and Falmouth PERs Francis Creighton (left) and Bradford Pimental. The bicycle was built by Angelo Vittori of Chissom, MN, at a cost to the lodge of \$405.



Falmouth, MA.

COLONIE, NY. The local lodge recently held its annual Western Night, sponsored by the ladies auxiliary. More than 300 members and guests, all dressed in authentic Western attire, attended the gala affair. Round and square dancing were highlights of the evening. Bob Marks and the lodge house committee prepared a chuck-wagon-style barbecue chicken dinner. Pictured from left are Auxiliary President Loretta Phelan, hostess and host Helen and Larry Beran, Chairperson Arlene Ratigan, and Co-chairperson Mary Alheim.

Colonie, NY.



NEWS OF THE LODGES

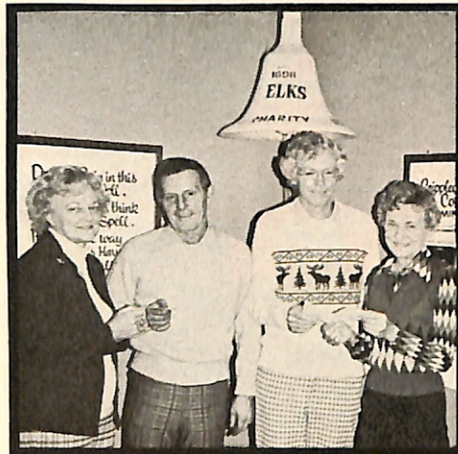
Bellefontaine, OH.

BELLEFONTAINE, OH, Brothers have taken a special interest in helping a local child in his struggle against cerebral palsy. The lodge purchased a \$500 exercise machine that is being used regularly by Joey Miranda (shown in picture with his mother). The machine belongs to the lodge and can be used in the future by others in the same situation.



CAMBRIDGE, MA. At a sports night for youngsters at Cambridge, MA, Lodge, Metropolitan District Police put on a demonstration with their K-9 dogs. The young people also saw sports films and heard talks by professional sports figures. ER Americo Cabral and Chm. Tom Connorton put on a very enjoyable evening for the youngsters.

ALAMEDA, CA. Herman Zeller, trustee of Alameda, CA, Lodge, recently donated a metal shed to Boy Scout Troop No. 1015, which is sponsored by the lodge. The scouts will have many uses for the shed.



Point Pleasant, NJ.



Framingham, MA.

WATERTOWN, MA, Lodge joined with local veterans organizations and military units in the area for the annual Veterans Day Memorial Service. In the evening, the lodge hosted a dinner for all the veterans.

Major General Charles Dyke, of the Defense Department, came to Watertown from Washington at the request of the lodge, and after dinner gave an address on military and foreign policy issues at Jefferson Community College. The address was followed by a dance. PDD Nelson Navarra was the lodge chairman for the event.

LORAIN, OH. Recently, PDD Charles Sylvester and Nick Luman, ER of Lorain, OH, Lodge, presented a \$3,000 check to the Lorain County Rehabilitation Center. The check was made possible through the Ohio Elks Association and the Elks National Foundation for use in the state project, Cerebral Palsy.

NEWTON, MA. The local lodge sponsored a traditional Thanksgiving Dinner for 150 senior citizens. Entertainment, dancing and door prizes helped make the day a total success.

POINT PLEASANT, NJ. The ladies auxiliary dinner volunteers voted to use their tip money as a donation to the Crippled Children and National Foundation committees of Point Pleasant, NJ, Lodge. Ed Magley (second from left) and John Mars, committee chairmen, received checks totaling \$252 from Gertrude Mars (left), president of the ladies auxiliary, and Alice Munz, chair-lady of the dinner volunteers.

ST. JOSEPH, MI. When the local Senior Citizen Service Center moved into newer and larger quarters, officials discovered that they were short of both furniture and funds. St. Joseph Lodge heard of the problem and donated enough chairs and sofas to fill the center's needs. Many of the older lodge members remember and still enjoy the fixtures in their new location.

FRAMINGHAM, MA. Sister Mary Carl, director of Bethany Hill School in Framingham, accepts a \$1,000 gift from Massachusetts Elks Association leaders Francis Condon, East Central DDGER, and Edward Mahan, state trustee.

MANVILLE, NJ, Lodge makes its lodge building available every Monday evening for meetings of the Somerset County Unit of the New Jersey Association of Retarded Citizens. In recognition of this service, the lodge recently received a community service award from the unit.

OSWEGO, NY. An 85th anniversary celebration was held by Oswego, NY, Lodge. PGER Leonard Bristol, the guest of honor, presented the Teenager of the Month Award to Beth Fisher.

(Continued on page 24)

The U.S. was founded by a group of individuals who rebelled against the oppressive policies of King George in England. Today, this same spirit of independence, a uniquely American phenomenon, underlies a growing displeasure with government tax and spending policies. This viewpoint is a healthy sign. Our society can remain the freest and most prosperous in the world if government power is held in check by us, the citizens who make up the country. Recent passage of laws (such as Proposition 13) are an indication of a growing wave of protest against wasted tax dollars. The effort is getting stronger and more vehement every day.

The largest tax each one of us pays is Federal Income Tax. Yet, the largest corporations and the wealthiest individuals often pay the least amount of tax. According to an article in a leading newsletter, 17 huge corporations paid no federal income tax in a recent year, although they had a world-wide income of \$2.5 billion. Numerous tax loopholes were used. The list includes United States Steel, Bethlehem Steel, Armco Steel, General Dynamics, Singer, Phelps Dodge, American Airlines, Philadelphia Electric and The Chase Manhattan Corporation. The burden caused by these non-taxpayers must be assumed by "somebody." "Somebody" is always the wage earner. There is, therefore, a major inequity under the law which favors the wealthy and, most especially, corporations. In America today we have what could be called a "Corporate Society."

Some individuals have become so upset with these startling inequities, they have stopped paying taxes and have in many cases even ceased to file tax returns. This approach, however, is fraught with danger and has resulted in stiff fines or prison sentences when the government locates and prosecutes the courageous individuals.

You Can Become Part of "The Corporate Society"

Rather than break the law and suffer serious consequences, there is a safer and more viable alternative. You can use the same type of smart thinking as those who own and control great wealth. The big corporations are not necessarily immoral. However, they do get the best advice available on tax matters.

You, as an individual, can now use all the tax loopholes for your own self interest. Thus, you legally gain the advantages yourself as do the huge corporations. Rather than break the law, you can use it to your advantage. Perhaps the best way to accomplish this, as well as reduce your tax burden is through incorporation, the legal form of tax rebellion.

Surprisingly enough, the government encourages incorporation with a number

Wage Your Own Personal Tax Revolt

Like the early pioneers who started this country, many people are rebelling against the near confiscatory taxation at all levels of government. The federal government consumes the taxpayer's cash at the rate of over \$800,000 per minute, and the amount that is wasted is scandalous. The citizens are mad as hell and they're not going to take it any more.

There is but one answer left!

of favorable laws, especially in the area of taxation. In fact, it is rare to find a successful individual who is not incorporated. Incorporation is favored by nearly all millionaires. It is one of the causes of wealth, not its effect. Think about it. Can you think of a single wealthy individual who doesn't own and control his own corporation? It is rare indeed. Let's face it, the first step toward achieving the American Dream in our corporate society is probably incorporation.

To add even more impetus to the idea of starting your own corporation, passage of the Revenue Act of 1978 makes incorporation the ultimate tax shelter. This act and the earlier ones close the door to practically all other tax shelters and loopholes. The tax rate on corporations (especially smaller ones) has been substantially reduced, to as low as 17%.

Favorable laws such as the investment tax credit are most helpful when buying equipment. Even if you incur losses in one year you can deduct those losses over several profitable years.

More Advantages. . .

You can set up a corporate medical plan wherein you deduct from your taxes every dollar spent on medical and dental care, drugs, and health insurance for yourself and your family. You can also get tax deductible group life insurance even if the "group" consists of only one person.

It is important to note that potential tax savings are not the only reason to incorporate. Another chief value is that it limits your liability to the assets of the corporation in the event of a lawsuit. If you do business as an individual or partnership, you can be sued personally,

"Over and over again courts have said that there is nothing sinister in so arranging one's affairs as to keep taxes as low as possible. Everybody does so, rich or poor; and all do right, for nobody owes any public duty to pay more than the law demands; taxes are enforced exactions, not voluntary contributions. To demand more in the name of morals is mere cant."

Judge Learned Hand

which could put your house and other assets in jeopardy

You can put more money (25% and more of income) into your corporation pension plan. This is more than a traditional "Keogh" plan which has a maximum contribution of \$7,500 a year, or even an I.R.A., where the maximum that can be sheltered under special circumstances is only \$1,750.

In these times of growing inflation and periodic ups and downs of the economy, your own corporation is probably the only way that you may maintain control over your economic destiny. And you can often benefit from incorporation without leaving your present job. More about that in a moment.

You Can Incorporate Simply, Easily and Inexpensively.

Up until now, throughout the majority of history, incorporation had one major drawback: high legal fees. Lawyers today charge stiff fees, up to \$2,500 for incorporation. The truth is that you can easily incorporate yourself for under \$50. A remarkably easy and inexpensive method of incorporating is contained in a book called *How To Form Your Own Corporation Without A Lawyer For Under \$50*. It comes complete with all the tear-out forms required to start your own corporation . . . minutes . . . bylaws . . . everything you will ever need. The author, Ted Nicholas, has helped thousands of people start their own corporations and has saved them millions of dollars in the process — and many millions more in taxes.

It is very easy, and we will show you how. We'd like to send you a copy of *How To Form Your Own Corporation Without A Lawyer For Under \$50* for a free thirty-day trial — without risk or obligation on your part. If, for any reason, you're dissatisfied, simply return it for a full refund of your purchase price. We'll also send you a free bonus: The Income Plan — an astounding report that tells you exactly how to turn your present career into a tax-sheltered corporation. The Income Plan — a \$9.95 value — is yours to keep *absolutely free*, even if you decide to return the incorporating system.

To receive your copy of *How To Form Your Own Corporation Without A Lawyer For Under \$50*, write your name and address on a piece of paper along with the words "Corporation Book & Bonus" and send it with your check or money order for \$14.95 to Enterprise Publishing Co., 501 Beneficial Building, Dept. EK - 02C, Wilmington, Delaware 19801. Send for the system now. Let us help you wage your own personal tax revolt. Important note: The full price of the book is tax deductible. Act Now!

C1077

I thought of that, but I never did anything about it," lamented a musician friend when we were discussing the disco craze. Had he followed through on his inspiration, he could now be riding the crest of a multi-million dollar business.

"It's a great idea, but it'll never work," everyone told the originator of the first packaged baking mixes. "Women want to make their own cakes. It's a matter of pride." Nevertheless, the instigator was able to convince a cautious Fortune 500 corporation to take a chance on his idea, and the rest is history.

What makes some people consistently more creative than others? Decorators, artists, salesmen, business managers, musicians, architects, speakers—these people make a living from being

creative and selling their ideas. But our entire country is based on originality and inventiveness. Can you distinguish a great idea from a mediocre one? And how can you convince others to be as enthused about it as you are so it can get a fair trial?

Most of us have an inner voice we've known since childhood that is ready to stamp out any creative spark. "Forget that silly idea!" it says to a sudden insight that challenges us. So we stifle it. A sensational idea that occurred to you at 3:00 a.m. can seem less than reasonable at 9:00 a.m. As you look at it . . . unpolished, raw, newborn . . . in the bright morning light, logic tells you the voice is right. You then kill this flash of inspiration before it has a chance to be tested or even heard.

Rule One in giving birth to an idea is that it must be explored when it strikes you or while your enthusiasm is still

high. Write it down, quickly. Then examine it critically, analyzing it from all angles. Forget anything you've heard on the subject that might interfere. Open up your mind and let your imagination spill over into every adjoining area. (Most original ideas are very simple. You have to be able to see the unusual aspect of it.) It's a constant struggle, because we are all prisoners of our own backgrounds, captives of our own viewpoints, and it's the exceptional person who can see events from any perspective other than his own.

Tiffany's, foremost proponents of quality in creativity, conceives good design as being honest. According to their designers, this is defined as including usefulness. Their famous copper stock pot, for instance, must be able to perform many functions, such as holding flowers, cooking stew, or being a beauti-

HOW TO COMMIT ON A NEW IDEA.

by Dorrine Anderson Turecamo

ful serving pot. Using the same concept are famous hosts and hostesses, like James Beard and the Count and Countess Guy de Brantes, who encourage the popular idea of mismatching dinnerware and glassware for interest and fun (as well as economics). So the utmost creativity is demanded of the people at the drawing boards.

Look at your idea critically, with pencil and paper:

1. Why is the idea useful, necessary or desirable?
2. What is it going to accomplish?
3. How can it be put into effect?
4. Who will develop it?
5. Who are the persons directly affected by the idea?

Suppose you answered all of these questions and then suggested the idea to your supervisor at work, who said, "Well, it won't work here." Or he might have used one of the other Killer

Phrases: "It costs too much," or "It's against our policy," or "Why change? Everything's fine," or "We've never done that before."

Of course you never pursued it further because you felt foolish for even introducing the subject. Instead, you quietly slipped it back into its cocoon. You exposed the idea and it was rejected, so you let it lie in peace. But you might have just turned your back on something outstanding. A new idea should *expect* a "No" answer and be prepared to counter it.

What if *you* had thought of: A machine that could sew? A system for speaking to another person across the world? A method that would enable blind people to read? Each of these ideas were only a flash of inspiration at first and must have received comments of "Totally ridiculous!" at the time. What if the Wright brothers or Thomas

Edison or Henry Ford had stopped at this point? They could easily have allowed their ideas to die.

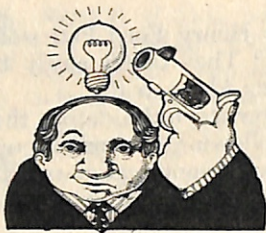
The ultimate intimidators that keep us from following through on our ideas are our own emotional barriers. These are the reasons we fail to put our ideas across:

1. *Fear of Making a Fool of Yourself.* Any idea is rough at first. If you think it's worthwhile, work on it, explore it, and then piece it together properly. All of the facts pertaining to it must be presented and authenticated. Of course, this requires time and the ability to lose yourself in your new idea; but even if it's rejected, you've had a learning situation. It's exciting. It takes daring. But the greatest failure is not to attempt it at all.

2. *Jumping to Conclusions.* If your idea presents a problem, it's tempting to grab the first solution that comes

IT MURDER...





along. This may give the idea only the slimmest chance of working. If you believe it's worth considering at all, then it's worth exploring from every direction and dimension. You have to shake yourself out of your comfortable rut in order to open your eyes clearly and see the new truth. A Broadway director says that when an actor tells him on the 58th night, after performing the same role for 57 nights, "I've got it! I've finally got the character down pat!"—he is fired on the spot. "When he

feels he knows all there is to know about the character, then he has ceased to grow and he will no longer be effective," says the director.

3. *Failure to Keep an Open Mind.* When the basic idea is great, but it seems to have too many flaws, don't give up. Keep probing. The answer is often so obvious we overlook it. Reduce the concept to its simplest form and put it under an imaginary microscope. Look at everything as though you had just been born and had not seen or heard of it before. It's like getting your first pair of glasses, with the world suddenly so bright it's garish, and things seem to be jumping up at you from everywhere.

4. *Rushing It.* Take one step at a time. Most of us expect to realize success too quickly. If your idea was that simple, it would have been discovered

long ago. You can't force the creative process. With patience, it happens. Let it take over, and enjoy the procedure. Tension suffocates insight. Two familiar examples of trying to force creativity are the much-discussed writer's block and the advertising executive who has become an alcoholic. The great psychoanalyst, Rollo May, tells us that reason works better when emotions are present, but tension can block them.

5. *Being Too Timid to Pioneer or Gamble.* The more chances you take, the more confidence you'll gain. Don't let desire for security overwhelm you. Keep asking yourself, "What is the worst thing that could possibly happen?" (It seldom does.) The very fact that you're showing initiative is in your favor, so you can't allow criticism or anything else to inhibit you.

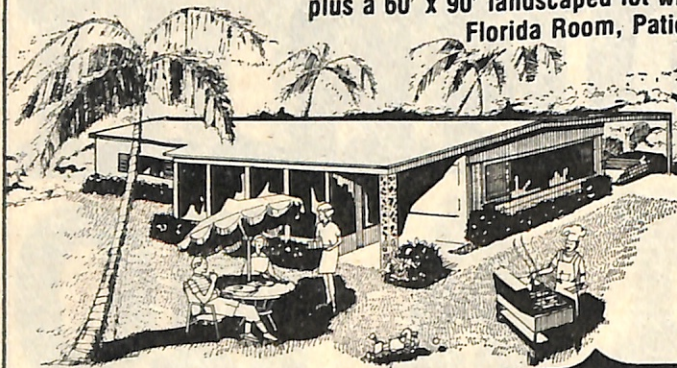
6. *Fear of Personalities.* If you never propose your idea, you can't lose or win. You're sold on your idea and have explored it thoroughly, so why should you hesitate to present it to those in authority? The most effective way is to present it publicly at a meeting, making certain everyone it will affect is there. This, of course, will require the finest preparation, but the world will witness that the idea is yours. Then, follow it up with a written memo to all who were present. This gives your idea more impact and refreshes it in their minds, too.

7. *Lack of Drive in Carrying It Through to Completion* is why many ideas wither and die. It's also a very good way to lose your idea to someone else. If you aren't going to follow through, why shouldn't they? Unless you intend to finish it, don't start—or don't complain about stolen property. A general criticism of creative people is, "She has lots of wonderful ideas, but she never follows through on any of them." Any new idea is a bother because it suggests change, energy, work, thinking, and upsets the status quo. Only thorough follow-through will overcome these obstacles.

8. *Inability to Relax and Let Your Imagination Take Over.* Nietzsche said that creativity is a blending of vitality and abandon, together with form and rational order. When a problem seems to be boxing you in with no clear solutions, start again. Let your mind run free and explore every possible connection, no matter how impractical or silly it seems. Be willing to let yourself be carried away in an exhilaration of new ideas and let your whimsical nature come through. Then, when you're exhausted, leave it completely. Do something different for a few days and try not to think about it. This is the time to be still, turn off the drums, and listen. When you least expect it—*there it will be*—the most ingenious answer.

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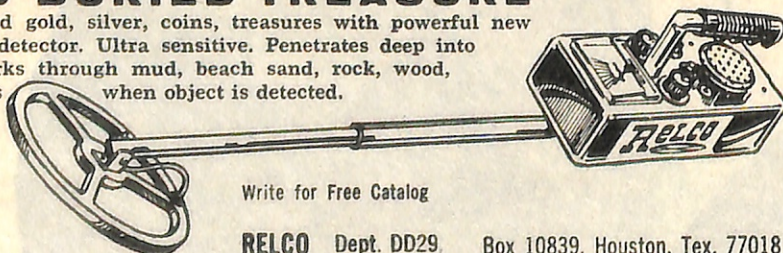
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9. *Refusal to Take a Detour in Reaching a Goal.* Your original idea might just be a teaser toward discovering the *real* prize. (Like Columbus starting out for India and bumping into America on the way.) Keep your mind open to variations and explore the periphery. If a sidetrack seems promising enough, follow it. Many writers begin their first draft of a manuscript knowing that they'll probably cut out the first three or four paragraphs and start with the fifth.

When you're ready to propose your idea to your supervisor at work, to your club, or to your family, don't expect others to be as excited as you are. After all, *it's your idea*. Also, it's only natural for people to feel threatened by change, especially if the idea relates to them or to their area of responsibility. The question that will be foremost in your listener's mind is, "How does it apply to me?" This is why you must consider each of the people who will be affected while you're in the process of developing the idea. You should be able to show how it will make his or her individual life easier, happier or more successful. Keep the primary emphasis on the immediate advantages and benefits. Long term, indirect benefits will receive secondary attention at this point. And be sure you're presenting it to the right person or persons.

What is referred to as "luck" is often simply proper timing. We're becoming increasingly aware of the critical value of knowing when to do and say things. Everyone who worked in a now-demised New York City publishing company knew that the temperamental editor-in-chief must never be approached before 10:30 a.m. and never after he had returned from a long lunch. Before 10:30, he would be feeling disconnected and frustrated as he settled minor problems from the day before and attempted to plan the current day. After an especially long lunch with a client, he would be belligerent from the effects of alcohol.

We all learn to anticipate and respect the temperament and moods of those we work and live with. Consider this carefully when you're planning your approach, because no idea can stand without getting other people involved. As a general rule, it's best to present any proposal on a Tuesday, Wednesday, or Thursday. Most people don't want to be bothered on Mondays, which are usually crowded with urgent details, and Fridays are poor because their minds are drifting toward the coming weekend. The 4:00 p.m. slump is almost universal, so for the most welcome re-

(Continued on page 25)

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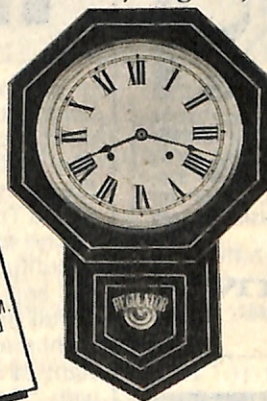
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News of the Lodges

(Continued from page 18)

NEWARK, NY. A gift of \$550 was presented to Newark-Wayne Community Hospital by the Association of Past Exalted Rulers of Newark, NY, Lodge. The gift has been designated to go toward the purchase of a special telephone in the emergency room that allows a doctor to talk directly with Advanced Life Support ambulance personnel in transit and, at the same time, talk to the nursing staff in the Intensive Care-Coronary Care Unit. The gift was made in memory of the late PER Raymond Wilson, who was a former president of the board of directors of the hospital. Presentation of the check was made by Howard Burgess, representing the Newark PER Association, to Mrs. Sophie P. Ziegler, hospital administrator.

FORT LEE, NJ. Recently, the Brothers of Ft. Lee, NJ, Lodge rededicated their lodge building, which was restored after having been gutted by fire. PGER William Jernick was the main speaker

for the occasion, and he officially presented the keys to the building to ER Gabriel Nagy. SP Sol Goldberg and DD George Safer were among the many other dignitaries who were present for the ceremony.

NORFOLK, VA. The Boys Camp Ways and Means Committee of Norfolk, VA, Lodge presented an ophthalmoscope and an otoscope to the Norfolk City Health Department. This equipment will be used to test the sight and hearing of Norfolk school children.

FORT PIERCE, FL. ER Martin Folan of Fort Pierce, FL, Lodge presented a check in support of the local swim program to Robert Moses, Dean of Instruction, Indian River Community College, and Edward Bedell, Department of Correction, St. Lucie County. Both men are active in youth programs at the college as well as at Fort Pierce Lodge.

FAIRBANKS, AK. Brothers installed a stair glide in the home of Heidi Hill. The stair glide was purchased by the Alaska State Elks Association.

(Continued on page 40)

did you know.



Every Elk can be a part of this "Great Heart of Elkdom" by contributing a minimum of \$10 per year. Contact your Exalted Ruler or Lodge Secretary.

The Oregon State Elks Association is providing a new lapidary for the Portland VA Hospital. The Oregon Elks have purchased a rock saw and polisher with funds received from dedicated members and lodges. Oregon has also provided funds for three coffeemakers for another VA Hospital.

Elks, as you know, have pledged that as long as there is a veteran in any hospital, we will never forget him. That pledge has never been broken.

PER Darrell Bridwell of Carlsbad, NM, Lodge was the first recipient of the PGER Robert E. Boney Award for the Best Overall Lodge Performance. This award will be presented annually to a deserving New Mexico Elks lodge member.

"There are people who think that the Elks is an old, tired organization of playboys who are attempting to live on their past reputation," GER Robert Grafton says. "This view of our Order is offensive to every Elk and, needless to say, is a challenge to our pride. I tell you it is high time we showed these people, through a large gain in membership, that we are not going to wither and die; but that we are still an energetic, vibrant organization of American gentlemen, dedicated to helping humanity."

The new cemetery at the Elks National Home is nearing completion and dedication ceremonies are planned for May 11th, a date that coincides with the May meeting of the Board of Grand Trustees.

The focal point of the cemetery is a beautiful monument measuring 11 feet tall and five feet wide, embossed with a full figure of an elk. Two smaller monuments are situated to the left and right of the centerpiece, and inscribed with "Benevolent and Protective Order of Elks" on one side, and "National Home Cemetery" on the other.

The slogan of State President Alfred H. Celia of the Tennessee Elks Association is: "Look up, America. The Elks are on the move!"

The Elks National Foundation provides scholarship grants to eligible sons and daughters of deceased or incapacitated Elks. This occurs in addition, of course, to the annual scholarship awards, major project grants and other philanthropic awards made by the Foundation.

Murder

(Continued from page 23)

ception, choose a time between 10:00 and 12:00 a.m. and 2:00 to 3:30 p.m.

Once you have your audience (whether it's one person or twenty), approach with caution. Your eagerness, itself, can kill the idea. Enthusiasm is vital to any presentation, but never make a claim you can't support. It's better to *understate* than to *oversell*. If you've done your homework well, your listeners will use the superlatives.

Begin by pinpointing the problem. Can you define it simply, in one sentence? Get to the point quickly and be sure of your facts. You have given much time and research to this problem, but since others might not have even realized the problem exists, it's both courteous and necessary to tell them your story from the beginning. Lead your listeners through your thinking process, step by step, as simply and briefly, but thoroughly, as possible. You must show *why the idea is needed* and *how it can be implemented*.

One of the most remarkable characteristics of all successful people is their ability to maintain confidence and enthusiasm over their ideas, no matter how many times they're disappointed. Thomas Edison, probably the epitome of patience and perseverance, conducted over 10,000 experiments to perfect the electric storage battery.

Any plan, even Edison's, will have drawbacks, so anticipate objections. Tell your listeners what the weaknesses are. You might have an idea for integrating certain job responsibilities that could cause another person to feel his position with the company would be threatened. Reassure him by showing early in the presentation how it will upgrade him and increase his authority.

No matter how fine your idea might be, your manner of presentation can kill it. Three mistakes that are often made are:

1. *Semantics*. Never underestimate the importance of words. Choose them carefully. Certain words mean different things to different people, depending on their backgrounds and experiences. "Sensible" to you can mean "weak" to another person, "dignified" can be interpreted as "pompous," or "flexible" as "wishy-washy."

2. *Assumptions*. What might seem perfectly obvious to you might never have occurred to the people you're talking to. Be explicit. Present and explain everything that pertains to the project.

3. *Inflexibility*. You have given the idea all you can offer, but someone else may add the twist that will make it successful. If arguments begin, remain

calm and welcome them. Now you know they're interested and it's beginning to be a group idea. However, if you should recognize that someone is laboring a point just to be negative, try to understand what is behind the words being said. If you can't, let him talk until he exhausts both the point and himself. Then resume the topic.

Most people die before they are fully born, according to Erich Fromm . . . and most ideas are killed before they are heard. If you have made what you feel is an effective presentation and you still can't convince your boss that your idea is worth trying, don't despair. You

can always start a brush fire. Begin casually dropping the idea round to his peers and, if it is worthy, you'll be amazed how soon you'll begin to see action.

In *East of Eden*, John Steinbeck states, "the free, exploring mind of the individual human is the most valuable thing in the world." Only the human species has the gift of creativity. However, it must be constantly fed and put to use or it becomes stale and withers away. How are you feeding your creative instincts? What are you reading? The greatest minds in the world are

(Continued on page 38)

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Of Men And Mermaids

by Robert Hendrickson



Ever since sailors first sailed the seven seas they've spun yarns of fair mermaids who grace the far waters, lovely creatures with the heads and bodies of voluptuous women, but who are fashioned like fish below the waist with scales and fins. There have been a few stories of mermen, too, but the shapely mermaids reported through the ages have far outnumbered their male counterparts. This is not to say that mermaids were all the creations of lonely sailors. They should not be dismissed the way ghosts, all manner of miracles, and close encounters of every kind usually are in our incredulous times. Mermaids are firmly based in reality, without a doubt evolved from living creatures. Anyone questioning this need only read further on about a recent controversy in Florida involving a whole community of "mermaids," or about those South American "mermaids" whose tears are still prized as aphrodisiacs. But first a little of the fascinating history of mermaids.

Mermaids date back long before written history. In Greek mythology, the fifty beautiful daughters of the sea-god Nereus were thought to be mermaids and were said to ride the waves on the backs of dolphins. Anybody lucky enough to catch one could demand that the mermaid predict the future as a price for letting her go. Then there was the Greek Alexander ab Alexandro, of the first century B.C., who told of a lovely mermaid (the first described complete with fishtail) that was cast up on the beach and burst into tears when a curious crowd examined her. She ultimately dove back into the water, shouted some unintelligible words (possibly curses) and paddled off.

The Roman historian Pliny tells of mermaid-sirens who lured ships to destruction on the rocks with their song, and the esteemed Bishop Pontopidan of Norway vouched for a mermaid netted at Hordaland in Bergen Fjord who dissolved into the water when she was stored for safekeeping in a filled bathtub.

In 1723, a Danish Royal Commission searching for mermaids reported that it had actually encountered one—well, a merman, anyway—off the Faroe Islands. The neat-bearded creature (the commissioners said it looked like he regularly *trimmed* his beard) stared at them for five minutes or so, snorted disdainfully, and then dove down into the depths of the ocean. This account looked good in a report at the time, anyway; it showed the King that his commission was really doing its job.

Mermaid legends are part of the folklore of every country bordering on the sea. There are tales of mermaids who foretell the future under compulsion or their own free will; of mermaids who impart supernatural powers to mariners, and of mermaids who protect a favored mariner and dreadfully punish anyone who harms him. Also still popular are yarns about mermaids who fall in love with humans: the mermaid who lives with a man as his lawful wife and, after being betrayed by him in some way, causes a disaster and sorrowfully swims away; or the mermaid who falls in love with a lusty mariner and entices him to reside with her down in Davy Jones' Locker. Such stories have been told in the most primitive cultures and just how thoroughly the myth took hold of the popular imagination in the West can be seen in the widespread use of mermaids on

signboards, ship figureheads, and in coats-of-arms.

Popular acceptance of mermaids even inspired a con game popular with sailors. During idle hours at sea, old salts would often shape and carve out strange mummies from dried skates, rays and other marine creatures, manipulating them so that they looked half human. Back in port, gullible collectors often purchased these "mermaids," believing them to be real. This provided the seamen with an extra source of income and an incentive to continue their artistic endeavors.

For three hundred years, beginning in the thirteenth century, sailors turned out such "Jenny Hanivers," many specimens lasting for six hundred years or more, but no one knows for sure why they were so named. Perhaps the surname is a corruption of Antwerp, a bustling seaport of the time, but it is just as possible that some anonymous sailor bestowed the name of a real woman (perhaps his sweetheart) on the lifelike mummies.

In 1842, P.T. Barnum helped launch his career with a Jenny Haniver that he claimed was a mermaid captured in the "Fijee Islands," sending it on tour across the country. Actually, it was a monkey's head and chest so skillfully sewn to a fish's body that the joint could hardly be seen. Barnum advertised "this most remarkable curiosity" (which can now be seen at the Ripley Believe It Or Not Museum) on a banner showing it to be about 18 feet long, when in reality the black shriveled thing was barely 18 inches long. He also claimed he had bought it from "Dr. J. Griffin of the London Lyceum of Natural History"—the institution nonexistent and Dr. Griffin actually the

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Of Men And Mermaids

showman's accomplice in fakery, Levi Lyman. But then Barnum claimed that "there should be poetic license in mermaids."

There has always been poetic license in mermaids, but the creatures do have a firm basis in reality. Mermaids aren't all myth. Many anthropologists and naturalists believe that they are based on sailor's accounts of a living creature called the dugong (or halicore), a large marine mammal that is found in seas and bays from the Indian Ocean to northern Australia and Japan.

The dugong (*Dugong australis* or *Dugong dugong*) is one of the two surviving genera of the Sirenia order of mammals, all distant relatives of the elephant. A third member of Sirenia, Steller's sea cow (*Hydrodamalis*), became extinct in this century and the dugongs themselves are threatened today. Their once great herds have been greatly reduced by native hunters who seek their tasty flesh, their tusks, and the 10-12 gallons of oil that the blubber from a full-grown animal yields.

Dugongs, or "moon creatures" as they are sometimes called, reach a length of nine feet, and have paddle-like forelimbs and a broad, flattened tail. Basking on the surface of the water, the creatures browse on pastures of seaweed and other aquatic plants, which they crop with their fleshy lips. Not one of the extremely shy creatures has ever been captured alive.

It is easy to understand how the dugong could have been mistaken for a mermaid. The animals stand upright when feeding, their flippers held out like arms. With their somewhat human facial expression (despite the small tusks of the adult males), they do take on a human appearance. Especially since they feed at night, their white, almost hairless bodies are most often seen when they are standing erect in the moonlight.

Then, too, dugongs often cradle their calves in their arm-like flippers when suckling them. (The female dugong produces only a single offspring at birth and is noted for its maternal affection.) A dugong seen at a distance from the deck of a ship with a baby under its flipper could easily be mistaken for a woman with a child under her arm.

The manatee, or sea cow, the other surviving member of the Sirenia order, could also easily suggest a mermaid to a lonely sailor. These creatures, which

are similar in appearance to the dugong save that the males lack tusks, have thick, wrinkled skin and grow to a length of up to fifteen feet. They are indeed the object of superstitious reverence by a number of Indian tribes. The manatee (*Trichechus manatus*) is native to the rivers and bays of the West Indies, Central America, Mexico, and Florida.

Weighing up to 1,500 pounds, manatees are slow of movement and can often be seen at night feeding in large herds, pushing vegetation into their mouths with their flippers. It is said that the crunching of their teeth on their food sounds like that of horses grazing in a pasture and can be heard more than 200 yards away. These gentle creatures actually embrace one another with their flippers while standing upright in the water, and nuzzle and

(Continued on page 38)

State Association Conventions

State	Date	Place
AL	5/29 to 6/1	Birmingham
AK	5/14 to 5/18	Juneau
AZ	5/7 to 5/10	Phoenix
AR	5/17 to 5/18	N. Little Rock
	10/11 to 10/12	Jonesboro
CA & HI	5/14 to 5/17	San Jose, CA
CT	6/6 to 6/8	New Britain
FL	5/22 to 5/24	Miami Beach
GA	6/12 to 6/14	Jekyll Island
ID	6/12 to 6/14	Caldwell
IL	5/23 to 5/25	Peoria
IN	6/5 to 6/8	French Lick
IA	5/2 to 5/4	Cedar Rapids
KS	5/1 to 5/4	Wichita
KY	5/30 to 6/1	Covington
LA	2/29 to 3/2	Slidell
ME	5/30 to 6/1	Rockport
MD, DE & DC	6/27 to 6/29	Annapolis, MD
MA	6/13 to 6/15	Bretton Woods, NH
MI	5/16 to 5/18	Marquette
MN	6/26 to 6/29	Bemidji
MS	5/2 to 5/4	Vicksburg
MT	8/6 to 8/9	Bozeman
NE	5/16 to 5/18	Omaha
NV	6/19 to 6/21	Winnemucca
NH	5/23 to 5/25	Whitefield
NM	4/17 to 4/19	Farmington
NY	5/15 to 5/18	Kiamesha Lake
NC	5/30 to 6/1	Fayetteville
ND	6/8 to 6/10	Grand Forks
OH	4/24 to 4/27	Columbus
OK	4/26 to 4/28	Oklahoma City
OR	5/1 to 5/3	Springfield
PA	6/12 to 6/15	Champion
RI	5/30 to 5/31	Newport
SD	6/5 to 6/7	Sioux Falls
TN	3/20 to 3/22	Gatlinburg
TX	6/19 to 6/21	San Angelo
UT	5/15 to 5/17	St. George
VT	5/2 to 5/4	Kiamesha Lake, NY
VA	6/27 to 6/29	Fairfax
WA	6/19 to 6/21	Spokane
WV	8/8 to 8/10	Parkersburg
WI	5/2 to 5/4	La Crosse
WY	5/9 to 5/11	Cheyenne

Birds in Transit

(Continued from page 8)

What changed scientists' minds was—among other things—some experiments conducted at Cornell by Biologist William T. Keeton. He placed tiny magnets behind the heads of pigeons and turned them loose under overcast skies to see if they could reach their home lofts. "Control" birds carried tiny brass plates of equivalent weight. The "control" birds got home. Most of the magnetized birds didn't.

Another researcher, Charles Walcott, of State University of New York at Stony Brook, Long Island, conducted his own experiments by attaching to the pigeons miniscule backpacks containing electric cells to create a magnetic field. Then he tracked them with very small transmitters attached to the pigeons' tails. The results were the same, and Walcott concluded that pigeons do indeed use magnetism to—in his words—"find their way in the middle of the night, inside a cloud."

Walcott even learned to fly a plane so he could follow his radio-equipped pigeons wherever they went. It got him into some peculiar situations. For instance, he inevitably encountered baffled moments of silence from the tower at Boston's Logan Airport when he asked permission to fly into the control zone in pursuit of one of his pigeons. And there was the time when a pigeon being followed by Walcott and a fellow researcher, Martin Michener, decided to light on the grounds of a mental hospital. They landed their plane nearby, but, after some discussion, agreed that it didn't seem wise to wander around the hospital grounds with their portable radio-direction finder. "We could easily imagine," Walcott ruefully reported later, "the reaction of a guard if we said we were looking for our pigeon."

Should it be finally established that magnetism does affect birds, the implications may extend far beyond bird-dom.

"There are the environmental effects of high voltage lines, for example," says Rice. "Lawsuits have been filed by people who say that these magnetic fields affect children and animals, milk produced by cows, the growth rate of plants. That work with homing pigeons is the first firm evidence we have that magnetism affects behavior."

Scientists used to think that one single system might be found to explain all of bird orientation. But Rice says this notion has been abandoned. Birds, the evidence suggests, use a variety of clues, some of them redundant.

"I was at a conference a couple of
(Continued on page 31)

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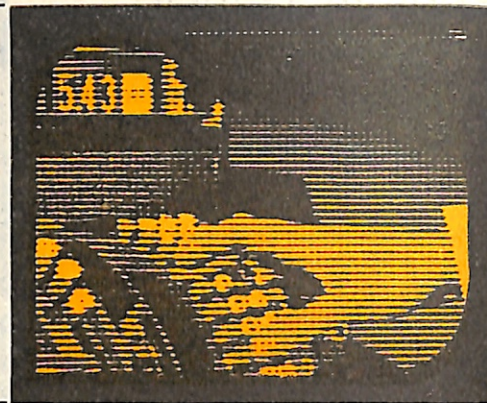


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IT'S YOUR BUSINESS

by John C. Behrens



FINDING A SPOKESMAN IN THE 80's

Who speaks for the small business owner?

There are a number of organizations, to be sure, that claim they're watching out for the proprietors' interests. They've been joined recently by personalities like Howard Jarvis who have campaigned for business causes.

There's no question, though, that small business issues and difficulties will continue to come in all shapes and forms during the 1980s. The spill-over of unresolved questions from the '70s offer a glimpse of the battles to come. At the same time, proprietors may become more selective about the organizations they belong to, considering the rising costs of such memberships. Impatient business owners will want their money's worth in the months ahead. They'll look for aggressive organizations that act instead of talk. They'll look for groups that lobby vigorously, instead of sending members a steady stream of attractive literature, continually discussing plans that never seem to materialize.

One such aggressive national group, that has a reputation among a growing number of business people as a "doer," is the 37-year-old National Federation of Independent Business. "It seems to us that there is nothing evil in people banding together voluntarily in pursuit of goals sought in common—whether these people be in the ranks of labor, small business, large business, feminists, environmentalists or whatever," NFIB President Wilson S. Johnson said recently.

NFIB's purpose—to be the united voice of independent business—distinguishes it from other national and regional groups, he insists.

"We're limited to smaller enterprises which are independently owned and operated and not dominant in their industrial classification. The positions taken by NFIB are based on referenda conducted among the membership regularly, throughout the year, with each member having one, and only one vote, the majority carrying the day.

"The issues offered are limited to those having an economic impact, legislative or regulatory, on small business. This is assurance that there is an absence of bureaucratic overlap and duplication between NFIB and other organizations . . . It might be said that there is some 'overlap' and duplication in the very important sense that the positions es-

tablished by our membership may, from time to time, coincide with those of other organizations—and we have cooperated—but this has been helpful, rather than wasteful. On the other hand, there are instances wherein, due to the nature of our constituency and that of others, we have differed. In these cases, we have pursued the goals set by our membership and they theirs," he said.

Not everyone agrees, of course, that one organization can speak for small business. Prof. George Doyle of Assumption College, for example, is convinced that it can't be done. He experienced difficulties in trying to set a course of action for the free enterprise system in a report prepared for the Joint Economic Committee of Congress. Business is too diversified—too nebulous—to have a single spokesman, he said.

What does the NFIB see as the most important battle facing independent business persons in the 1980s?

"There is no one most important battle facing independent business persons, rather, there are many," the NFIB president says. He's in a position to know, too. His service to both the government and the private sector has been recognized by presidents and federal agencies. He received a presidential appointment, for example, to the National Industrial Energy Council in the mid-1970s, and the Small Business Administration just recently recognized him "for outstanding service rendered to the agency and small business in the nation."

The NFIB priorities for the 96th Congress—legislative positions determined by a majority vote of the membership through polls conducted by more than 500 field representatives throughout the country—show approximately 20 issues of concern. The issues are reflections of deep-seated fears, *Newsweek* reports. "Little companies are plagued by rampant inflation, frustrated by excessive government regulations, hemmed in by giant competitors—and, ultimately, depressed. A recent survey by the 600,000-member NFIB shows that the state of small business is at its lowest point in five years—and 52 percent of those responding said they expected conditions to get worse."

The Federation of Independent Business lobbyists are expected to wage a concerted effort to shape congressional (Continued on page 34)

Birds in Transit

(Continued from page 29)

years ago—a special meeting of orientation researchers,” says Rice. “The catchword was ‘multiple redundancy.’ In other words, the sun or stars might be a bird’s predominant clues, but if those are taken away, there are other possible systems.”

One of them, wild as it may sound, is the bird’s olfactory sense. Birds, in a word, may smell their way home. Researchers in Italy reported that pigeons changed their headings when they sniffed the changing odors of the countryside as they flew over it.

Science is employing all manner of sophisticated tools, including radar, in its resolute effort to solve the riddle of avian navigation. NASA is even getting into the act, using its rocket-tracking station near Wallops Island, VA, to track white-throated sparrows that migrate over the station.

But answers to many questions still elude the researchers. How—to mention a case in point—can birds foretell weather? A team of biologists keeping track of massive bird movements from the Atlantic coast noted that, out of 93 flights taking off over a period of six years, only two appeared to head into the path of an oncoming storm. Question: Are birds also sensitive to barometric pressure?

And then there’s that baffling business of miraculously precise point-to-point navigation: The robin which—after hundreds or thousands of miles of travel—doesn’t just come back in the spring to the same part of the country, or even to the same town, but to the same backyard and the same rosebush where it hung out a year ago. The ring-necked duck that returned to the same place in Maine for four years, each time building a new nest on top of the previous one. The albino gadwall—another species of duck—making local headlines in North Dakota by coming back to the same nest each year between 1947 and 1953.

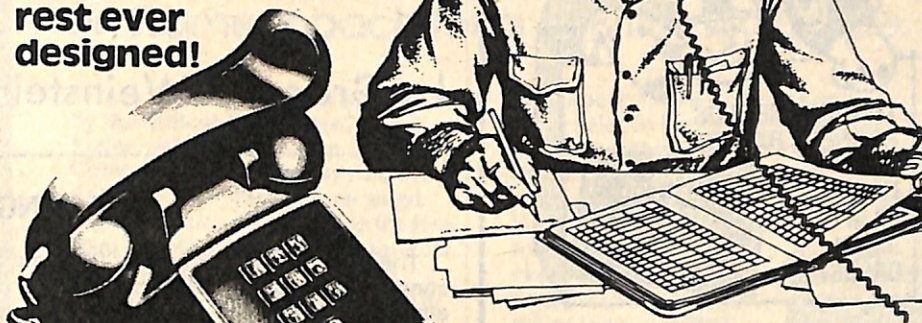
There is thus a long, long way to go before science learns all that it wants to know about the goings and comings of birds. Dr. Jean Dorst, of the National Museum of Natural History in Paris, said that while “significant strides” have been made, what scientists have found out “is still like a few guideposts planted in a virgin forest.”

Charlton Ogburn strikes a philosophical note about it all. “I for one,” he says in his book *The Adventure of Birds*, “should not be greatly disturbed if the puzzle in the end proved too much for us. The world will be poorer without romance, and at the heart of romance is mystery.”

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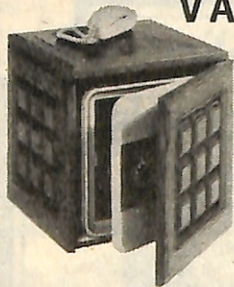
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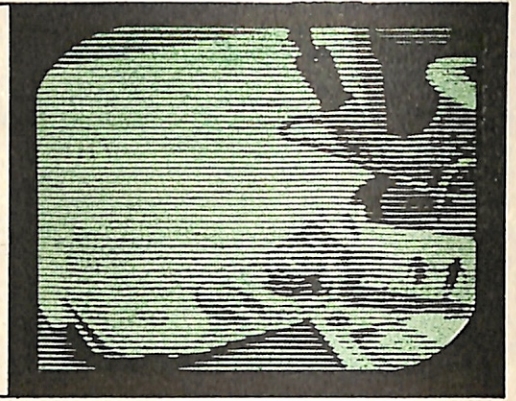
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YOU AND RETIREMENT

by Grace W. Weinstein



LIVING LONGER

There are now some 13,000 Americans over the age of 100, an increase of almost 50 percent in the last four years. What's more, according to the Census Bureau, people over age 80 comprise the fastest-growing segment of the population. These are not all wheelchair-bound invalids, either—far from it. Many are active and involved in life.

The odds against such long life are still significant: just one out of 2,500 reaches the age of 95; only one in 20,000 will make it to 100. But life expectancy is definitely lengthening. The human biological clock, scientists now believe, is set at 110 to 120 years. Few people live that long. But more people than ever before are living to age 65, largely because great strides have been made in reducing childhood mortality. Since 1900, life expectancy at birth has increased by 25 years, from age 47 to age 72. Put another way, at the turn of the century, 41 percent of the population could expect to reach age 65; today, 74 percent can expect to do so. As we defeat the diseases that claim the elderly, more people will, on the average, live still longer.

What do today's long-lived men and women have in common? What can you do that will help extend your own life expectancy?

Scientists have learned that the much-written-about elders of the Andes and of other remote corners of the world, people reputed to live 130 years and more, share several habits: moderate and continuous exercise, diets generally free from animal fats, work throughout life, and close personal relationships. The same habits can help you to live a longer and healthier life.

Blue Cross and Blue Shield of Greater New York spells out some of the rules in a leaflet called, appropriately, "Get the Life That's Coming to You." Here are the basics:

⊙ Eat breakfast. Your body needs fuel to get moving for the day. It does not, however, at any age, need empty calories. Stay away from sugar-laden snacks and eat a breakfast containing protein.

⊙ Eat regularly and sensibly. The longest survivors, in one California study on aging, ate three regular meals a day. Don't load your diet with animal fats; high-fat diets have been linked with heart disease, strokes, and certain kinds of cancer. Don't

make a habit of snacking; if you do get hungry between meals, eat some fresh fruit. And don't overeat in general. Semi-starved rats live twice as long as overfed rats. This isn't necessarily true in humans, so don't starve yourself. But obesity does take years from your life. And since you don't need quite as many calories as you age, the pounds can slip up on you.

⊙ Keep moving. Moderate exercise two or three times a week—walking, bicycling, gardening, dancing—will do wonders for your health and your sense of well-being. A controlled exercise program conducted with 52-to-88 year olds in Southern California showed remarkable results: after just six weeks, some of the 70-plus year olds had regained the vitality of men in their 40s. Begin slowly if you're starting to exercise for the first time, however, and have a physical examination first.

⊙ Get the proper amount of sleep, including, if you're tired, naps during the day. But don't be concerned if you're sleeping less as you age; that's normal, so there's no need to turn to sleeping medications.

⊙ Be sensible about alcohol. Current research seems to indicate that light alcohol intake is healthy; scientists may yet prove that "a glass of wine a day keeps the doctor away." But heavy drinking is a well-known killer, so don't overdo it. Sip drinks, don't gulp. Eat before you drink, to slow down absorption.

⊙ Don't smoke. You've heard it before, but we'll say it again. Don't smoke. Smokers have two and a half times the death rate of nonsmokers, in general, and 15 times the death rate for such specific diseases as lung cancer and pneumonia. The good news is this: if you stop smoking, even after years, you immediately improve your chances. The longer you stay away from cigarettes the better off you'll be.

Here are some more tips, derived from a number of research sources:

⊙ Stay active. The National Institute on Aging's Baltimore study, which has followed large numbers of men over a period of twenty years, has found that active involvement in life makes a big difference in longevity. If you want to stay on the job, and can do so, that's good. If you don't want to or can't, don't think of a rocking chair as the only alternative. Find new interests. Stay active, and you'll

very likely live longer—with satisfaction.
 ◎ Enjoy the things you do. Select interests and activities that give you satisfaction. Don't stay at a job you don't like, if you don't have to, and don't take up a hobby that isn't really interesting. The happier you are, doctors say, the longer you are likely to live. "Positive mental health significantly retards the irreversible midlife decline in physical health," according to Dr. George E. Vaillant, the Harvard physician who has studied 188 men for 35 years. There's a relationship between physical and mental health.

◎ Be yourself. Don't succumb to stereotypes of how "old" people are supposed to behave. Anthropologist Ashley Montague, well into his seventies, has pointed out: "When an older person simply behaves like a normal healthy human being, he seems younger." He seems younger to others, and he feels younger too.

◎ Cultivate family and friends. Close human relationships are an antidote to stress, so take the time to build friendships. "People who like others and who are able to develop intimate personal friendships are happier in old age and seem to live longer," says Diana S. Woodruff, author of *Can You Live to Be 100?* (Chatham Square Press, 1977).

But, above all, don't worry about how long you're going to be around. Worry is a form of stress, and stress is bad for your health. Relax, and enjoy the life you have.

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Departed Brothers

PAST GRAND LODGE COMMITTEEMAN Raymond J. Sheahan died in Naples, FL, January 18, 1980. A member of Highland Park, IL, Lodge, Brother Sheahan served on the Grand Lodge Activities Committee in 1975-76. He was the District Deputy Grand Exalted Ruler for the Northeast District in 1947-48, and a past president of the Illinois State Elks Association.

PAST GRAND LODGE COMMITTEE CHAIRMAN W. L. "Les" Hill of Great Falls, MT, Lodge died December 17, 1979. Brother Hill was Exalted Ruler of his own lodge in 1943-44 and president of the Montana State Elks Association in 1949-50. In 1950-51, he was District Deputy Grand Exalted Ruler for the North District of Montana, and in 1952-53, he served as Grand Tiler. Brother Hill was a member of the GL Youth Activities Committee from 1955-61, and served as chairman of that committee from 1959-61.

PAST DISTRICT DEPUTY Raymond G. Busniewski of Hilo, HI, Lodge died December 10, 1979. Brother Busniewski was District Deputy Grand Exalted Ruler for the state of Hawaii in 1967-68.

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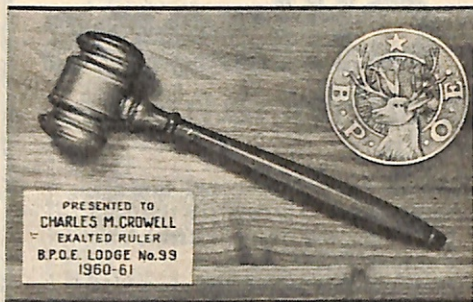
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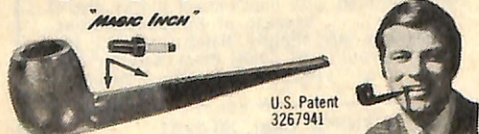
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It's Your Business

(Continued from page 30)

policy on such '80s topics as: Social Security reform, national health insurance, real wage insurance tax credit, repeal of the Davis-Bacon Act, and deregulation of the trucking industry.

But that's just for openers. NFIB staffers, Johnson continues, are hard at work on such things as complicated tax questions. The NFIB would like to see a simplified accelerated depreciation; a \$200,000 graduated corporate surtax exemption, cash accounting and repeal of the 1976 estate and gift tax basis laws. At the same time, the organization wants Congress to look at a four-point reform program aimed at cutting down on bureaucratic red tape.

NFIB wants congressmen to review and veto agency rules and regulations. "We believe that the excesses of OSHA, ERISA and the EPA could have been controlled or avoided by an effective congressional review procedure," Johnson explains.

Federation members also want Congress to understand the impact of any federal regulation on small businesses. Consequently, the organization has endorsed a two-tier Regulatory Flexibility Act which contends that, where feasible, there should be the creation of simplified standards to reduce unnecessary and anti-competitive regulatory problems for small businesses.

And the proprietor wants reimbursement for court costs when battling federal regulatory agencies, too. "The high costs of defensive court proceedings give the government a substantial edge," the NFIB argues. "This legislation would provide for the reimbursement of these costs to individuals and small businessmen who are successful against the government."

An innovative proposal that the NFIB hopes Congress will endorse provides for a new type of judicial body similar to the U.S. tax court, where small business owners can go and receive binding decisions at minimum cost when the dispute involves a federal regulator.

The federation wants to bring about change in other areas, too. For example, product liability insurance is a crucial problem for a number of small manufacturers and "the magnitude of the problem demands that every alternative be explored." Furthermore, NFIB proprietors want changes in the procurement practices of federal agencies. "The federal government spends tens of billions of dollars per year on procurement. Through its purchases, the government has an immense ability to influence the competitive balance in the marketplace. The share of this that goes to small firms is steadily declining. "If small business is to remain a viable element in our competitive market system, this trend must be reversed," Johnson says, and he reiterates an NFIB plank that strongly endorses all attempts to increase small businesses' share of the procurement dollar.

Yet, there are problems facing small business in the 1980s that only the proprietors themselves can resolve. "The major problem for small businesses may well be in the quality of management," *Newsweek* noted recently. "A credit squeeze tends to accelerate and bunch the number of failures," a House Committee of Small Business staffer said, "but 95 percent of the small businesses that fail, do so because of the lack of managerial and technical skills on the part of their owners."

But few surveys have been able to measure pride, resourcefulness and stubbornness—ingredients that have played a part in many American business success stories. ■

Best Lodge Youth Program

Subordinate lodge youth activities chairmen should now be assembling their Best Youth Program brochures. The deadline for submitting brochures to the state youth activities chairman for judging is March 23, 1980.

The state winners in all membership categories will be declared by the state association youth activities chairman by April 6, 1980.

The state association youth chairman is to have selected a winner in each of five (5) membership groups and also to have selected a single state overall winner for the Best Youth Program and mailed it to me for consideration in the national Best Lodge Youth Program Contest by April 20, 1980.

If you have planned and carried through a well-balanced, year-round Youth Program, you will have touched the lives of youths of all ages and helped them meet the challenges of tomorrow. The youth of today are the Elks of the future.

Joe D'Angelo, Member
Grand Lodge Youth Activities Committee
3321 West Turney
Phoenix, AZ 85017

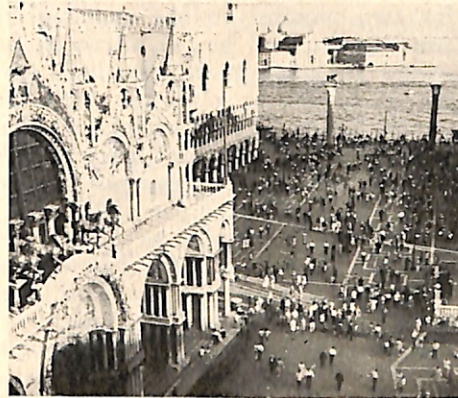
Italy's Contrasts:

Venice & Cortina d'Ampezzo

by Jerry Hulse

Seated in Harry's Bar one day last summer, it occurred to me what a shame it is to come alone to Italy—particularly Venice. What a shame, not sharing a moonlit moment in Piazza San Marco or a stroll through Venice's narrow avenues or a gondola ride down one of the canals. Along the Grand Canal, more than 200 palaces and churches cast their shadows. It is impossible not to be moved by such a setting. Still, such moments are difficult to play back if one experiences them alone. And so, Venice remains a place to be with someone special: a wife, a sweetheart. Queen Elizabeth came to Venice with Prince Philip. Errol Flynn was seen with a hauntingly beautiful creature. And then there were the Hemingways, Ernest and Mary.

Hemingway loved Harry's Bar. After all, Harry's pours the best drink in Venice and provides some of its finest food (the Guide Michelin gives it its highest possible rating). It is not by accident that Harry's is known to legions of tourists from St. Mark's to San Francisco. Giuseppe Cipriani labored fiercely to make it so. In the late 1920s, he was a bartender at the old Europa. And there was an American, Harry Pickering, who adored his method of mixing drinks. As a result, Pickering was pickled a good share of the time. Later, when Pickering's aunt left him stranded in Venice, Cipriani took pity on Pickering and lent him money. Pickering went on drinking, then one day disappeared.



The Grand Canal (above) and St. Mark's (left) reflect the flavor of Venice.

Several months later he resurfaced, repaying Cipriani. At the same time, he lent Cipriani the cash with which to buy his own bar. In gratitude, Cipriani named it after Pickering. It's been Harry's ever since. With his debt repaid, Pickering disappeared again. This time he ran off to Monte Carlo, where he died in 1948. Harry's, though, lives on. Its proprietor is Cipriani's son, Arrigo (the elder Cipriani is retired). Arrigo is Italian for Harry. Imagine being named for a bar?

Harry's is a Venetian institution. It is jammed constantly, even in the morning. It is possibly the most successful restaurant-bar in all Venice. Its menu draws praise from the fussiest of gour-

rets. It is printed in three languages daily. (It is also expensive.) Harry's creates its own pastas, bread and cannelloni. The escalope Milanese is superb, the desserts maddening. Harry's serves homemade ice cream and the most delicious chocolate cake on earth. Harry's also pours one of the world's driest martinis (10 parts gin or vodka to one part vermouth). Giuseppe Cipriani's greatest moment occurred one day when he served four kings. Imagine, four kings together in a bar? Even today, a handful of former crowned heads drops by. A regular is the former queen of Yugoslavia. Chief bartender Ruggero Caumo reckons he mixes nearly 1,000 drinks a day. The house drink is the popular Bellini, a combination of fresh peach juice and champagne.

Romantic Venice remains the perfect place to visit with someone special.



Italy's Contrasts

Legions of travelers have made Harry's their hangout since it opened in 1931. Through its swinging doors have marched thousands of hungry, thirsty vacationers and Venetians, as well as celebrities—Noel Coward, Somerset Maugham, Charlie Chaplin and the Aga Khan. The list goes on. Harry's remains in its original location, smack on the Grand Canal, next door to a *vaporetto* stop. Inside, there's the same eight-stool bar and the little tables around which diners crowd. It is a small place, really. A caricature of Harry Pickering hangs near the door, a tribute to the man who bankrolled Cipriani. And there's a photo of Giuseppe Cipriani with Ernest Hemingway.

Hemingway and the elder Cipriani were great friends, and the writer brought great fame to Harry's. The two men met again on Torcello, an island that's reached by speedboat in 20 minutes from St. Mark's Square. Giuseppe Cipriani went to Torcello in 1936 to establish another restaurant as well as an inn. Hemingway came afterward to work on his novel, *Across the River and Into the Trees*. It was a fine place to escape to. Less than 100 persons live on Torcello, and so Hemingway was at

peace at Locanda Cipriani. The inn where he wrote is surrounded by grape arbors, geraniums, roses and daisies, and the meals are legend.

Hemingway arrived on Torcello in the winter of '48, moving into the Santa Fosca room. (None of the six rooms at Locanda Cipriani is numbered; they bear names instead.) Hemingway's writing desk is still there, as are several of his novels. To vacation where Hemingway labored comes to \$80 a day, including three meals. Because of its peacefulness, Hemingway remained on Torcello for two months. In the morning he would write and in the afternoon he would go hunting with the inn's gardener, Emilio, or else visit with the parish priest, Don Francesco Tagliapietra. Hemingway drank many bottles of wine. (The grape arbor just outside his window produced one of his greatest joys.) He returned to Torcello in 1954 and again in 1957 following a near fatal air crash in Africa. This time, though, he vacationed, revisiting old friends—including Emilio and the parish priest and Giuseppe Cipriani. It is a ritual to revisit old Hemingway haunts after doing the Doge's Palace, the Bridge of Sighs, the Rialto and other landmarks.

Besides Harry's and Locanda Cipriani, Hemingway spent several months at

the Gritti Palace, Venice's famed hotel on the Grand Canal. (The Hemingway suite—No. 116—has been described by hoteliers as the most elegant on the Continent.) This 15th-century palace has attracted dozens of world figures and film stars—the Duke and Duchess of Windsor, Queen Elizabeth, Winston Churchill, Charles de Gaulle, Princess Grace, Claire Boothe Luce, Sinclair Lewis, Elizabeth Taylor, Ava Gardner, Clark Gable, Laurence Rockefeller, Greta Garbo and Somerset Maugham. Maugham loved Venice and adored the Gritti. Of it he wrote: "At the Gritti, you are not merely a number as you are in those vast caravansaries that appear all over the world; you are a friend who has been welcomed as you step out of the motorboat, and when you sit down to dinner at the very same table you sat at the year before and the year before that, when you see that your bottle of *suave* is in the ice pail waiting for you, as it has been year after year, you cannot but feel very much at home."

Yes, but making the Gritti one's home is a trifle expensive. Its most reasonable room rents for \$110 a day and its finest suite comes to \$337, this plus 14% tax. Still, its director makes no excuses: "It is a little palace and always will be for the people who want the privacy of this kind of travel." Earlier this year, guests of the Gritti gathered to salute a new drink created especially by bartender Giuseppe Fontana to commemorate the birth of an Italian composer. It was served in Venetian glasses designed and blown especially for the event by a master craftsman at the Scenedese factory of Murano.

But how many can afford the Gritti? For those who seek bargains rather than refinement, our vote goes to the comfortable little hotel Patria Tre Rose on Calle dei Fabri. It's slick, it's cheap and it's only a sigh from St. Mark's Square. Rates are \$26.50 single and \$45 double. Another that's close to St. Mark's: The Casanova. Its 44 rooms rent for \$40 single and \$58 double, including TV, telephone and central heating. And just around the corner from the Gritti, the little Hotel Torino provides rooms and a 13th-century setting for \$38 single and \$51 double. Front rooms face the narrow street as well as the small canal.

After doing Venice, I traveled north to Cortina d'Ampezzo, the little alpine village I've dreamed of for a lifetime. Only three hours by car from Venice, it is set in the hollow of Italy's loveliest valley and surrounded by the Dolomites, those rocky Alpine peaks that are forever lost in the folds of creamy clouds. Cortina d'Ampezzo has been called one of the five prettiest villages in Italy. It is no exaggeration. Wild flowers carpet high meadows in spring-

Toward the 80's

As we find ourselves thrust into a new era, the decade of the 1980s, perhaps it might be beneficial to stop and develop a national set of goals—a game plan aimed at unifying Americans toward common purposes. The next ten years will be crucial; the results of the actions taken during the course of the decade might well determine the fate of our nation. With the belief in mind that common objectives are vital to the continued existence of the United States, we should consider the direction that Americans should take in the 1980s.

The 1970s produced a brand of Americans who seemed unusually apathetic toward national concerns. When it came to hard-core issues and problems, Americans adopted the notion that if they weren't personally inconvenienced, there was, indeed, no problem. Instead of collaborating as a whole against the root of our troubles, millions of us just proceeded through our own personal labyrinths in hopes of escaping unharmed. In fact, we were so unconcerned that social commentators unabashedly referred to us as members of the "Me Generation."

To insure the progress of the future, it is important that the people of this nation adopt a change of attitude. Only through a new nationalism and a collective desire to achieve can citizens best be fit to meet the specific social, political, and economic challenges that confront us.

John D. Ryan

time and, during autumn, the valley turns scarlet and gold. Winter snows are deep, and in some altitudes they persist even into summer—a time when deer peer from the forests and the song of birds is heard throughout the valley.

It is the mountains, though, that provide Cortina d'Ampezzo's startling beauty. They tower above the earth like great, impregnable fortresses, separating Italy and Austria. Waterfalls spill furiously, swelling rivers and lakes, and in the golden time of summer, the high meadows are yellow with buttercups and blue with forget-me-nots and columbine. With the arrival of fall, cattle are returned to the village from the high slopes, the signal for yet another festival. With such beauty, Cortina d'Ampezzo attracts nearly 400,000 visitors a year. Many are returnees from the 1956 Winter Olympics.

Unlike other tourist destinations, success hasn't spoiled Cortina d'Ampezzo. Its residents refuse to permit their village to be violated or compromised. Indeed, they were practicing environmentalists centuries before others began voicing fears over polluted air and water and overcrowded land. It is impossible to put up a house in a meadow in Cortina d'Ampezzo. This is an unwritten law. Since the 10th century, the people of Cortina d'Ampezzo have rec-

ognized the meadows as a treasure for their cattle as well as themselves. For nearly 1,000 years they have worshiped the soil and flowers of spring-time and the woods that provide heat and shelter.

Villagers did relent several years ago, permitting the building of a scattering of new villas. When they saw the scars on their scenery they clamped on the old rules again and construction was halted. If one wishes to repaint a single shutter, permission must be obtained from the town council. This is true of repairs to the interior of a home as well.

Roughly 4,000 persons control the destiny of Cortina d'Ampezzo. Fifty percent of the population was born here—so were their parents, as were their grandparents and their grandparents' grandparents before them, and so on. During the 1956 Winter Olympics, motorists were stopped outside town and transferred to buses; and because the town refused to build modern hotels, hundreds of spectators were forced to commute from neighboring villages. To serve the Olympics, the town council agreed to the construction of an ice stadium, but only if it was created in the precise Tyrolean style of Cortina d'Ampezzo. *It was.*

Several years ago, when Antonio Piovesan sought permission to rebuild

his small inn and restaurant, La Capannina, it was granted but, again, only after he gave his solemn oath that it would resemble the old one in every detail—down to the last shingle. Piovesan's inn is the gem of the Dolomites. The ceiling from a 15th-century palace in Padua provides cover in one room. And there are gilt-edged Venetian mirrors, a 17th-century Moorish door, antiques from a dozen old palaces and lacy, wrought-iron grillwork obtained from a convent. The result is a cozy little museum that provides shelter for discerning guests. La Capannina contains a tiny lounge and a bar with only two stools, the perfect setting for a couple of lovers. All his life Antonio Piovesan has been a chef and so, heavenly dishes are turned out in his kitchen, as well as the table wine he creates himself. Testimonials? Well, once he served Queen Elizabeth and Prince Philip, and they had no complaints. The per-person rate at La Capannina is \$53 a day in the high season and \$43 in the off season—this for a spotless room, loads of atmosphere, charm and three meals.

Cheaper still and similarly immaculate, the 34-room Hotel Pontechiesa charges \$30 a day in the low season and \$36 in the high season, meals included.

(Continued on page 52)

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."



Alameda, CA, Lodge invited 18 veterans from the Yountville Veterans Home to the lodge's annual Open House Thanksgiving Dinner. One of the veterans was Bob Gardner (center) a 51-year member of Yuma, AZ, Lodge. Chatting with Brother Gardner were Veterans Service Chm. Dan Robinson (left) and ER Robert Carmignani.



At their Veterans Day Dinner-Dance, Guilderland, NY, Elks presented a color television set to the Albany Veterans Administration Hospital. The donation was made in memory of Departed Brother D. Bruce Crate, who was chairman of the Capital District National Service Committee. From left are DDGER William Meyer, John Bowers, state vice-president, Capital District, District National Service Chm. Omer St. Jacques, Hospital Public Relations Director Roderick O'Connor, Est. Loyal Kt. Douglas Smith, Mrs. D. Bruce Crate, and ER Leo Nolan.

◀ Robert Sabin (right), assistant director of the Seattle, WA, Veterans Administration Medical Center, examines a pair of moccasins made by Richard Williams, a patient at the center. At left is Dale Orff, the VAVS representative at the center for the Elks, and chairman of the National Service Committee, Renton, WA, Lodge. In the background are over 1,100 square feet of hides which were presented to the center by the Hides Committees of the Washington State Elks Association.

Mermaids

(Continued from page 28)

kiss one another. No wonder some South American Indians prize their tears as an aphrodisiac. It is said that if one manatee is captured or killed, its loyal mate will not abandon it and will cry over its body.

That "mermaid" case in Florida previously referred to has to do with manatees. It seems that the Federal Environmental Protection Agency has ordered the Florida Power and Light Company to stop discharging warm water from its plant into the Orange River, claiming that this creates a mass of heated water extending across the river, a thermal block that discourages marine organisms from traveling upstream to spawn. But other environmentalists have pointed out that some 75-100 manatees thrive on the warm discharge, and that these mammals, already listed as an endangered species under the Federal Endangered Species Act of 1973, would be driven from their home if the heated water was cut off.

The manatee, which is also hunted for its oil and skin, is seal-shaped and of a gray, brown or bluish-black color, often with a tinge of olive green above and yellow below. It, too, has a somewhat human countenance when seen

from a distance, but the resemblance is not as pronounced as that of the dugong. Probably both creatures strongly influenced the mermaid myth. This is indicated by their order name, Sirenia, which was given in allusion to the supposed resemblance of the animals to the Sirens of Greek mythology. Supposedly, those sea creatures with the heads of women sang a sweet song which lured mariners to destruction on the rocks and against whom Odysseus had to bind himself to the mast until he was out of hearing range.

But the more mysterious dugong, with its white skin and peculiar upright feeding habits, a creature of the open sea, probably is the main source of the mermaid legend. It's said that a dead dugong washed ashore still arouses superstitious fear among natives in Africa. In fact, one of the few American naturalists ever to see one of the creatures, a Mrs. O. W. Barrett, wrote that she saw natives net a dugong in Mozambique. They were so terrified that they quickly gave it away to an Italian blacksmith. This enterprising fellow had the dugong embalmed, laid out in a coffin and shipped to Johannesburg. There he rented a showroom and exhibited "the world's only genuine mermaid-half-fish, half-human." He made even more money with his "mermaid" than Barnum. ■

Murder

(Continued from page 25)

waiting on the bookshelf to share their knowledge and philosophies with you. What courses have you taken this year? Consider sailboating or ballroom dancing or batik painting. Try a different restaurant every time you eat out, a different supermarket each shopping trip. Cultivate friends with unusual interests and of different backgrounds and age groups than yourself. (A close teen-aged friend will help keep you young and on your toes, and a special senior citizen can share a different perspective with you.) By learning another language, you absorb some of that country's culture and find new ways of expressing yourself. Many famous men and women are leading the way in proving that creative cooking helps to keep a person from getting buried in that dreaded rut. Continue to feed yourself with variety and watch your creativity quotient rise!

Whether your ideas might bring you prosperity, fame, simple recognition or just help to make life more pleasant for you, they're worth following through. Examine your next inspiration, if it appears to have some validity. Don't kill it at birth. Who knows? You might be the next Marconi! ■



THE JOY OF GIVING

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Red Hook-Rhinebeck, NY, and Beacon, NY, Lodges held a combined meeting for the visit of DDGER James Crawford (second from left). Howard Laib (second from right), Red Hook-Rhinebeck National Foundation Chairman, presented his lodge's annual contribution to the Foundation to DDGER Crawford. Looking on were Red Hook-Rhinebeck ER John Scattergood (left) and Brother Richard Fiege of Beacon Lodge.

Darsi Lee Jensen of East Chatham, NY, was awarded a \$1,000 scholarship from the Elks National Foundation Emergency Education Scholarship Fund. The award was presented by Peter Goetchius (left) and ER Thomas Minahan of Kinderhook, NY, Lodge. Miss Jensen is a junior at the Boston College School of Management, studying marketing.



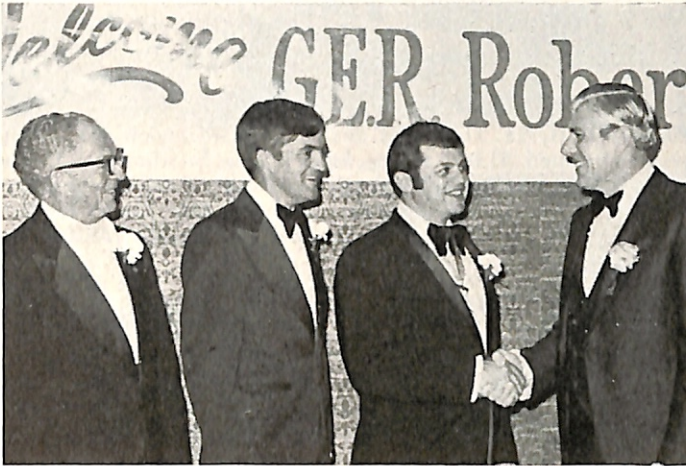
Robert Shell, (right) of Watertown, MA, Lodge and State Vice-Chairman, Elks National Foundation, recently presented paid-up Foundation certificates to fellow Watertown Brothers (from left) Chm. Paul Stanizzi, PER William McCarthy, and Leo Dawson.



ON TOUR WITH



ROBERT GRAFTON/Grand Exalted Ruler



GER Robert Grafton (right) attended a 75th anniversary celebration at Orangeburg, SC, Lodge. ER Edward Boland presented an Eleven O'Clock Toast Plaque to the GER.

Littleton, NH, Lodge hosted GER Robert Grafton (right) during his visit to New Hampshire. Greeting the GER are (from left) Grand In. Gd. Ronald Simpson of Portsmouth, NH, ER Perley Whipple III, and SP Douglas Roberge.



GER Robert Grafton (first row, center) visited Etna, PA, Lodge on the occasion of its 75th anniversary. Many prominent Elks were present, including (first row, from left) Grand Trustee A. Lewis Heisey, PGER Homer Huhn, Jr., SP Robert Mitchell and ER John Ward; (second row) PSP Donald Oesterling, District VP Hugh Hardy, Jr., PSP Fred Reno, DDGER William Kirk, and Howard Schran, secretary of the Pennsylvania Elks State Association.



At the fall meeting of the Mississippi State Elks Association in Natchez, GER Robert Grafton (center) and PGER Edward McCabe (left) listened to a speech by SP Tullus Castor.



A gala reception was held at Waterville, ME, Lodge for GER Robert Grafton (center) and his wife Pat. Elks were present from all of the state's 18 lodges. Pictured with the GER are (from left) SDGER G. Anthony Jones and DDGERs William May, Sheridan Smith and Edward Chasse. This is the first time that there have been three DDGERs in Maine. The state was rezoned from two to three districts in 1979.

NEWS OF THE LODGES

(Continued from page 24)



NORTHAMPTON, MA. DDGER William McGavin (left) presented a check for \$1,000 to Dr. George Pratt, president of Clarke School for the Deaf. Looking on was Northampton Lodge ER William Scott. The check was a gift from the Massachusetts Elks Association.



GREENWICH, NY. The ladies' auxiliary of Greenwich, NY, Lodge have contributed \$1,000 to the lodge's new building fund. The money was raised through food sales and other fund-raising activities. Presentation of the check was made by Mrs. Diane Pfeiffer, ladies' auxiliary president, to her husband, ER George Pfeiffer.



ROME, NY. Brothers recently held a dinner dance to raise money for the state's major project, Cerebral Palsy. A check for \$1,000 was presented by the lodge to state officials. Attending the affair were (standing, from left) CP Chm. James Dunn, Central District Major Project Chm. Daniel Capella, SVP Frank Hunn, SP George Malekian, PGER Leonard Bristol, ER Frank Renwick, and DDGER Edward Smaldon; (seated) PGER Ronald Dunn.



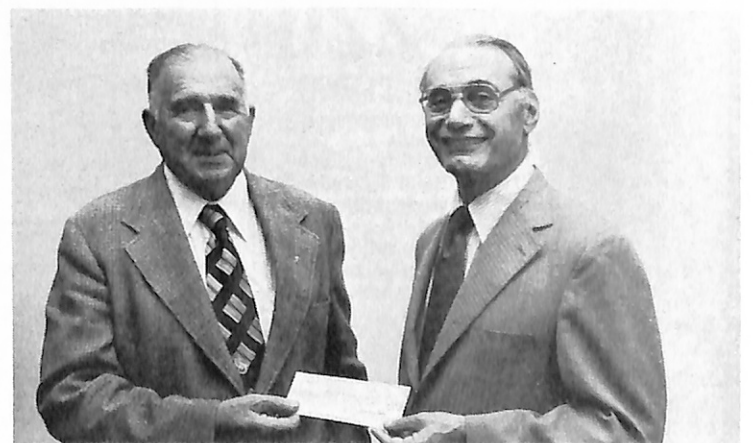
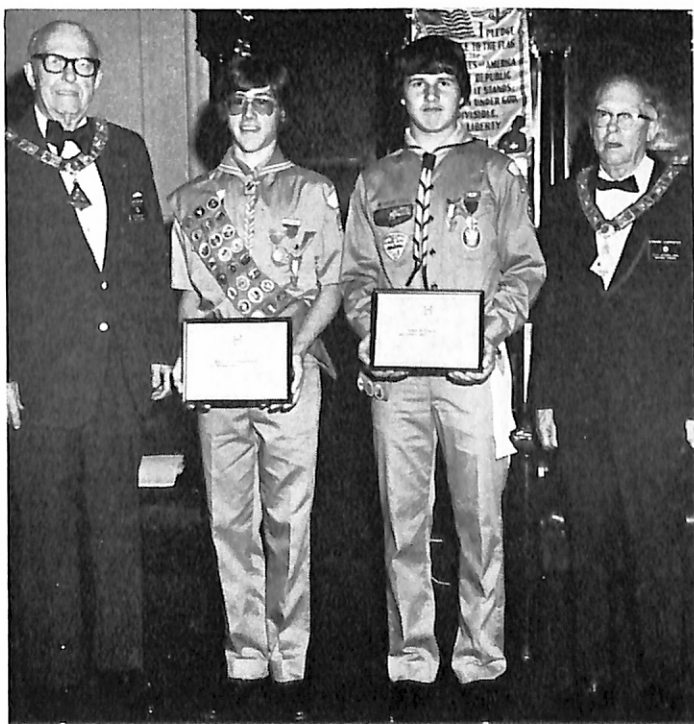
LEHIGH ACRES, FL. is the site of a new lodge. On hand for the institution and installation ceremony were (from left) DDGER William Stone, PDDGER Kenneth McStravic, ER Gene Franklin, PGER William Wall, SP Richard Robinson, Carl Vaughn, secretary to the GER, and Jim Oliver, state vice-president, North Central District.

UNION, NJ. ER Harry Riker (left) of Union, NJ, Lodge, presented a plaque to Youth Activities Chm. Bill Schuster for his outstanding work during the past year. The plaque was awarded to Brother Schuster and to the lodge by the state youth activities committee for the Best Lodge Youth Programs.



MIDDLETOWN, CT. The local lodge recently held a banquet to honor the city's high school soccer champion, Vinal Regional Technical School. The trophy presented to the winning school was donated by the lodge in honor of Bernie O'Rourke, Middletown park and recreation director, and a member of the lodge. Due to illness, Brother O'Rourke was unable to attend the banquet, so his son Brian (third from right) made the presentation. Others in photo are (from left) Athletic Director Tom Serra, Coach Tom Lombardo, Trustee Don Clarke, Youth Activities Chm. Jerry Winzer, and ER Carl Ticehurst.

ROTTERDAM, NY. Rotterdam Chief of Police Joseph Dominelli (center) received a "Resolution of Appreciation" from ER Raymond Slingerland (second from left) at a testimonial dinner held in honor of charter member Dominelli. Looking on were (from left) Brothers John Kirvin, town supervisor, Francis Stone, town councilman, and Edward Longo, town justice. The lodge also made a contribution to the National Foundation in the name of Chief Dominelli, who was recently elected president of the International Association of Chiefs of Police.



BOSTON, MA. The Massachusetts Elks Association recently made a gift of \$1,000 to the Jewish Family and Children's Service. Presentation of the check was made by PSP Harry Sarfaty (left) to Simon Krakow, executive director of the service.

BEDFORD, VA. At the Elks National Home, the second annual Home Lodge Eagle Scout Recognition ceremony was held recently. Est. Lead. Kt. William Rietow (left) presented certificates to Eagle Scouts Warren Overstreet and John Dixon. Secy. Edward Carpenter (right) was the chairman of the event.

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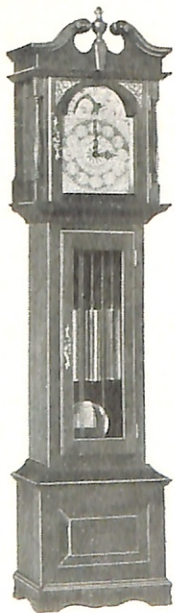
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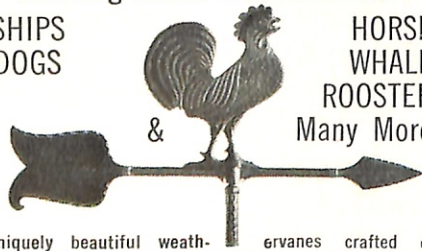
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Thinking About Weathervanes?

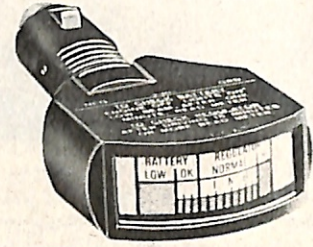
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DOGS



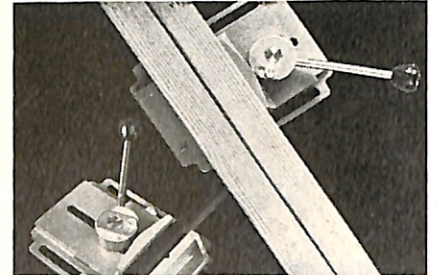
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Uniquely beautiful weather-vanes crafted of hand cast aluminum and finished in a tradition sure to add charm to your home. Finest in art metal home decor since 1938.

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AMAZING NEW PRO-METER accurately diagnoses the health of any car battery, eliminating peril of sudden failure. Plugs into cigarette lighter socket, to give an instant reading of battery strength. Also, shows how much power is used by each element of car's electrical system, so you know where to conserve when battery strength is low. \$11.99 + \$1.49 p&h. The Travel Companion Collection, 18 Middleneck Rd., Roslyn, NY 11576



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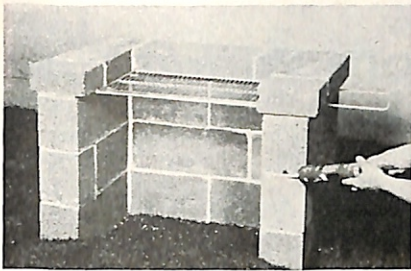
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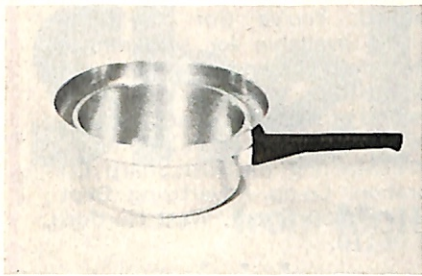
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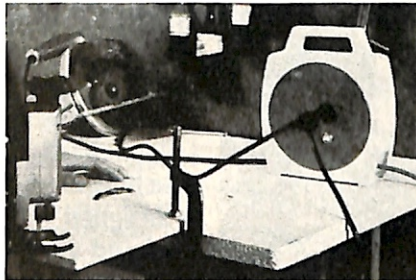
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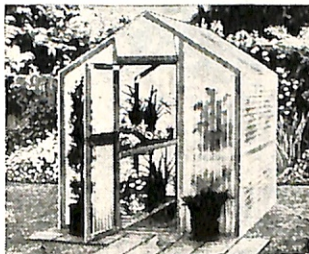
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Discover the power to motivate your membership, raise funds for your group or charity, organize your meetings, and promote community events. **BADGE-A-MINIT**, proven in use by service and civic clubs throughout North America and Europe, gives you that power and more! Pin-back badges convey any message, slogan, emblem, or design in an exciting and highly visible way. With the **BADGE-A-MINIT** system, you create badges for all your organization's needs—quickly, easily, inexpensively. The color coded dies and hand die press are totally portable, simple to operate, and produce badges from parts that cost just pennies each. The large full color

BADGE-A-MINIT catalog contains a wide range of resources for club, home and business applications. Send for yours today, it's FREE!

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I WANT BADGE POWER! Rush me the **BADGE-A-MINIT** starter kit for only \$17.95 plus \$1.75 shipping fee. (If I live in Ill. I'm including \$.90 sales tax)

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\$1795

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!

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TROY-BILT® Roto Tiller-Power Composters

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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.

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Garden Way Mfg. Co., Inc.
102nd St. & 9th Avenue
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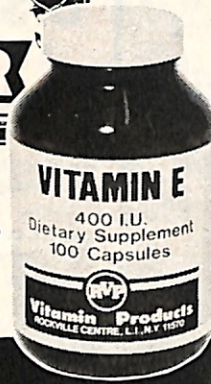
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\$1.00 BRINGS YOU 100 Vitamin E 400 I.U.

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Elks Family Shopper

consumer/news

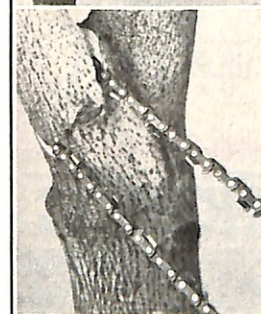
The Pro Sharp Corporation, manufacturers of the Pro Sharpener Chain Saw Sharpening Device, has received an award from the Connecticut Art Directors Club for a product demonstration film. The film, used in trade shows and at point of purchase to demonstrate the ease and convenience of using the Pro Sharpener to sharpen one's own chain saw at home with professional results, was produced by Gallery West Films, a West Hartford production company specializing in industrial films and television commercials. The 4-minute film, entitled, *You've Got The Edge*, is also available for screening to interested persons and groups to demonstrate the safe and proper method of sharpening and handling the chain saw, and can be obtained by contacting the Pro Sharp Corporation, Co-op Advertising Dept., 20 Sherman Street, West Hartford, CT 06110.

The price of flowers from street vendors (if you can still find them)
(Continued on page 46)



NEW! High Limb™ CHAIN SAW

The Only Far-Reaching Chain Saw Technically designed for hand use



Now you can cut down branches and limbs up to 30' and higher while standing safely on the ground. Revolutionarily new chain blade has all the traditional fast cutting qualities of a chain saw blade, but has been technically redesigned for hand use with "two way cutting action." The 22" chain is attached on each end to strong 25' polypropylene control lines, and a sandbag safety weight is attached to the end of one control line. Simply toss the safety weight over the branch or limb you want to cut down, and pull alternately on control lines. Because you stand to the side of the limb you are cutting, never stand directly under it, you automatically undercut the limb and avoid "peel-back". Works quickly and smoothly on everything from small branches to large limbs, hardwood or softwood. Live wood or dead wood.

Avoid the hazard of climbing ladders and avoid expensive tree service bills... the HIGH LIMB CHAIN SAW can pay for itself in a morning's use.

IMPORTANT USE DURING FUEL SHORTAGE—Use your HIGH LIMB CHAIN SAW to cut down dead limbs and lower limbs for firewood. Your trees will continue to grow more healthy and stronger than ever, and continue to provide you with future fuel.

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Add \$1.00 postage. Coin brochures with order. IMMEDIATE SHIPMENT. Allow time for postal delivery. Satisfaction guaranteed.

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Protect your car at home and work, rain or shine; but beware, all car covers are not the same...



Prevent "PREMATURE DEPRECIATION" because of oxidation and fading due to unnecessary exposure to rain, ice, snow, sun or salt.

Shelter your car

from Mother Nature's ruinous ways with custom-fitted, WeatherGuard™ Auto Shelters!

Complete exterior and interior protection — in less than 1 minute! WeatherGuard's* improved and superior new fabric totally shields your vehicle from nature's single most damaging element...the *SUN*. Direct exposure will oxidize your paint, bake dirt and grime into the finish and fade the color. Plus, ultraviolet rays magnified by the windshield glass will cause your car's dashboard and other interior upholstery to crack, split, and fade as well. A WeatherGuard* Shelter will prevent all of these value-robbing losses from occurring. If used regularly, your WeatherGuard* Shelter will keep your car looking new, inside and out, for years to come.

WeatherGuard*...a revolutionary breakthrough in protective car cover fabrics. It is a remarkably improved blend of space-age textiles and natural fibers custom designed and manufactured to fit *and thoroughly shield* every automobile, truck, van or cycle — foreign or domestic. Each cover is individually tailored to fit your make of car as opposed to lesser quality, bulky "universal" type cover-alls. WeatherGuard's* tight fit

insures complete protection against high winds, and snow or rain will not get trapped underneath.

Double-stitched to provide strength and durability. WeatherGuard* Shelters are soft and lightweight to handle, yet are fully guaranteed to withstand any punishment nature can supply.

Water-resistant — not waterproof. Here's why: A "waterproof" cover traps moisture under the cover. This vaporized water can cause clouding of paint when the temperature is raised (from hot sunlight) and air circulation is eliminated by the cover. A beautiful finish can be ruined in a matter of hours. Taking this important factor into account, WeatherGuard* Auto Shelters are purposely made to be effectively water and mildew resistant — a smart balance between potentially damaging "waterproof" covers and flimsy 100% cotton covers that quickly absorb most liquids, offering minimal protection. WeatherGuard* Shelters are also fully washable and wrinkle resistant.

In addition to eliminating unattractive oxidation and fading, your Auto-Shelter will

protect your vehicle from the harmful effects of smog, industrial pollutants, sea and road salt, dust, sand, rain, snow, ice, sleet, tree sap, bird droppings, tar, etc. With the higher cost of new autos today it makes sense to protect your investment from these harmful elements.

- No snow or ice-scraping this winter
- Clean windows stay that way
- Reduced chances of engine freeze-ups and dead batteries
- Reduced maintenance, washing, painting, etc.
- Minimized threat of vandalism and theft
- Protection for your exterior shine, your interior upholstery, and your financial investment.
- Free storage bag included
- Special 2 Year Limited Warranty against tearing, fraying or losing its shape or water repellency!

Try a WeatherGuard* Shelter on your vehicle — at no obligation... Return it for a full refund within two weeks if not satisfied!

To Order Call Toll Free for Instant Processing: 1-800-235-6945, or if busy 1-800-235-6951. Calif Res. please call: 805-966-7187. Or send coupon:



Please send the following WeatherGuard* Auto Shelters as priced below: (Please include \$3.95 shipping and handling per cover). If 2 or more are ordered, please take our special 5% quantity discount.

If not 100% satisfied I can return the WeatherGuard* (undamaged) within 2 weeks for a quick refund of purchase price (less shipping cost).

Quantity	Make	Year	Model	Body Style	Price

- Check if your vehicle has an external antenna.
- Check or Money Order enclosed (CA res. add 6% sales tax).
- Charge my credit card number below
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| Datsun 1600-2000 | Convertible | Morgan 2 Seat |
| Convertible | Honda 600 Coupe | Triumph Spitfire, |
| | Lotus Elan Elite | TR2, TR3, TR3A |
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| Austin | English Ford | Porsche |
| Austin-Healey | Fairmont | Rabbit |
| Beetle | Falcon | Renault |
| BMW | Fiat excl 850, 124 | Saab |
| Bobcat | Spyder, 500, | Scirocco |
| Capri | 1100, 1200, 1500 | Simca |
| Celica | Convertible | Skyhawk |
| Chevette | Fiesta | Starfire |
| Cobra | Ford | Subaru |
| Colt | Gremlin | Sunbeam |
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| Crocket | Lotus exc | Elan Elite to 1971 |
| Crosley | Mazda | Vauxhall |
| Diamler | Morris-Minor | Vega |
| Datsun 240Z, 260Z | Mustang | Volkswagen |
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| Aspen | Dusenberg | Monarch |
| Aston Martin | El Camino | Monte Carlo |
| Auburn | Essex | Nash |
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| Bentley | Fairlane | Omega |
| Bricklin | Ferrari | Packard |
| Buick | Firebird | Pantera |
| Cadillac | Ford | Peugeot |
| Camaro | Frazier | Pierce-Arrow |
| Checker | Granada | Plymouth |
| Chevelle | Henry J | Pontiac |
| Chevrolet | Hudson | Rambler |
| Chrysler | Hupmobile | Ranchero |
| Citroen | Jaguar | Rolls Royce |
| Civic | Jensen Interceptor | Rover |
| Cord | Jeep* | Seville |
| Cordoba | Kaiser | Skylark |
| Corvette | Lamborghini | Studebaker |
| Cougar | Lancia | Thing |
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| Dasher | Le Baron | Toronado |
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\$69.95 for any other American or imported car.

\$79.95 for any pickup or van (1 ton or less).

\$49.95 for any size motorcycle.

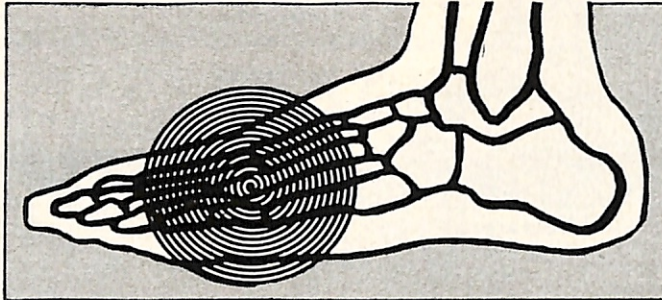
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My Feet Were Killing Me...Until I Discovered the Miracle of Germany!

It was the European trip I had always dreamed about. I had the time and money to go where I wanted—see what I wanted. But I soon learned that money and time don't mean much when your feet hurt too much to walk. After a few days of sightseeing my feet were killing me.



Oh, I tried to keep going. In Paris I limped through Notre Dame and along the Champs-Élysées. And I went up in the Eiffel Tower although I can't honestly say I remember the view. My feet were so tired and sore my whole body ached. While everybody else was having a great time, I was in my hotel room. I didn't even feel like sitting in a sidewalk cafe.

The whole trip was like that until I got to Hamburg, Germany. There, by accident, I happened to hear about an exciting breakthrough for anyone who suffers from sore, aching feet and legs.

This wonderful invention was a custom-made foot support called Flexible Featherspring. When I got a pair and slipped them into my shoes my pain disappeared almost instantly. The flexible shock absorbing support they gave my feet was like cradling them on a cushion of air. I could walk, stand even run. The relief was truly a miracle.

And just one pair was all I needed. I learned that women also can wear them—even with sandals and open backed shoes. They're completely invisible.

Imagine how dumbfounded I was to discover that these miraculous devices were sold only in Europe. Right then I determined that I would share the miracle I discovered in Germany with my own countrymen.

Today thousands of Americans including those who have retired—many with foot problems far more severe than mine—have experienced this blessed relief for themselves.

Here's why Feathersprings work for them and why they can work for you. These supports are like nothing you've ever seen before. They are custom fitted and made for your feet alone! Unlike conventional devices, they actually imitate the youthful elastic support that Nature originally intended your feet to have.

Whatever your problem—corns, calluses, pain in the balls of your feet, burning nerve

ends, painful ankles, old injuries, backaches or just generally sore, aching feet. Flexible Feathersprings will bring you relief with every step you take or your money back.

Don't suffer pain and discomfort needlessly. If your feet hurt, the miracle of Germany can help you. Write for more detailed information. There is no obligation whatsoever. Just fill out the coupon below and mail it today.

WHAT PEOPLE SAY ABOUT THE MIRACLE:

Received my wife's Feathersprings two days ago. They are super—neither of us can believe the results. She has had terrible feet for years; already no pain. Incidentally, her sore knee is much better . . . As a retired physician, this result is amazing. Dr. C.O.C./Tucson, Arizona.

"My husband felt a great relief and no more pain. They are truly an answer to our prayers. Only wish that he had heard of them twenty years ago." Mrs. F. S./Metairie, Louisiana

"I feel that these arches are the best money I ever spent on my feet or rather the best buy I ever made." Mrs. E. E./Theresa, Wisconsin

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13100 Stone Avenue, North,
Seattle, Washington 98133

FEATHERSPRING INTERNATIONAL CORPORATION

13100 Stone Avenue, North, Dept. E020
Seattle, Washington 98133

YES! I want to learn more about the relief Flexible Featherspring Foot Supports can give. Please send me your free brochure. I understand that there is no obligation and that no salesman will call.

Print Name _____
Address _____
City _____
State _____ Zip _____

Elks Family Shopper consumer/news

is reaching the sky. And so are tomato prices at the market. Wouldn't it be nice to have your own fresh flowers and flavorful tomatoes all year 'round? You can, if you have a greenhouse. And a greenhouse does not have to be a steel and glass extravaganza costing a fortune. You can build one very reasonably from wood or curved pipe and greenhouse grade plastic sheeting. A double layer of sheeting, with air in between, acts as insulation. And the sheeting should last for a couple of years.

The U.S. Department of Agriculture has a reprint from the *Year-book of Agriculture* that tells how to build greenhouses, how to plant and care for the flowers and vegetables, and which ones are best for use in greenhouses. For your free copy of *Year-Round Gardening With a Greenhouse*, send a postcard to the Consumer Information Center, Dept. 675G, Pueblo, CO 81009.

Of course, you can spend some more money and make your greenhouse out of clear fiberglass. Fiberglass comes in different grades that last from a few years up to 20 years. Or you can build a perma-
(Continued on page 48)

This shoe is not for everyone.



Is it for you?

It is if you want to look about TWO INCHES TALLER. Without anyone knowing your secret. And, without sacrificing comfort or style. Thousands of men just like you, are delighted with the 'lift in their lives' from ELEVATORS®. You will be too. Just send for our Free Color Catalog of these remarkable shoes today.

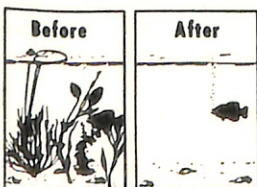
Yes, I want to look taller. Please rush me your FREE catalog of famous ELEVATORS® shoes. Satisfaction guaranteed.

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Proven Aquacide pellets destroy unwanted underwater weeds.



Spread marble sized pellets like grass seed. Effectively kills weeds at any depth.

Registered with Federal Environmental Protection Agency.

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10 LB. Can (Treats 4,000 sq. ft. of lake bottom) \$29.95 includes delivery. (50 lb. carton, \$109.95 includes delivery)

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Get full power and comfort. Aid fits entirely in the ear! No wires, tubes, or attachments. Full range volume control. Easy payments available. 30-day trial. NO salesman will call. Order your FREE catalog and save! Write today! Rhodes Hearing Aids Dept. 41-A, Brookport, ILL 62910

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- Works automatically, silently — 24 hours a day!
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For clothes closets



For bathrooms



For basements

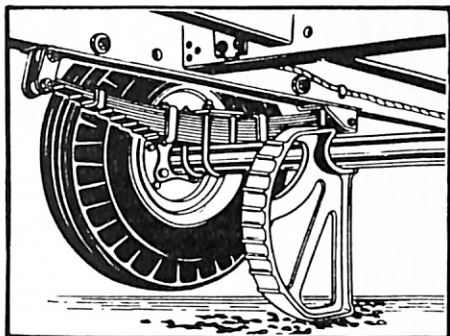
Humidity costs you money! It rots and warps plaster, wallboard, paneling...even rusts metal furniture and tools! And plagues you with an awful, musty smell!

Now, banish excess humidity without spending a fortune on electric dehumidifiers and electric bills. Simply open a tub, set in a corner—and forget it! Thousands of "chemical vacuums" go to work to soak up moisture out of the air—safely and silently, like a sponge! Banishes damaging dampness...protects your precious possessions...makes air dry, fresh, odor-free!

12 oz. tub lasts months, actually dries out a 650 cu. ft. room at 75% relative humidity! Made to sell for \$3.99 a tub. Order now, and get two tubs for \$5.99 — a savings of almost \$2.00! Four tubs for \$9.98. Add \$1.95 postage & handling per order. (N.J. res. add 5% sales tax.) Money-back guarantee

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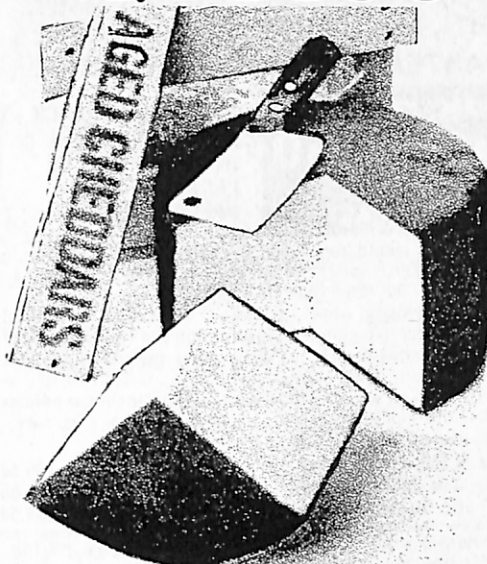
\$5.00 each, 3 for \$13.50, 10 for \$25.00
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Hawaii, Alaska, Puerto Rico, Mexico, Canada & any USA rush orders, add \$1.50 per order for air shipment. All other countries: minimum order 10 for \$30.00 — boxed & shipped by sea, prepaid.

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RAFCO, Dept. EM-30
3136 Kashiwa St., Torrance, CA 90505

**CHEDDAR
1/2 Price**



Dear Cheeselover,

This kind of Cheddar is almost extinct. Aged slow. Cured sharp. Bursting with flavor. It's not orange inside like ordinary cheddar. It's snow white—because no coloring, no chemicals, no preservatives are added. For half price I will ship you an entire virgin 2-lb wheel. Please eat as much as you like. If not the best Cheddar of your life, simply return what is left (toothmarks and all) and I will refund all your money (postage and all).

Why this half price offer?

I think you will love my Cheddar enough to order again—at full price. And then again after that. However, only a fraction of this curing will be released at half price. (May I suggest you use our toll-free number to avoid possible disappointment?)

Sincerely,

Gerard Paul

Gerard Paul

If you make your Cheddar request before April 30, 1980, we will include (free) the CHEDDAR CLEAVER shown above. It is razor-sharp, half-a-foot-long, and regularly sells for \$5.00.



CHEDDAR REQUEST

MAIL TO: Cheeselovers, Dept. 571-2
Box 1200, Westbury, N.Y. 11590

Dear Mr. Paul—Please ship your 2-lb. wheel of sharp-aged farm Cheddar for half price—only 7.49 (reg. \$15.00). I am free to eat as much as I wish. If not the best Cheddar of my life, I may return what is left for a full refund (including postage). (C51292)

Enclosed is 7.49 plus 2.00 shipping & handling.
Or charge to my VISA MASTER CHARGE

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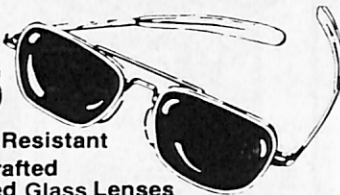
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Elks Family Shopper

consumer/news

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A glass greenhouse is a showplace, a permanent addition to your home. But if you are a beginner, you should probably start with a temporary plastic or fiberglass structure. After all, you don't want to spend a great deal of money and then find out that greenhouse gardening is not for you.

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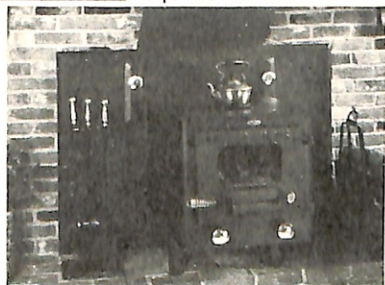
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Our Model 501 Fireplace Stove has a full baffle and internal damper (most stoves don't have either), plus a safety glass door section for viewing the fire.

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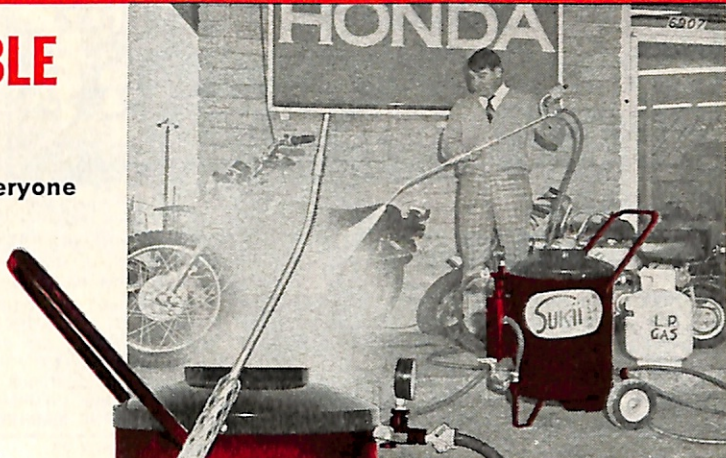
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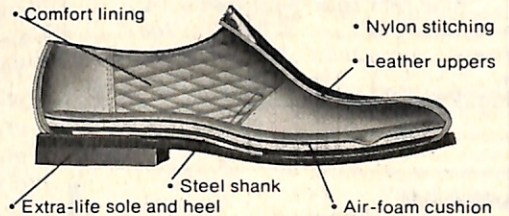
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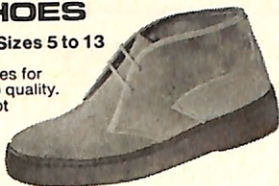
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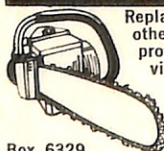
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Italy's Contrasts

(Continued from page 37)

Its view of apple trees and the Dolomites is a bonus, along with the peaceful murmur of the river Boite.

Set in the center of the village is the colorful Hotel de la Poste with its grandfather clock, a spread of antiques and a cozy lounge that once served as Cortina d'Ampezzo's post office. Geraniums fill its window boxes in summer, and when winter arrives smoke curls from the chimney. The geranium season rates are \$53 and in winter you'll pay \$68. This former osteria dates from 1802—a Hansel and Gretel affair that's just up the block from the parish church and across the street from Artigianato Artistico, Cortina d'Ampezzo's slick little gift shop.

The asking price for a room and meals for two persons at Hotel Cortina (a block away) comes to \$75 a day in summertime and \$95 when the snows begin to fall. The "room only" rates are \$42.50 in the off season and \$50 in winter. This 100-year-old hotel is operated by the Apollonios, Rosa, Romana and Marco, members of one of Cortina d'Ampezzo's oldest families. (The Cortina is closed from mid-September to December 20, and again from April 1 till the end of June.)

Cortina d'Ampezzo's oldest hotel, the Miramonti, provides a huge walk-in fireplace, fur covered sofas, golf, ice curling rinks, ski lifts, tennis, a swimming pool, saunas and medicinal baths. The only deluxe hotel in the Dolomites, the Miramonti has a high-season rate of \$87.50 a day per person (double occupancy) and a low-season rate of \$56, breakfast and dinner included. A nice touch comes at Christmastime when small trees are placed in each of the guest rooms.

Another posh palace, the Cristallo, occupies one of Cortina d'Ampezzo's more breathtaking settings. Operated in the grand style of old European hotels, its double occupancy rates are \$92 per person in the low season and \$125 when the little village gets snowbound.

With its huge ice arena, ski lifts and 60 miles of runs, Cortina d'Ampezzo hopes to host the Winter Olympics again in 1988. And while locals are friendly to the idea of visitors, they aren't particularly interested in any permanent settlers. You get the drift as you drive out of town. A sign on the outskirts says goodbye in four languages: English, Italian, German and French. You can hardly get more blunt than that.

(Note: Due to inflation, prices quoted are subject to change.)

See Advertisement Inside Back Cover

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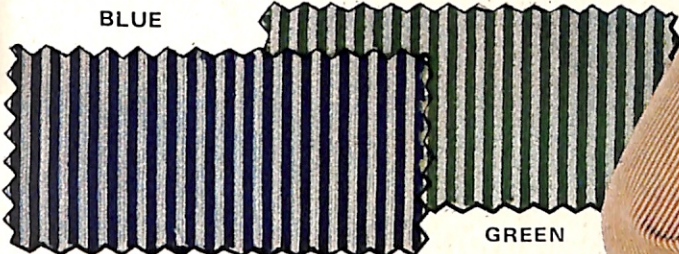
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