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May 1980

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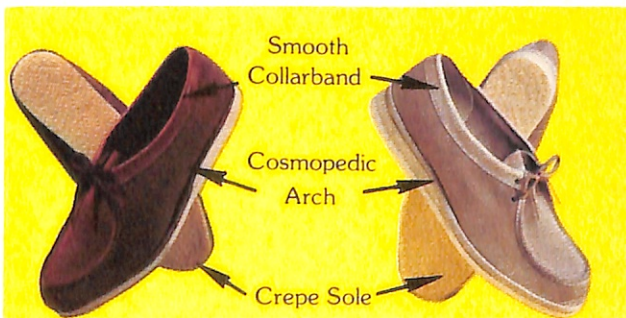
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10½, 11, 11½, 12, also 13
WIDTHS: C, D, E, EE, EEE

WOMEN'S SIZES
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MEMBER CONDUCT



A
MESSAGE
FROM THE
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Dear Friends,

IT SEEMS LIKE such a short time ago in Dallas that I began this year as Grand Exalted Ruler. Upon reflection, I realized I haven't too long to serve and began a review to determine the "loose ends" requiring attention.

ONE OF THEM involves a subject I mentioned a number of months ago: newspaper publicity which the Elks received at the Grand Lodge Convention. The article in question, rather than focusing on our tremendous patriotic, community, charitable and other humanitarian activities (of which we are quite properly very proud), directed itself to the fact that a number of Elks were "trading" items, and inferred that was the primary reason for their attendance at the convention.

WHILE THE TRADING is popular and enjoyed, the inference was absurd. As was abundantly evident, the article was grossly slanted to achieve some personal goal of the reporter (and perhaps the paper); nevertheless, it left all of us with a negative view of the newspaper and the city.

I BRING THIS up again because I have been advised that some people, or a group of people, not at all connected with the Elks but operating in the vicinity of the Convention Hall, were selling shirts and buttons (to be used for trading) with crude and vulgar material printed thereon.

WE HAVE ALWAYS been proud of the fact that our members and their wives are ladies and gentlemen, and conduct themselves as such, no matter the circumstances. For someone, or a group, to bring crude and vulgar materials to our convention is tremendously offensive, and we should do everything possible to stop it.

PLEASE HELP me to permanently terminate this type of activity by (1) refusing to buy or trade the offensive material, and (2) by telling those attempting to sell or trade such items that it is not in keeping with Elkdom. You know, the meaning of B.P.O.E. to a great number of non-members is still: Best People On Earth. We should do nothing to change that opinion.

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Robert Grafton

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6 The America's Cup

Foreign yachtsmen will attempt once again this year to whip the U.S. and take the Cup out of America.

Bill Keever

18 Coping With Hostage Terror

Americans are concerned about hostage situations arising in the U.S. and what will be done about them.

L. B. Taylor, Jr.

24 Can Dreams Come True?

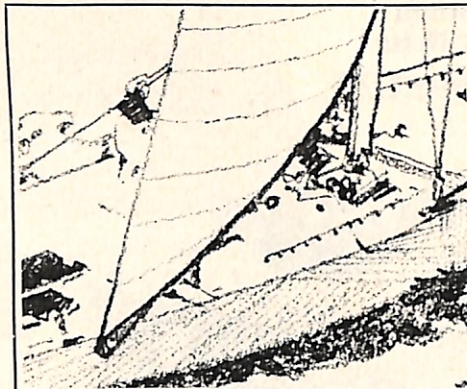
Joe Haner loved the forests and thought it a shame no spot existed in all that magnificence for people to have a place of their own.

Henry Horn

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Cover: Yaquina Bay, Newport, OR. Photo by William D. McKinney.



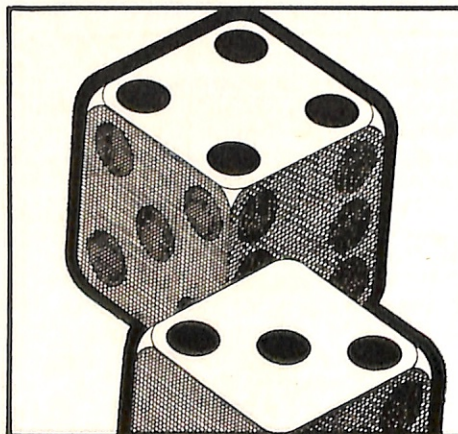
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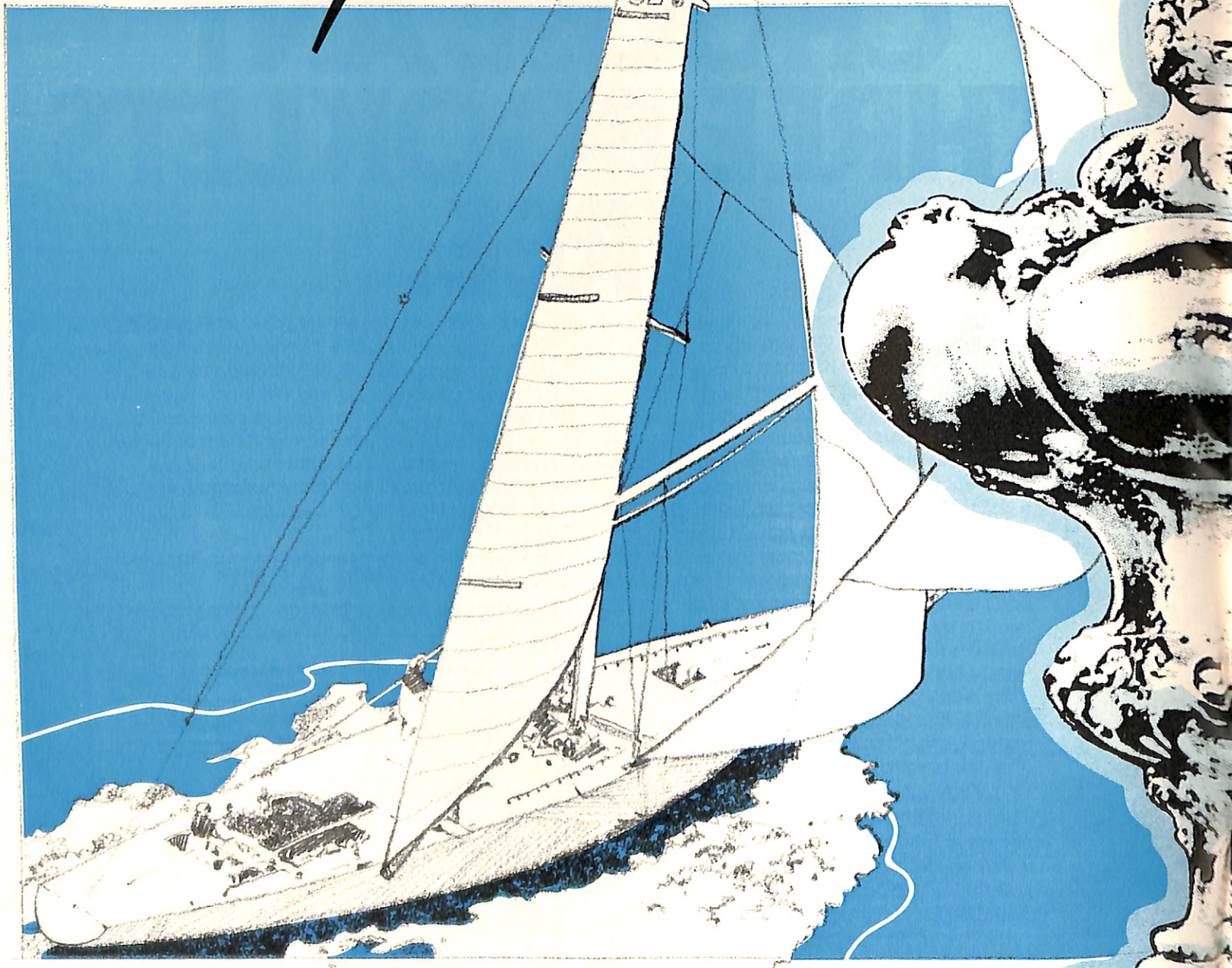
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The America's Cup





by Bill Keevers

No international sporting event has ever sustained a keener public interest for such a long period of time as the hard-fought contests between defending American sailing yachts and many eager foreign contenders. The sole prize? The America's Cup, nicknamed The Auld Mug by Sir Thomas Lipton some years ago, and worth, nominally, \$500. This year will be the 24th time the Cup has been defended. It was originally won from Britain by the valiant yacht "America" in 1851.

This year, four or five American yachts will compete for the honor of defending the Cup. There will be challengers from Britain, France, Sweden, Australia and, possibly, Canada. Grueling trial races will gradually eliminate all but one US defender and one foreign challenger. The races will be held at Newport, Rhode Island, this summer, with the preliminary trials beginning in June. The final, two-yacht race will be on September 16.

The America's Cup competition actually began in 1851 with this hand-inscribed letter from Thomas Grosvenor Egerton, Second Earl of Wilton, a famous yachtsman, to John Cox Stevens, Commodore, New York Yacht Club:

"Understanding from Sir H. Bulwer that a few of the members of the New York Yacht Club are building a schooner, which it is their intention to bring over to England this summer, I have taken the liberty of writing to you in your capacity of Commodore to request you to convey to those members and to any friends that may accompany them on board the yacht, an invitation on the part of myself and the members of the Royal Yacht Squadron to become visitors of the Club House at Cowes during their stay in England.

"For myself, I may be permitted to say that I shall have great pleasure in extending to your country any civility that lies in my power, and shall be glad to avail of any improvements in ship building that the industry and skill of your nation have enabled you to elaborate."

Cordial as it was, there might have been a hedge in this letter. It didn't exactly invite the participation of the American yacht in the race; rather, it emphasized extension of hospitality at the Club House. In due time, Commodore Stevens set the matter at rest when he sent this reply:

"I take the earliest opportunity to convey to the gentlemen of the Royal Yacht Squadron, and to yourself, the

expression of our warmest thanks for your invitation to visit the Club House at Cowes. Some four or five friends and myself have a yacht on the stocks which we hope to launch in the course of two or three weeks.

"Should she answer the sanguine expectations of her builder and fulfill the stipulations he has made, we propose to avail ourselves of your friendly bidding and take with good grace the sound thrashing we are likely to get by venturing our long shore craft on your rough waters.

"I fear the energy and experience of your persevering yachtsmen will prove an over-match for the industry and skill of their aspiring competitors. Should the schooner fail to meet the expectation of her builder, not the least of our regrets will be to have lost the opportunity of personally thanking the gentlemen of the Royal Yacht Squadron and yourself for your considerate kindness."

This letter, also, didn't exactly say: We're going to enter your race, but the implication was there, depending on the fitness of the boat.

John Stevens built many yachts. One of his first was a two-masted pirogue that developed so many faults, he rechristened it "Trouble." A better boat was the "Gimcrack," which came along in 1844. It was in the salon of that yacht that Stevens and several of his fellow sea enthusiasts gathered and formed the New York Yacht Club in July, 1844. John Stevens became the club's first Commodore, a post he would hold for ten years.

Over in Britain, great things were stirring. Prince Albert began to prepare for the Great London Exhibition. Extensive correspondence developed between English businessmen and their merchant correspondents in New York. One idea was: Would it be possible that a New York pilot boat could come over for their celebration? It could berth in the Thames and demonstrate its speed in English waters. The proven speed of pilot boats was common knowledge. Lord Wilton, who had little idea of the swiftness these American upstarts might possess, quite innocently was suckered into sending the invitation. The eager-beaver New Yorkers had their own ideas.

First, they had to form a syndicate. John Stevens, his brother Edwin, George S. Schuyler, a noted scholar, J. Beekman Finley, and Hamilton Wilkes, all members of the young but robust New York Yacht Club, constituted the

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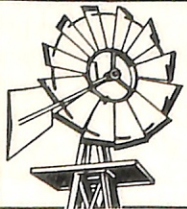


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The America's Cup

group. A popular ship designer, George Steers, was engaged to create a boat. Steers had given up his own yard and joined with another shipbuilder, William Brown.

There were a number of specifications for the boat. It had to be "a yacht rigged for ocean sailing," as it would have to cross the ocean on its own bottom. It would have to be "faster than any yacht brought against her," a challenging provision, yet one that was accepted by boat-builder Brown. The price? \$30,000. Another stipulation: If the yacht wasn't speedier than any other, the syndicate would be off the hook, it wouldn't have to take the boat.

Builder Brown had succumbed to the contagion of the boat. He was vitally interested, and readily accepted all of the one-sided conditions. He went even further. "If the yacht doesn't beat the English craft," he proudly proclaimed, "the owners can forget the bill." Scheduled to come off the ways in April, 1851, actually, it slid down at the boat yard—East River and 12th St.—in May, a month late. There was a

press party aboard. New York reporters, well inspired with copious belts of grog, were kind, and gave extravagant accounts of the perfection of the "America."

The America was 93'6" in length, had a 22'6" beam, with a draft of 11 feet. A New York *Herald* marine writer would prophesy: "Without some modification to comply with English rules of measurement, the America will labor under great disadvantage." The America had a clipper bow, a sharp forebody and a broad beam, not exactly conforming to English design.

There were tests. Another Stevens yacht, the "Maria," would beat the America soundly. Consternation. And disappointment. The sale contract said they need not take it unless it was the fastest. The builder, William Brown, repeated his guarantee: "Take the boat overseas," he challenged, "If it doesn't beat the English, don't pay me anything." The owners compromised. They shaved the price to \$20,000 and took the boat off the builder's hands, at two-thirds the original price. They would take it abroad, inveigle some of the British owners into some wagering contests, and work off the cost.

Fitted with ocean-going sails borrowed from the "Mary Taylor," a famous American ocean yacht, the America was towed through the busy East River and the Narrows on June 21st. Beyond the Narrows, she would break out

(Continued on page 17)

WINNERS OF THE AMERICA'S CUP

- 1851 America
- 1870 Magic defeated Cambria, England, (1-0)
- 1871 Columbia (first three races) and Sappho (last two races) defeated Livonia, England, (4-1)
- 1876 Madeline defeated Countess of Dufferin, Canada, (2-0)
- 1881 Mischief defeated Atalanta, Canada, (2-0)
- 1885 Puritan defeated Genesta, England, (2-0)
- 1886 Mayflower defeated Galatea, England, (2-0)
- 1887 Volunteer defeated Thistle, Scotland, (2-0)
- 1893 Vigilant defeated Valkyrie II, England, (3-0)
- 1895 Defender defeated Valkyrie III, England, (3-0)
- 1899 Columbia defeated Shamrock, England, (3-0)
- 1901 Columbia defeated Shamrock II, England, (3-0)
- 1903 Reliance defeated Shamrock III, England, (3-0)
- 1920 Resolute defeated Shamrock IV, England, (3-2)
- 1930 Enterprise defeated Shamrock V, England, (4-0)
- 1934 Rainbow defeated Endeavour, England, (4-2)
- 1937 Ranger defeated Endeavour II, England, (4-0)
- 1958 Columbia defeated Sceptre, England, (4-0)
- 1962 Weatherly defeated Gretel, Australia, (4-1)
- 1964 Constellation defeated Sovereign, England, (4-0)
- 1967 Intrepid defeated Dame Pattie, Australia, (4-0)
- 1970 Intrepid defeated Gretel II, Australia, (4-1)
- 1974 Courageous defeated Southern Cross, Australia, (4-0)
- 1977 Courageous defeated Australia, Australia, (4-0)

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Elks National "Hoop Shoot"® Finals: 1980



Winners of the 1980 Elks National "Hoop Shoot" Finals held in Indianapolis, Indiana, are (left to right): Matthew Rollins, Brian Gibbs, Tommy Connor, Shari Lynne Moore, Charlotte Mendenhall, and Laura Lee Moore. In photo at left, nine-year-old champion Matthew Rollins concentrates on his free throw target as an official looks on.

■ The winners of the 1980 Elks National "Hoop Shoot" Free Throw Contest defeated 11 other contestants in their respective age categories, all regional semi-final champions from different regions of the country. A total of 72 youngsters competed. To reach the national finals, contestants had first to win in local, district, state and regional competition. A total of 3,000,000 youngsters competed in this, the eighth year of the "Hoop Shoot."

The contest was held at Market Square Arena in Indianapolis, Indiana, with the awards ceremony being con-

ducted during half time of the NBA game between the Indiana Pacers and the Cleveland Cavaliers.

The names of the winners will be inscribed on plaques housed in the Naismith Memorial Basketball Hall of Fame. Lee Williams, Hall of Fame Director, assisted in the awards presentation.

"The purpose of the program conducted by the Benevolent and Protective Order of Elks is to help build character in young boys and girls through competition with their peers, in which there is no outside influence from parents, coaches or teammates,"

National "Hoop Shoot" Director Emile Brady, of Danville, PA, said.

This national program is totally funded by the Elks organization, which covers transportation and lodging for the contestants and their parents. ■

FIRST PLACE WINNERS of the Elks National "Hoop Shoot" Free Throw Contest 1980 are:

Age 8-9	Home Town	Sponsoring Lodge
Laura Lee Moore Matthew Rollins	La Grande, Oregon Brigham City, Utah	La Grande No. 433 Brigham City No. 2208
Age 10-11		
Charlotte Mendenhall Brian Gibbs	Lewes, Delaware Kit Carson, Colorado	Cape Henlopen No. 2540 Lamar No. 1319
Age 12-13		
Shari Lynne Moore Tommy Connor	Merrillville, Indiana Boise, Idaho	Hobart No. 1152 Boise No. 310



Ron Carter, guard for the Indiana Pacers, points out the basket to nine-year-old champion Laura Lee Moore. In her winning performance, Laura Lee sank 22 of 25 free throws to best 11 other finalists.



• I'd like to compliment you on your timely "Thank You" note (February, 1980), asking for the contribution of reader suggestions and opinions. It's nice to know that you care about what we like to read in our magazine. I must confess that I have sort of taken your "Did You Know?" idea and incorporated it in our local bulletin. I quote important items from our Grand Lodge Statutes—and for some of our Brothers, they come as a complete surprise, as too often they haven't had the time to read the rules of our Order.

Joseph J. Glynn, PER
Middletown, NJ, Lodge

• I was very impressed with the column on shoplifting in "It's Your Business" (February, 1980), by John C. Behrens. I would like to use the article in my high school typing classes. Hopefully, the statistics will keep at least one young person from shoplifting.

Donna Wolf
Wausau, WI

• I am writing as a longtime Elk to tell you how shocked I was to see the article, "Kindle Your Spirits in Jamaica," (February, 1980) by Jerry Hulse. How the magazine of an organization which promotes Americanism and all it stands for could publish such an article is beyond me. Have you done any research on Jamaica, its people, its government, etc.? If you had, you would know that it is a hellhole of Communism, and the people are worse off than in any other Caribbean country. Many Jamaicans live in Florida. Many are my friends and attend my church, so I get my information firsthand. I hope in the future you will not publish an article which is strictly a commercial for Communism.

H. George Burnley
Plantation, FL

• Please let me compliment Dorrine Anderson Turecamo, author of the fine article, "How to Commit Murder—on a New Idea," (March, 1980). The editorial staff of *The Elks Magazine* should also be praised for its excellent selection of this article.

I belong to Long Beach, CA, Lodge and will soon receive my 20-year pin. Our lodge is a wide-awake, progressive group, under the guidance of ER Joseph McLinden, Jr., a leader of consideration and action.

Thanks again for giving me the knowledge in this wonderful article.

Nathaniel P. Blish
Seal Beach, CA

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

July 1980—Special Cruises for Elks

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July 12, 1980
(Pre-Convention
Cruise)

July 19, 1980

July 26, 1980
(Post-Convention
Cruise)

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Special bonus offer to Elks and their families. For these sailings, Cunard offers Elks and their families \$100 credit per person toward air cost to the Convention or to San Juan. In addition, special activities for Elks are planned, depending on the number aboard. So, the more the merrier!

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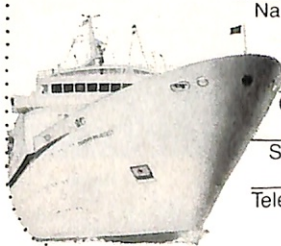
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NEWS OF THE LODGES



Yakima, WA.

YAKIMA, WA. The local lodge is in the process of buying a calliope owned by the widow of the late Brother Jeff Webber.

Brother Webber played the calliope for many years in parades and other special events and also gave concerts for handicapped children. Since his death in 1977 the calliope has been idle.

Mrs. Webber has agreed to sell the calliope to Yakima Lodge, which will turn it over to the Yakima Valley Museum as the permanent owner. The local Elks will be granted use of the calliope for parades and other special events.

The Elks' ladies have raised \$500 for the down payment, and the lodge is now soliciting donations to pay the remainder of the \$3,500 purchase price, plus \$500 to refurbish the calliope. Mrs. Webber has been offered more than twice as much money for the instrument by outside groups, but she and her husband had agreed that the calliope would be kept in the Yakima Valley.

In photo are (from left) Elks' ladies officers Elda Mae Johnson, vice-president, Marge Nevue, secretary, and Marcie Gloe, president; Brother Jack Burns, Est. Loyal Kt. Ace Gloe, and Brother Al Woitt.



Rutland, VT.

RUTLAND, VT. Nine-year-old Erick Eaton, a state winner in the Vermont "Hoop Shoot" contest, was recognized at a special ceremony held at Rutland, VT, Lodge. Pictured with Erick are ER George Foy and Esq. Jerry Barker.

NEWINGTON, CT. In keeping with the theme of Veterans Remembrance Month, members of the Connecticut Elks Association conducted a "Passing the Bucks" program at the Newington Veterans Administration Hospital. Representatives of 20 of the state's lodges toured the hospital wards, visiting briefly and passing out a total of 140 silver dollars.

The program was directed by State National Service Committee Chm. Edward Golaszewski and Hospital Chm. William Mangan.

ALAMEDA, CA, Lodge held a Civic Employees Night, which was attended by many military and civilian leaders. A dinner was held, followed by comments from community leaders.

BETHESDA-CHEVY CHASE, MD. In a true expression of brotherly love, Bethesda-Chevy Chase, MD, Lodge has opened its doors to the local American Legion post, whose building was destroyed by fire. The lodge facilities will be available to the American Legion members until their building is restored.

WILMINGTON, DE. To show its support for the 50 American hostages in Iran, Wilmington, DE, Lodge has set up a display of 50 American flags in the "Freedom Corner" of its lodge building. The display was developed and installed by John Petras, Chm. of the Americanism and Flay Dag Committees.

SHELTON, WA. Brothers Rudy Pusse and Ernie Hamlin (right), PDD, unveil one of two murals presented to Shelton, WA, Lodge at State Night by Brothers Hamlin, Est. Loyal Kt. Floyd Murr, and Mac McMasters. The Brothers hired three artists to paint two murals depicting authentic old-time logging scenes. (Logging is the main

industry of Shelton.) The artists, in turn, gave their \$200 commission check to SP Bill Hood, as a donation to the Washington State Elks Therapy program.

MALDEN, MA. Lodge Youth Activities Chm. Paul Morin recently thanked the Brothers for their support above and beyond expectations. During the first year of the committee's existence, the Brothers donated their time and raised over \$3,000 in various ways. Their contributions made possible many trips and activities. The Brothers' generosity was such that Chm. Morin was able to return to the lodge treasury the original year's budget appropriation of \$400.

TWIN FALLS, ID. The local lodge held its annual "Old-Timers' Night" recently. Six members received special recognition for their combined 337 years of service to Twin Falls Lodge.

GRANITE CITY, IL. ER Fred Cunningham of Granite City, IL, Lodge presented a \$100 Savings Bond to

Bryan Shaw, age five, who was a winner in the Illinois Elks State Coloring Contest. Proceeds of the contest went to the Illinois Elks Association's Crippled Children's Fund. Bryan's father, uncle and grandfather are all members of Granite City Lodge.

PETOSKEY, MI. Brothers donated a large supply of clothing to the Veterans Hospital in Grand Rapids, MI. The collection included 100 pairs of new shoes, several new winter jackets, and good, serviceable used clothing. The estimated value of the collection was \$3,000. According to the coordinator of the hospital, this was the largest donation it had ever received.

DAYTON, OH. Approximately 60 persons representing Dayton, OH, Lodge served as volunteers for Dayton's first official participation in the annual Cerebral Palsy Telethon. The telethon began at 8 p.m. on a Saturday night and continued until noon the following day. Dayton Lodge made a contribution of \$500, and there were many other Elk donations.

Shelton, WA.



NEWS OF THE LODGES



Bedford, VA.

BEDFORD, VA. The Brothers of the Elks National Home commemorated the 112th birthday of Elkdom with a short program during the supper hour. All of the Brothers joined in singing "Happy Birthday to Elkdom," followed by the singing of "Auld Lang Syne," in tribute to the Jolly Corks and the many dedicated Elks who have carried on to make Elkdom what it is today.

Brother Tony Machnik (left) led the singing, with Col. Ramon "Red" Ringo providing piano accompaniment. Brother Ringo also constructed the golden styrofoam birthday cake shown atop the piano.

ESCANABA, MI. Lodge held two successful youth athletic tournaments. The seventh annual Elks Invitational Wrestling Tournament involved seven teams from the Upper Peninsula, with Ishpeming winning the championship. The tournament was made possible through the efforts of the youth activities committee, headed by Graham McNamee, and many other volunteers.

The lodge also held its second an-

nual Bantam Division Invitational Hockey Tournament. Four teams from the Upper Peninsula and four teams from northeastern Wisconsin competed, with Marquette, MI, taking first place. Approximately 50 Elks donated their help in operating the tournament and concessions. The tournament netted approximately \$1,200, which will go into the youth activities committee budget.

FORT PIERCE, FL. The "Can-Can" committee (Brothers Henry Banks and Arthur Swartling) has raised a total of \$900 during the last 10 months through the collection of aluminum cans for resale. This contribution is earmarked for the Harry-Anna Crippled Children's Hospital at Umatilla, the state major project.

SEPULVEDA, CA. The Brothers of Ventura, CA, Lodge donated two sets of encyclopedias for the patient library at the Sepulveda, CA, Veterans Administration Medical Center. The money for the purchase of the books was raised by raffling off a moped.



Hawthorne, NJ.

HAWTHORNE, NJ. A special highlight of a recent dinner-dance at Hawthorne, NJ, Lodge was the visit of the 1980 Area Crippled Children "Poster Child," four-year-old Gretchen Lynn. She sang a few songs and generally charmed everyone at the lodge. Standing with Gretchen Lynn are (from left) PDD A. Frank O'Plinus, PER Paul Bonzkowski, Don Matthews, Crippled Children Chm., Mahwah, NJ, Lodge, Mr. and Mrs. William Huber, ER Thomas Maher, and Hawthorne Crippled Children Chm. Joseph Majewski.

FREEHOLD, NJ. At a recent Law and Order Dinner, Freehold, NJ, Lodge presented bullet-proof vests to the local police department. Est. Lead. Kt. Jim Sweetman and ER Edward Struk made the presentation.

HILLSIDE, NJ. Lodge recently presented Cub Scout Pack No. 53 with an American flag, to be used in parades, meetings, and camp-outs. In back row from left are Brothers John Scharp, Sr., Rich Fullerton, ER Harry Loria, Americanism Chm. W. C. Reuter, Stanley Osinski, Richard Scholz, Jr., and Richard Joyce, Sr.

BROOKLYN, NY. Judge Ross Di Lorenzo (second from right), PER of Brooklyn, NY, Lodge, is the recipient of the Pro Ecclesia Ed Pontefici Vatican Award, signed by Pope Paul VI three days before he died. The award was bestowed upon Brother Di Lorenzo for his successful assistance to political refugees around the world. Others in photo are (from left) ER William Peist, Judge Nathan Sobel, and Brother Monroe Berliner.



Freehold, NJ.

FARMINGTON, NM, Lodge is providing \$300 scholarships to three students at San Juan College, which is located in Farmington. The lodge has been donating scholarships to San Juan College students since the inception of the school.

LONG BEACH, CA. On National Foundation Night at Long Beach, CA, Lodge, National Foundation Chairman Herb Smith had the privilege of presenting eight certificates to members of the lodge.

(Continued on page 37)



Hillside, NJ.

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
CO	9/4 to 9/6	Colorado Springs
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
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
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
SC	6/21 to 6/23	Sumter
SD	6/5 to 6/7	Sioux Falls
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



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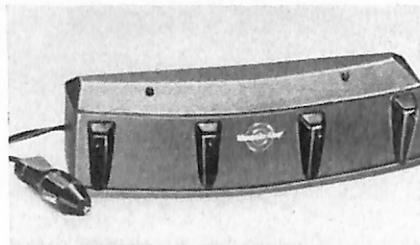
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The America's Cup

(Continued from page 8)

sails and take off, not for England, but for LeHavre, a strategic intermediate destination. Her Captain was Dick Brown. The N.Y. Custom House listed 13 men on board, seven before the mast. She was a beautiful ship, with salons finished in carved rosewood, polished American walnut and green silk velvet. America was a pretty sight. Yet, when the British would finally see her, they would laugh at her grotesque design. Lord Wilton would say: "If ye be right, then we are all wrong."

After a trip hampered by five days in doldrums, the America was piloted into LeHavre on July 11. At a French shipyard, the boat would be repainted, and her original topside gray refinished with a smart coat of black, the tailboard glistening with gold. The spread eagle on her stern was dressed up with gilt. Mainbooms, gaffs, and mastheads were all painted white. After three weeks in the French dry dock, she crossed the channel and tied up in the Thames. Queen Victoria would visit her. (The ocean canvas had, of course, been replaced with racing sails.)

The next order of business seemed to be to entice some of the English boats into trial contests, where the wagering would bring in expense money. They teased the owners of the "Laverock," a swift British cutter, into a race for 100 pounds. The Americans were not smart. They finished a full mile ahead of the Laverock, whereupon all other prospective opponents, with true British conservatism, said "No, thank you." The America had to make its trial runs alone, without benefit of a trial-horse vessel. She sailed around the Isle of Wight, to gain familiarity with the course. The crew had been warned that it would be difficult for strangers, because of the tricky current and tides, with knowledge being of greater value than nautical skill.

The America was retaining its rigging, just as a pilot boat would be at home. There was one concession. Designer Steers, almost at the last minute, decided the ship would do better with a flying jib. She was using machine-made cotton duck sails laced to the boom, compared with British contenders using loose woven flax canvas, loosely footed.

The day of the race, August 22nd, was a clear, bright day. Eighteen yachts had been nominated for the race, but two had withdrawn. Another did not take station, leaving 15 contestants, moored in a double line, 300 yards apart. There were 21 men aboard the America. A native pilot

known only as "Underwood" was aboard, as well as six seamen lent by the owner of the British yacht "Surprise."

Orders from Commodore Stevens were explicit. "Do not hoist sails until all others are under way." The America was the last to start, upping anchor at 9:55 a.m. Not far from the start, the new jib boom went off in a freshening breeze. Rather than being dismayed, Captain Brown smiled broadly and said: "Damn glad it's gone!" The America was off on course—"Round the Isle of Wight and outside the Nab."

In those days there was no TV, no aerial coverage, no Goodyear blimp, or

other forms of communication to keep the public informed on the progress of the race. The America kept pounding on the bounding main, its sails singing a song of victory. It was clear to the crew that she would out-distance her rivals.

Some hours later, the Royal yacht, "Victoria & Albert," lay off the finish line. Queen Victoria, aboard, made an anxious inquiry. A signal man kept his glass trained to the sky to catch ships as they came in. With proper protocol, the signal man reported to his officer, who, in turn advised Her Majesty, "The American boat has been sighted."

With true British decorum, the Queen
(Continued on page 27)

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Coping With Hostage Terror



Americans are concerned about hostage situations arising in the United States and what law enforcement officers will do about them.

by L. B. Taylor, Jr.

■ For months, worldwide attention has been focused on the plight of Americans being held captive by Iranian students in Tehran. Hostage-taking in recent years has become a devastatingly effective weapon of terrorist groups, criminals and deranged persons that has frustrated law enforcement officers and entire nations.

While most major hostage incidents, especially those involving terrorists, have occurred in Europe and the Middle East, Americans are seriously concerned with the question of what happens when such situations arise in the U.S., and what will be done about them.

The answer, surprising to some, is that hundreds of such occurrences already have unfolded here over the past few years, and they have been handled with astonishing success. Here are a few representative examples:

⊙ A little over two and a half years ago, three groups of gunmen, armed with rifles, shotguns and machetes, burst into three separate buildings in Washington, DC, and held 139 terrified hostages captive. Fear spread through the nation's capital as gunmen, members of a religious splinter sect, threatened mass bloodshed unless a long list of their demands was met.

⊙ In San Francisco, seven innocent shoppers were seized and held captive by two heavily armed robbers caught holding up a supermarket. An uneasy standoff existed for sev-

eral hours after police successfully surrounded the market. ⊙ In New York City, a madman barricaded himself in a small apartment and aimed a .357 Magnum revolver at the head of a five-year-old girl for 30 tense hours as squads of police stood by helplessly.

Incredibly, the 139 hostages in Washington, the seven shoppers in San Francisco, and the little girl in New York all were either released or rescued—and all the gunmen were apprehended—without a single shot being fired or anyone injured.

These three cases, and dozens of others like them that occur every year in the United States, were resolved through a relatively new strategic tactic now employed by more than 400 law enforcement agencies across the nation.

It is called hostage negotiations.

Simply, it involves handling potentially explosive situations by bargaining rather than using force; by applying logic and common sense instead of bullets and tear gas.

With the disturbing rise of terrorist activities throughout the world during the past decade, hostage negotiations is an idea whose time has come. Its origins in the U.S. were triggered by the tragedy at the 1972 summer Olympic games in Munich, Germany, when 11 Israeli athletes were murdered by Arab terrorists after police stormed the hostage takers.

To avert such a catastrophe here, police departments and

such Federal agencies as the FBI studied the problem and began seeking alternate solutions to hostage confrontations. Emphasis centered on non-violent means, as opposed to the use of brute force widely practiced in European and other countries.

One of the persons generally credited with developing crisis negotiating techniques is Dr. Harvey Schlossberg, a New York City detective with a doctor's degree in clinical psychology.

His research determined that hostage takers generally fall into three main categories: the professional criminal who has his or her escape blocked during the commission of a crime; the psychotic with a depraved mind; and the terrorist or fanatic with a cause.

Schlossberg's primary objective was to save lives—of hostages, law enforcement officers, and hostage takers. In searching for effective ways to ease anxieties and tensions in obvious highly emotional cases, he came to the conclusion that the best means was through talk.

Schlossberg reasoned that time is the most important single factor working for police in a crisis, and the first positive step in any negotiations is by opening up a conversation between the person or persons holding people and the law officers in charge at the scene.

"As a general rule, the more time the felon spends with

Hostage

the hostage, the less likely he is to take the hostage's life, because they become acquainted and develop feelings for one another," Schlossberg says. This is called a "positive transference of feelings," based on the assumption that it is harder for a person to kill or harm someone they know rather than a total stranger.

The passage of time also gives police an opportunity to prepare better, and increases the chances that the hostage-taker may make a mistake that could lead to capture or surrender.

"On our cases, we try talking, talking and more talking. We try to bore them to death," says Lt. Francis Bolz, who heads the New York City Police Department's hostage negotiating units. Bolz probably is the most experienced officer in the nation in this highly specialized type of service.

He says a good deal of the effort involves common sense and the ability to think quickly and adapt to fast-changing situations, such as if hostage-takers demand transportation to move from one site to another.

"We have certain set rules, however," he points out. "For one thing, you do

not give weapons or ammunition to hostage takers. Also, you do not exchange prisoners. And you never exchange a police officer for a hostage."

Bolz and other experts prefer to have the negotiations handled exclusively by them or by other trained officers. They rarely will call in the wives, parents or friends of a hostage taker, especially if the person appears to be mentally unbalanced. They have found that it often is one of these relatives or friends who has set this person off in the first place, and bringing them to the scene might trigger an explosive emotional reaction.

Bernie Thompson, one of the FBI's most experienced negotiators, believes the first half hour or so of any hostage-holding incident is the most crucial. "This is the time when the criminal is most likely to act violently, because he fears for his life," Thompson says. "Everything is fever-pitched. It's not the time to press in any way. So you try to be low key, to defuse things from a panic state to a more stable one.

"You try to reassure the criminal that no one is going to rush in after him. Once he has been stabilized to the point he can be engaged in conversation, and realizes he has not been attacked or rushed," Thompson says, "the negotiator then attempts to establish

trust between himself and the hostage taker.

"To accomplish this, you don't make false promises. You have to negotiate from a position of good faith. You're trying to establish credibility, to prove sincerity in what you are doing. If you misrepresent anything, it probably will come back to haunt you.

Thompson says he tries to relate to the person as though he is someone with dignity, whose current problems have led him to what he feels are logical actions. "I'm willing to hear out what his concerns are, to provide him with a way out, a way to save face. The last thing I want to do is to panic him, and I work on the assumption he will not take lives unless he's forced into it."

Schlossberg concurs: "All of these people holding hostages have problems of one kind or another," he says. "The key thing is to recognize this and not to close off all possible solutions to that problem."

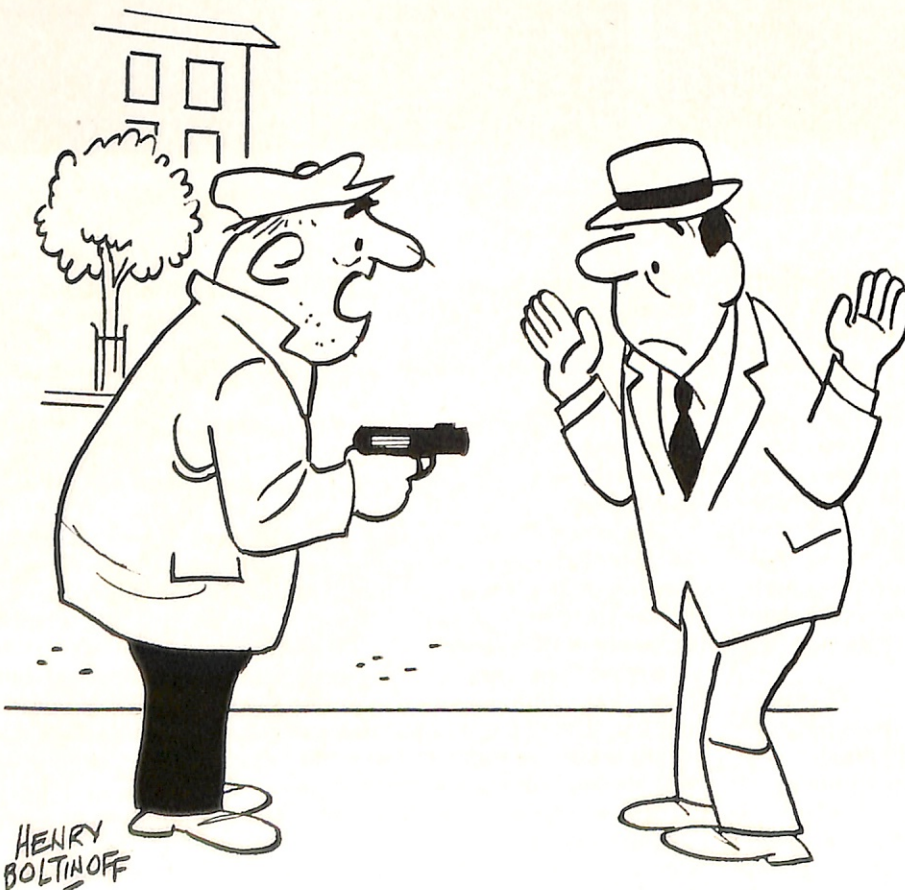
Thompson says to avoid upsetting the hostage taker, the negotiator should talk about anything that does not seem to be stressful or irritating. Lt. Bolz adds, "what we try to do in the talking is to change their thought patterns. If they say, for example, we want such and such a person—it may be the sworn enemy of a terrorist, or a deranged person's wife—we change the subject. We may ask them if they need something to eat."

Bolz, Thompson and others believe that conversation not only serves to calm and stabilize the hostage taker, but also to wear him down. "Wearing a man down means giving him enough time to become physically tired and emotionally subdued to the point that he sees clearly that his best chance to resolve his crisis is to let his hostages go and, finally, to surrender," says Thompson.

In the Washington seige, for example, Assistant Police Chief Robert Rabe conversed for 39 straight hours without so much as a nap before the captors' fury was diluted and their resolve broken. In the New York case involving the little girl, Bolz took advantage of a gunman who was bone-tired after 30 hours of off and on talking, to snatch the girl to safety as food was being brought into the barricaded apartment.

What kind of person is best suited for hostage negotiations? First, only volunteers are selected. "It must be someone who is willing to want to do it," says Rabe. "You need someone with a great deal of common sense for this type of job. Of course, you need to be able to converse well; but to me, you need to be a good listener as well—and sometimes that's more important.

"You have to be flexible," Rabe adds.



"Don't be ashamed, mister. I run across lots of people like you these days who have no money."

"You can't be rigid in negotiations. You have to be able to move in whichever direction the situation takes. You have to be fast-thinking and be able to analyze as you listen, so you can stay one step ahead. And very important, you have to handle pressure well. This is no spot for the timid or nervous types."

Lt. John Culley of New York City's Office of the Chief of Detectives, says, "It takes a singular type of individual to deal, unarmed, face-to-face, with an armed felon holding a hostage. He (or she) must be cool, resourceful, mature and, most of all, effective in verbal communications. Successful detectives have developed these attributes through their experience in dealing with the public, interviewing witnesses, and interrogating suspects."

Lt. Culley lists the following criteria used to select members of the New York City hostage negotiating team: volunteers only; good physical condition; mature appearance; good speaking voice; skilled interrogator; and representatives of various ethnic and racial groups with, if possible, the ability to speak a foreign language. Lt. Bolz says his team in New York has the capability of speaking nine different languages.

For all the tension and drama that hostage negotiators undergo, plus considerable special training, there is no extra pay. They also often must give up their own free time in working on cases. They may spend hours or even days on a case without sleep. What, then, are the satisfactions of the job? Without exception, the experts say it is the saving of lives that makes all their extra efforts worthwhile.

"Over the years, the New York City Police Department hostage negotiators have done well in excess of 400 jobs," says Schlossberg. "We haven't lost a hostage or a policeman or a perpetrator since the negotiations got underway."

No lives have been lost in San Francisco either since special teams have been in operation there. "Those of us involved in hostage work are deeply committed to the concept," says Lt. Richard Klapp, who heads this section for the San Francisco Police Department. "We feel that it has added a new dimension to law enforcement's capability to deal effectively with the most violent situations."

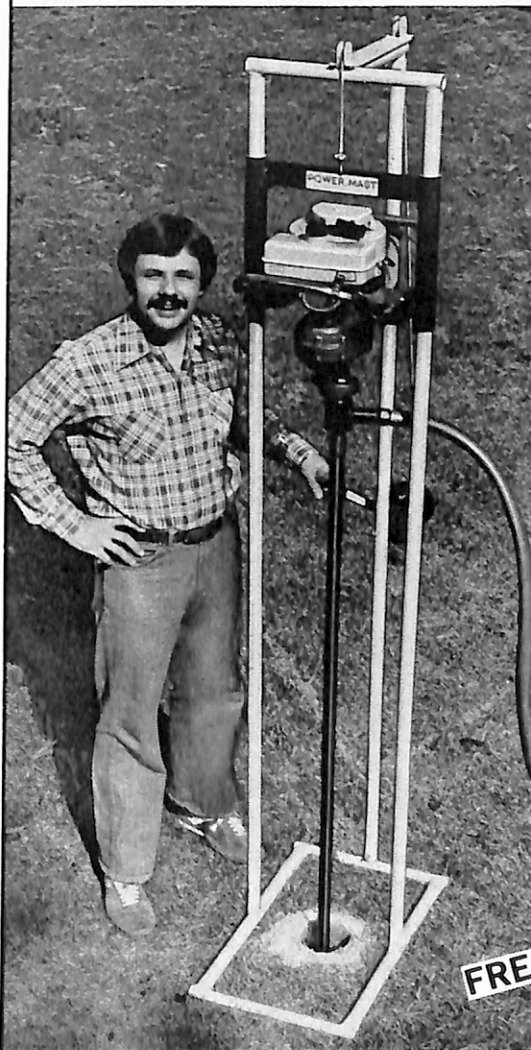
Bernie Thompson of the FBI believes that in a democracy, hostage-takers must be negotiated with—not because of their rights, but because of the rights of their victims, the hostages.

"Negotiation is the most compassionate, most humane, and the most professional way to handle crisis situations," says Lt. Klapp. "We know that we have saved lives, and that is the way we know we have to go."

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Candidates For Grand Lodge Office



**Anchorage, AK,
Lodge Presents
Louis Odsather
for Grand Tiler**



Whereas: Brother Louis Odsather has distinguished himself as a man of honor and integrity; he has championed the principles of Elkdom; he has helped to guide Alaskan Elks for over 40 years; and

Whereas: Brother Odsather, in 1947, became the 28th Exalted Ruler of the Anchorage, Alaska, Lodge No. 1351, and during the years 1947 through 1949 he helped to found the Alaska Territorial Elks Association, which became a reality in 1950. Also in 1950, Brother Louis Odsather became District Deputy Grand Exalted Ruler Alaska West and, in 1951, he was elected President of the Alaska Territorial Elks Association; and

Whereas: Brother Odsather has been an active participant for 10 years on the Board of Trustees, Chairman of the Building Committee which initiated the building of the new lodge following the devastating earthquake of 1964 (for which he was afforded the honor of Elk of the Year and was given an Honorary Life Membership, one of only three given by Anchorage Lodge); and

Whereas: Having served the Grand Lodge as a member of the Grand Lodge Credentials Committee in the early 1950s and in 1966, the Grand Lodge Auditing Committee in 1974, and the Grand Lodge Americanism Committee in 1972 and 1973; and

Whereas: His community commitments were unending. Brother Odsather has served the City Council, was a Chairman of the United Way, was a member of the Chamber of Commerce, and is presently a member of the Board for the Pioneer Homes for the state of Alaska. He is active in the Masonic Order and is a past president of Pioneer Igloo No. 15, and is currently Grand Lodge Officer of the Pioneers of Alaska. He was also one of the founders of the Anchorage Lions Club;

Now therefore be it resolved that Anchorage, Alaska, Lodge No. 1351, the Past Exalted Rulers, its Officers and its Members do hereby present the name of Brother Louis Odsather to the Grand Lodge Convention to be held in New Orleans, Louisiana, in July, 1980, as a

candidate for election to the office of Grand Tiler of the Benevolent and Protective Order of Elks.

Robert E. Korman, Exalted Ruler
Edward E. Callihan, Secretary

**Preston, ID,
Lodge Presents
Philip L. West
for Grand Inner
Guard**



Whereas: Brother Philip L. West has faithfully and honorably served the Benevolent and Protective Order of Elks at lodge, district, state, and Grand Lodge levels for the past 33 years; and

Whereas: He is a life member of Preston, Idaho, Lodge No. 1670, having served as its Exalted Ruler in 1953-54. He has served all elective offices of the Idaho State Elks Association, serving as State President in 1969-70, and is now serving as Vice-Chairman of the Idaho State Elks Board of Trustees. He was elected to the Idaho Elks State Association Hall of Honor in 1973; and

Whereas: He has further distinguished himself as a member of the Grand Lodge as District Deputy Grand Exalted Ruler in 1960-61 and Special District Deputy Grand Exalted Ruler for 10 years, 1971 until 1980, and was a certified Ritualistic Judge for several years, judging in Idaho, Wyoming, Utah, and North Dakota; and

Whereas: Brother West is a successful businessman and has been a civic leader in his community for many years; was Vice-President of The Preston Rotary Club, President of the Preston Chamber of Commerce, and Chairman of the Preston Airport Committee for over 10 years. He is a commercial pilot and the holder of a million mile, 40-year safe, non-accident pilot award from the Idaho Department of Aeronautics;

Now therefore be it resolved that the Officers and Members of Preston, Idaho, Lodge No. 1670 are privileged and honored to present to the Grand Lodge Convention to be held at New Orleans, LA, in July, the name of Philip L. West as a candidate for election to the office of Grand Inner Guard of the Benevolent and Protective Order of Elks of the United States of America.

Bruce Anderson, Exalted Ruler
Dale Schwendiman, Secretary

**Chula Vista, CA,
Lodge Presents
M. L. Stokes
for Grand
Esteemed Lecturing
Knight**



Whereas: Brother M. L. "Mike" Stokes is a Charter Member of Chula Vista, CA, Lodge No. 2011, and has served his Lodge with honor and distinction for the past 23 years; and

Whereas: He has served his Lodge as Exalted Ruler in 1961-1962, was a Lodge Trustee for nine years and was granted an Honorary Life Membership for his outstanding leadership and service; and

Whereas: Brother Mike has served as State Vice-President for the South Coast District of the California State Elks Association, served on the Board of Trustees on the major project for six years and was President of the Corporation and Chairman of the Board of Trustees the last two years; and

Whereas: He was appointed District Deputy Grand Exalted Ruler by then Grand Exalted Ruler Raymond C. Dobson and has served as Lodge Advisor and District Leader;

Now therefore be it resolved that Chula Vista, CA, Lodge No. 2011 is honored and privileged to present to the Grand Lodge Convention to be held in New Orleans in July, 1980, the name of M. L. "Mike" Stokes as a candidate for Grand Esteemed Lecturing Knight of the Benevolent and Protective Order of Elks.

Charles J. Parr, Exalted Ruler
Carl Zinn, Secretary

**Gettysburg, PA,
Lodge Presents
William C. Kuhn
for Grand
Esteemed Loyal
Knight**



Whereas: Brother William C. Kuhn has served Gettysburg, Pennsylvania, Lodge No. 1045 for the past 43 years in various capacities, including the office of Exalted Ruler in 1958-1959, and is an Honorary Life Member; and

Whereas: He has also served on many committees of the Pennsylvania State Elks Association and as Chairman of the

First Fall Workshop of the State Association in 1961. He served two years as Youth Activities Chairman and as President of the Pennsylvania State Elks Association in 1967-1968. Served as a member of the Advisory Board and as a Trustee of the Major Projects Trust Fund Committee; and

Whereas: He has further distinguished himself by serving as District Deputy Grand Exalted Ruler for the year 1963-1964 and as a member of the Grand Lodge Credentials Committee 1970-1971, also served on Grand Lodge State Association Committees;

Now therefore be it resolved that Gettysburg, Pennsylvania, Lodge No. 1045, at its regular meeting on January 28, 1980, unanimously approved this resolution and is honored to present to the Grand Lodge Convention to be held in New Orleans in July, the name of Brother William C. Kuhn for the high office of Grand Esteemed Loyal Knight of the Benevolent and Protective Order of Elks.

Charles C. Fritz, Exalted Ruler
Sterling M. Kint, Secretary

**Cristobal,
Canal Zone, Lodge
Presents Ronald E.
Angermuller
for Grand Esteemed
Leading Knight**



Whereas: Brother Ronald E. Angermuller has been a member of Cristobal, Canal Zone, Lodge No. 1542 for over 20 years and has served actively with honor and distinction; and

Whereas: He was elected Exalted Ruler in 1966, served a distinguished five-year term as a trustee, was chairman of numerous committees and was instrumental in preserving the two Canal Zone Lodges; and

Whereas: Brother Angermuller further distinguished himself and Elkdom in the Canal Zone by serving the Grand Lodge as District Deputy for two years, 1971-72 and 1974-75, as Special Deputy in 1977-78, and as Grand Lodge Coordinator for the Canal Zone since 1976, was elected to honorary life membership in 1968; and

Whereas: He has served his community with unselfish donations of his time and efforts with various civic and recreational associations; President and Chairman of the Board, Canal Zone Credit Union; Treasurer, Florida State Isthmian Anthropology Society; past Secretary, National Defense Transportation Association; a member of Rotary International and is presently Director of Admeasurement, Panama Canal Commission;

Now therefore be it resolved that the Officers and Members of Cristobal, Canal Zone, Lodge No. 1542 are privileged and honored to present to the Grand Lodge Convention to be held in New Orleans, Louisiana, in July, 1980, the name of Ronald E. Angermuller as a candidate for Grand Esteemed Leading Knight of the Benevolent and Protective Order of Elks.

Vincent D. Ridge, Exalted Ruler
Kenneth H. Willis, Secretary

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NEW EDITORIAL GUIDELINES FOR FRATERNAL NEWS

Because of the rapidly escalating costs of publishing *The Elks Magazine*, The Elks National Memorial and Publication Commission has authorized revised guidelines for the submission and acceptance of fraternal news items.

General Material should involve Lodge or State Association activities unusual or unique enough to merit national exposure.

Photos should be "human interest" in nature, depicting the event, not merely posed groups.

The new guidelines have been published in the April issue of the Grand Lodge Newsletter, which is circulated to each Lodge. Copies of these guidelines and fraternal news checklists are available on request from:

Editorial Department
The Elks Magazine
425 West Diversey Parkway
Chicago, IL 60614





CAN DREAMS COME TRUE?

by Henry Horn



Joseph H. Haner (1870-1953) served as Secretary/Treasurer in 1919 and as Exalted Ruler in 1921-1923 of Bend, OR, Lodge. Because of his dream, there is a little spot of heaven called Haner Park that is for Elks alone.

Do you remember a time, not long ago, when you could drive a few minutes, walk a few minutes, and be deep in the forest? Far from so-called "civilization," among the peace and quiet of giant trees? Do you remember those clear, yet turbulent streams full of fish, where you could often see the wild animals come down to drink?

Most of us like to remember the forests, the streams, and the land as it once was—before we "settled" it. This is a true account of how one Elk had a dream of preserving a small chunk of this great land, and what he did to turn his dream into reality.

This man of vision, Joseph H. Haner, came to Oregon in 1901 as a representative of the Gilchrist Lumber Company. His home—and his headquarters—were located in Prineville, Oregon, a small town about 30 miles northeast of Bend.

In 1911, several things significantly changed his life. One was that he became an Elk and joined The Dalles,

OR, Lodge. That lodge was 150 grueling miles north of Bend and meant quite a trip to attend a lodge meeting. So it was a great relief when Lodge No. 1371 was organized in Bend, OR.

In Bend, one of the things that profoundly interested Joe Haner was the option that the Bend Lodge had on a piece of land on the beautiful Metolius River. They dearly wanted this spot for a haven and a picnic area but, alas, the lodge never acquired the funds to pick up the option. It was that situation that started Joe Haner's dream!

Joe's son, Ralph, remembered some of those days: "In the early 1940s, we started going to Crescent Lake for our 2-week vacation every autumn. The first year wasn't bad; the second year was a little worse; but by the third year, we had to set up the tent a week ahead of time just so we'd have a place to go. And that just about wiped out the camping. But Dad could see, even then, that some day there would be no place in the national forests or on a

national lake that would be available for any organization or any public gathering-place."

But that old dream—that idea—was still in Joe Haner's head. And it was starting to become more than an idea. In those days, he took care of all the timber in that part of the country, from the Metolius River to the Klamath Indian Reservation and down through Fremont National Forest. Having established the Walker Patrol Association in LaPine in 1926, he knew just about every section line. And in the words of Ralph Haner, "I think he personally knew every tree in the area."

Joe Haner loved the forests, but he thought it was a shame that there was no place in all that magnificence where people could have a place of their own. So he kept watching, and finally the opportunity presented itself. When the Shevlin-Hixon Company traded land back to the Forest Service for more timber, he began to see his dream come closer.



Haner Park consists of 80 beautiful acres and is split down the middle by the famous Deschutes River. It is not uncommon to see deer and other animals wander past the cozy cabins and linger for a cool drink at the river.

Joe Haner loved the forests and thought it a shame no spot existed in all that magnificence for people to have a place of their own; and so his great dream began . . .

Joe had his eye on one particular piece of land, even though it was a lot larger than he wanted for just a picnic area. But he was thinking about what a wonderful place this spot would be to put up a tent or build a fishing cabin, while still isolated from the general public.

His dream ever clearer now, Joe Haner went to Bob Eistedt at the Shevlin-Hixon Company and asked him if they would sell him that plot of land. Bob promised that he would pursue the matter—and he was true to his word. Several weeks later, he called Joe Haner into his office, threw a deed on the table and said, “There it is, Joe.”

Can you imagine what went through Joe Haner’s mind at that moment? Imagine all those years of waiting, dreaming and hoping—and in an instant it all came true! And so, with a deed signed by E. L. Shevlin and C. R. Bazal of the Shevlin-Hixon Company, Joe Haner left that day a mighty happy man. On November 8, 1943, the deed

was recorded in Deschutes County, and Joe Haner’s dream was no longer just a dream.

He then called a meeting of the Past Exalted Rulers of Bend Lodge and presented the deed to them. The only restriction was that it must always be Elks land, because he loved Elkdom, and he wanted this little spot of heaven for Elks alone. He stipulated that this land should never be sold, that it must be kept in trust for future generations of Bend Lodge Members—for the day when there wouldn’t be a place where folks could go to see and feel and hear what he had experienced in his beloved forests.

And so, Joe Haner saw his dream come true, but he never lived to watch it grow into what it has become today.

Ralph Haner recently recalled in an interview: “Dad moved our cabin over to the land two weeks before he died, and so he never knew the result of his dream. But I think it is a grand memorial to him, and I know he’d be

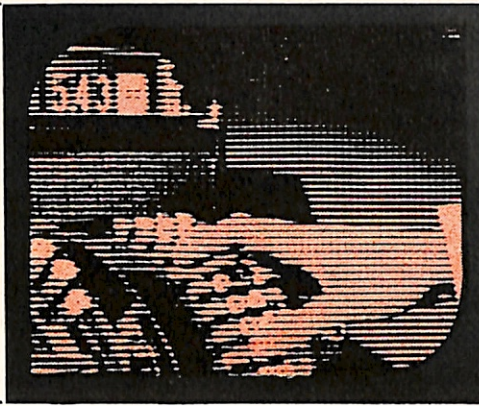
happy just to see it now. He used to drive over there from Gilchrist, and he’d sit up on the hill in the car and wait until someone would drive in or make a noise or whatever, and then he’d go back to Gilchrist happy as a lark. He was a grand gentleman, and he had a lot of foresight.”

Today, this beautiful 80 acres is called Haner Park. And in the words of Jerry McCann, a present resident, “It’s split down the middle by the famous Deschutes River. At this time, there are 49 homes in Haner Park, and there are five year-round residents. We thoroughly enjoy Haner Park, and we think that the members of Bend Lodge are fortunate to have had an Elk called Joe Haner as a Brother.”

Residents must be members of Bend Lodge and pay only a ground-use fee after building a home in Haner Park. If a resident decides to move he must sell his house to another member of Bend Lodge—thus perpetuating Joe Haner’s dream. ■

IT'S YOUR BUSINESS

by John C. Behrens



RECYCLING BUSINESS EXPERIENCE

A shopkeeper recently discussed what the '80s would bring for his business. For more years than he liked to remember, he said, his clothing store catered to a "good class" of people. And he enjoyed what he did.

"I won't be around in a few years though. It's no fun anymore," he sighed. "I once sold hats. I don't anymore. I once sold quality shirts. I don't anymore. I once sold good suits. They're still on the racks.

"My generation—like old soldiers—just has to fade away," he said with a faint smile. You could see the laugh covered more hurt than he would admit.

The temptation is to rationalize today about everyone's need to step down or out while they're still able to enjoy life.

Enjoy it while you can, the saying goes, as if the work ethic is an archaic phrase. To me, though, it's tragic to hear someone who has thoroughly enjoyed the competition and strategy of the "sale" or built a reputable business and who has good health, resign himself to idleness—even on a sunny beach.

Don't get me wrong, I'm not against retirement. It comes too soon anyhow. But it's sad when a person with the experience that money and degrees can't buy, steps out of the mainstream.

It's happening, however, and in growing numbers. There are plenty of reasons, of course. There is a premium on store space in some areas. If a business begins to slip, the pressure to sell because of the fear of being wiped out by the chain

store down the block is real, not implied. Then, too, some proprietors find today's pace and frustrations too exhausting. It wasn't that way when they started, most insist.

On the other hand, turning years of effort and hard work over to conglomerates and inexperienced managers who sometimes haven't the foggiest idea how business works, let alone how to make a profit, doesn't sound like a good way to ensure the economic future of the country.

Proprietors, incidentally, aren't the only ones who lose. Consumers and the business community also frequently feel the loss of a valued contributor.

The service and help many older businessmen have given to their customers and communities is perhaps one of the greatest secrets ever kept. Ask any older non-profit agency volunteer about community supporters, and the small business owners will usually be among those at the top of the list.

What's ahead? You can find new and different theories every day in the national media. Marketing people believe that the coming decade will offer challenges and issues that will take the best business minds—experience, common sense and compassion—to resolve. Computers can offer instant answers, but it will still take "doers" to carry out the decisions. It was and will continue to be the small business person whose resourcefulness and earnings help pump life into communities.

Unfortunately, it's the kind of things that aren't taught in colleges and universities—ingenuity and willingness to work and risk—that will probably keep private enterprise private.

Says Ed Meyer, vice president of promotion for Dancer Fitzgerald Sample Agency, in *Advertising Age* recently:

"It's predicted in the '80s that there will be less opportunity to mass-market brands effectively and efficiently. Therefore, regional marketing will become more important.

"The retailer will have to find room for the non-food items he will need to keep his outlet appealing to the shopper of the '80s. This means that space will be at a premium, with less space available for in-store off-shelf promotion. Manufacturers will have to rely on more innovative ways to use their own packages to attract customers' attention at point-of-purchase in order to generate an impulse purchase."

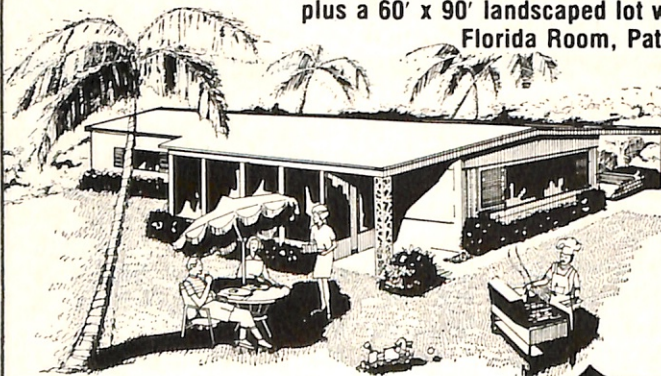
Retailers I've talked with agree that mass marketing may encounter difficulties in the future, but comments about new ways to package cause some to bristle. "For years now, marketers, manufacturers and advertising people have been so busy selling boxes, they've forgotten that if what's in them is good, those of us in the stores can really sell the product," a variety store owner said.

A great many proprietors believe that their businesses have been built on customer relations, not products. Buyers, they point out, want real personal service, not just rhetoric about it on radio and television. Customers want patient and practical explanations, trust and policies that build a bond with the store.

(Continued on page 36)

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The America's Cup

(Continued from page 17)

merely responded: "Oh, indeed!" and then asked, "and which is second?"

Again the signal man swept the horizon with his glass and reported, "no visible second." But there was a second, the smallest yacht of them all, the Aurora. Most of the others, hopelessly out-classed, didn't bother to finish.

As it approached the finish line, the America lowered its colors in tribute to the Royal Yacht, a gesture that drew the cryptic comment in the *Times* of London the next day—"a decent thing to do." A Liverpool journal would later admit: "The Yankees are no longer to be ridiculed, much less despised." The owners were honored with an honorary membership in the Royal Yacht Squadron.

The prize? Really, nothing special. It was the typical silver alloy trophy the Royal Yacht Squadron presented as a reward to winners in the annual races, sometimes embellished by calling it the Queen's Cup or the Royal Cup. It was also known as the 1100 Guineas Cup, probably an appraisal of its value, approximately \$500. The Cup was an ornate 27-inch fluted and engraved silver ewer, and had an exaggerated "belly" and an overhanging lip, with a handle that looked like a Bishop's crook. It was made by R. & S. Gerard, Silversmiths, London, and weighed 34 ounces. Its silver content has remained a trade secret. The Cup would come back to America, a proud memorial of an exciting adventure, a racing achievement.

America's Cup remained the property of the original syndicate, rotated in patrician homes for some years, the sole benefit of the winning effort. It acquired identity as "The America's Cup." The mistresses of these great houses were unanimous in dubbing the Cup a "dust catcher."

Finally, the Cup was presented to the New York Yacht Club. It took some doing to get them to accept it. The Club wasn't overly-awed by its presence and didn't know what to do with it. For some years it rested in a dark vault at Tiffany's. At one time, members voted to melt it down and cast medallions, suitably inscribed, to be distributed to members. That idea was never acted upon.

Eventually, its sentimental value growing with the years, the Cup was placed on exhibition in the palatial midtown headquarters of the New York Yacht Club, bolted down to an oaken table, lest some inconsiderate vandal walk off with it. There are replicas of

(Continued on page 30)

did you know..



"Never a stranger in a strange land." That might have been the unofficial motto of the Elks at the turn of the century. Elks made certain that any traveling Brother was made happy and to feel at home.

There are many stories told of the hospitality extended by Elks to their visiting Brothers. And that conviviality still exists today. Elks lodges, by and large, extend a cheerful welcome to visitors. One Brother Elk recently visited his 100th lodge. Needless to say, he was warmly greeted.

How many Elks facilities have you visited?

When GER Bob Grafton and his wife Pat visited Colorado, they had the opportunity of stopping at Elks Laradon Hall, a training school for the retarded. Nellie Love, a long-time resident of the school, presented Bob and Pat with a special gift, a bulletin board decorated with tile.

There are now about 280 residents at the Elks National Home in Bedford, VA, and the Home is nearing capacity. Due to the large number of Brothers residing at the Home, Executive Director Doral Irvin reports, overnight bus trip visitors can no longer be accommodated. The rooms previously reserved for these visitors are now being used as resident rooms.

"There are so few guest rooms," Doral said, "we must now request reservations for any Brother who wishes to visit, to assure that accommodations will be available."

The Elks of Michigan sponsor about 50 children who attend camp to receive speech therapy for a six-week period. The cost is over \$35,000.

Each year, Elks Day is observed at Shady Trails Camp so that Elks can observe the type of treatment given to these youngsters. It also allows Michigan Elks the chance to meet and eat with the kids. If you don't think this makes an Elk burst his buttons, bringing a thrill to his heart and a tear to his eye, you've got another think coming.

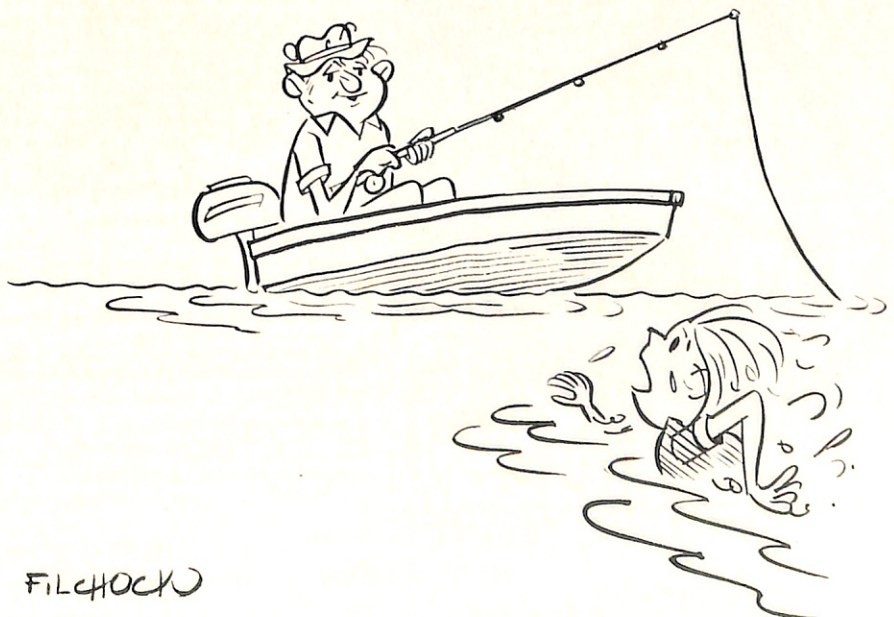
1980 has been designated as the Year of the Family—and while most lodges have activities for the entire family, the Wisconsin Elks have added a new one: Curling. The State Elks Curling Bonspiel was held at Rice Lake, hosted by Lodge No. 1441.

By the way, Wisconsin is another one of those states that has an 11 O'Clock Toast Contest, in addition to the annual Ritual Contest.

North Dakota held a State Three-Cushion Billiard Tournament. It was a two-day affair hosted by Minot, ND, Lodge.

Ever heard of the '51 Club? Back in 1951, the Exalted Rulers of what was then the Bay District of California, boarded a train for Chicago and the Grand Lodge Session. During the days on the train, they cemented friendships that are still alive today. Since then, they've met at least twice a year. (But that's the way Elks are.)

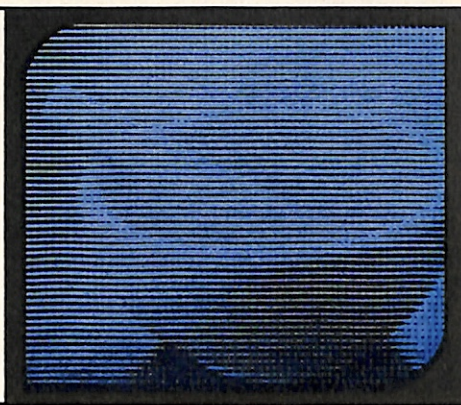
The Northeast South Dallas Gang still meets in Ohio. How about your district?



"Your boss wants to know why you didn't show up for work?"

MEDICINE AND YOU

by Larry Holden



DENTAL FACTS FOR THE '80s

As promised in the February column, here's another batch of recent developments in dentistry to brush up on . . .

⊙ Discolorations in teeth due to food, tobacco stains, drugs or other causes can now be successfully bleached. "For years, the only answer seemed to be to crown discolored teeth," reports Dr. Ronald E. Goldstein. "But now, when indicated, bleaching can be an economical and almost painless alternative to the full crown."

Noting an approximate 75 percent success rate, the Atlanta dentist says that bleaching of vital teeth can help to lighten teeth and, in some cases, reduce or eliminate dark yellow or orange-brown traces in teeth. A series of three to five treatments using a bleaching agent ac-

tivated by heat and light are required to obtain lightening of the teeth. Depending upon how light the patient wants the teeth, treatment can be planned every three to four weeks. Results show that tooth lightening of at least one to two shades can be accomplished with such a procedure.

"Although in many cases, there is no need for further bleaching, an annual touch-up treatment may be necessary to keep the teeth lighter," adds Dr. Goldstein, a lecturer in periodontology at the Emory University School of Dentistry.

When bleaching is not possible to mask an unsightly stain, Dr. Goldstein suggests that a very thin plastic veneer can be bonded to the tooth. These laminate veneers provide a highly polished and

stain-resistant surface. In addition, they can be applied during a single appointment and are less costly than a full crown.

⊙ A soon-to-be published Department of Agriculture study shows that while Americans on the average are eating fewer calories than they did 10 years ago, they are consuming just as much common sugars and slightly more corn sweeteners, notes Dr. Kathy Wotecki, a nutrition specialist for the office of Technology Assessment.

"Americans on the average consume the annual equivalent of the average person's weight in table sugars and corn sweeteners—about 129 pounds. Since these foods contain essentially no nutrients, they provide only 'empty' calories," explains Dr. Wotecki. "The increased proportion of non-nutritive foods in the American diet raises two important questions: Can Americans get enough nutrients from a diet composed of a lot of empty calories? And, what will be the impact of this trend on American health—including dental health?"

Dr. Wotecki points out that there is a "growing consensus" among nutrition experts that diet contributes to the development of certain chronic diseases, including heart disease, stroke and diabetes. There is virtually no disagreement that diet is a major factor contributing to the nation's most prevalent chronic disease—dental caries (tooth decay).

More recently, she comments, researchers have discovered some potential links between diet and periodontal or gum disease—the number one cause of tooth loss. Research is continuing into this area.

⊙ The side effects of radiation therapy for patients with head and neck cancer, in many cases, can have a devastating impact on oral health.

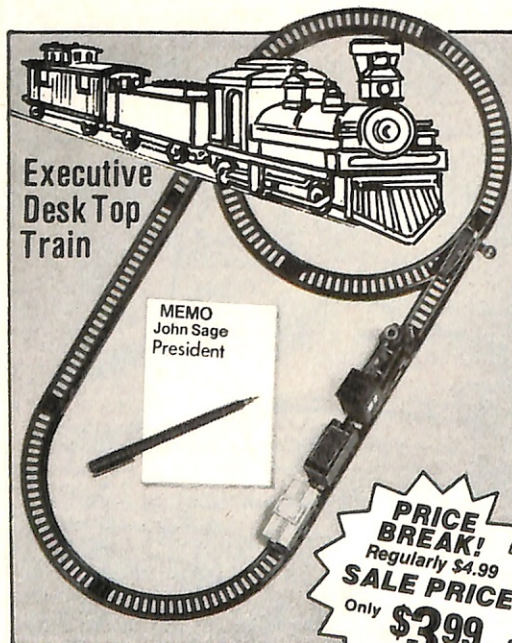
"Irradiation of the salivary glands results in a progressive, rapid decline in saliva production, scientifically known as xerostomia," according to Dr. Kenneth J. Zucker of the University of Minnesota School of Dentistry and the Veterans Administration Hospital in Minneapolis. This causes extreme discomfort, a decline in taste sensation and, in some instances, a rapid progression of tooth decay resulting in complete amputation of crowns of teeth, he explains.

Dr. Zucker states that another dangerous side effect is an increased incidence of infection of the bone. Due to the physiologic changes caused by the high doses of radiation, the microscopic structure of the jawbones may be drastically altered. Blood vessels once used to carry white cells and immunoglobins to fight infection become closed off and scarred. Lymphatic drainage is also altered, resulting in a decreased ability of the jaws to fight infection. A minor infection from a tooth or denture sore frequently turns into a severe untreatable infection with resultant loss of part of the jaw.

Dr. Zucker urges that the radiotherapist and the dentist work together to evaluate the patient prior to initiation of radiation therapy and to provide patients with programs of long-term follow-up. "It is especially important to introduce the

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patient to intensive oral hygiene methods to insure immaculate oral care. Also, there are some encouraging product developments that can assist in the management of these difficult problems. Fluoride gels are proving effective in controlling extensive tooth decay and artificial saliva substitutes can minimize the discomfort caused by the loss of salivary function."

© With finer quality silver amalgam, dentists today can provide patients with dental restorations that look and function like natural teeth, except for the color. "Excellence with silver amalgam restorations requires that the dentist pay careful attention to all details, including cavity design and final contouring and carving," notes Dr. Gregory E. Smith, a University of Florida dental specialist. "Every dentist should strive to make amalgam restorations look as anatomically correct as cast (gold) restorations, with the exception of color, so that they will appear natural and aesthetically pleasing."

Dr. Smith points out that dentists should be conservative in their therapy by removing as little of the tooth structure as possible. Conservative cavity design is the pivotal point in amalgam restoration work today.

To assist in the long-term retention of longer amalgam restorations, dentists utilize various types of pin techniques, including one called the "threaded pin system" in which a pin is inserted into a hole cut into the dentin or pulp chamber of the tooth. The number and placement of pins can vary with the size of the cavity. Generally, the safest place to insert the pins is at the four corners of the tooth. In the case of extensive disease where the entire top of a tooth is missing, such a treatment probably would be less costly to the patient than other types of treatment like extraction or root canal therapy where crown and bridge-work would eventually be required. ■

Departed Brothers

PAST GRAND LODGE COMMITTEEMAN

Edward R. Twomey of Portland, ME, Lodge died January 24, 1980. Brother Twomey was the first secretary-treasurer of the Maine Elks Association, serving in that position from 1928-1972. He was the treasurer of the association from 1972 until the time of his death.

Brother Twomey was District Deputy Grand Exalted Ruler for the Western District of Maine in 1951-52 and served on the GL Auditing and Accounting Committee in 1962-63.

PAST DISTRICT DEPUTY

Jack G. Enochs of Huntsville, AL, Lodge died February 5, 1980. Brother Enochs served as District Deputy Grand Exalted Ruler for the North District of Alabama in 1961-62.

PAST DISTRICT DEPUTY

Charles E. Ramirez of Panama Canal Zone (Balboa) Lodge died February 16, 1980. Death occurred at the Arizona Elks Association's Long Term Care Unit in Tucson, where Brother Ramirez had been a resident since 1972. In 1956-57, Brother Ramirez served as District Deputy Grand Exalted Ruler for the Panama Canal Zone.

SPECIAL DEPUTY James Shirey of North Palm Beach, FL, Lodge died March 2, 1980. Brother Shirey was a PER of North Palm Beach Lodge and at the time of his death was serving as Special Deputy Grand Exalted Ruler.

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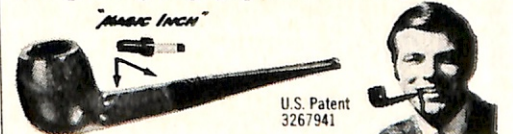
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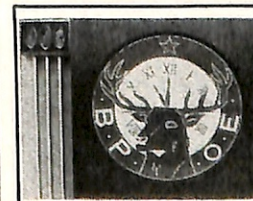
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Flag Day 1980

The Flag Day program is designated as mandatory by the Grand Lodge and is the first program that each new Exalted Ruler will be called upon to observe, on June 14, 1980. Members should discuss the Flag Day Contest immediately with their officers and committees.

This is one of the programs selected for recognition awards. Plan an outstanding Flag Day program and make a record of the events of the day, leading to the preparation of a brochure for judging in the Grand Lodge contest. Obtain photographs, letters from community leaders, copies of any awards presented to your lodge by local government leaders, newspaper clippings, and anything else pertaining to your program. Once this material is assembled in a brochure of your selection, your lodge is prepared to enter.

Refer to 1979-80 Americanism Program book for all particulars. The June issue of *The Elks Magazine* will specify the address to which brochures should be forwarded.

D. P. Dululio, Chairman
GL Americanism Committee

The America's Cup

(Continued from page 27)

it that can be seen during the racing season at Newport; but like the dowager's paste jewels, these are fakes.

There is a Deed of Gift that perpetually protects the Cup. However, it must be offered as a prize, regardless of ownership, continuously in international competition. Thus, even if some thoughtless Britisher, Canadian, Australian, Swede or Frenchman should decide to win the cup some day, it would have to be offered, in good time, in international competition.

A French contestant for several years and a candidate for the 1980 race, Baron Marcel Bich, respectfully predicts that he will rename it "La Coupe" when he takes it back to France. Ted Turner, three-time yachtsman of the year and skipper of 1977 winner "Courageous," says, "No way."

This year will be the 24th international contest for the Cup. Many expensive boats have been constructed, both American and foreign, in what, up to now, has been a vain attempt to take the Cup out of America.

Unfortunately, despite their sharing the glory of the victory in England, the Cup and the America were sepa-

rated. The Cup came back, but the America, for some reason that has never been explained, was sold, and did not return. At least, not right away. The buyer was Lord John de Blaquiere, the purchase price 5,000 pounds. So, instead of being welcomed in New York harbor with tugs and other craft giving a noisy salute to the triumphant, conquering ship, the America stayed in steady old England, an inglorious expatriot, where it was just "a boat." Five years later, another British gentleman, Viscount Templeton, bought her, renaming her a prosaic "Camilla." Again, neither revered nor highly regarded, she was a common ship. The new owner carelessly let her run into the mud flats at Cowes.

In 1859, the former America was sold for junk. A yard owner, Henry Pitcher, had her tightened and towed to his shipyard at Northfleet near Gravesend on the Thames, ready for the autopsy. Here, the new owner began to discover the true worth of this nautical aristocrat. Carefully, he doctored her back to health, performing delicate surgery on her dry rot. It began to dawn on the new owner that he had bought a prize. New oak frames were installed, she came out with teak and elm planking. She fitted out almost in her original glory. In 1860, it was easy to sell her to a yachtsman named Henry E. Decie, who put the ship back into racing. The results were not spectacular, but the old America wasn't giving up the ghost. There was still an illustrious destiny ahead for her. The America wasn't finished at all. The Civil War was on in the U.S., and the America would play a valiant part in it.

One day, out of the blue, the America appeared in Savannah, Georgia. It was a well-known fact that Britain was dealing with the Confederate Nation, in cotton and other southern produce. There is record that the ship made several round trips to Britain, ferrying Confederate agents.

Then, suddenly, the ship turned up as part of the Confederate Navy, this time christened the "Memphis." With her speed, she gave the Union fleet a bad time running the Federal blockade. But with advancing age and indifferent care, her efficiency became impaired.

With tattered sails and barnacled hull, one day she found herself in trouble. A fast Northern gun-boat was on her tail. She took refuge in the St. John's River near Jacksonville, but with the gunboat still in pursuit, her crew bored holes in her hull and scuttled her.

A Union officer, Lieut. Thomas H. Stevens—a coincidence in the name,
(Continued on page 33)

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RIDING
A TIDE OF
GREENBACKS

BY JERRY HULSE

"Dynamic, exciting, on the move!" announces a sign on the approach to New Jersey's famous seashore resort, Atlantic City. And though it is not yet 10 a.m., already the tour buses are lined up bumper-to-bumper outside the world's busiest casino. By the end of the day they will have deposited more than 5,000 passengers, each eagerly awaiting the slot machines and gaming tables just steps away. A refurbished Boardwalk hotel operated by Resorts

International is the center of activity. And while the facade is reminiscent of the Jersey good life of half a century ago, the scene, inside is as modern as a film clip shot only yesterday in Las Vegas. Indeed, this *could* be Las Vegas. There is the same familiar cacaphony of grinding slots, the rattle of coins and the clatter of dice.

"Jackpot!" someone cries, and a moneychanger rushes to catch the payoff.

Atlantic City, Jersey's rundown "Queen of Seashore Resorts," is under-

going an almost phenomenal rebirth.

A dozen years ago, the locals fumed when a Californian wrote: "The nicest thing about Atlantic City is the ride out of town." The writer continued: "Think of skid row with an ocean and a shooting gallery, and you begin to get the picture. In a resort that boasts of myriad amusements, the most exciting daily entertainment is sitting on the Boardwalk watching the tide go out."

The city fathers didn't like that. They



Atlantic City

didn't like being told the truth. Still, the entire town was showing signs of age. It was getting tacky. There was a circus atmosphere—but the show was over. Only carnival acts remained. Out on Million Dollar Pier, a fortune-teller analyzed handwriting and read palms. Mrs. Tussaud's wax works with its Chamber of Horrors was another attraction. Atlantic City was called an eyesore and a slum well into the "age

of decay." And although the Marlborough Blenheim Hotel boasted both hot and cold running salt water, it was evident the management was taking a bath. Atlantic City was dying. Indeed, the mourners were already holding the wake.

"Jackpot!" someone cried again. "Jackpot!"

The crowd inside Resorts International's hotel-casino grew larger as the afternoon wore on. Visitors lined up at the slots, waiting patiently to feed coins to the voracious machines.

"You know what the drop is here a day?" asked a hotel executive. "Half a million bucks, sometimes more. That's our gross before taxes."

Atlantic City's first casino is a runaway success. Resorts International, which operated casinos in the Bahamas, slipped in and obtained the first license after gaming was approved by voters. The company gambled. It is paying off handsomely. No casino in the entire world is more successful—not in Las Vegas, Reno or Tahoe, nor in Europe, the Orient or South America. The amount of money flowing through Resorts International staggers the imagination. Several months ago—in a single day—\$1.4 million exchanged hands. Nothing to equal it had ever before been reported by a casino. In less than two years, Resorts International paid out roughly \$100 million in taxes. This is the adrenalin that got Atlantic City's heart pumping again. More is on its way, with over a dozen other casinos opening their doors within the next couple of years.

Caesar's Boardwalk Regency, a \$75 million hotel-casino, opened following Resorts International. Next came the \$100 million Park Place Casino Hotel operated by the Bally Corp., the world's slot machine king. Construction crews are working seven days a week, 18 hours a day in Atlantic City. A necklace of scaffolding surrounds the town—and the voice of the jackhammer is heard across the land.

Bernie Tractman vacationed in Atlantic City during the '30s. Recently he came back to reminisce. Gazing up at the old hotels, memories flooded his mind.

"They were elegant," he said. "The Boardwalk was crowded with fashionably dressed vacationers. Atlantic City was the entertainment capital of Jersey. It all focused around Steel Pier."

Frank Sinatra sang with the Tommy Dorsey band. Freddie Martin played there regularly. After the war, though, the jet age had dawned. Vacationers were flying off to Europe and the Caribbean. Atlantic City was fading.

Under New Jersey's gaming laws, casinos must be contained within a hotel. What's more, the hotels must provide a minimum of 500 rooms with at least 325 square feet per room. Money is flowing into Atlantic City like the ocean breezes. Alongside the resort's famed Convention Hall, Playboy Enterprises is building an \$80 million hotel-casino. Penthouse International is spending \$60 million for another hotel-casino. The list goes on. Even the Benihana people of sukiyaki

(Continued on page 35)

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The America's Cup

(Continued from page 30)

but no relation—found her and raised her. Eventually restored, she was commissioned by the U.S. Navy, under her proud, original name, "America." Still fast, she brought blockade runners to U.S. Navy docks.

In 1864, she was sent to Newport, where she was used as a training ship. Another coincidence: Newport would become the place where great international racing yachts would gather to contest for the cup originally won by the America. After the war, the ship went back to Annapolis, where she was refitted as a yacht. Some time later, the Navy, not famous for its respect for tradition, put the America up for auction. This time, she was bought by an Army man, General Benjamin F. Butler. The price was \$5,000 on a single bid.

The General enjoyed her cruising comfort and sometimes raced her, but in 1878 she went aground, lost her keel, and sustained other structural damage. A shipbuilder named Edward Burgess was commissioned by the general to rebuild and modernize her. But soon she was sold again; not once, but several times.

In 1917 came another war, and the

America gave up her lead keel as a contribution to the war effort. But she would not die. Once again, refloated and reconditioned, she was brought to Marblehead, a gift to the Eastern Yacht Club there. Here, she was venerated with all the respect due a distinguished old sea lady of renown. A group of patriots there still felt she should belong to the nation.

The Club readily offered her to the navy as a gift, but a bubble-headed bureaucrat discovered a remote navy regulation that prevented the navy from taking her as a gift. Congress came to the rescue; An emergency bill was passed, authorizing the navy to buy her. So, for the extravagant sum of \$1, she was transferred to Admiral Henry Wilson, representing the U. S. Navy. The America was back in the service.

In 1921, now 70 years old, the America was at Annapolis once more, sadly in need of repair. Each year, funds were sought for her rehabilitation, but politicians found other use for the money. In 1940, she was beached at Annapolis. A resting place was found for her, an old shed placed over her. Here, alas, she would meet her ultimate destiny. A heavy snowstorm crumpled the shed, completely crushing what was left of this valiant old maritime lady, our beloved America.

Sledgehammers took her apart. Tim-

bers and other relics that could be salvaged were passed out as souvenirs to yachting celebrities. Her ornamental spread eagle, once discarded and then recovered from one of her British owners, is now on display at the Marine Historical Museum at Mystic, CT.

Another relic of the America, the eagle on her stern, so much an insignia of her country, had been stripped by another British owner and ended up as an inglorious advertising sign for the Eagle Tavern at Ryde on the Isle of Wight. For years, it had swung on an iron bar outside the door, passing crowds completely unaware of its proud ancestry.

In 1912, with uncommon courtesy, the Royal Yacht Squadron rescued this sacred piece of nautical memorabilia and presented it to the New York Yacht Club. It can be seen now in the entrance hall, not far from the famous Cup, both fitting treasures in yachting history.

Seven, eight, possibly nine boats will gather at Newport for the 1980 race. Designers, builders and technicians of all sorts will have done their best. Their combined investment will probably run to \$15 million or more. But there will be great glory for the winner, especially if a foreign boat should capture the prize—a silver mug worth \$500, but priceless in tradition. ■

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."



Logansport, IN, Lodge donated \$1,020 to the patients of the Veterans Administration Medical Center at Marion, IN. The check was presented by ER J. R. Bridenbaugh (right) to Richard Graves, Chief of Voluntary Services.



Garnett Shipley (second from right), Chairman of the Elks National Service Committee at Martinsburg, WV, Lodge, was honored with a plaque from the staff and patients of the Martinsburg Veterans Hospital in appreciation of his many years of volunteer work at the hospital. On hand for the occasion were (from left) PDDGER Nelson Clarke, master of ceremonies, Brother Joseph Spurgus, assistant director at the hospital, and ER Dennis Wright.

ER Walter Jensen (right) of Clawson-Troy, MI, Lodge presented a check for \$1,000 to William Keene (center), Chief of Voluntary Services at the Veterans Administration Medical Center, Allen Park, MI. Assisting in the presentation was National Service Committee Chm. Paul Fiore.

YOU AND RETIREMENT

by Grace W. Weinstein



SOCIAL SECURITY NEWS

As you've noticed by now, if you're still bringing home a paycheck, the Social Security "contribution" went up again on January 1, 1980. You now pay 6.13 percent of the first \$25,900 of income, or a maximum of \$1,588 for the year. Your employer pays an equal amount on your behalf. In 1937, when Social Security contributions were first deducted from workers' paychecks, the maximum contribution was one percent of \$3,000, or \$30 a year. The current tax, enacted into law in 1977, is one step of a graduated increase in the FICA tax that may have all of us paying up to \$3,046 in 1987 on a wage base of \$42,600.

There's been a lot of talk in recent months about "rolling back" these increases, but no agreement on just how to fund the system if contributions are reduced. The problem, very simply, is one of shifting population: there are more and more older Americans and fewer and fewer younger ones. Since Social Security is an intergenerational transfer system in which the payroll tax on workers pays the benefits of retirees, this "graying of America" has had a significant effect. Right now, three workers fund the retirement benefits of one retiree. In 1950, by contrast, twelve workers paid for one retiree. In the not-too-distant future, as the population continues to age, two workers may have to foot the bill for each retiree. Even if the birth rate rises sharply, this situation will not change very quickly; it will take a generation for the newborns to contribute to the work force—and to the FICA trust funds—in substantial numbers.

Meanwhile, retirement benefits have gone up along with the cost of living. And other benefits have been added to the Social Security umbrella. One in seven people now receives some sort of Social Security check each month: retirement, disability, Medicare, or supplemental security insurance.

All of these programs cost money, and money is a problem. No one with good political sense will consider cutting back on these benefits. But some way has to be found to improve the financial outlook. Both Congress and the Social Security Administration are tackling the problem. Many proposals have been made, among them the recent move toward a European-style value added tax, which appears to be, at least temporarily, sidetracked. More likely to be adopted, in the near future, are proposals made by the 1979 Advisory Council on Social Security. Here are the highlights of its recommendations:

© The hospital insurance portion of Medicare should be financed through earmarked income taxes. If this is done, says the Council, the Social Security payroll tax could be rolled back from its present 6.13 percent to 5.6 percent, and remain there until the early part of the next century.

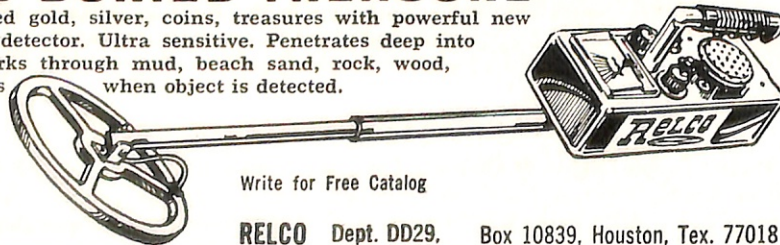
© General revenue payments should be transferred to the Social Security trust fund during periods of high unemployment, when payroll taxes are down, and the trust funds should be authorized to borrow from the Treasury if reserves fall below three months payments of benefits. This is a tentative step on the part of the 1979 Council toward consolidation of Social Security funds with general income tax revenues. This suggestion has been made many times. It has also been rejected many times, on the grounds that it undermines the "insurance" concept of Social Security and might make it look like a social welfare program instead of an earned right. Social Security is not an insurance program at all, and never has been, but the psychological perception is important. The Council's recommendation, nonetheless, will ease current financial strains on the system.

© One-half of retirement benefits, says the Council, should be subject to income

(Continued on page 36)

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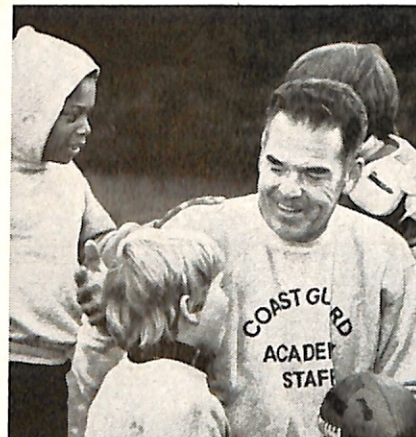
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Atlantic City

(Continued from page 32)

fame are spinning the wheel of fortune to the tune of \$75 million, transforming the old Shelburne Hotel into a casino property. Also in the lineup are the Dunes, the Del Webb Corp., the Golden Nugget, Ramada Inns, Great Bay Hotel Corp., Holiday Inns, Harrah's, MGM and Hilton. At the end of 1982, Atlantic City will have gained 10,000 new hotel rooms as opposed to less than 5,000 presently.

It was barely 1 p.m. but already 6,000 persons crowded the casino at Resorts International. High rollers stood at the \$100 blackjack tables. Others stuffed coins in the \$1 slot machine.

"This place was so crowded a few days ago you couldn't even see the carpet," said a croupier.

Speaking of carpet, the original wore out in less than a year. It was replaced with another. The price: \$80 a yard. Atlantic City's first casino operators aren't satisfied with merely putting on a dinner show. They do a noontime special, too. Frank Sinatra was an early headliner. And even with a \$30

cover charge, he packed the room to overflowing. To inveigle a four-star chef from Paris, the hotel offered the man a home, mortgage free. He took it. But then, money is of little concern in Atlantic City anymore. There's plenty of it. The ocean city is riding a tide of greenbacks. Homes that sold for \$60,000 to \$75,000 a couple of years ago are being resold for \$250,000 to \$400,000. The city is in the middle of a real estate boom and property owners are becoming millionaires. Martin Bennett figures his timing was perfect. Two years ago, he paid \$1.9 million for the Pageant Motor Inn. A year ago, he sold it to the Atlantic Plaza Hotel/Casino Corp. for \$4.5 million.

Quipped Bennett happily: "Not bad for a poor street kid from Philadelphia's Hell's Kitchen, now is it?"

Another two-acre parcel facing the Boardwalk sold several weeks ago for \$15 million. With the growth of Atlantic City, the population is exploding. It is expected to triple by 1982. Dozens of positions are being filled by Las Vegas expatriates, among them Billy Weinberger, the ex-president of Caesar's Palace in Las Vegas. Billy heads up the Bally Corp., which demolished one hotel and refurbished another for its casino project. Eventually they will go, too, to be replaced with twin 39-

story towers containing 1500 rooms, 16 restaurants, several lounges, cabarets, a health club, tennis courts and a huge shopping arcade. It's expected to be almost a city itself within Atlantic City.

"This is going to be the busiest resort in the U.S.," Billy said confidently.

A proposal is in the works for a high-speed rail line linking up Atlantic City with New York and Philadelphia—trains traveling 100 miles per hour or more. Atlantic City figures it can attract Californians, too, even with Las Vegas as close as it is to the golden state. A cabbie parked outside Resorts International declared, "This town is going to become the No. 1 resort in the U.S. No doubt about it."

A few doors off the Boardwalk, 63-year-old John Mattis dreams of the riches that await him. Ten years ago, he paid \$40,000 for a decrepit 36-room hotel whose style ranges from tacky to downright awful. Since the boom he's been offered up to \$300,000 for his blighted piece of property.

"Gonna stick around 'til the bid gets \$600,000," Mattis said. "Shouldn't be too long." He smiled. "But I'll tell you somethin'—if gaming hadn't come to Atlantic City I'da had to give the place away." Mattis winked. "You see, I'm the one that gambled." ■

ON TOUR WITH



ROBERT GRAFTON/Grand Exalted Ruler

During the New Year's Day visit of GER Robert Grafton (third from left) to Pasadena, CA, he took time to visit an NBC television booth prior to the Tournament of Roses Parade. With him were the three PGERs of California (from left), Horace Wisely, R. Leonard Bush, and Gerald Strohm.



GER Robert Grafton (second from right) was present for the institution of the new Orange Park, FL, Lodge. With him are members of the lodge's original steering committee (from left), Fredrick Hammond, James MacDonald, John Kaperak, John Farmer, Jr., and Douglass Cooke.



ND EXALTED RULER: R



The East District Elks of New York were proud to have GER Robert Grafton (center) as a guest of honor at a dinner-dance held recently at Hicksville, NY, Lodge. Pictured with the GER are Southampton, NY, Lodge ER Joseph Mollino (left) and Ronald Lipetz, Southampton PER and District Deputy-Designate.

You and Retirement

(Continued from page 34)

tax. This proposal has already aroused a great deal of organized opposition, including the vehement voice of the American Association of Retired Persons. The Council points out, however, that the tax, which it recommends only on the employer-paid portion of benefits, would not affect the vast number of retirees whose incomes are too low to worry about income tax at all.

© Social Security benefits should be increased twice a year, in March and September, whenever prices have increased by at least 3 percent since the last cost of living adjustment. This will cost the system some money, but will help retirees.

© Newly-hired government workers should be covered under Social Security,

says the Council, in a transition toward full coverage of all American workers. Right now, although 90 percent of American workers are included under Social Security, Federal workers and other government bodies have a choice denied to everyone else. Alaska's state employees, as an example, recently voted against participation. A move toward full participation would provide more income for the Social Security trust funds.

© The earnings of husband and wife should be shared for the purpose of determining earnings credits, says the Council, for people divorced after ten years of marriage and for aged widows and widowers. This is a small step toward the principle of shared earnings endorsed in a 1979 Health, Education and Welfare study, under which each worker's Social Security benefits would be based on individual earnings when single, and on

one-half of the combined earnings of a couple during marriage. In the event of divorce, under the HEW proposal, each would be credited with one-half the couple's combined earnings during the marriage, regardless of how long the marriage lasted. These proposals are designed to change the present discriminatory nature of Social Security, a system based on non-working wives typical of the 1930s, but not of the 1980s, and a system which too often actually reduces retirement benefits when both husband and wife have been income-producers.

These proposals, so far, are purely proposals. Congress has yet to take action. But the recommendations of previous Advisory Councils have often been enacted into law. If you want your voice to be heard on these proposals, now is the time to write to your representatives in Washington. ■

It's Your Business

(Continued from page 26)

Larger television budgets don't build customer confidence, store owners contend, regardless of how many honest faces are shown on the tube.

An important factor for business in the 1980s, it is claimed, will be the retention of experienced proprietors who have weathered the problems of recent decades. One of the biggest surprises, says *Advertising Age* in a recent edition, is that the market of the '80s will be old-

er. Nearly 25,000,000, or about one out of every three households, will be headed by a person 45 to 64. Equally important about this maturity market is that it represents about two fifths of the total spending power.

Says *Advertising Age*: "If these figures do nothing else, they should dispel the notion that mature people have their eye on the price tag and their rear end in a rocking chair, that the only products which might interest them are laxatives and denture adhesives."

That's where the mature proprietor enters the picture. It takes a peer proprie-

tor to identify and deal with such an audience. The business world can be aided by the merchant who, instead of planning his "Closing the business after 30 years sale," is stimulated to make plans to set up shop elsewhere. His acumen and the employment opportunities he brings with him—even if it's part-time help—is a plus to the community that recycles its proprietors.

In other words, if the '80s are to have meaning and satisfied customers, we're going to need the experienced proprietors from yesterday as well as the computers of tomorrow. ■



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ER Leo Nolan (right) of Guilderland, NY, Lodge presented an Honorary Founder's Certificate to PER Robert Wood (left). Looking on is National Foundation Chm. Gerald Malloy.



Frank Reed, ER of Palmdale, CA, Lodge, presents National Foundation Chairman John Breen with a check for \$1,000 to become an Honorary Founder in the Elks National Foundation. Brother Reed is the first member of Palmdale Lodge to achieve this honor.

Members of Point Pleasant, NJ, Lodge received paid-up \$100 National Foundation certificates from Chm. John Mars (left). At the same time, ER Charles Capone (third from right) accepted a permanent benefactor certificate on behalf of the lodge, signifying a second \$1,000 paid-up donation. Others in picture (from left) are William Ferraro, Raymond Clayton, Dave Dean, and Don McIntyre, who accepted for the golf committee.



NEWS OF THE LODGES

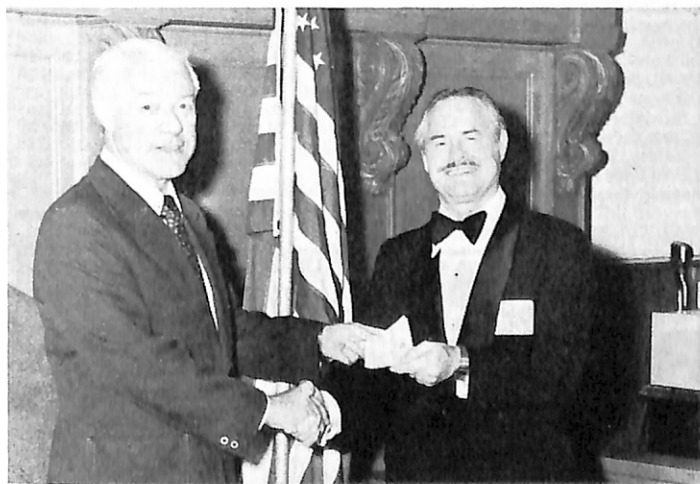
(Continued from page 15)



SAN MATEO, CA. Al Levielle, Billiards Chm., San Mateo, CA, Lodge, presents a check to Jim Barbero, Piggy Bank Chm., for the Lodge Piggy Bank Fund. Looking on is ER Edwin Krempez. The money was raised by a recent billiards tournament.



ALAMEDA, CA, Lodge welcomed GL Government Relations Committee Chm. Yubi Separovich (third from left) on his recent visit to the lodge. Mr. Separovich discussed the importance of government relations. Elks in attendance included (from left) Abe Kofman, publisher of the Alameda *Times-Star*, ER Robert Carmignani, Bill McCall, Government Relations Chm. and former mayor, PER James Stonehouse, and Brother Richard Diamant.



RICHMOND, CA. Rees Williams (left), Resident Vice-President of the Riedel International Corporation of Portland, OR, presents a check for \$1,000 to ER Carl Petersdorf of Richmond, CA, Lodge. This is the sixth donation made by the Riedel firm to the lodge for the benefit of the California-Hawaii Elks Association's Major Project.



FULLERTON, CA. Annie McClellan (front right), who has had cerebral palsy since birth and is now a student at the University of California, Riverside, was a guest speaker at Fullerton, CA, Lodge. She said that the Elks bought her first leg braces and told how she overcame her handicaps. Annie led a CP blanket drop which produced \$485 for the State Major Project. Stacy Kenney and her father, Trustee Bill Kenney (right rear) arranged the program. Looking on was Est. Lead. Kt. and ER-elect Russ Swenson.



VALLEJO, CA. Kenton Nash (center) was made an Honorary Life Member of Vallejo, CA, Lodge. The presentation was made by ER Richard Huffman (left) and Secy. Charles Shallenberger. During his 36-year membership, Brother Nash has served with distinction in many positions at the local, state and Grand Lodge levels of Elkdom.

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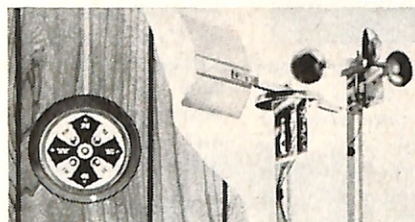
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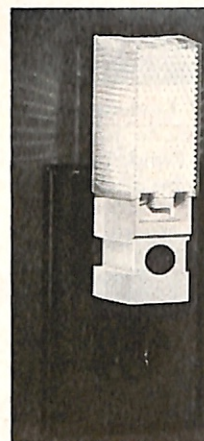
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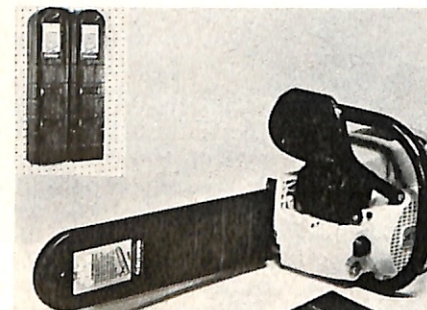


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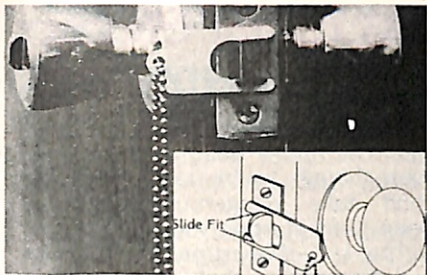
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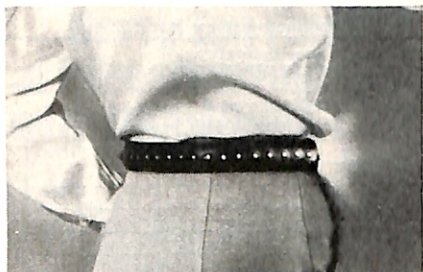


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This 6½" bell with Indian Head Penny design comes complete with beautiful star mounting bracket. Decorative asset to any home entry way or patio. Has clear resonant tone. Cast from rust resistant aluminum—guaranteed to last for years and years. Useful in announcing guests, phone calls, or just calling the kids for dinner. Only \$12.95 plus \$1.50 postage/handling. (Total—\$14.45). Money back if not pleased. **VOSS ENTERPRISES, Dept. 33 Route 1—Box 133—Horicon, WI 53032**



Now available in quality auto parts and chain stores everywhere at new low retail price of \$11.95!

Starshine Polymer Sealant

Keep your car showroom bright. Prevent and remove oxidation. Protect your finish from harmful, ruinous elements!

You'll never use wax again!

Once you experience the pleasure of seeing your beautiful car shine brilliantly like "Glass", and when you realize that your expensive automobile is safely protected from harmful "Value-Depreciating" elements such as salt, oxidation from the sun, pollution, tar, bugs, spray paint, eggs, etc., you will join the tens of thousands of car owners who now use Starshine Polymer Sealant* instead of wax.

Now only \$11.95 for a 16 oz. bottle (enough to do 2-3 cars)

We have been offering this product by mail-order for about a year at \$29.95 (an incredible bargain compared to \$100-200 polymer treatments applied by car dealers). Now that hundreds of retail stores have shown an interest in carrying Starshine Polymer Sealant*, we have been able to commit for large inventories of raw materials. At the same time we have developed better, more economical manufacturing techniques that changed our cost structure significantly, and even improved the quality of the product. These factors, combined with our changing marketing program (from mail-order advertising to retail store distribution), have lowered our cost per bottle resulting in this major price decrease to the consumer.

**More good news...
No rubbing or buffing!**

You don't have to "work" to apply Starshine Polymer Sealant*. Simply wipe it on, wait 20-25 minutes, and wipe it off. You can apply it under any conditions; it will not streak even if left on in the sun all day!

Prevents oxidation from starting on new cars...And actually removes it from used models!

Starshine Sealant is literally a "Glass-Like" shield that goes into the pores, bonding to your car's finish, protecting it from fading, dulling, and chalking. On a car where some oxidation has already set in, this product will bring it up and out, for easy removal as you wipe off the excess Polymer Sealant.

Guaranteed to outperform any other car care product...Or your money back.

If after using Starshine Polymer Sealant* you don't agree that it is superior to any other product you can buy, return the unused portion within 2 weeks of receipt (with proof of purchase) for a prompt refund of the entire purchase price.

Also available:

Starshine Poly-Off. For removal of Starshine Polymer Sealant* should you desire to repaint your car for any reason. Suggested Retail: 8 oz., \$6.95.

Starshine Poly-Prep. A premium high pH value exterior car cleaner/ detergent concentrate for washing your car. Achieves a maximum shine without water spotting, streaking or swirling. Suggested Retail: 8 oz., \$4.95.

Starshine Polymer Interior Sealant. A totally new, quick treatment to seal your car's upholstery and carpet. Stains & spills of any kind are not allowed to get into the fabric...Instead they miraculously set and bead on the surface for easy removal. Suggested Retail: 16 oz., \$24.95.

Now available at your local auto parts and chain stores. Or order direct from Starshine.



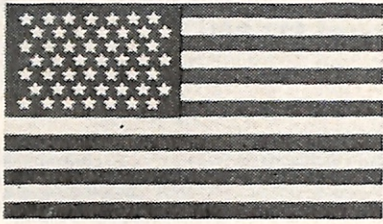
Starshine Polymer Sealant* Already on thousands of vehicles.

*Trademark

If Starshine Polymer Sealant* is not yet available in your area, call us direct on our "Toll-Free" order line and we'll rush your order to you. **Order Toll-Free: 800-235-6945 or if busy: 800-235-6951.** (CA res. call: 805-966-7187) Or send check, money order or credit card number (Master Charge, Visa, Am. Express, Diners and Carte Blanche accepted). Include \$11.95 per bottle or, as an introductory offer, order 2 bottles for only \$19.95 (save \$4.00). Please add \$2.00 shipping per bottle. CA residents add 6% sales tax.

STARSHINE GROUP
924 Anacapa St., Dept. PS333,
Santa Barbara, CA 93101
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**"OLD GLORY - STARS & STRIPES"
"STAR SPANGLED BANNER"**



All proud names for our Country's Flag, America's symbol of Honor, Courage, and Pride.

Displaying our Flag is our visible "Pledge of Allegiance", and a dignified means of showing our friends, neighbors, community and the world, we love and respect our flag, and will defend it against all enemies, we are "Proud" to be Americans, and we show our colors with "Pride."

"AMERICA'S PRIDE" FLAG SET

Only \$9.95

Only \$9.95

\$17.99
VALUE

DESCRIPTION OF SET—Includes 3x5 cotton outdoor U.S. Flag with printed stars, and sewed stripes. Double stitched throughout, in all stripes, seams and hems. 6'x3/4" aluminum pole, durable golden plastic eagle, rust resistant metal holder and screws, Flag etiquette book.

AMERICA'S PRIDE

P.O. Box 531, Manahawkin, N.J. 08050

Please rush me my American Flag Kit. I enclose a check or money order for \$9.95. Includes postage and handling.

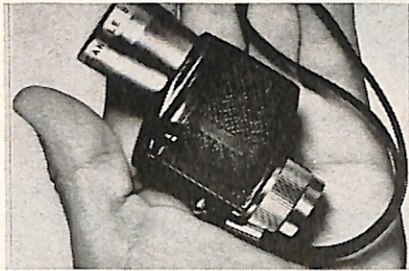
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A miracle 8 power—with the panoramic view of a full-size binocular! The magic of powerful optics at your fingertips wherever you go. The 8 power Bushnell (Bausch & Lomb) Pocket Scope is great for theatre. Field of view at 1000 yards 437 feet. Use lens 24 mm by itself as a close-up magnifying glass to study stamps, coins. Use for many other fascinating adventures. 3 1/2" long, weighs only 4 oz., fully coated lenses. Complete with handsome zippered carrying case and wrist strap. Only \$34.95 plus \$2.50 p&h. Great Gifts. Send Check or M.O. 15 day money back guarantee.

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**DIAMOND
and
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\$9.95 plus
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A GENUINE DIAMOND is the centerpiece of this lovely hand cut AUSTRIAN CRYSTAL HEART. Shown actual size, it hangs impressively from a 16" Sterling Silver chain. Gift boxed and certain to please!

Crystal Heart earrings, pcd, clip..\$5.00
(N.Y. residents add tax)

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**Elks Family Shopper
consumer/news**

Some morning you may find that your car has a **dead battery**. But even though you're late for work, don't take dangerous shortcuts when jump-starting your car.

The U.S. Department of Transportation warns that car batteries can explode if improperly connected or when hydrogen gas is released during charging. To protect yourself, double check that you've connected the *same* polarity on each battery, positive to positive, for example. Keep sparks and flames away from the battery, never smoke when jump-starting, and don't lean over the battery while charging or making connections. For details, send for a free copy of *Battery Hazards* from the Consumer Information Center, Dept. 502H, Pueblo, Colorado 81009.

One way to avoid trouble is to place a damp cloth over the battery vent caps to contain explosive gases and protect it from sparks. Dispose of the cloth afterwards since it may be contaminated with corrosive battery acid.

The best advice on safe jump-starting is found in the owner's manual for your type of car. Other manuals may have different proce-

See Advertisement on Back Cover

The Best Time to Save is Now!
NUTRITION HEADQUARTERS
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Carbondale, Ill. 62901

N86

List items you wish here:

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TOTAL—amount enclosed

Satisfaction Guaranteed—We Pay All Postage

MASTER CHARGE and VISA accepted on orders over \$10.00. Give card number, expiration date and bank number if Master Charge.

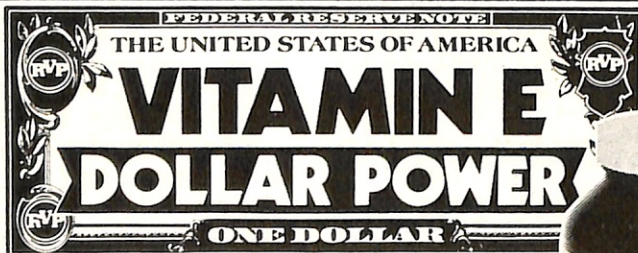
If you check this box and mail your order before May 31, 1980, we will include in your order a 4 OZ. BOTTLE OF JOJOBA LOTION.

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Elks Family Shopper consumer/news

dures not suitable for your electrical system. But if you can't find your manual, follow these jump-starting tips:

Turn off all electrical accessories and apply the parking brake in both cars. Make sure the cars aren't touching. Place manual transmissions in neutral and automatics in "park." And be sure both batteries have the same voltage; one way is to count the vent caps, but new "maintenance-free" types have none.

Then with both cars turned off, connect the positive booster cable to the positive terminals on both batteries. They're indicated by the (+) sign, the letters "P" or "POS," or the color red.

If the booster cables aren't color-coded, carefully separate them to avoid mistakes.

Next, connect the other booster cable to the good battery's negative terminal. It's the one with a (-) sign, "N," "NEG," or the color black.

Make your final negative connection to the dead car's grounded frame or engine block, avoiding

(Continued on page 42)

Sharpen your chain saw like a pro!



This revolutionary chain saw sharpener grinds a razor sharp edge on any size chain saw using a specially made grinding wheel. All you supply is a 1/4" electric hand drill. The Pro Sharpener* assures the correct grinding angle and a built-in gauge maintains the proper guide height.

The Pro Sharpener produces a ground edge—much sharper than a filed edge. Comes complete with three grinding wheels (enough for up to 30 sharpenings) plus a hand file adapter.

*Patents pending

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Please rush — Pro Sharpener(s) at \$14.90 each plus \$1.95 postage and handling per unit (\$3.00 outside U.S.). Send check, money order or Master Charge. No C.O.D.'s.

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Conn. Residents add 7% sales tax.

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Indicate your Chain Saw Mfg. _____

Saw Model: _____

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E-58

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These BIG, strong carts are perfectly balanced on two huge wheels — roll easily over lawns and gardens — carry up to 400 lbs. of load — huge volume capacity means you make fewer trips — you'll save time and steps.

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EXTRA BONUS:
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◆◆◆◆◆ 10 DAY MONEY BACK GUARANTEE
◆◆◆◆◆ These records and tapes must be
◆◆◆◆◆ everything we say they are, and be
◆◆◆◆◆ the best value in town as well, or
◆◆◆◆◆ return to us in 10 days for a full
◆◆◆◆◆ refund!

Enjoy Original Radio Recordings RESTORED IN BRILLIANT SOUND FOR YOU!

Landmark Vintage Recordings from the
Largest Collection of Its Kind in the World!
One Full Hour... Music... Comedy... Mystery
on each LP Record, Cassette or 8 Track Cartridge

FULL MONEY BACK GUARANTEE!

53. THE SHADOW. Two complete programs of Radio's Master of Darkness from the 1940's with all of the original commercials and announcements.
56. THE LONE RANGER. A complete broadcast, with commercials, wild indians, bad guys and "Silver". Plus a 2nd complete western radio adventure.
66. THE MAGIC RADIO. A Radio That Tunes in Programs of the Past! Rare radio memories with Fibber McGee & Molly, Amos 'n' Andy, Eddie Cantor, Al Jolson, Major Bowes and many more.

OTHER SHOWS AVAILABLE

5. SHERLOCK HOLMES with Basil Rathbone and Nigel Bruce (1939) plus a second radio mystery.
6. AFTERNOON KID SHOWS. Complete episodes of Capt. Midnight, Jack Armstrong, Buck Rogers, Dick Tracy.
7. LUX RADIO THEATRE. "To Have and Have Not" with Humphrey Bogart and Lauren Bacall (1946).
8. DOWN IN ALLEN'S ALLEY. Fred Allen at his very best. (1940's)
16. INNER SANCTUM (1949) and also THE HERMIT'S CAVE (1944).
20. THE GREAT GILDERSLEEVE (1949) and also OUR MISS BROOKS (1944).
27. LIGHTS OUT. (1943) and also THE WITCH'S TALE (1939).
31. 1945 NEW YEAR'S DANCING PARTY. Live broadcast with Armstrong, Dorsey, Goodman, Ellington, Basie and more.
39. BABY SNOOKS & DADDY. (1938-1950) with Fanny Brice. Comedy classics with Radio's Little Monster.
55. FIBBER MCGEE & MOLLY. Two complete shows from 1940 and 1941 (with Fibber's famous closet).
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To order, circle selections on coupon below.

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Sandy Hook, Ct. 06482

Dept. 012-5A

Enclosed is my check or money order for \$ _____ (Includes applicable sales tax. Sorry, no COD's.)

Circle selections here:
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Send the Bonus LP Set (\$2 enclosed), I'm ordering within 15 days!

Check choice here:
 LP Record Cassette 8-T Cartridge

Special Savings:

Any single selection \$ 4.20

Any three selections \$ 9.60

Any five selections \$14.00

All fifteen selections \$38.00

Prices include \$1.25 postage & handling

FULL MONEY BACK GUARANTEE

"Announcing" NEW ELK Weather Vane

This handsome ELK Weather Vane has been Forged just for you! Now you can add the finishing touch to your home. Ornamental as well as useful. Let everyone see which way the wind is blowing. Precise wind direction at a glance. Balanced arrow responds to slightest breeze! This handmade sculptured Weather Vane is cast in rust-free aluminum. Carefully finished in satin black with Swedish iron finish on the Ornament. Maintenance Free to withstand decades of exposure. Your Elk Weather Vane is sure to add elegance to your home today! Complete with adjustable mounting base that will fit any roof. (Cupola base also available, specify) Arrow 24" long. Support 30" high. Easily assembled. Only \$39.50 plus \$3.50 shpg. Great Gifts. Send Check or M.O. Money back guarantee.

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ALL PURPOSE SNIPS

- Easily cuts chicken bones, screen, aluminum, wire and other tough materials
 - Powerful Scissors Action Snips
 - Stainless steel serrated blades
 - Never needs sharpening
- Send check or money order for \$5.00 to:

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Have you worn Wright shoes before?

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NEED HELP GETTING UP?

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Sit or stand at the touch of a button —

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

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Elks Family Shopper

consumer/news

moving parts and the carburetor. This is safer than trying to connect the cable to the dead battery itself.

Don't start the helper vehicle until all connections are made. Then try starting the disabled car, but give it up after 30 seconds if you have no luck. After a successful start, remember to remove the negative cable from the disabled car first.

Toys are great for kids. They bounce, cuddle, waddle, whistle, rattle, jump, run, and sing. But some toys aren't so great. They can cut, choke, shock, or burn.

Although there are now mandatory government safety standards all toy manufacturers must follow that will prevent most toy hazards, it still pays to keep a watchful eye out for problems. To help you, the Consumer Product Safety Commission's booklet *Super Sitter* has a special section about toy safety. Other tips included for sitters are about medicines, poisons, high chairs and cribs. For a copy of *Super Sitter*, just send 50 cents to the Consumer Information Center, Dept. 110H, Pueblo, Colorado 81009.

(Continued on page 44)

See Advertisement Inside Front Cover

SATISFACTION GUARANTEED OR MONEY BACK
OLD VILLAGE SHOP, Dept. VM-3067
340 Poplar Street, Hanover, Pa. 17331

Sure, I'll try the world's most comfortable shoes. Please send me:

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...prs. Tan Leather (M242578B) Size.....Width.....
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...prs. Black Leather (M203687B) Size.....Width.....
...prs. White Leather (M223693B) Size.....Width.....
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for just \$14.99 pr., plus \$2.60 per pr. pstg. & hdg.
SAVE MORE! Order Two pair for just \$28.99 plus \$4.75 postage and handling.

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★ 8 H.P. RIDING MOWERS—\$324.95 ★

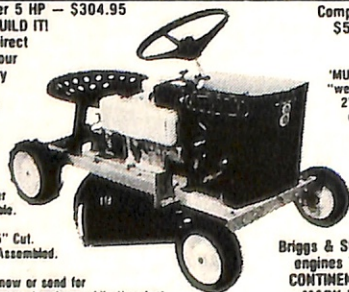
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Buy direct from our factory and save!

Dezer blade and grass catcher available.

Big 26" Cut. Fully Assembled.

Order now or send for free picture brochure while they last.



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Outfit your officers and Lady Elks in these attractive blazers of 11-11½ oz. 100% texturized polyester double knit with Elk buttons for year-around wear. Special emblems custom made for your lodge. Write for information and swatches. Blazers \$48.95 each. Buy with confidence from the official supplier of Ohio's Elk blazers.

THE VAN WERT MFG. Co.,
Box 230, Van Wert, Ohio 45891

SUN AUTO SUN SHADES



RIDE UP TO 15° COOLER with SIDLES SHADES
Custom made from durable aluminum to block out the sun's rays. Easily installed and instantly removable. Increases air conditioner efficiency and saves passengers and contents from the ravages of a blazing sun. For free information send year, make, series, model (sedan, station wagon, pickup, bus, etc.), and style (2 or 4 door), with your name and address to SIDLES MFG. CO., INC., Box 3537E, Temple, TX 76501. For questions and/or same day shipment on Master Charge/VISA/UPS COD phone orders, call TOLL FREE (800) 433-3101. In Texas call (817) 778-1636.

LIQUIDATION

AT FAR BELOW DEALER COST!

Rockwell 16" EXTRA POWER LAWN TRIMMER

FACTORY NEW! FACTORY PERFECT!

Torque booster switch doubles the power to a full .8 hp. that manhandles your toughest weeds!

MODEL 7380

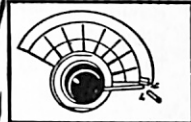
Adjustable auxiliary handle slides up, down, around the shaft for maximum comfort in all cutting positions!



DUAL POWER MOTOR: Normal power for regular trimming; extra power for edge trimming and tough weeds!

Powerful 5 amp. motor develops .40/.80 hp.

Sturdy guard for operator safety; helps prevent accidental cutting of flowers and shrubs!



Automatically trims cord for operating ease!



Line feeds automatically! Tap head to the ground; spool delivers fresh line.

Big 16" diameter cutting swath!

Spool holds 40 ft. of .080 line.

Famous Rockwell Quality!

All factory new, factory perfect! Rockwell decided to stop making Lawn Trimmers. But they will still honor all sales with a 1 year warranty on parts and labor. We slashed the price drastically on this inventory to liquidate them FAST at a HUGE SAVINGS to you!

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C. O. M. B. Co. / Authorized Liquidators Dept. B-87 3258 Minnehaha Ave., Minneapolis, MN 55406

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MUST LIQUIDATE BELOW MANUFACTURED COST! \$2,150,000 INVENTORY ELECTRIC AIRLESS PAINT SPRAYERS

6 MONTH FACTORY WARRANTY!

From Sherwin Williams, the LARGEST paint company in the world! Swiss made! Swiss quality!

All factory new! Factory perfect! It needs NO air compressor! Just plug it in to a 110V socket, pull the trigger and spray!

Sure you've seen paint guns advertised before at all kinds of prices. But this one — Flomatic — is really extra special! It's made for a division of Sherwin Williams... largest paint company in the world! And who can know more about painting than they do? They wanted an excellent paint gun so they chose famous Swiss engineering, Swiss precision and Swiss quality. But excessive devaluation of the U.S. dollar made it too costly to continue producing more sprayers. So they cancelled the entire project. Now you can buy one at an amazingly low liquidation price!



The multi-purpose sprayer. Ideal for farm and home use!



UL LISTED 932E



Spray oil on farm machinery as a rust inhibitor or to lubricate hard-to-reach parts.



The handy way to spray fertilizer or insecticide solutions on flowers, plants, shrubbery.



Ideal for fussy jobs like shutters, furniture, radiators, etc.



Perfect for repainting your car, truck, van, farm vehicles.



Great for rough surfaces like bricks, stucco, concrete, etc.



Simple, fast for big jobs like a house, barn, garage.

Faster than a brush, roller or air sprayer! (And up to 30% paint saving over an air sprayer.) No bulky compressor to lug around. Just plug into 110V outlet. The powerful little motor sprays a wide variety of liquids at high rate of speed for fast, smooth coverage and a professional looking job! Simple cleanup and easy maintenance, too.

- Simple to use! Just turn a knob to adjust for large or small spray pattern. You get smooth performance!
- Two hardened steel jet nozzles. One for thin liquids such as stains, varnish, enamel. The other for heavier liquids such as latex, sealers, anti-rust paint, etc.
- High volume delivery from 1-qt. rugged plastic container. Up to 10 1/4 oz. per minute. Big jobs like a house get done fast and easy, without excessive overspray.
- Hardened steel cylinder and chromium plated piston for smooth operating efficiency.
- Gun body of cast aluminum with 10% silicon. Tough and rugged! Unharmed by solvents.
- High power pump section can be easily replaced.
- Cleanup is easy! Just spray the recommended solvent for whatever you were using through Flomatic.
- Includes 8-ft. heavy duty electric cord with ground wire. Plugs into 110V outlet.

IT'S MULTI-PURPOSE!
Use with latex, primer, varnish, stain, wood sealer, lubricating oil, auto enamel. Spray insecticide, weed killer. Apply liquid wax onto floors. Spray liquid fertilizer on flowers, shrubs. Or spray wax on cars, trucks.

Regular Retail: \$119.95

Closeout price now only:

\$47

C. O. M. B. Co. / Authorized Liquidators Dept. B-88 3258 Minnehaha Ave. S., Minneapolis, Minn. 55406

Send _____ Paint Guns at \$47.00 ea. plus \$3.00 ea. ship. handling.

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Charge my credit card VISA Mastercharge Am. Express

Acct. No. _____ Expires _____

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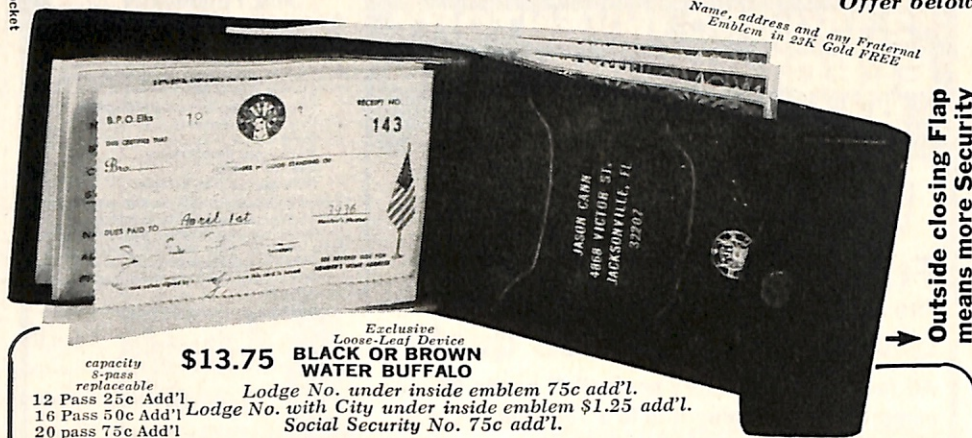
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Card Case. Note Exclusive
features. Read Special
Offer below

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With Secret Money Compartment
Card Pocket



Outside closing Flap
means more Security

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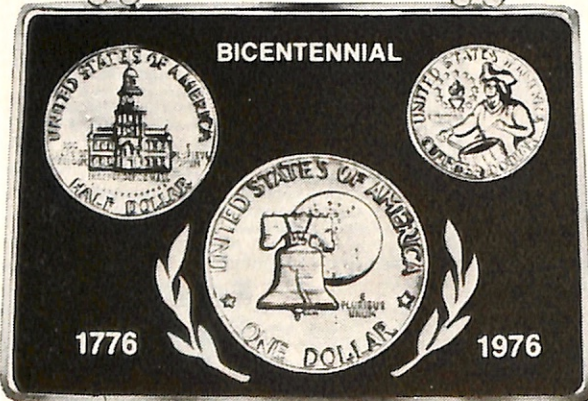
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THE OFFICIAL U.S. MINT ISSUE COMMEMORATIVE BICENTENNIAL COIN COLLECTION



FOR COLLECTORS,
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PROUD AMERICANS!
ELECTROPLATED WITH
24KT GOLD



FREE

INTRODUCTORY OFFER

For the next 30 days, Novel Numismatic Guild, Inc. will send to you absolutely FREE a beautiful, new Susan B. Anthony dollar with each coin set ordered. Each coin is electroplated with gleaming 24K Gold and mounted in a handsome presentation case, and comes with a Certificate of Authenticity certifying that it is FIRST-DAY-OF-ISSUE and in uncirculated condition. Act quickly as this offer may not be repeated.

The U.S. Mint stopped production of these Commemorative coins after 1976. This may be your last chance to own this magnificent collection of 24Kt. Gold plated coins. This historic collection is both a unique investment opportunity and a lifetime gift to be passed down from generation to generation. All Commemorative coins previously made by the U.S. Mint have substantially increased in value — many are now valued at hundreds of dollars.

A small number are still available in bright uncirculated condition. Each is displayed in a dust proof Presentation case on a royal blue background. The dollar features the Liberty Bell and moon landing, the half-dollar pictures independence Hall with John F. Kennedy on the reverse side. The Revolutionary Drummer Boy are on one side of the quarter with George Washington on the other.

Orders will be filled on a first come, first shipped basis until our limited supply is sold. This offer may not be repeated. We are members of the Retail Coin Dealers Association — in business over 25 years.

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Please send _____ set(s) of the Bicentennial Coins at \$19.95 each set plus \$1.50 postage, handling, insurance. Each set is accompanied by a gleaming 24K Gold Plated Susan B. Anthony dollar. I enclose check, money order, in the amount of \$_____. New York residents please add sales tax.

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Elks Family Shopper

consumer/news

Be especially aware of sharp edges. Toys made of brittle plastic or glass can break easily, leaving dangerous, sharp, cutting edges. Wooden, metal and plastic toys sometimes have sharp edges due to poor construction.

Watch out for small parts. Tiny toys and toys with small removable parts can be swallowed or become lodged in a child's windpipe, ears or nose. The squeakers in some squeeze toys can be removed and swallowed. The seams of poorly constructed stuffed dolls or animals can break open and release small pellets that can be swallowed or inhaled.

Broken toys can expose dangerous prongs and knifelike sharp points. Pins and staples on a doll's clothes, hair and accessories can easily puncture an unsuspecting child. Even a teddy bear or stuffed toy can have barbed eyes or wired limbs which can cut or stab.

Toy caps and some noise-making guns and other toys can produce sounds so loud they damage hearing. The Federal Hazardous Substances Act regulations require the following label on boxes of caps producing noises above a certain level: "WARNING—Do not fire closer than 1 foot to the ear. Do not use indoors."

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Elks Family Shopper consumer/news

into weapons and permanently injure eyes. Children should never be permitted to play with adult lawn darts or other hobby or sporting equipment with sharp points. Arrows or darts used by children should have soft cork tips, rubber suction cups or other protective tips intended to prevent injury.

Improperly constructed or wired electric toys can shock or burn. Electric toys must meet mandatory Federal safety requirements for maximum surface temperatures, electrical construction and prominent warning labels. Electric toys with heating elements are recommended only for children over eight years old. Children should be taught to use electric toys cautiously and under adult supervision.

And finally, toys that may be safe for older children—like a chemistry or hobby set—can be extremely dangerous in the hands of little ones.

And never allow children to play with plastic wrappings on toys or other packages; they could suffocate. Whether you are a sitter, a parent, a grandparent, brother or sister, keep toys safe for children. And if you see an unsafe toy for sale, report it to the toll-free Product Safety Hotline. Just call 800-638-8326 (In Maryland only, call 800-492-8363).

(Continued on page 46)



Cheney. Because Carol loves this house.

Carol's illness prevented her from climbing these stairs like she used to. She could move to a one-story house, but she loves this house. A Cheney Wecolator™ solved Carol's problem by letting her ride from floor to floor quickly and comfortably. As the first stairway elevator to be UL-listed, it's virtually maintenance-free and can be installed in just a matter of hours. For a colorful brochure on Cheney Wecolators, or Wheelchair Lifts and Wheelchair Van Lifts, contact your local Cheney Representative or write: The Cheney Company, Dept. EM, 3015 S. 163rd Street, New Berlin, WI 53151. (414) 782-1100.

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Elks Family Shopper consumer/news

Stress is a word we hear much about; but many people don't realize that happy events can be just as stressful as unhappy ones. The demands placed on you can be just as intense. The trick is learning to cope with the result.

To help you do just that, the National Institute of Mental Health has a free factsheet called *Stress*. For your copy, just write to the Consumer Information Center, Dept. 582 H, Pueblo, Colorado 81009.

Stress really is as common as the common cold. Everybody has it. Even while you sleep, your body reacts to the stress that results from dreaming. Stress can come from either physical activity or mental and emotional activity. Emotional stress, however, is more likely to make you feel sick. You might get migraine headaches, ulcers, develop heart irregularities, or even emotional illness.

Regardless of the source, your body reacts to stress in three stages: first, you recognize the origin of the stress and your body prepares for fight or flight. This is the alarm stage. Its symptoms are:

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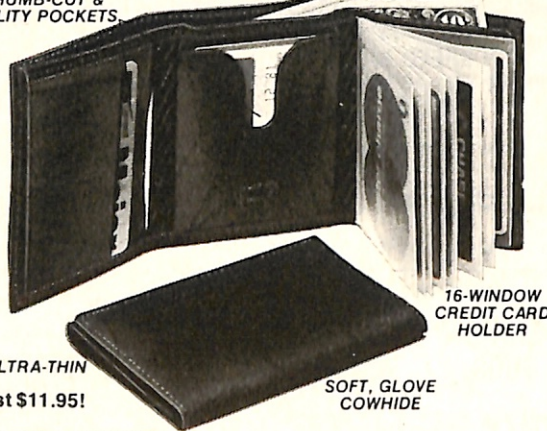
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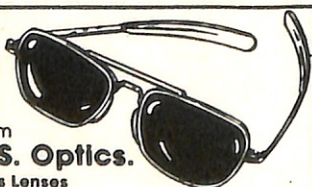
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an increase in heart rate and breathing, increased perspiration, and a higher blood sugar level.

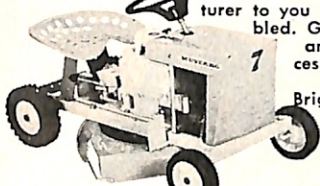
In the next stage, called resistance, your body repairs the damage. But if the cause doesn't go away, repair can't be done and your body stays under stress.

This can plunge you into the third stage, exhaustion. If this stage lasts long enough, you may get sick.

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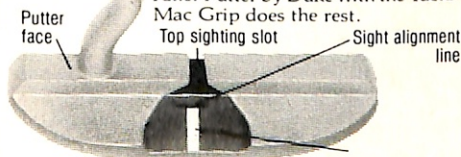
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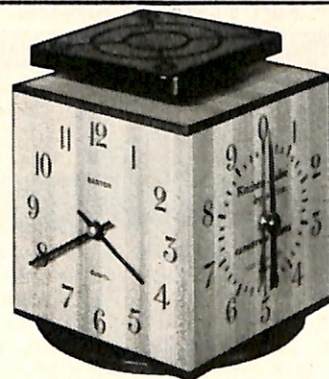
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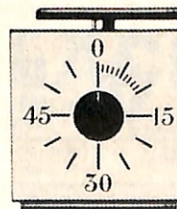
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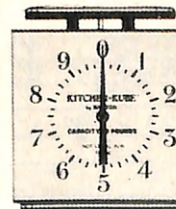
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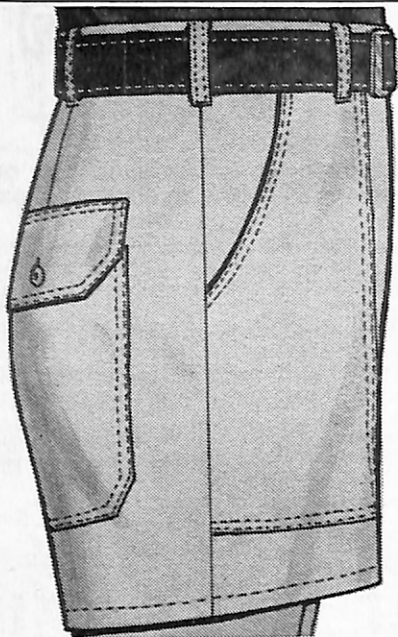
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State _____ Zip _____



Collector's Set

Here's an opportunity to own some scarce coins - two pre-1938 buffalo nickels and an Indian head penny issued before 1908. A short supply limits this offer to one set to a customer. You also will receive wonderful price lists of U.S. and foreign coins and paper money. Send name, address, zip, and \$1 to Littleton Coin Co., Dept. SX-31, Littleton, N.H. 03561

DOG WASTE GONE

DOGGIE DOOLEY® keeps grounds clean, insect-free, sanitary. Rustproof heavy plastic doggie septic tank installs in ground; uses safe, non-poisonous enzyme-bacteria to liquefy pet stools for ground absorption. Shovel up stools, drop into tank, close lid. Enzyme-bacteria action does rest. Harmless to pets, lawns, shrubs. Handles wastes of 1 to 3 dogs. 17½" x 11½" with foot-operated lid, shovel, 6 mos. of enzymes, and moisture holding tray for faster action. \$14.97 plus \$2.85 shpg. Extra 12 mos. enzymes \$3.95 plus 85¢ shpg.

Send Check or M.O.

HOLST, INC. Dept. EK-580, 1118 W. Lake, Box 370, Tawas City, Mich. 48763.

NEW

THE NEW VACATION STYLE SUMMER SLACKS!

2 PAIRS FOR ONLY **18⁹⁵** **GOT YOURS YET?**

Don't be left behind in last year's dull old slacks when everyone else has moved ahead to smarter colors and improved performance fabrics! Look, — these are the new deluxe 100% polyester NO-IRON "texturized" knit slacks with top fashion styling that well-dressed men are wearing as though price were no object! Now get it all yourself at direct economy prices!

NEW VACATION COLORS!

- ★ Full Gentleman's Cut!
- ★ Important LONGER WEAR
- ★ Convenient NO-IRON Wash and Wear, and
- ★ Positively NO WRINKLES!

In a time when every man has to watch what he spends and the price of good men's clothing is zooming out of reach, here is a way for you to get top fashion detailing, good sensible fit, and truly impressive value! Just look at what you get:

- 100% Polyester TEXTURIZED Knits
 - "Ban-Rol®" No-Roll Inner Waistband
 - Hook-Top Closure
 - No pucker Flat Fly
 - New Unbreakable Nylon Spiral "Talon®" zipper
 - Heavy, Long-Wearing No-Hole Pocketing
 - Two Deep Back Pockets!
- FULL CUT EXECUTIVE SIZES

5 Colors to Choose!

Don't Miss the New VANILLA!

For Fast, Reliable Service, you can Order Any 2 Pairs Direct by Mail!



Picture Yourself
in these **Boldly Handsome SUMMER SLACKS**

And Please Understand!

These are not High Style, tight-fitting "Disco" Slacks. Nor stodgy old trousers that would label you "dullsville." Rather, you get superlative value on the latest in both Good Looks and Long Wear!

Haband, established in 1925, now serves over two-million customers direct by U.S. Mail. You will be delighted to see what values are possible!

Haband's 100% Texturized Polyester

SUMMER SLACKS **2** pairs for only **18⁹⁵** 3 for 28.35 4 for 37.60

HABAND COMPANY
265 N 9th St., Paterson, NJ 07530
Sirs: Please send me pairs, for which I enclose \$ plus \$1.25 toward shipping.

GUARANTEE: *If for any reason you do not wish to wear the slacks after they arrive, return them within 30 days for full refund of every penny you paid us.*

SIZES AVAILABLE:

Waists 29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-46*-48*-50*-52*-54*
*(Please add \$1 per pair.)

Inseams: 26-27-28-29-30-31-32-33-34.

Or charge: VISA MasterCharge
Acct# _____ Exp. / /

72J-060

Name

Street

City State

ZIP [] [] [] [] [] []

COLORS	How Many	What Waist	What Inseam
Vanilla ^A			
Lt. Green ^B			
Hickory Brown ^C			
Navy ^D			
Grey ^E			

HABAND
EXECUTIVE CLUB FASHIONS
265 North 9th St. Paterson, New Jersey

Thanks to Mail Order... VITAMIN PRICES THIS LOW!

We probably could not offer you quality vitamins at these advantageous low prices if we sold in stores. But with mail-order, they're yours. So act now. Save as you've never saved before!

FREE!

NATURAL VITAMINS

ORGANIC MINERALS

HIGH POTENCIES

FREE
Jojoba Lotion with your order

The Desert Indians' Beauty Secret!

Jojoba OIL is now being acclaimed by beauty experts who have rediscovered this century-old treatment cherished by Southwest Desert Indians to produce soft, supple skin, despite their harsh drying environment. Now YOUR SKIN can have the luxurious benefit of the amazing oil of the JOJOBA BEAN, rich as shale oil, in Nutrition Headquarters' Jojoba Lotion. This natural beauty aid lubricates and softens the skin with the deep-penetrating Jojoba Oil.



FREE! JOJOBA products command high prices, but NUTRITION HEADQUARTERS wants you to find out how JOJOBA can benefit your skin. That's why we'll send you a 4 oz.

bottle of JOJOBA Lotion without charge if you check the box in the order blank and return it with an order for any of the items in this ad. Offer expires May 31, 1980



MASTER CHARGE and VISA accepted on orders over \$10.00.

Introductory Coupon

VITAMIN E 50 DAY SUPPLY

88¢ Limit One of Any Size to a Family

400 UNIT CAPSULES 100 for 1.49
 500 for 7.25
 1000 for 13.98

N86 Expires 5/31/80

Introductory Coupon

500 MG. **VITAMIN C** 100 for **99¢**

with Rose Hips 500 for 4.79 Limit One of Any Size to a Family
 1000 for 8.99

N86 Expires 5/31/80

Enclose Coupons Above With Order.

99 MG. **POTASSIUM TABLETS** 100 TABLETS **1.25** 500 for 5.00

HERBAL CALMATIVE Helps relax tensions for a good night's sleep! 100 TABLETS **\$3.00** 250 **\$6.50**

THERAPEUTIC WITH MINERALS Therapeutic Multi-Vitamins with Minerals 100 TABLETS **\$2.49** 500 for 11.25

Enclose Coupons Below With Order.

Introductory Coupon

1,000 Mg. **VITAMIN C** with Rose Hips

100 For **1.98** Limit One of Any Size to a Family
 500 for 8.79
 1000 for 15.98

N86 Expires 5/31/80

Introductory Coupon

LECITHIN 19 Grain Capsules

100 Capsules **1.49** Limit One of Any Size to a Family
 300 for 3.98
 600 for 6.85

N86 Expires 5/31/80

Introductory Coupon

VITAMIN A 25,000 Units

100 for **89¢** Limit One of Any Size to a Family
 500 for 4.15
 1000 for 7.98

N86 Expires 5/31/80

Introductory Coupon

GINSENG 250 mg. Tablets

100 For **1.49** Limit One of Any Size to a Family
 500 for 6.95
 1000 for 12.49

N86 Expires 5/31/80

Introductory Coupon

10 Mg. **ZINC**

100 For **39¢** Limit One of Any Size to a Family
 500 for 1.89
 1000 for 3.49

N86 Expires 5/31/80

Introductory Coupon

Our **"Top-B"** B-Complex "50"

Famous Formula at a Sensational Low Price! Every capsule contains 50 mg. B1, B2, B6, Niacinamide, Panto Acid, Choline, Inositol, 50mcg. B12, Biotin, 50mg. Paba, 100 mcg. Folic Acid.

50 for **1.89** Limit One of Any Size to a Family
 100 for 3.49
 250 for 7.98

N86 Expires 5/31/80

FEEL TIRED? WANT PEP?

Try "ENERGY TABS" containing Fructose, a unique form of sugar that goes directly into the bloodstream—giving you almost instant energy and pep when you feel weary and drowsy due to low blood sugar. 100% natural and safe for normal tired folks. "ENERGY TABS" must give you the power and pep you expect or you can return the empty bottle for a full refund. Send \$5 for 150 "ENERGY TABS." (Trial size—24 Tabs. \$1.25)

ALFALFA Tablets 100 TABLETS 49¢ 500 for 1.95	DOLOMITE Calcium Rich 100 TABLETS 49¢ 500 for 1.85	500 MG. ASCORBIC ACID VITAMIN C 100 Tablets 1.39 500 for 6.59
MULTI-MINERALS 9 VITAL MINERALS 100 TABLETS 1.25 500 for 5.49	HERBAL LAXATIVE 100 TABLETS 1.25 500 for 4.95	Super Potency 500 MCG VITAMIN B12 100 Tablets 1.49 500 for 6.25
"SPECIAL C-500 " 500 mg. Vit C Plus Rose Hips 100 mg. Bioflavonoids 50 mg. Rutin, 25 mg. Hesperidin 100 TABLETS 2.49 500 for 10.98	PAPAYA PAPAINE (Digestant) 100 TABLETS 95¢ 500 for 4.25	HERBAL DIURETIC 100 Tablets 1.75 500 for 6.50
Delivered To Your Door—No Postage Charge	BONE MEAL TABLETS 100 Tablets 79¢ 500 for 2.49	PROTEIN DIET POWDER 16 oz. CONTAINS 418 GRAMS OF PROTEIN Lb 3.98 No Carbohydrates—No Fats

MASTER CHARGE and VISA accepted

"B-15" ORIGINAL RUSSIAN FORMULA
100 TABLET BOTTLE **6.95** 3 BOTTLES FOR **18.50**

VITAMIN E CAPSULES
FINEST QUALITY—100% PURE ALPHA TOCOPHERYL GELATIN CAPSULES

	100 FOR	500 FOR	1000 FOR
100 UNIT CAPSULES	98¢	4.69	8.98
200 UNIT CAPSULES	1.79	8.49	16.59
400 UNIT CAPSULES	2.89	14.19	27.49
1000 UNIT CAPSULES	6.89	32.98	59.85

BREWERS YEAST TABLETS 250 Tablets 95¢ 1000 for 2.95	KELP Tablets (Iodine) 100 TABLETS 49¢ 1000 for 2.49	SAME INGREDIENTS AS "ZOOM" ORDER OUR "LIFT" TABLETS 90 TABLET BOTTLE 8.95 3 Bottles for 23.50	VITAMIN B6 50 MG. Tablets 100 Tablets 1.39 500 for 5.50
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PRICES IN THIS AD GOOD UNTIL MAY 31, 1980

Nutrition Headquarters THE BEST TIME TO SAVE IS NOW! **WE PAY ALL POSTAGE**

Money Saving MAIL ORDER BLANK RUSH Your Order Now to **NUTRITION HEADQUARTERS**
104 West Jackson St. N86
Carbondale, Ill. 62901

List items you wish here:

QUANTITY	SIZE	NAME OF PRODUCT	TOTAL PRICE

SATISFACTION GUARANTEED WE PAY ALL POSTAGE TOTAL—amount enclosed

MASTER CHARGE and VISA accepted on orders over \$10.00. Give card number, expiration date and bank number if Master Charge.

JOJOBA LOTION FREE If you check this box and mail your order before May 31, 1980, we will include in your order a 4 oz. bottle of Jojoba Lotion.

PRINT NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

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Introductory Coupon

"BIG 4" Kelp, Vit. B6, Lecithin and Cider Vinegar

100 For **79¢** Limit One of Any Size to a Family
 500 for 3.50
 1000 for 6.49

N86 Expires 5/31/80

Introductory Coupon

Garlic Oil Capsules

100 For **68¢** Limit One of Any Size to a Family
 500 for 3.28
 1000 for 6.39

N86 Expires 5/31/80

GRAPEFRUIT DIET PILL

Contains one of the strongest diet aids available without prescription. Includes modern, effective diet plan that lets you enjoy 3 delicious meals and snacks everyday as you lose weight.

90 FOR **\$2.98**
500 for 9.85

VITAMINS FOR HAIR CARE

Same Formula as others charged \$9.95 for 50 Day Supply

100 DAY SUPPLY **7.49**
50 DAY SUPPLY NOW **3.95**
250 SUPPLY **16.49**