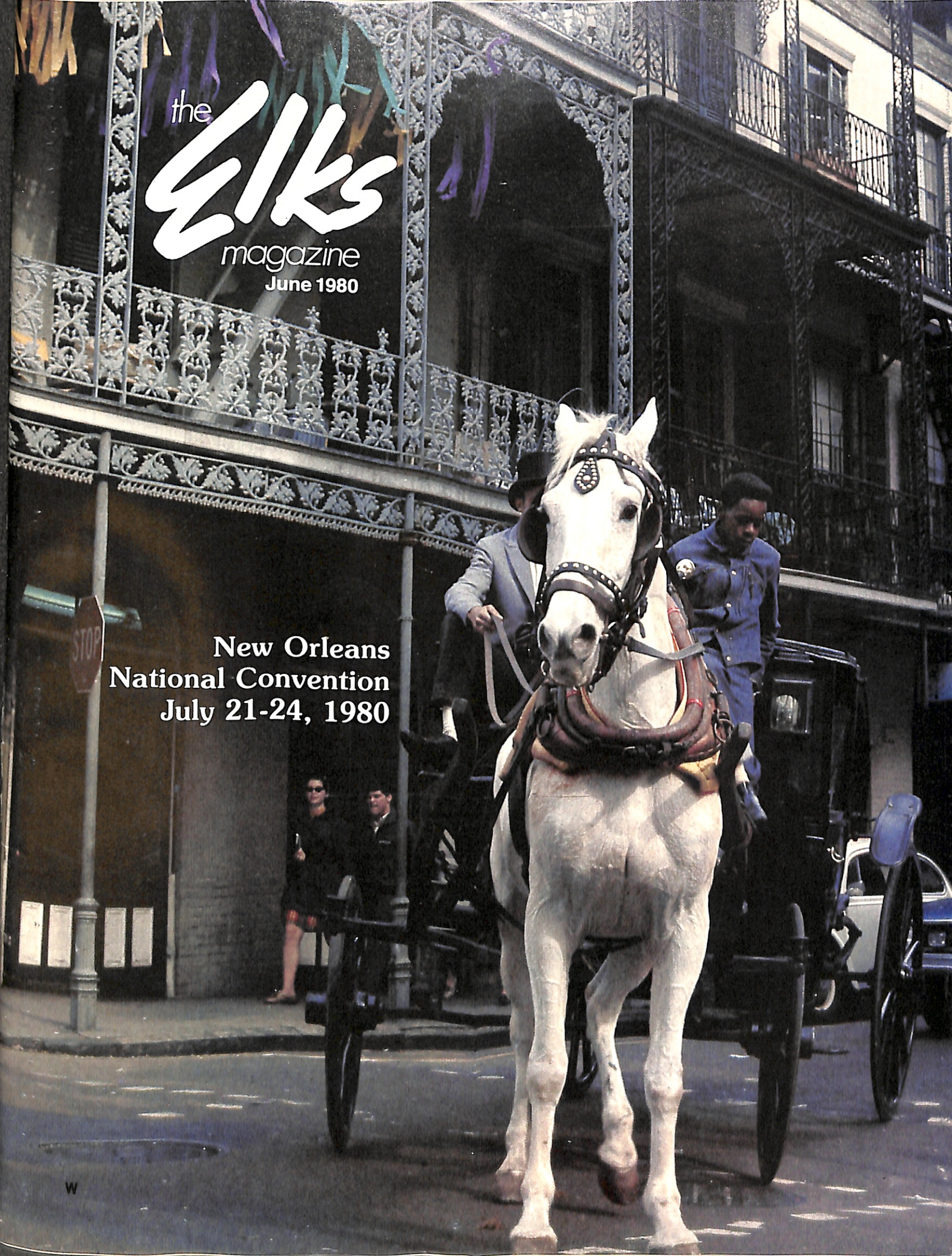


the
Elks
magazine
June 1980

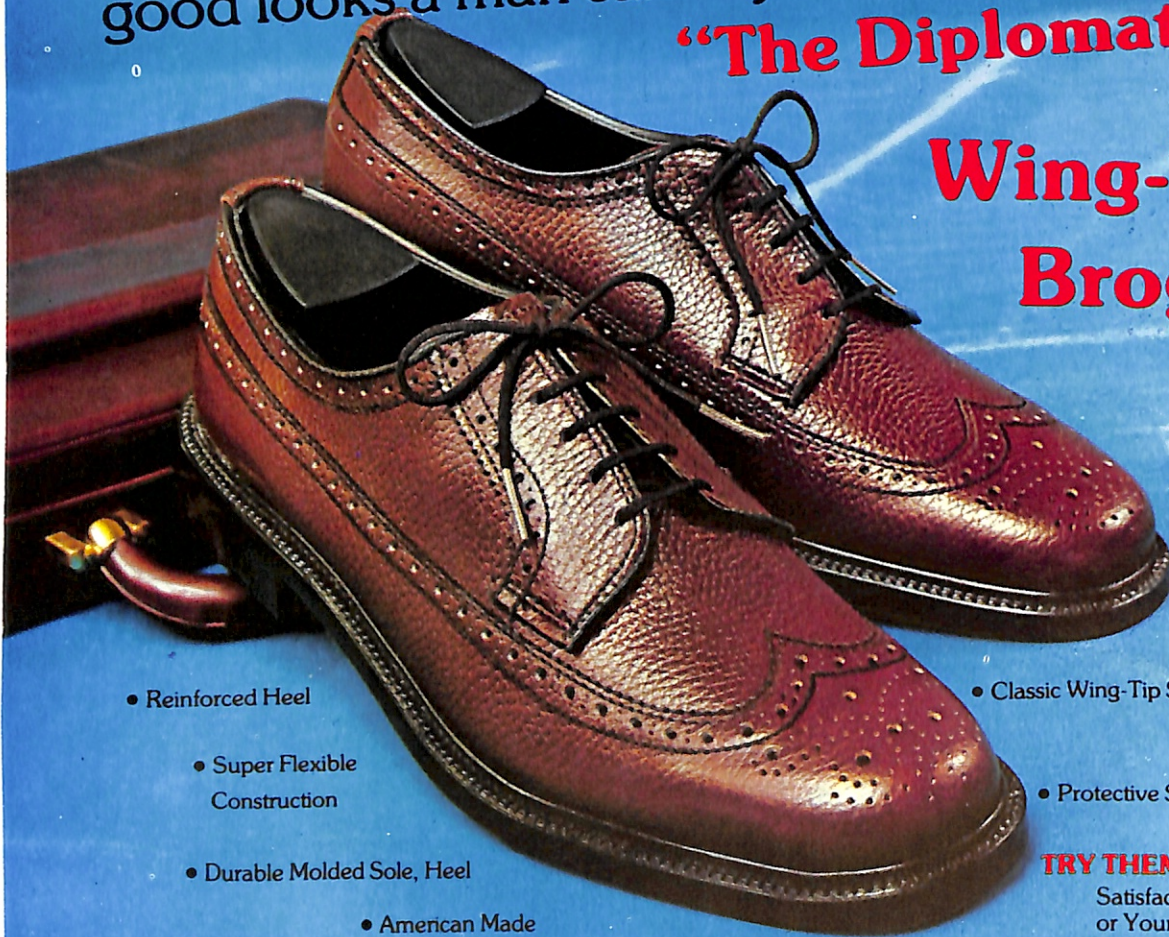
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REASON FOR ELKDOM



A
MESSAGE
FROM THE
GRAND
EXALTED RULER

"The support and respect of our fellow Americans is something we have earned through our humanitarian efforts."

Dear Friends:

DUE TO A CHANGE in publication dates, this will be my last column before relinquishing the office of Grand Exalted Ruler.

I HAVE a strong and compelling urge to thank everyone who helped to **Build A Better Elkdom** during this year. That broad statement is meant to be all encompassing—the Grand Lodge officers, State officers, Lodge officers, the individual members of our Order, the employees of the Grand Lodge agencies, and last, but of major importance, the Elks ladies who have provided assistance at every opportunity; all of you, please accept my personal appreciation for your devoted efforts.

NONE CAN be singled out, as the contribution of each to the total effort was important to the realization of our objectives.

AS I WRITE this message, the final figures are not available for elaboration upon our accomplishments. My travels and personal contacts left me with the assurance that our work will produce significant gains in our achievements.

THE ULTIMATE objective of our program this year was to make everyone aware of the reason for the existence of the Order of Elks.

FOR MANY YEARS, far too many people have had the erroneous impression that our primary objective was to have a good time. Even some of our own members have never paused long enough to grasp the real import of membership in Elkdom.

THE MESSAGE that has been carried to every corner of our country, is that we are Elks because we not only believe in helping our fellowman, but we also use our resources and energy to do something about it.

THAT IS a fairly simple, concise and direct statement, yet I have been amazed at the fact so many of our countrymen have either not been informed, or the information is not fully understood. I know it is extremely important to increase our effort to convey the message and seek additional avenues of communication.

THE SUPPORT and respect of our fellow Americans is something we have earned through our humanitarian efforts. Should that respect diminish, or that support waver because of lack of information, we will all be the losers. The things in which we believe are those which made this country great—they are also the very same concepts and beliefs which will enable us to return this country to a position of leadership in the world.

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

Robert Grafton

Welcome to New Orleans Brother Elks and Their Families



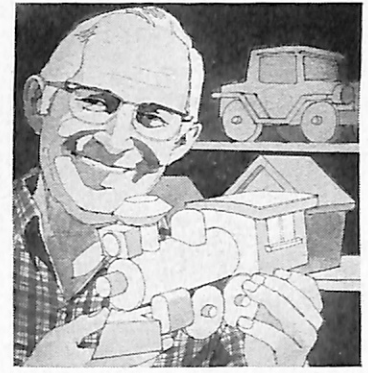
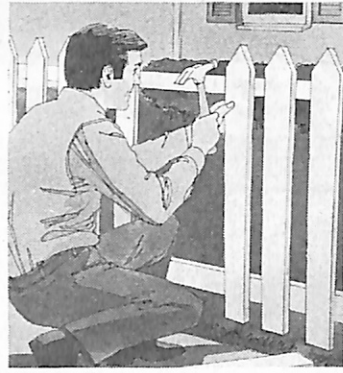
ONCE AGAIN, we welcome you to the old/new city on the Mississippi. I am sure that the city of New Orleans and the state of Louisiana are proud and happy to host the 1980 Grand Lodge Convention. We trust that the session in New Orleans will not only be profitable and inspirational, but also will afford each and every one of you a great deal of pleasure while you visit with us.

We trust that in the process of doing good works, promoting Americanism, helping others and strengthening our Order, you will enjoy the Mediterranean flavor of the surroundings as lagniappe.

Sincerely and Fraternally,

Willis C. McDonald
Past Grand Exalted Ruler





Bill C.
He's been a woodworker for years — for the fun of it. But his work is so professional he could sell everything he makes.

Jerry R.
He's your basic weekend "putterer". He's always got a project going to add value to his home.

Walt and Mary D.
They found that the only way they could afford to improve their home was to do it themselves.

Jack B.
He does it for fun like Bill C. But he sells his work at fairs and street markets — at fancy prices.

Which Do-It-Yourself Type Are You?

No matter which do-it-yourself type you are, you've probably already learned one important fact. If you're going to do the job right, you need more than a couple of hand-held power tools.

You need things like a separate table saw, a vertical drill press, a lathe and more. And you need space — lots of space for the tools. And lots of money to afford them all.

But now you can enjoy a complete home workshop at a substantial savings — and in less space than a bicycle.

No matter what your level of woodworking skill and no matter how many power tools you now own, you owe it to yourself to find out more about the Shopsmith Mark V. Simply mail the coupon for the free facts about the 5-in-1 tool.

The Mark V actually gives you five of the most needed workshop tools — 10" table saw, 12" disc sander, horizontal boring machine, 16½" variable speed drill press, and 34" lathe — in one sturdy, free-standing unit . . . that takes up less space than a bicycle.

Better savings . . . better economy . . . more versatility, too!

Because the Mark V has one rugged, precision-built, 13.5 amp., 110 volt motor to power all five tools, it actually costs less (and provides better quality) than the five single purpose tools it replaces.

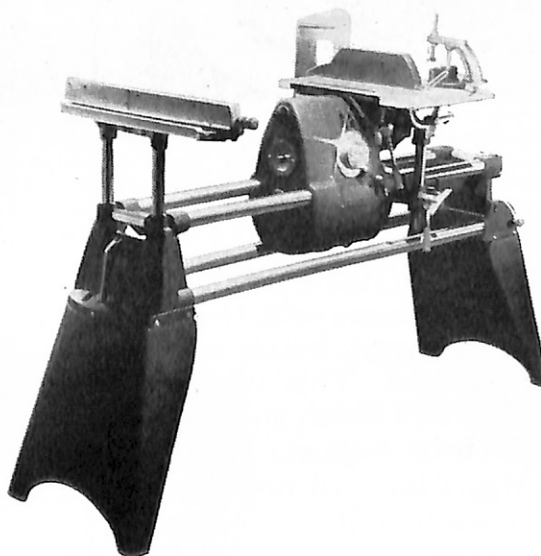
And the Shopsmith Mark V is easy to change from one operation to another. After about an hour's practice, you'll be switching tool operations in less than 90 seconds.

What's more, you can actually accomplish

more with this amazing 5-in-1 tool because you can "borrow" features from one tool to increase the versatility of another.

The result is convenience and precision that you just can't get with your individual tools. So you'll find yourself sawing and sanding cabinets, beveling and mitering picture frames and windowsills, spindle turning and doweling to produce elegant tables, even metal drilling hinges, fence posts and more with a minimum of effort and cash outlay.

You'll enjoy tackling jobs you wouldn't even have considered before — actually cutting down your home maintenance bills as you add thousands of dollars to its value. And each job you tackle you'll end up doing right — thanks to the Mark V.



Mail the coupon for more free facts today! Find out why — even if you already have a workshop full of tools (and especially if you don't) the Mark V should be your choice.

One happy Mark V owner sold all \$12,000 worth of his commercial tools and replaced them with one Mark V. Why? Because, as he puts it, "I can do anything I was doing on all the machines and have a lot more room."

Don't you owe it to yourself to find out more about something so versatile, so high quality that it can replace \$12,000 worth of tools — and for less than 1/10 of the cost? You certainly do — especially when that information is free and without obligation.

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

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City _____
State _____ Zip _____

6 Laugh and Live Longer

Laughter may actually help heal the sick, and a sense of humor could improve one's health and increase longevity.

Frank Thistle

19 Barter is Back in Business

Thousands of Americans engage in the ageless system of barter. And barter has, of late, become big business.

Gary Turbak

24 New Orleans

A travel guide of New Orleans, site of the 116th Elks Grand Lodge Convention.

Jerry Hulse

30 Kites: Offerings to the Gods

The kite has been regarded as the "external soul" of its owner and a magical link to the gods.

Margaret Miller

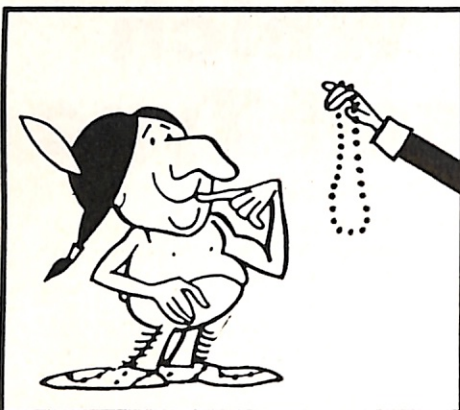
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Cover: New Orleans Street Scene.
Photo by Dave Maenza.



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NOTICE

Due to rising production and postage costs, the July and August issues will be combined. This combined issue will reach subscribers in early August. *The Elks Magazine* will not publish an issue in July.

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Moving?

THE ELKS MAGAZINE, Circulation Dept., 425 Diversey Parkway, Chicago, IL 60614. Members: Change of address should be made through your lodge Secretary. Give him advance notice of at least 60 days. Remember that the day you write, your next copy is already in the mails. Before you move, file your new address at the post office to have mail forwarded. In writing to us regarding an address change, please give: Full name, lodge number, membership number, address to which copy is being mailed, and complete new address. Attach label from recent issue if available. Please show ZIP Code numbers in both old and new address.

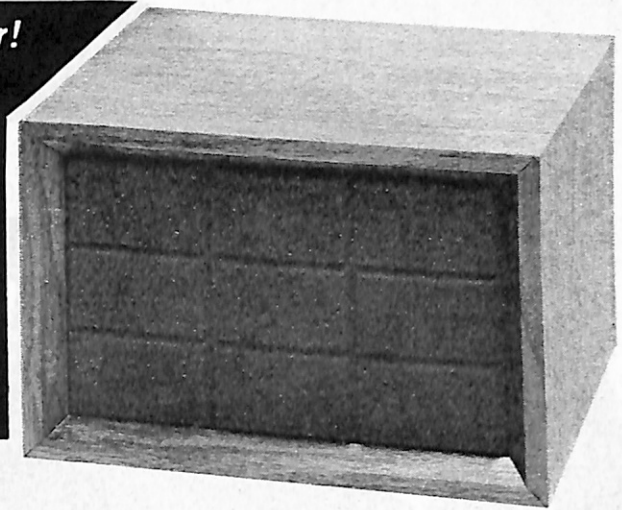
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TURNS ON LIGHTS AUTOMATICALLY

When the first break-in type sound is detected, the system will instantly turn on lights, radio, or other electronic equipment that you have plugged into the back of the alarm. These lights or other equipment will remain on for a period of five minutes, then automatically turn off.

POWERFUL ELECTRONIC SIREN

The Guardex 8000 alarm is equipped with a loud built-in siren. If during the five minute period the lights or other electronic equipment has been activated, a second break-in sound is detected, (it can be only a second or two after the first break-in sound) the built-in siren will start blasting for 90 seconds. At the end of approximately 90 seconds the siren will shut off and the alarm listens again. If another break-in sound is heard, the siren will come on for another 90 seconds. If no other break-in sound is detected, the siren will stay off and at the end of the five minute period the lights will shut off and the alarm instantly resets.

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The Guardex 8000 alarm has a built-in exit delay allowing you approximately one minute to lock up and leave the building before the alarm is armed. When you enter your building you may find that just your normal entering sounds activate the siren. You may delay it from starting for up to 30 seconds by turning up the siren entry delay control.

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Burglars rarely cut power. However, to give you total protection from a burglar and possible power failure, our alarm has provisions for a battery back-up. (Batteries not included). 12 volt lantern batteries are available at most hardware stores.

THE BURGLARY PROBLEM

The F.B.I. statistics show that at the present rate, one out of every four Americans are going to be burglarized. That is not a very pleasant fact, but it is true. You have a greater chance of being burglarized than being a victim of a fire or automobile accident. The time is now to help protect yourself and your valuables with a Guardex 8000 alarm system.

OUTSIDE SIREN

The Guardex 8000 alarm is equipped with a loud, built-in siren, but if you desire an additional siren to mount outside or in an area away from the main alarm, they are available with 50 feet of wire for \$24.95. (Connecting terminals are provided on the back of the alarm).

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This is your opportunity to purchase an alarm system directly from the factory for only \$199.95. Try it in your home or business for thirty days without risking one cent. Put our Guardex 8000 alarm to your own test. See for yourself! It will protect every window and door from break-in. If you are not completely satisfied, return the alarm within 30 days for a complete refund. To order your Guardex 8000 alarm, CALL TOLL FREE to charge your credit card or send your check to Guardian Electronics, Inc. in the amount of \$199.95. If you want the optional outside siren, add \$24.94. (California residents add 6% sales tax.)

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The rear control panel contains two standard AC plug receptacles for a table lamp, spot lights, radio, etc.; terminals for connecting optional outside siren and back-up battery (not included); entry delay time control and sensitivity control





Laughter may actually help heal the ailing, and a sense of humor could improve one's health and increase longevity.

by Frank Thistle

Norman Cousins, editorial chairman of the prestigious *Saturday Review* magazine and senior lecturer at the UCLA School of Medicine, entered a hospital some years ago. He ached all over and was having difficulty moving his limbs. His doctor told him he had a form of arthritis affecting the connective tissue that binds cells together.

"In a sense, I was coming unstuck," says Cousins. "I had considerable difficulty in moving my limbs and even in turning over in bed. Nodules appeared on my body, gravel-like substances under the skin, indicating the systemic nature of the disease. At the low point of my illness, my jaws were almost locked."

Medical experts soon diagnosed it as ankylosing spondylitis, a degeneration of collagen in the spine—and gave Cousins about one chance in 500 for full recovery. In great pain, the brilliant editor determined to fight his affliction.

He made a well-educated guess as to the cause of his condition: heavy-metal poisoning from exposure to diesel exhaust. He took himself off painkillers and took huge doses of vitamin C intravenously.

Then he discovered the medicine of laughter. Negative emotions could have negative effects on the body: what about positive emotions? He tried an extraordinary experiment. He showed himself Marx Brothers films and clips from *Candid Camera*.

Says Cousins: "It worked. Ten minutes of genuine belly laughter had an anesthetic effect and gave me at least two hours of pain-free sleep."

Tests taken before and after laughter showed a positive drop in his red-blood-cell sedimentation rate, a key diagnostic measure. Laughing had only one negative side effect—it disturbed other patients. So Cousins continued his cure in a hotel at a third the cost, with nobody waking him up to give him a sleeping pill.

He went on, slowly, to full recovery and credits this miracle cure to laughter, his will to live and his doctor's willingness to try such an unusual cure. Cousins writes about his remarkable recovery largely through laughter in his book *Anatomy of an Illness as Perceived by the Patient*.

What conclusion does Cousins draw from his experience?

"The first," he says, "is the will to live is not a theoretical abstraction, but a physiologic reality with therapeutic characteristics. The second is that I was incredibly fortunate to have as my doctor a man who knew that his biggest job was to encourage to the fullest the patient's will to live and to mobilize all the natural resources of body and mind to combat disease."

Cousins received more than 3,000 letters from doctors, all but a handful complimentary, many describing similar experiences. Says Cousins, the man who learned to laugh and live longer: "Time is the one thing that patients need most from their doctors—time to be heard, time to have things explained, time to be reassured. Yet the one thing that too many doctors find most difficult to command or manage is time."

Cousins is certainly not the only erudite man who believes in the power of laughter as an aid to long life and a good life. Dr. Raymond A. Moody, author of the best-selling *Life After Life* has written another book called *Laugh After Laugh: The Healing Power of Humor*. The book deals with the medical implications of laughter and

humor and how they benefit health. Basically, Dr. Moody tells how humankind may have overlooked its most valuable healing asset—laughter and the sense of humor.

Dr. Moody traces the history of humor, beginning with the Biblical advice that "A merry heart doeth good like a medicine," and takes the reader on a fascinating historical tour of the relationship between humor and health. In addition to citing modern examples of how laughter and humor have actually helped heal, he discusses how a person's sense of humor increases his health and longevity. Dr. Moody gently chides the medical profession for relying too heavily on the technical science of medicine while overlooking the ability to aid the healing process through the use of laughter.

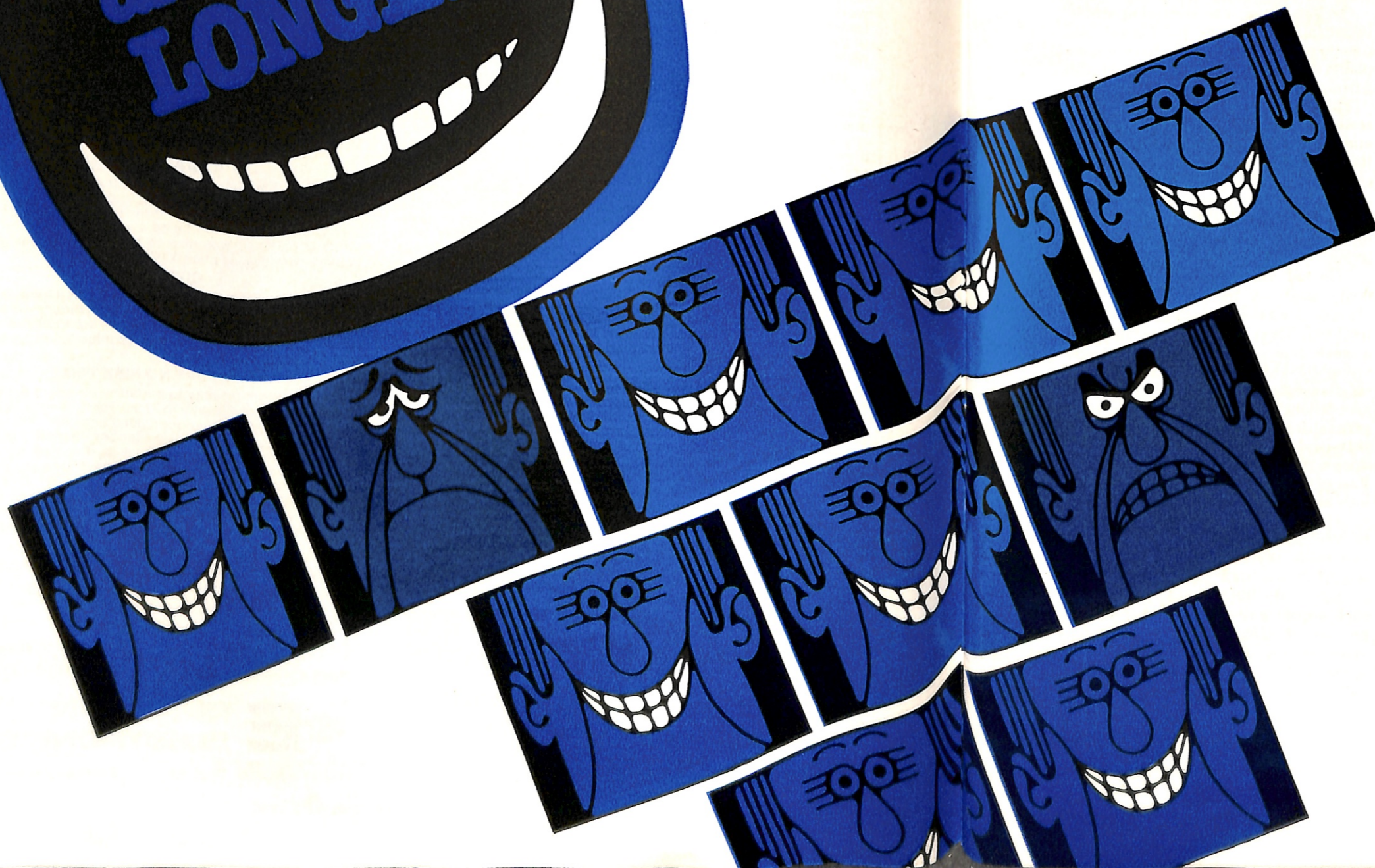
Not only doctors but prominent religious leaders stress the value of laughter as the best medicine. Recently, Rabbi Edgar Magnin, one of the top Jewish religious leaders in Los Angeles, emphasized this point in one of his newspaper columns. Wrote the Rabbi:

"Pindar, the Greek poet, who lived around the 6th century, B.C., held that laughter is good medicine. He was a very wise man. Much of our physical health depends upon our mental attitudes. Naturally, we can't feel joyful all the time. Ecclesiastes says, 'There is a time for everything, a time to mourn and a time to dance.'

"Life isn't exactly a bed of roses and we all have our problems. Anybody with common sense realizes that there must be dark days as well as happy ones. The principal thing is to take advantage of good times and to enjoy and appreciate them. A good comedian is an asset to society. More time spent looking at Laurel and Hardy or Abbott and Costello, not to speak of more sophisticated humor, is better than concentrating on violence and morbidity."

Another strong advocate of the importance of laughter is Dr. Avner Ziv, a psychologist at Tel Aviv University in Israel who has been researching laughter for several years. He reports that laughter appears to help learning (a person retains information better when a teacher uses humor in his lessons); laughter can enable a person to score higher on psychological tests for creativity; and laughter can help a person in his work.

The Israeli psychologist claims that funny people are generally more intelligent. He says students can be taught humor and actually become wittier if teachers take a lighter approach.





"You can't make a Woody Allen out of everyone, of course, but you can encourage humorous expression," says Dr. Ziv.

How did Dr. Ziv ever get involved in studying laughter? Most psychological research deals with mental illness and the darker side of human behavior, which he says depressed him and made him wonder why his colleagues never studied laughter.

"Why study laughter? Well, nobody ever comes to a psychologist and says, 'I've got a good sense of humor. Help me,'" explains Dr. Ziv. "And psychologists are so serious, like teachers, that they're afraid to study or use humor because they're afraid of not being taken seriously."

Dr. Ziv says he has discovered other ties between laughter and human personalities. He believes men are funnier than women and that funny men love their mothers but have poor relationships with their fathers. He adds that some people can never develop a funny bone because they are so "fanatical and take themselves too seriously."

"Funny is money." Mel Brooks said it first, but Sanford Teller has adopted the line as a way of life. Teller is a New York-based business consultant who specializes in the use of humor to lighten the sometimes dusty, dry pursuit of profit.

Says Teller: "Business is a serious occupation. But humor has always been one of man's greatest weapons against

boredom, strife and unhappiness—and businessmen often suffer from all three."

His job is to advise executives how to loosen up their approach to business—for their own well-being, for the good of the company and, often, to achieve better profits.

"Humor, properly and skillfully used, can gain and hold attention, increase interest and involvement, strengthen response, and boost morale," Teller says. "Ingenuity, wit, and surprise are enormously powerful business allies. But it is essential that they be used carefully and with a solid understanding of their function and potential."

Teller thinks the "lighter touch" in meetings, employee communications, advertising and almost every other aspect of business life will improve productivity and spirit. For example: In a restaurant chain project he handled, the owners found that business improved measurably in response to a humorous menu, to tasteful but humorous graffiti in the restrooms, and to the slogan, "Purveyors of good food, good drink, and good fun to the two major sexes."

And for a hardware company that claimed it had the strongest door lock in the world, Teller found a baby elephant to jump up and down on the lock in front of the New York Coliseum.

"I believe there is a need for business in these competitive times to use new, fresh, and, if possible, ingenious techniques to reach the public and their own staff," says Teller. "Humor in business should not be relegated to just a couple of one-liners in a speech; it should be integrated into the broad range of corporate activities. Properly applied, humor can be a potent instru-

ment in generating a positive public attitude toward your company and its products and services. After all, who doesn't pay more attention to originality, novelty, wit, and surprise than to the dull, the uninspired and the mundane? But, unless attempts at adding a lighter touch are handled with both skill and sensitivity, they will almost always produce an embarrassing thud. The idea is to make people laugh with you—not at you."

Unfortunately, Americans are laughing little these days. What has happened to laughter in America? Where has it all gone? There don't seem to be any gags being passed around among friends or on the streets. Thigh-slapping stories, once in bountiful supply, have dwindled down to a precious few.

You don't have people like the late Fred Allen going to the West Coast and remarking in conversation: "California is a fine place to live, if you're an orange." Or Robert Benchley, who had a running bonhomie with his bank, paying off at a party at 4 o'clock one morning and signing the check: "Dear Bank, having wonderful time, wish you were here. Bob."

Or Joe Frisco, the stuttering comic, taking a friend to his hotel room and phoning the desk clerk: "I have a complaint. There's t-t-two people in this r-r-room and only one B-B-Bible."

This kind of compulsive joviality seems to be in deep doldrums. The general tendency is to blame the harsh times for this. But Sam Levenson, the comedian, who has written many humorous books, disagrees with this theory. He says the trouble lies with the tremendous quickening in the tempo of living.

"I'll tell you the reason you hear fewer gags on the streets," he says. "People don't talk to each other. They're too busy. Then they go home and have a quick dinner and sit and stare at television for three hours. When there is no dialogue, how are you going to get joke-telling among people? There's a general impatience. I don't see people sitting down and chatting anymore. People have no patience with humor. You get a man on TV who's telling a joke and if he's not getting a laugh before 10 seconds, people think it's deadly. Will Rogers, in his day, could stand and think that long without saying a word."

"Life in the 20th century is becoming such a grim business that laughter may go out of circulation. In a hundred years, people won't be laughing at all anymore."

The man who said this and feared that unhappy turn of events and dedicated his life to remedying the situation, died last October of a heart attack in
(Continued on page 23)



"That's cruel and unusual punishment."

THIS AMAZING NEW BEERMAKING KIT LETS YOU MAKE HUNDREDS OF GALLONS OF SUPER DELICIOUS BEER . . . FOR JUST PENNIES A BOTTLE.

An amazing new breakthrough in home beer making has been developed in England. Now it's available here in America.

This easy-to-use kit allows you to make hundreds of gallons of beer for just pennies a bottle. What's more the beer tastes BETTER than most commercial beers. And you can brew this delicious beer in your own kitchen IN JUST 27 MINUTES. It's as easy as baking a pie or cake.

Let me repeat—by using our special imported hops, and our new 7 gallon anaerobic fermenter your homemade beer will actually taste BETTER THAN MOST COMMERCIAL BRANDS. WE GUARANTEE IT. Compare it to any of the famous imported beers costing \$15.00 to \$20.00 per case. You'll be amazed. The taste is superb . . . clear . . . full bodied . . . with a thick creamy head. So good you won't believe you made it yourself!

Following is an interview with Bud Weckesser, President of Bierhaus International.

QUESTION: HOW CAN ANYONE MAKE BEER AT HOME AS GOOD AS COMMERCIAL BEER?

ANSWER: That's like asking how Grandma could make cookies as good as the cellophane wrapped kind you buy in the supermarket. As you know, homemade products are usually BETTER than their commercial counterparts. Pie, spaghetti sauce, cake, fried chicken, . . . almost anything. The fact is, most Americans have never tasted really good beer. Ask any G.I. who was stationed in Germany. The Germans brew a "homemade style" beer in local breweries. It has more body, flavor and head than almost any American brand. Yet it's light without being watery.

QUESTION: YES, BUT MANY OF US HAVE TASTED OLD FASHIONED "HOME BREW" AND IT WAS OFTEN YEASTY AND FLAT.

ANSWER: The beer I'm speaking of is as different from "home brew" as ducks are from bananas. Old fashioned "home brew" was made from granulated sugar plus grocery store yeast. And it was usually made in a crock or metal pot. This produced a sour bacteria laden concoction that was barely drinkable.

The new Bierhaus products are entirely different. For example, we offer Hallertauer hops—the same kind used in making the finest German, Dutch and Danish beers. One of our yeast cultures is the same one used in many premium beers of the U.S. and Denmark. We also include pure dextrose—not granulated sugar. But most importantly every kit includes a self-sealing anaerobic fermenter made of F.D.A. food grade polyethylene. The beer ferments in a totally bacteria free environment—just like they use in many commercial breweries. The CO₂ generated during fermentation bubbles out through a small water filled air lock to produce the clearest light or amber lager you can find anywhere.



An unretouched photo of our Bierhaus Light Lager after only two weeks aging . . .

QUESTION: BUT ISN'T MAKING BEER AT HOME A COMPLICATED PROCEDURE?

ANSWER: Not at all. Here's all you do—
ONE: Boil a 2½ quarts of water. Add the ingredients and pour the mix into the fermentation tank. Add 2 gallons of cold water, snap on the lid and let stand at normal room temperature for 7 days (65°-80°F.).

TWO: At the end of seven days, siphon the beer into another vessel and then into pre-rinsed empty beer bottles. The E-Z siphon hose, the fermentation tank, the caps and all of the ingredients are included in the kit. We can supply an inexpensive capper or you may obtain one from any hardware store.

THREE: Let the beer age 2-3 weeks. Chill the bottles, then drink it. For extra delicious flavor, allow the beer to age 5-6 weeks.

QUESTION: CAN I MAKE DIFFERENT KINDS OF BEER?

ANSWER: Certainly. Just vary the ingredients and recipes according to the instructions supplied with each kit. You can make—

- Light Lager—comparable to most American premium beers and some light European lagers.
- Continental Amber Lager—more body with a slightly "hoppier" flavor. Comparable to the original German and Dutch lagers served throughout Europe.
- Bavarian Dark Lager—full bodied yet not bitter. The head is incomparable—thick and creamy often rising an inch over the top of the glass.
- You can also make delicious Ale and Stout.

QUESTION: BUT HOW CAN IT BE MADE SO INEXPENSIVELY?

ANSWER: The kit can be used over and over again for years. It's truly a life time investment. All you have to do is re-purchase as many ingredients packs as you wish. The one-time cost you pay is easily made up by what you save on your first several brewings. After that you're paying only a few cents a bottle for one of the finest beers in the world—brewed by you. You can ACTUALLY SAVE HUNDREDS OF DOLLARS EACH YEAR.

QUESTION: WHAT'S THE ALCOHOLIC CONTENT OF THE BEER?

ANSWER: You can vary the alcoholic content of this beer to your own taste. You can make it as light or as strong as you wish simply by varying the recipe. Tests conducted by a testing laboratory indicate that our beer contains significantly FEWER CALORIES and FEWER CARBOHYDRATES THAN COMPARABLE COMMERCIAL MADE BEER—a real bonus for those who are weight conscious.

QUESTION: IS IT LEGAL TO MAKE THIS BEER AT HOME?

ANSWER: By Act of Congress (H.R. 1337) effective February of 1979, any single person 18 years of age or older may produce 100 gallons per year tax free. In a household of two or more persons over 18, the limit goes to 200 gallons per year tax free. NO FEDERAL LICENSE IS REQUIRED—local laws may vary.

CUSTOMER COMMENTS

"I was a Pabst drinker till I switched to your beer. I'm a permanent convert. Your beer is excellent."

Donald McDuffee—Michigan

"Better tasting than (commercial) Premium beer—at half the cost. Enclosed is my re-order for more . . ."

Don Smeltzer—Michigan

"Our first batch was excellent after only 15 days aging . . . it just keeps getting better."

Jack Dennis—Ohio

"I've just bottled my 16th case of your beer. My friends and I all agree your beer is better than commercial beer. It's the only beer I serve at my home bar."

Frank Schmitt—Pennsylvania

"The best tasting beer we've ever had. I can't drink any kind of domestic beer because I'm allergic to the chemicals in it. But this beer (without any additives) doesn't bother me in the slightest."

Marie Killinger—Arizona

TRY OUR BLINDFOLD TASTE TEST . . . We'll send you \$5.00 FREE if you don't agree our beer is better than your present brand.

We'd like you to actually SAMPLE this beer. But most of you aren't going to drive to Erie, Pennsylvania, for a taste.

So we're offering you \$5.00—FREE—if you don't agree our beer is BETTER than the brand you're now drinking.

TEST RULES




1. Request the kit. If you're concerned about sending a check, just charge it to your Master Charge or VISA.
2. We'll ship your kit immediately by U.P.S. You pay shipping charges on arrival. For EXTRA FAST SERVICE, call us at 814-459-3040 between 8:30-5:00 on weekdays.
3. Make one batch of beer—it brews in a large kitchen pot or pan in just 27 minutes. Bottle it in regular commercial beer bottles with caps and hand capper, also available from us.
4. Let it age FOUR weeks at a temperature between 65-80 degrees F.
5. Chill a bottle. Taste test it against your favorite American beer.
6. If you don't agree that our beer is better than the beer you're now drinking, just put everything back in the carton and return it to us within 45 days of purchase date. We NOT ONLY REFUND YOUR MONEY—WE PAY THE RETURN POSTAGE . . . AND SEND YOU AN EXTRA FIVE DOLLARS FOR YOUR TIME AND TROUBLE. THIS IS OUR UNCONDITIONAL GUARANTEE.



Bierhaus International
2041 West 12th Street Dept. 53
Erie, Pennsylvania 16505

Okay, folks—this beer better be good. Send me your basic kit for \$29.95 plus postage. I'll compare it to my present brand. And if I don't think it's better than my brand, I'll send it back and you'll return my \$29.95 AND SEND ME AN EXTRA \$5.00. On that basis here's my \$29.95.

FOR EXTRA FAST SERVICE

call 814-459-3040   
and order your kit
using your VISA or MasterCharge.

NAME _____

ADDRESS _____

Check Enclosed VISA MasterCharge

Account# _____ Expires _____

© 1980, Bierhaus, Inc.



Travellin' Fridges

FROM ONLY \$129.

Space age breakthrough creates a new line of Koolatron electronic portable refrigerators and food warmers.

You've nicely gotten away on your long awaited vacation, camping trip or long weekend with the family. You're comfortably cruising in your car, van or rec. vehicle along a busy interstate with few rest stops or restaurants. You guessed it... the kids want to stop for a snack. But your Koolatron P34 or P34A is full of sandwiches, cold pop, fried chicken... home made, fresh and cold. The family helps themselves and you've saved valuable vacation time and another expensive restaurant bill.

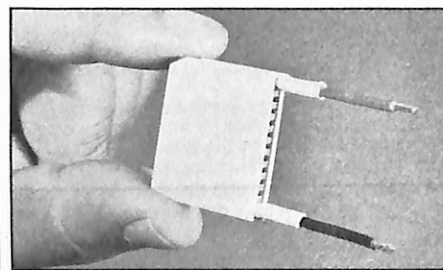
You're a commuter, a salesman or a trucker and you spend many hours in your vehicle daily. You've often longed for a fresh snack or cold beverage as the miles tick away. Now with your amazing Koolatron P10 plugged in beside you, you open the lid and instantly fresh food and drinks are at your fingertips. You're refreshed... you've saved an unnecessary stop, time and money.

AFFORDABLE CONVENIENCE

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

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

AEROSPACE MODULES



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

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

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

THOUSANDS IN USE

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

**MODEL P10 -
THE PERFECT CAR FRIDGE
& FOOD WARMER**

\$129.00
(in Canada
\$139.00)



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

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

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

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

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

**MODEL P34 -
THE PERFECT
RECREATIONAL FRIDGE**

\$169.00
(in Canada
\$179.00)



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

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

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

**MODEL P34A -
THE ULTIMATE RECREATIONAL
REFRIGERATOR &
FOOD WARMER**

\$189.00
(in Canada \$199.00)



The same size, colour, weight and capacity as the P34 but includes food warming features, fully adjustable temperature control and low battery warning indicator.

The P34A is our top of the line portable. It heats, it refrigerates and with specially designed electronic circuit control (patent applied for) it allows you to dial a complete range of temperatures from very cold to very warm.

READ WHAT OUR CUSTOMERS SAY:

"We took meat from Canada and ate it ten days later after thawing it in Florida. All our produce and drinks stayed unbelievably fresh and cool." SH., Hamilton, Canada

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

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

"The Koolatron is everything they say about it in its advertising. I personally bought one, tested it and found it so desirable that I gave it to my daughter and son-in-law who made a cross-country trek from Vermont to Oregon with their infant daughter. They told me that aside from their new Dodge van, the Koolatron was the most indispensable item of equipment they carried." K.M., New York, N.Y.

You wine buffs will find it indispensable to chill up to 1 doz. wine bottles at just the right temperature. Low battery indicator warns you when you need a recharge and the sensing circuits efficiently control your power consumption to save on battery drain. This is our best of the line, recreational fridge and food warmer with all the bells and whistles for the discerning buyer who demands quality, size and complete versatility.

ORDER TODAY WITHOUT OBLIGATION!

Simply complete the attached order form or phone collect and we'll rush you your portable on our no risk 21 day trial offer. Each unit comes with complete instructions and a written 1 year warranty. In the unlikely event you ever need service, we have major service centres in New York, Arizona and Canada. When you receive your Koolatron, use it constantly for 3 full weeks without risk.

If you ordered our optional 110 volt adaptor, plug it in, then use your portable immediately as a bar fridge or around the patio or pool. Next plug it into your car or RV. Take your family out for a weekend trip. Enjoy fresh home cooked food as you thumb your nose at those expensive restaurant stops. Then use it on your boat or in your office or let your son or daughter try it at their college dorm. If after you've thoroughly tested it, you don't agree that your Koolatron represents a major breakthrough that will save you time, money and bother for years to come, send it back for a full refund. You can't lose... we guarantee it.

So be among the thousands to discover that the ice age is over! Don't waste another dollar on ice... order your Koolatron with no obligation, today!

For rush delivery phone your order in collect to

0-705-737-0842

Koolatron Industries Limited
56 Harvester Ave., Batavia, New York 14020
230 Bayview Drive, Barrie, Ontario, Canada

Or use this handy order coupon.

Koolatron
Industries Limited

Dept. 1145

56 Harvester Avenue, Batavia, New York 14020
Canada: 230 Bayview Drive, Barrie, Ontario L4N 4Y8

Send me with full refund privileges:

— Koolatron P10 at \$129.00 (\$139.00 in Canada)

— Koolatron P34 at \$169.00 (\$179.00 in Canada)

— Koolatron P34A at \$189.00 (\$199.00 in Canada)

— Koolatron 110V adaptor at \$29.95 (\$34.95 in Canada)

Please add \$8.00 for handling and delivery per unit.

No charge for shipping adaptor if ordered with unit.

Add \$3.00 for shipping adaptor only.

(N.Y., Ont. and Quebec residents add sales tax.)

I understand that I may return any item undamaged within 21 days and receive a full refund if I am not satisfied.

I enclose my check or money order for

\$ _____ or please charge it to my

Visa Mastercharge American Express

Account Number _____

Expiry Date _____

Signature _____

(necessary to send merchandise)

NAME _____

ADDRESS _____

CITY _____ STATE _____

ZIP CODE _____ PHONE _____

DPSI

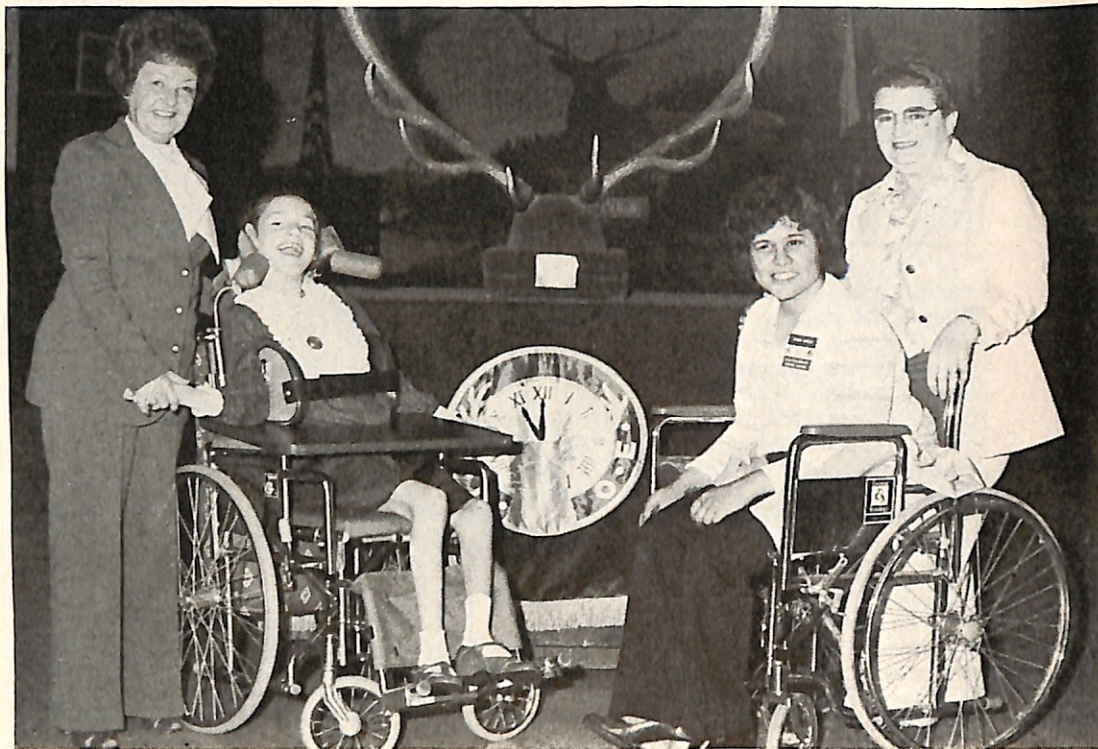
NEWS OF THE LODGES

ESCONDIDO, CA. This picture was taken to publicize Escondido, CA, Lodge's sixth annual Festival of Music, which raises funds for local handicapped children. From left are Edith Salyer, the lodge's new "Sweetheart of the Year," Stephanie Anne Johnston, a cerebral palsy patient who is the lodge's new Sweetheart of "Children of 1687," Norma Hamlin, also a cerebral palsy patient and past Sweetheart of the "Children of 1687," and Ginny Martin, Activities Coordinator for the "Children of 1687" Benefit Fund.

ALBUQUERQUE, NM. U. S. Senator Harrison "Jack" Schmitt of New Mexico, former astronaut and the last man to walk on the moon, was the guest speaker at Albuquerque, NM, Lodge's program honoring 97 Eagle Scouts. Sen. Schmitt presented Certificates of Merit and miniature American flags to the Eagle Scouts. Also on hand for the program were SP Willis Claus and State Youth Activities Chm. Frank Love.

GLASGOW, MT, Elks donated a wheelchair to NeMont Manor. Such donations are made possible by contributions of an extra dollar when annual membership dues are paid. The lodge's Bucks Club is widely known in the Glasgow area for financing the purchases of eyeglasses for needy persons.

BELMAR, NJ. During the past year Don and Anne Aker have been selling Olympic memorabilia to raise funds for Belmar, NJ, Lodge and for the Lake Placid Olympic Organizing Committee. Before leaving for the Winter Olympics, Brother Aker presented a check to Belmar Lodge. Then in Lake Placid he presented another check on behalf of the lodge to Arch Swinyer, Director of Marketing for the Lake Placid Olympic Committee. Brother Swinyer is a member of Saranac Lake, NY, Lodge.



Escondido, CA.

LOS ANGELES, CA. George Deukmejian, California attorney general, was the guest speaker at Law Enforcement Night at Los Angeles, CA, Lodge. He gave an inspiring and forceful talk and received a standing ovation at the end of his speech.

PORTLAND, ME. In a recent ceremony, Portland, ME, Lodge initiated the largest class in its history. The 66-member class was named the "Bob Grafton, GER, Class of 1980."

ALBANY, OR. Then-ER Steve Backer and Est. Loyal Kt. Ray McCormack of Albany, OR, Lodge presented National Foundation pins to 14 Brothers who completed their \$100 pledges. Albany Lodge now has 155 National Foundation members, of whom 71 are paid-up participants.

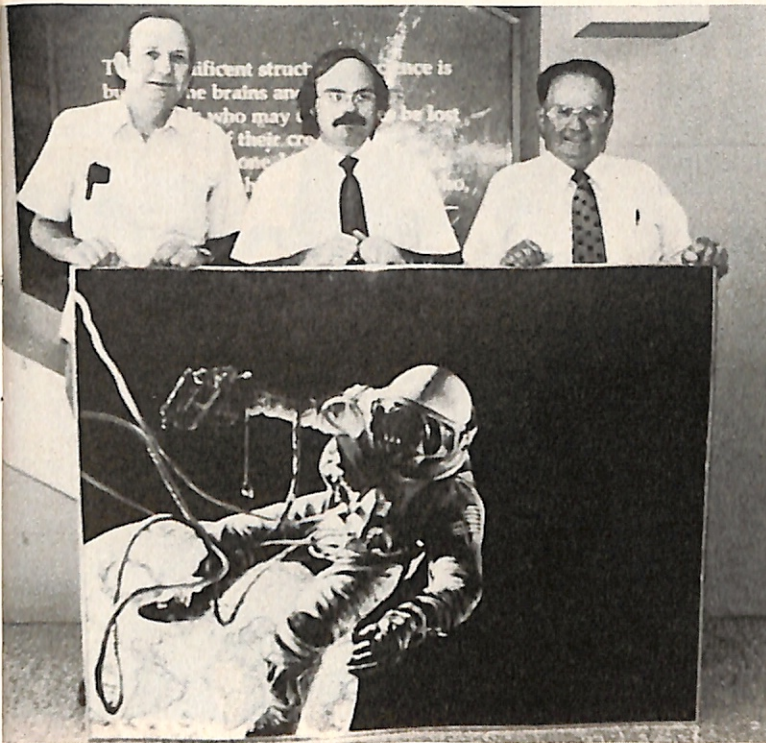
FAIRLESS HILLS, PA. Demonstrating its interest in the youth of the community, Fairless Hills, PA, Lodge, with help from the Elks' ladies, entertained and fed 195 members of the Pennsbury High School Band and Color Guard.

NEW PORT RICHEY, FL. Jamie Wiles, president of the New Port Richey, FL, Elks' ladies, presented a check for \$1,500 to David Goldberg, state chm. of the Harry-Anna Crippled Children's Hospital trust fund. Jack Lovejoy, lodge chm. for the hospital, presented a check for \$2,400, the proceeds of an aluminum can collection.

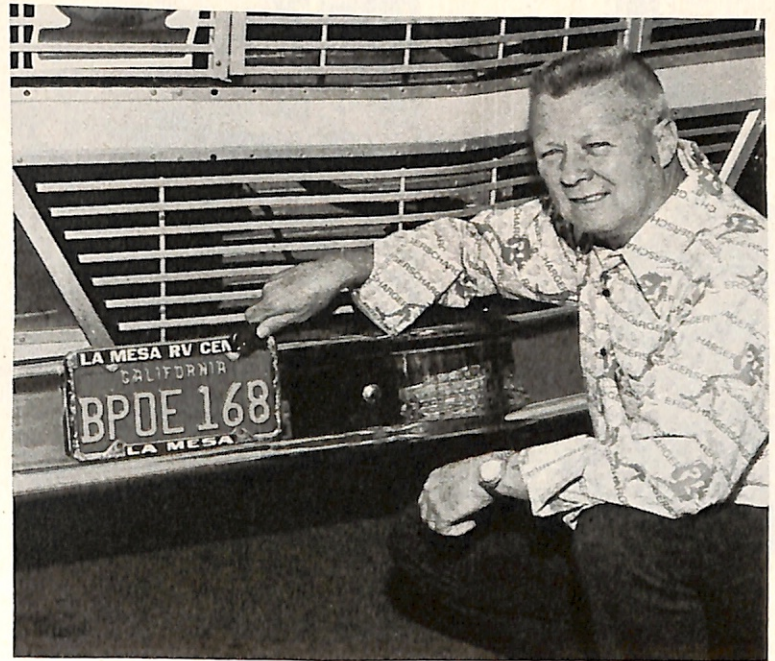
SANTA BARBARA, CA. Six area high school students received a total of \$1,000 in scholarship awards from Santa Barbara, CA, Lodge, in ceremonies held at the lodge.

MONTE VISTA, CO. The local lodge purchased a self-contained mobile incubator for the Del Norte, CO, EMT Association. The incubator is needed to transport seriously ill infants to Denver—a four-hour drive. Money for the unit was raised by raffling off a new car.

Monte Vista Elks also donated and delivered 2,300 pounds of potatoes to Elks Laradon Hall in Denver. (Elks Laradon Hall, the state Major Project, is a school for training and rehabilitation of mentally retarded children.)



Alamogordo, NM.



San Diego, CA.

ALAMOGORDO, NM. Jerome Gorman (center), international artist and a member of Las Cruces, NM, Lodge, presented his painting of an astronaut landing on the moon to the International Space Hall of Fame, located at Alamogordo, NM. Brother Gorman is flanked by Jerry Yates and Dr. John Stapp of the Governor's Commission, International Space Hall of Fame, who accepted Brother Gorman's generous gift.

NORWALK, CA. Lodge held its annual Father-Son Sports Night. Guest speakers included Dave Patterson, pitcher for the Los Angeles Dodgers, and Red Patterson (no relation) vice-president of public relations for the California Angels. Also on hand were players from the UCLA football team and the Los Angeles Aztecs pro-soccer team.

POMONA, CA. The local lodge has begun a program of bringing 10 veterans from the Loma Linda Veterans Administration Hospital to the lodge for dinner on the first Wednesday of every month. After dinner, the veterans are brought into the lodge meeting for recognition by the Brothers.

SAN DIEGO, CA. Thomas Biggert, then-ER of San Diego, CA, Lodge, affixed personalized license plates to his motor home in preparation for a 48-state tour to begin after he completed his tenure in office. Brother Biggert and his wife Dorothy plan to visit as many lodges as possible during their 9 to 12-month tour. They will bring greetings from San Diego Lodge and invite all Elks to the California-Hawaii Elks Association convention to be held in San Diego in May, 1983.

JUPITER, FL. Concert organist Woody Martens (center) gave another of his free concerts at Jupiter, FL, Lodge. The proceeds of over \$3,000 were donated to the Harry-Anna Crippled Children's Hospital. Expressing their gratitude to the organist were Vern Fritze (left), lodge chairman for the hospital, and Jim Oliver, hospital administrator.

SAN MATEO, CA. The Americanism Committee of San Mateo, CA, Lodge received an enthusiastic response to their raffle of 24 U.S. flags. Proceeds were used to further Americanism projects in the area.



Jupiter, FL.



San Mateo, CA.

NEWS OF THE LODGES



Augusta, ME.
Flemington, NJ.



Northampton, MA.

AUGUSTA, ME. The local lodge has contributed \$5,000 to Augusta General Hospital for the purpose of establishing a permanent patient library. The gift is expected to provide housing for 3,000 volumes. In addition to the original donation, the Augusta Elks have pledged \$1,000 annually for acquisition and maintenance.

In photo, then-ER Richard Kidder and hospital volunteer Janet Magnuson prepared to move books into the new library.

FLEMINGTON, NJ. Members of Flemington, NJ, Lodge recently visited the Hunterdon Medical Center to observe the progress being made in the Early Child Development Program which they sponsor. The program provides treatment, counseling and help for families of children who are delayed in development, handicapped, or have extreme behavior problems. The Flemington Elks were the original co-sponsors of the program along with the medical center six years ago. Since the beginning of the program the lodge and the ladies' auxiliary have donated \$30,000 in funds, plus various types of equipment.

Shown playing with one of the children in the program are (seated, from left) then-ER James McPherson, Program Director Sara Carlton, and





Albany, NY.

ALBANY, NY. Brother Michael Luce (center) of Glens Falls, NY, Lodge transfers the Olympic Flame to a torch held by Gov. Hugh Carey in ceremonies held at Albany. Brother Luce carried the torch through Glens Falls and is believed to be the only Elk on the nationwide team of torchbearers that carried the Olympic Flame to Lake Placid.

VAN WERT, OH. Sam Fitzsimmons, GL Americanism Committeeman and Ohio PSP, served as Exalted Ruler for a special initiation at Van Wert, OH, Lodge. The candidate was his youngest son, Tim. His oldest son, Sam Jr., served as Esquire.

Ladies' Auxiliary Crippled Children's Chm. Carol Schutts; (standing) Ladies' Auxiliary President Kris Naudus, and lodge Crippled Children's Chm. Robert Johnson.

NORTHAMPTON, MA. Lodge presented a Porta-Tel unit to the Amherst, MA, Fire Department. The unit consists of a small typewriter and a cradle unit for a telephone handset. When activated, the unit allows deaf persons to call for emergency assistance. Northampton Lodge paid for the Porta-Tel unit and the costs of installation and the telephone line. This is the first such unit in the area.

Demonstrating the unit are (left, seated) Pete Siegler, fire department dispatcher, and (foreground) Jack Briggs of the New England Telephone Co. Standing from left are Robert Chisholm, principal dispatcher and ER of Northampton Lodge, Merle Ryan, coordinator of deaf services at the University of Massachusetts, and Charles Meakim, chairman of the lodge board of trustees.

The total cost of the system was almost \$2,000. The telephone number is 253-3323 (253-DEAF). Amherst officials say they will accept calls for assistance from anyone, anywhere, who has a similar home unit. It is estimated that there are approximately 200 home units in western Massachusetts.

TAUNTON, MA. The local lodge held its tri-annual senior citizens dinner, serving a New England-style ham and bean meal to over 300 persons. This event is the largest of its kind in the area and always draws overflow crowds.

SEBRING, FL. The golf league of Sebring, FL, Lodge donated \$500 to the Harry-Anna Crippled Children's Hospital. This donation was in addition to \$2,500 the league has raised for the hospital in the last four years.

NEW EGYPT, NJ. The third annual Burlington County Eagle Scout Recognition and Awards Dinner was held at New Egypt, NJ, Lodge. The event was sponsored jointly by the six lodges of Burlington County and the Burlington County Boy Scout Council.

Forty Eagle Scouts who attained this rank during 1979 were honored at the dinner. After the ceremonies, each Eagle Scout had an opportunity to meet with a career specialist in the vocation in which he was most interested.

ENFIELD, CT. Brothers donated money, books, and numerous other gifts to patients at the Veterans Administration Medical Center at Newington, CT.

BOWLING GREEN, KY. Then-ER George Jamison and Trustees Frank Smith and Jim Harned of Bowling Green, KY, Lodge presented a \$600 check to the local Cerebral Palsy chapter. The money made possible the purchase of a specially designed wheelchair for Joy Jenkins, a patient suffering from cerebral palsy and other ailments. This gift was greatly appreciated.

(Continued on page 38)

State Association Conventions

State	Date	Place
AR	10/11 to 10/12	Jonesboro
CO	9/4 to 9/6	Colorado Springs
CT	6/6 to 6/8	New Britain
GA	6/12 to 6/14	Jekyll Island
ID	6/12 to 6/14	Caldwell
IN	6/5 to 6/8	French Lick
MD, DE & DC	6/27 to 6/29	Annapolis, MD
MA	6/13 to 6/15	Bretton Woods, NH
MN	6/26 to 6/29	Bemidji
MT	8/6 to 8/9	Bozeman
NV	6/19 to 6/21	Winnemucca
ND	6/8 to 6/10	Grand Forks
PA	6/12 to 6/15	Champion
SC	6/21 to 6/23	Sumter
SD	6/5 to 6/7	Sioux Falls
TX	6/19 to 6/21	San Angelo
VA	6/27 to 6/29	Fairfax
WA	6/19 to 6/21	Spokane
WV	8/8 to 8/10	Parkersburg

**THE
NEW ORLEANS
CONVENTION**

PROGRAM

**116th Session Grand Lodge, B.P.O. Elks
New Orleans, Louisiana, July 20-24, 1980**

REGISTRATION

SATURDAY, JULY 19, 9:00 AM and continuing daily during the Convention. Representatives (Exalted Rulers), Grand Lodge members, visiting Elks and ladies—The Rivergate Auditorium, #4 Canal Street, New Orleans, LA. This is the Information Center for delegates, their families and visitors. The first obligation is to register so that all concerned will be properly informed about the Convention and the facilities offered by the City of New Orleans, recommended restaurants . . . ladies information, sightseeing tours, etc.

REGISTRATION HOURS

Saturday—July 19	9:00 AM to 5:00 PM
Sunday—July 20	9:00 AM to 4:00 PM
	8:00 PM to 10:00 PM
Monday—July 21	8:00 AM to 3:00 PM
Tuesday—July 22	9:00 AM to 3:00 PM
Wednesday—July 23	9:00 AM to 3:00 PM
Thursday—July 24	8:00 AM to 9:00 AM

GRAND LODGE SESSIONS

All held at the Rivergate Auditorium as follows:

SUNDAY, JULY 20, 8:30 PM—Official Grand Lodge Opening Ceremonies. Addresses of welcome by local dignitaries and Hon. Willis C. McDonald, Past Grand Exalted Ruler, who will preside. Principal address by Grand Exalted Ruler Robert Grafton.

MONDAY, JULY 21, 9:00 AM—Opening Grand Lodge Business Session. Election of Grand Lodge officers for 1980-81. Report of Americanism Committee.

MONDAY, JULY 21, 10:00 AM—Special Ladies Entertainment, Hilton Hotel.

MONDAY, JULY 21, 2:00 PM—District Deputies-designate—photos as per advance notification and schedule.

TUESDAY, JULY 22, 9:00 AM—Grand Lodge Business Session. Following business session at 1:00 PM Grand Exalted Ruler-elect's personal conference with Exalted Rulers and State Presidents in which the Grand Exalted Ruler-elect will outline the Grand Lodge program for the coming year—Hilton Hotel.

(Note: Arrangements have been made for a hosted luncheon at the Hilton Hotel for Exalted Rulers and State Presidents.)

WEDNESDAY, JULY 23, Open Session of Grand Lodge. Reports and awards by Elks National Foundation, Elks National Service Commission and Youth Activities Committee.

WEDNESDAY, JULY 23, 12:45 PM—State Association Presidents' and State Secretaries' Reception and Luncheon in University Room, Fairmont Hotel, followed by personal Conference with Grand Exalted Ruler-Elect.

11:00 AM MEMORIAL SERVICE

(Ladies invited and expected to attend Wednesday morning Session and Memorial Service.)

WEDNESDAY, JULY 23, 9:00 PM—Grand Ball—Hilton Hotel honoring all Exalted Rulers and their families. All Elks and ladies invited. Admission by badge. Surprise entertainment. Refreshments available. Local laws prohibit carry-in beverages.

THURSDAY, JULY 24, 9:00 AM—Final Grand Lodge Business Session. Installation of newly elected Grand Lodge Officers (11:00 AM). Ladies invited to attend at 11:00 AM.

FRIDAY, JULY 25, 9:00 AM to 4:00 PM—District Deputies Indoctrination followed by Conference with Grand Exalted Ruler. State Association Presidents invited. Fairmont Hotel. This session will conclude at approximately 4:00 PM. Advance return reservations for those involved should be determined by this mandatory schedule.

RITUALISTIC CONTEST

SATURDAY, JULY 19, SUNDAY, JULY 20, MONDAY, JULY 21, Preliminary Contests—Grand Ballroom Hyatt Regency Hotel.

WEDNESDAY, JULY 23, Finals Grand Ballroom Hyatt Regency Hotel. Details of schedules will be available in final printed program of the Convention upon registration.

EXHIBITS

Display of activities by Grand Lodge Committees and Commissions, in addition to State Associations and others—Registration area—Rivergate Auditorium.



• I would like to commend GER Robert Grafton for his Message in the April, 1980, issue. I, too, could not be proud of the answers I would have given to the questions Mr. Grafton asked himself—despite the fact that I, along with thousands of our members, engaged in World War II and had to make temporary "accommodations" to buy time after Pearl Harbor to rebuild our conventional forces. We paid dearly.

Either we have short memories or have become complacent and apathetic, but we are again permitting, as GER Grafton pointed out, our faith and confidence in our political leaders to rule our common sense.

William A. Beisner
Ocala, FL

• Your article, "Crimes Against Business," (February, 1980) by Karen J. Gilleland, was most timely. I am a graduate assistant at the University of Mississippi, and upon reading the article I showed it to one of my professors who teaches Business Ethics. He was so impressed that he used it for a lecture in his class. Thus, your article not only had general educational value, but specific educational value as well.

Rick Schalow
Canon City, CO

• "How to Commit Murder—on a New Idea" (March, 1980), by Dorrine Anderson Turecamo, was the best yet. It took this story for me to write my first letter to an editor. It will help me throughout the rest of my life.

John F. McLoughlin
Phoenix, AZ

• The "It's Your Business" columns (November/December, 1979) by John C. Behrens, on the problems affecting businessmen while focusing on the attitudes of employees, seemed right on point. This "who-cares-about-the-company" attitude can be truly destructive, and Mr. Behrens' columns are important.

Stephen Glassman
Los Angeles, CA

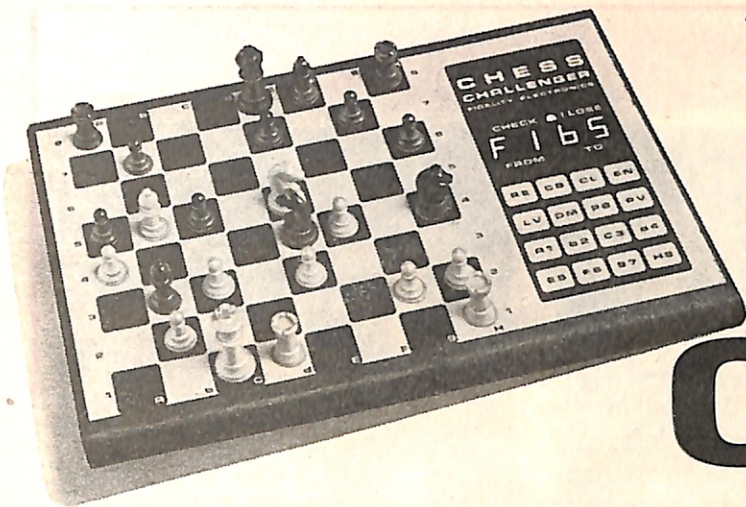
• Did you know that Past Exalted Rulers are no longer considered "has-beens?" At least, not in our Nashville, TN, Lodge. We have one of the most exclusive organizations in the city, comprised of 18 PERs. We are constantly looking for ways to help. One of our projects is to provide ceremonial grave and/or funeral services for deceased members whose families request it.

F. Charles Uthman
Nashville, TN

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

"Chess Challenger-10 Wins Microchess Tourney"

—Personal Computing Magazine
February, 1979



Genius Offspring

"Its successor, the new Chess Challenger '7',
is infinitely more powerful!"

—S. Samole

President, Fidelity Electronics

Chess Challenger-10 did more than win the Penrod Memorial Microchess Tournament, it literally trounced all opponents. Personal Computing Magazine, February, 1979, reports, "Chess Challenger-10 emerged as the easy victor with ten wins, two draws and no losses."

All Top Name Performers

There were no amateurs in the championship playoff. Every contender bore the brand of a well-known electronic chess game, and each was accompanied by its entourage of coaches, programmers, and engineers. After each contestant had played all of the opponents in round robin fashion, the brilliant Challenger-10, stood far ahead of its second place runner-up.

Nobody Knew

Unknown to the other companies, the undefeated tournament leader was being retired after the contest. Taking its place was a far more powerful chess computer, the Challenger "7". This new micro-computer had already beaten the official undefeated champ during a series of pre-tournament warm-up games at the factory. Its engineers explain that it is simply 14 months ahead in technology, in finer algorithm sophistication and in its superb performance.

Improve Your Game to Near Brilliant

Within its seven different levels of play, you can enjoy every degree of chess competition, from beginner to tournament skill. Its

total flexibility lets you change games mid-stream or switch sides with the computer to see how it would handle your dilemma. You can add pieces to your side or take away the computer's Queen. It is a superb teacher!

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Fidelity's Challenger "7" is able to analyze over 3,024,000 board positions. It masterfully handles over one thousand book openings and will respond to any deviation. Academic openings as Sicilian, French, Ruy Lopez and Queen Gambit Declined, are just some of the challenges to keep you on your toes.

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Final Results

Reprinted Courtesy of Personal Computing, February, 1979, P. 66. (Darker lines ours.)

CONTESTANTS	#1	OPPONENTS								Games Won	Games Drawn	FINAL SCORE	FINAL POSITION	
		2	3	4	5	6	7	8	9					
1 MICRO-CHESS 1.0 (Heath H-8)	W B	X	1/2	0	1	0	0	0	0	1	3	8	2 1/2	7*
2 MICRO-CHESS 1.5 (TRS-80)	W B	1/2	X	1/2	1/2	0	0	0	0	0	5	7	2 1/2	6*
3 MICRO-CHESS 2.0 (PET)	W B	1/2	1	X	1	0	0	1/2	0	3	4	5	5	4
4 CHESS CHALLENGER (3 Level)	W B	1	1	1/2	X	0	1/2	1/2	0	2	5	5	4 1/2	5
5 CHESS CHALLENGER (10 Level)	W B	1	1	1	1	X	1	1/2	1/2	10	2	0	11	1
6 BORIS	W B	1	1/2	1	1	0	X	1	0	7	2	3	8	3
7 SARGON I (TRS-80)	W B	1	1	1	1/2	1/2	1	X	0	6	5	1	8 1/2	2
8 ATARI <i>Did not play</i>	W B								X					

* Note: Microchess 1.5 wins 6th place over Microchess 1.0 by virtue of the tie breaking analysis of relative strength of opponents

Please send me _____ Chess Challenger "7(s)" at \$89.95 plus \$3.00 for shipping and insurance. Ill. residents add 5% sales tax. If not satisfied, I can return it within 10 days for a refund.

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These models are free, so we suggest you write for yours now. Again, we repeat, there is no cost, and certainly no obligation. All hearing problems are not alike and some cannot be helped by a hearing aid but many can. So, send for your free model now. Thousands have already been mailed, so be sure to write today to Dept. 4235, Beltone Electronics, 4201 West Victoria St., Chicago, Illinois 60646.

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GOVERNOR

State of Louisiana
EXECUTIVE DEPARTMENT
Baton Rouge



I am pleased on behalf of the people of the State of Louisiana to extend a warm welcome to the Benevolent Protective Order of the Elks of the United States of America.

We appreciate your choosing the beautiful city of New Orleans as the site of your convention. During your stay it is our hope that you experience the food and entertainment for which New Orleans is famous.

I am confident that you will have a highly successful convention and I offer the cooperation and support of my administration to you.

Best wishes to all members of the Benevolent Protective Order of the Elks and I hope you will choose to visit Louisiana again in the near future.

Sincerely,

David C. Treen
David C. Treen



ERNEST N. MORIAL
MAYOR

CITY OF NEW ORLEANS
OFFICE OF THE MAYOR



W E L C O M E

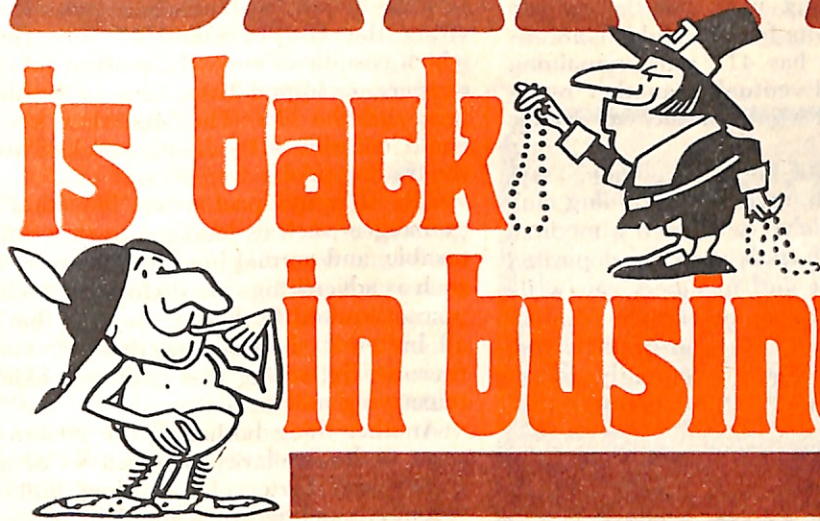
It is with great pleasure that I extend a warm welcome to the Benevolent and Protective Order of Elks of the United States of America. A great number of our citizens remember with pleasure your visit to New Orleans in 1971 and again in 1977. We again extend to you a most cordial welcome, this time for your 1980 convention. We are very happy to have the opportunity to act as your host, and we trust that your sessions will be most successful and rewarding and afford you many of the pleasures with which our City abounds.

On behalf of the citizens of the City of New Orleans, I wish you your most productive convention yet. We hope that you will return soon.

With best wishes,
Ernest N. Morial
Ernest N. Morial

BARTER

is back
in business



by
Gary
Turbak

In Texas, a doctor delivers a baby and accepts a horse in payment.

A Florida dentist trades root canals for a swimming pool.

An appliance dealer in Montana exchanges a television set for an engine overhaul.

Has the business world gone bonkers? Are these businessmen so desperate for customers that they accept any kind of payment? Are they simply anti-establishment entrepreneurs?

The answer to all these questions is "no." They—like thousands of other Americans—are engaging in the ageless system of barter. And barter has, of late, become big business.

Usually, the word "barter" summons forth images of crafty Peter Minuit swapping \$24 in trinkets for Manhattan Island. Peter was, perhaps, the first successful horse trader to ply his skill in North America (although many New Yorkers claim the Indians got the better deal).

Barter, then, is nothing new. Cavemen swapped meat for spears, hot coals for hides, and women for smooth stones. Barter was all they had, and it worked well for them.

It wasn't long, though, before the world became more complicated and items of unequal value became tough to trade. How many pairs of boots equaled a cow? How did one make change when swapping a shirt for a brace of live chickens—cut off a sleeve or dismember the fowl? And so the great equalizer—*money*—was invented.

Then, transactions of all kinds became possible. Toss in a few denarii, shekels, or dollars and any deal could be struck. The monetary system came to rule the marketplace—until 25 years ago.

Barter's rebirth began in the 1950s when infant television stations had large chunks of unsold advertising time. In trade for air time, an enterprising car dealer, for example, would provide an auto in which the station's news team could travel. An office supply firm traded typewriters for commercials. Print shops swapped business cards for 30-second spots.

Today, the system has spread to involve virtually all segments of business and industry. About 200 U.S. barter groups help cake-decorating housewives trade with steel manufacturers,

and beat-generation artists with certified public accountants. Russian vodka is swapped for Pepsi-Cola. And Yugoslavian canned hams help pay for an American airplane. Yep, barter is back.

Experts estimate that 40 percent of world trade and 10 percent of Western Hemisphere exchanges are bartered. About \$15 billion in business is transacted annually in America without cash. "The barter business is growing faster than any other in the U.S.," says Moreton Binn, President of Atwood Richards, Inc., one of the nation's leading barter firms.

Binn, an industry pioneer, presided over barter's comeback in the 1950s. Associates refer to him as the "barter baron," and he claims to have traded everything from jet planes to bat manure. "Barter," he proclaims, "is finally coming out of the closet."

And the rush is on. Besides Atwood Richards, other major firms help traders trade coast to coast. Exchange Enterprises headquarters in Utah. Business Exchange and TradeAmericard operate out of California. And Mutual Credit Buyers calls Nevada home. Another major company, International

BARTER

is back
in business

Trade Exchange, recently ran afoul of the law, and its operations, according to the *Washington Post*, have virtually collapsed.

The big firms have franchises in many cities, and local clubs abound. Most do a land-office business. The biggies each sport 5,000-10,000 members and trade upwards of \$100 million in goods and services annually.

Each club operates a bit differently, but here's essentially how they work: A member pays a fee, perhaps \$200, to join, and annual dues of about \$50. He's now eligible to put his goods or services—television sets, blankets, legal advice, mechanical skills, or whatever—in the trading pool at full retail value. His club account is credited with "trading units" (one unit usually equal to one dollar). He can then use his trading units to withdraw goods and services from the pool, and his account is debited. No cash changes hands. The club charges a commission

(eight to ten percent) on each transaction.

The difference between organized barter and backyard swaps is the variety of trades available through the clubs. For example, it's no longer necessary to find someone who wants his house painted before you, the painter, can afford to charter a small plane for the weekend. With club barter, you can fly now and paint later.

Let's look at a typical club trade: Mr. Habeas, a lawyer, deposits ten hours of his service at the going hourly rate of \$50. He earns 500 trading units. Already in the trading pool are some tennis rackets deposited by Mr. Court at \$40 each. The lawyer takes possession of two rackets. His account is debited 80 trading units for the rackets plus eight units for the club's commission. Habeas has 412 units remaining on account. Eventually, another member will need legal aid and call on the lawyer.

"We operate just like a bank," says Jerry Evenson, owner of a trading club franchise. "We've developed a medium through which trade units are deposited in an account and members can write checks, so to speak, on those accounts." For that reason, Evenson predicts that trading clubs "will eventually be as tightly regulated as the banking industry."

The problem of regulating barter at all is one Federal officials would probably like to trade for something more straightforward.

Barter's biggest bugaboo involves taxation. "Income," says Internal Revenue Service spokesman Leon Levine, "is income, whether it's cash, goods, or services." Bartered profits, therefore, are subject to taxation just as if the transaction had been made in cash.

Many barter buffs, however, look at trading—with its informality and lack of documentation—as a great way to beat the tax man. Some traders choose to pay no tax on bartered gains. The clubs prefer to remain above the fray, referring members to their own accountants and consciences.

Some barter enthusiasts suggest inviting the IRS to join the clubs, in which case taxes could be paid in sofa-sleepers, recapped tires, tons of fertilizer, and the like. The IRS, they say, could contribute its sleuth services to the trading pool.

The IRS says profits on "like kind" exchanges—such as land swaps—are not taxable, and normal business expenses—such as advertising—are deductible even when acquired by barter. Beyond that, all barter is supposed to produce tax revenue, but seeing that it does is akin to carrying milk in a sieve.

Another thing bothering the government is the similarity between its own money and barter club trading units. "Money is defined as a medium of exchange," comments one government lawyer, "and that's what trade credits are. Every time they issue trade credits, they're printing money."

That's hardly news to some barter entrepreneurs. Barter Business Systems of California has taken the trading concept one step further. They print and sell "Barter Bills"—notes that can be exchanged like money and that eliminate the need for barter clubs. "It's like printing your own money and backing it up with your own gold standard," boasts the company.

Many traders, though, turn to barter for less prestigious reasons. "It's really an exciting way to do business," beams a beautician club member. "I've always traded a little on my own, but with the club there's so much more to choose from." Mike Rigby, trading expert and author of *It's Smarter To Barter*, says, "Barter is fun, even thrilling, because it puts a human touch back into your everyday dealings. Talk swap and trade with everyone you meet and you will begin to change your life and the lives of those around you."

One change that barter can bring about—especially for businesses—is more money in the bank. The biggest advantage for commercial traders is the sometimes sizable difference between

Lodge Bulletin Contest Winners 1979-1980

The winners of this year's Grand Lodge Bulletin Contest were selected from 203 entries submitted to Grand Lodge Activities Committeeman Richard J. Stropes. The competition was keen and difficult to judge due to the many fine entries. Judging was on the basis of the rules stated in the November, 1979, issue of *The Elks Magazine*.

It is disappointing to note that 25 lodges were not judged because they failed to submit their membership status signed by their secretary.

This year, the judges have attempted to put some comments on each of the entries. (*Editors, instruct your Exalted Ruler to stop by the Grand Lodge Activities booth in New Orleans and pick up your entry.*) Many of you asked for our comments and we are trying to answer you in this way. If you have questions, contact Richard J. Stropes at the booth.

All entrants are to be congratulated for their work. Your Committee urges you to enter again next year with this recommendation: *Please read and follow the instructions.*

On behalf of GER Grafton and the Grand Lodge Activities Committee, we present the top three winners of the five divisions of Grand Lodge Bulletin Contest "E".

A—Lodges under 301 members

1. Farmington, ME
2. Mojave, CA
3. Sturgeon Bay, WI

B—301 through 600 members

1. Clermont/Groveland, FL
2. Middlesex, NJ
3. Paso Robles, CA

C—601 through 1,000 members

1. Toms River, NJ
2. Ferndale, MI
3. Passaic Valley, NJ

D—1,001 through 2,000 members

1. Glen Burnie, MD
2. Garden Grove, CA
3. Barstow, CA

E—2,001 or more members

1. Carmichael, CA
2. Fort Lauderdale, FL
3. Tucson, AZ

wholesale cost and retail price. A business, for example, putting \$1,000 (retail value, remember) worth of widgets on the barter block has perhaps \$500 invested (assuming a 100 percent markup on widgets). The company acquires instant trading power of \$1,000 for an outlay of only half that amount. The difference is cash in the bank.

"I joined," explains a jeweler member, "to keep my cash reserves where I can use them. Barter keeps my expenses down on many items. A new sign, for example, will cost me only the wholesale value of my merchandise."

Sometimes camaraderie and cash cross paths. An auto dealer tells of a customer who bartered for a car: "We both enjoyed making the deal," he says, "and a few months later the guy came back to buy another car—only this time he paid cash. I would never have sold the second vehicle if I hadn't been willing to trade for the first."

Often, the biggest traders of all are the clubs' operators. Exchange Enterprises is one of the few large trading organizations accepting commissions in trading units rather than demanding cash. Exchange's Missoula, Montana, franchise set up shop with desks, chairs, light fixtures, art, stereo, plants, and other furnishings all acquired via trade. Company officials boast that they know the system works because they live on it.

And why has barter suddenly regained popularity? "I think it's due to a basic distrust of the economic system," speculates trader Jerry Evenson. Fellow club owner Chip Lyon agrees: "When you trade your services, you're trading value for value, rather than exchanging money, which is always changing in value." Other experts attribute barter's boom to inflation and the high cost of money.

Many traders, though, go cashless just because it makes them feel as if they're circumventing the accepted business system. "Trading is so much more personal," says one Idaho swapper. "It brings back memories of handshake deals and transactions put together around the campfire."

But barter does have its disadvantages and its detractors. "It's either a rip-off on the part of club owners or an organized scheme to defraud the government of taxes," states University of California economist Robert Clower.

The most common complaint of those who've tried barter involves gluts and shortages in the trading pool. Sellers of popular items such as skis, snowmobiles, and trail bikes sometimes build up huge club credits and must stop trading. An Arizona lawyer amassed \$7,000 in credits and found he had no good place to spend them. The temp-

tation then, says the attorney, is to buy a lot of items you really don't need.

And, of course, some things barter just can't buy. The phone company, power company, post office, and other businesses still demand cash. Trading with mail-order firms and large chains is difficult. And it will likely be some time before a pair of knitted socks can be swapped for a Big Mac and fries to go.

Where is barter headed? As the value of the dollar drops, speculates one club owner, the appeal of barter will increase. A faltering economy could herald a further boom for barter and more headaches for tax men and commerce regulators. "In five years," predicts Thomas Skala, President of Mutual Credit Buyers, "the barter card will be as well known as the bank charge card."

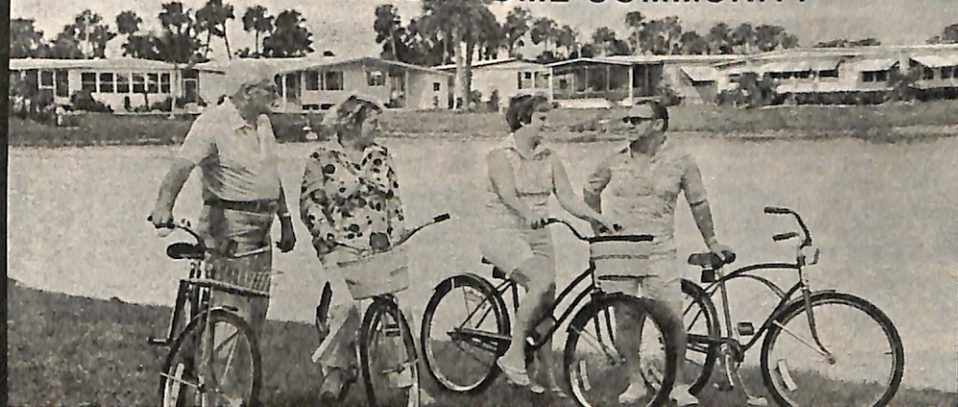
Charles Wilson, author of *Let's Try Barter*, waxes almost poetic about the subject: "It is the refuge and defending wall of capitalism. It is personal, imaginative, and adaptable. It is yesterday clasping hands with tomorrow."

Most observers take a more restrained stance. "Cash is still king," admits the top man at one national trading organization. And M.J. McConnell, president of Business Exchange, believes that barter will not come to rule but will settle into a niche of its own in the American economy.

And he's probably right. As long as the barter system can bring together—as it has—willing buyers and sellers for bat manure, peacocks, truckloads of last year's toys, and surplus islands, there'll likely be a place for it in the hearts and wallets of Americans. ■

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by John C. Behrens



IS WASHINGTON REALLY LISTENING?

While Federal officials, including Jimmy Carter, listened and generally agreed with proprietors attending the January White House Conference on Small Business that their problems have to be resolved, the bureaucracy proved once again that it is oblivious to anything but its own directives.

Business owners who attended the well-publicized White House Conference were told that Washington recognizes that over-regulation is among the more serious issues facing small business. Yet, within a month after the conference, the Department of Energy proposed standby federal emergency conservation plans which, if put into effect, will give the President the power to ban all recreational power boating on weekends without congressional action or a referendum. If the United States has an oil shortfall greater than 8 percent, the President can act.

What's so wrong with denying thousands of pleasure boaters the right to use their boats on summer weekends?

Besides discriminating against an entire industry and not others, it could decimate the livelihood of approximately 500,000 people who operate small boat landings or work for boat companies or marinas. It could shut down tourism in some areas of a number of states.

But it's the simple lack of consideration or input from boaters, marina owners and boat companies that irks many. The DOE concedes that the weekend boating ban won't save much fuel (less than 85,000 barrels on weekends, when vehicles of all types consume more than 7 million barrels daily) but, it hastily adds, such an act "has an important symbolic purpose." That's a direct quote from the proposal.

"Incredibly, of all the activities that consume fuel, only boating has been singled out for an outright ban!" says Jeff Hammond, editor of *Boating* magazine. "Private planes, motorcycles, campers, RVs, dune buggies, Sunday drives, summer cottages, winter condominiums, vacation trips by car, rail and airplane, driving to sporting events and everything else you can think of, have been left unmentioned in the conservation measures. America's long-awaited fuel conservation plan takes dead aim at only one miniscule user of fuel—powerboats."

The DOE's conservation plan, which can become law any day unless the de-

partment changes its mind, has nine elements and most have been or are currently in effect. For example, the DOE recommends minimum fuel purchases, odd/even purchase days when emergencies occur, enforcement of the 55 mph speed limit, home and office temperature regulations, public education about the fuel shortage, a shortened work-week if possible and color coded stickers for autos as well as carpooling as ways of reducing oil consumption. None of these, however, prohibit an activity. The banning of power boating does.

According to Hammond, DOE prepared its proposed regulation from the results of a report done by the Argonne National Laboratory. "While the Argonne report admitted that current data on recreational boats was 'sketchy' and its 'analysis required a number of simplifying assumptions,' it nevertheless came up with 'estimates' which the DOE has codified as fact," he says. Hammond further contends that the figures that Argonne uses to estimate boat fuel consumption "are wildly too high, and its report is riddled with inconsistencies and fallacies of logic."

The Energy Act of 1979 passed by Congress technically prevents the DOE and its massive staff of nearly 20,000 from discriminating against one group of fuel users. The emergency conservation act says that DOE must deal with all fuel users equitably.

Washington sources claim that the "symbolism" mentioned in the proposal may be merely a smokescreen to more effectively deal with those who are classified as "heavy gas users."

For example, the Conference Board identifies "middle-aged" families as the biggest users of all gas products in the United States today. Middle-aged families (35 to 54-year-olds) represent about one-third of the nation's homes and buy well over 40 percent of all gasoline sold. Expenditures for gas by this group are nearly 30 percent higher than for the rest of the country.

The middle-aged group is more likely to live in the suburbs where 45 percent of the gas is consumed, as compared with the central cities where consumption is about 23 percent. The major reasons for this increased usage, the board points out, is that the 35 to 54 category has a large number of people in the

(Continued on page 29)

Laugh

(Continued from page 8)

New Jersey. He was George Q. Lewis. He believed that laughter is "good for the soul" and viewed laugh-making as "almost a public service." He worked briefly in New York as both a salesman and a publicity director for a radio station before choosing humor as "his only business."

In the mid-1930s, for instance, he countered the depths of Depression gloom by the creation of National Laugh Week. The project, designed to persuade Americans to temporarily forget their troubles, was a success. The idea has since spawned more than 200 Laugh Week chapters around the world.

A mentor for many aspiring comedians, Lewis founded the Comedy Workshop in 1944, where students were taught humor as a profession. Not only did he provide such name talents as Buddy Hackett, Jack Benny, Milton Berle, and Henny Youngman as guest lecturers for his Manhattan workshop, but he discovered a few new top comedians as well, including David Frye and Vaughn Meader. Although Lewis is dead, his gift of laughter endures.

Says his wife Ruth: "He was a quiet, shy man and had a delicious sense of

humor. Yet he was a very sensitive man. Laughter was his defense against the sadness in the world."

Several days after Lewis died, America lost another great humorist, S. J. Perelman. He influenced generations of comedians—from Groucho Marx to Woody Allen.

"He was one of the world's funniest writers," says William Shawn, editor of the *New Yorker* magazine. "He was also one of the few remaining writers in America who devoted themselves wholly to humor. Over the years, people often put pressure on him to write something they considered serious—a novel, say—but he was never diverted from doing what he apparently was born to do, which was to write short humor pieces.

"He was utterly serious, but his medium simply was humor. He was widely appreciated as a humorist, but people were so enormously entertained by him that they sometimes overlooked his great originality and his literary brilliance. He was a master of the English language, and no one has put the language to more stunning comic use than he did."

People like George Q. Lewis and S. J. Perelman will probably never be equaled. But there are a number of writers today who are, in a manner of

speaking, following in their footsteps. One of the most prominent is Leona Toppel. She doesn't laugh when she watches Bob Hope, Rich Little, or Phyllis Diller perform on TV, but it's not because the jokes aren't funny. It's just that she has heard them before—when she wrote them.

The 51-year-old Mrs. Toppel hasn't been laughing much for 17 years now, ever since she began her career by sending comedienne Phyllis Diller a gag based on a TV soap commercial. But since that time, audiences have been laughing at comedians such as Hope, Little, Marty Allen, and Kay Ballard, and at the material Mrs. Toppel has written for them. Despite her success as a gag writer, she still can't quite pin down what makes a line funny.

"I think a knack for comedy is something you're born with," she says. "Maybe it's defective genes. I was always the class clown and I guess it's just like anything else. The more you do something the more you improve. I was scrubbing a floor 17 years ago listening to Phyllis Diller talk on the radio about how she received most of her material from homemakers. So I wrote the gag about the soap commercial and sent it to her and she bought it.

(Continued on page 36)

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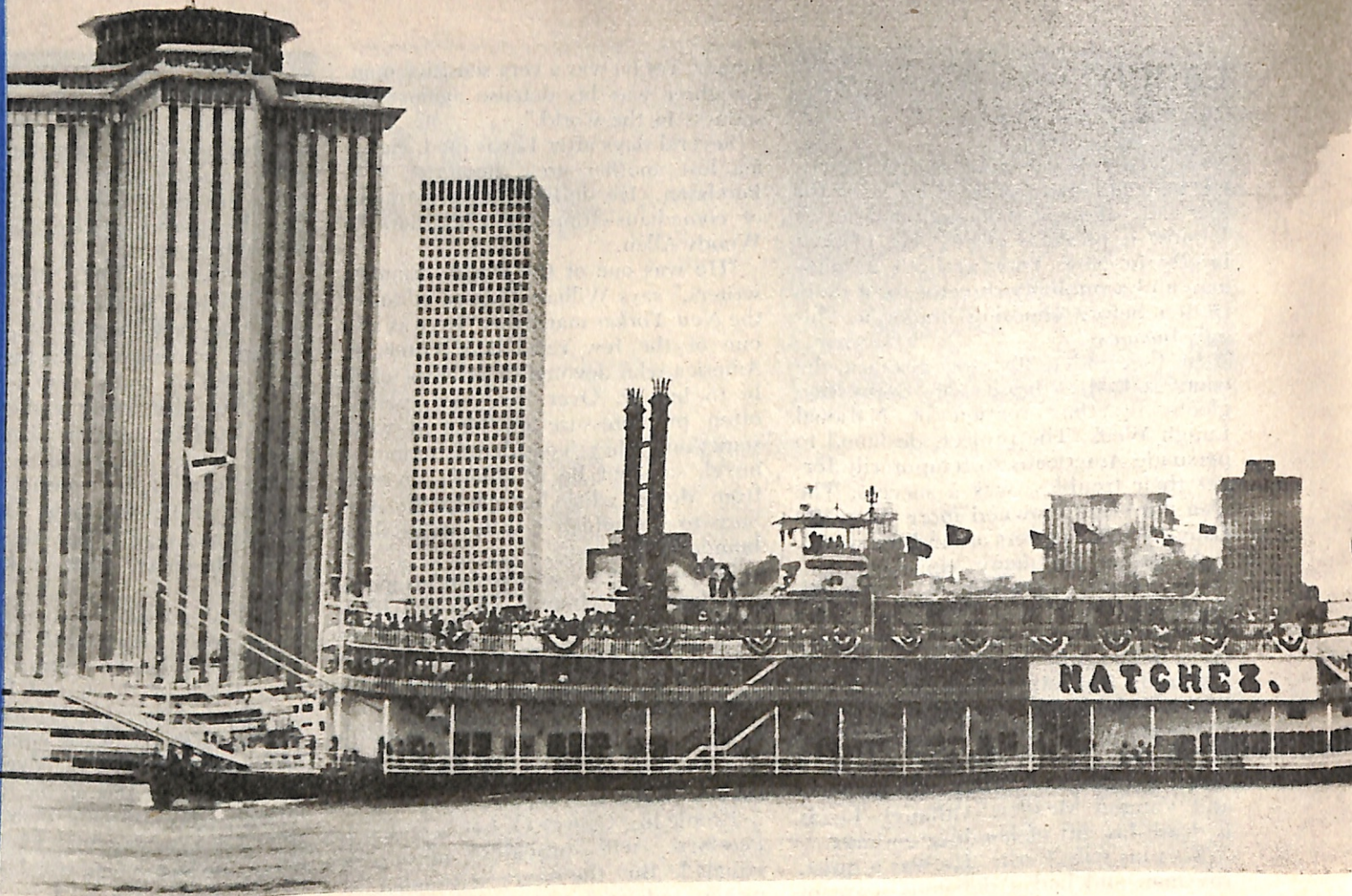
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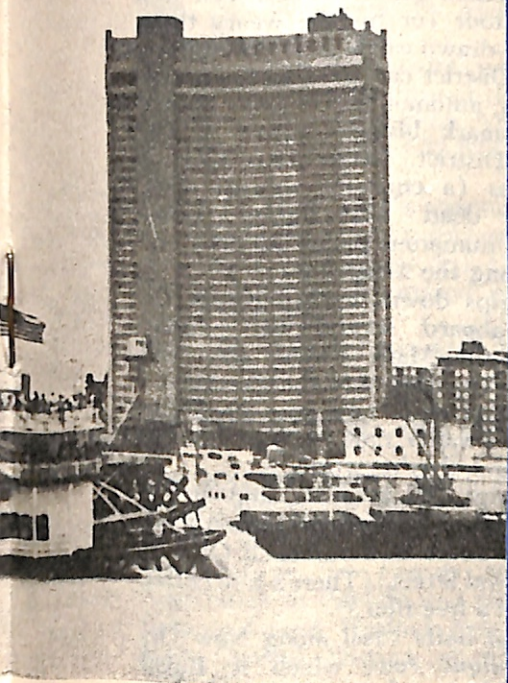
new orleans

by Jerry Hulse

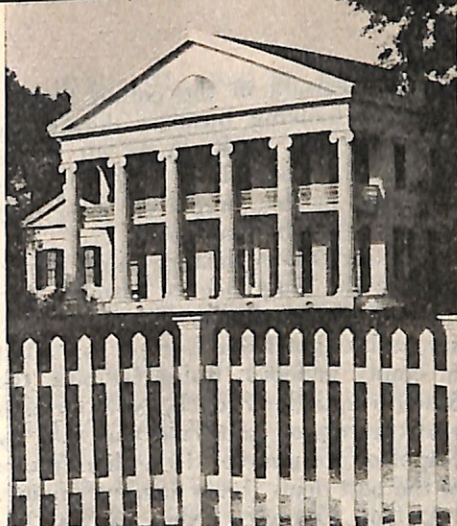
To paraphrase Samuel Johnson, when a man is tired of New Orleans he is tired of life—for there is in New Orleans all that life can afford. Yes, and more, for certain refinements simply aren't for sale. Is it possible, say, to place a price on a dawn, particularly if that dawn breaks along the Mississippi? And what of Jackson Square on a moonlit night? Or the whistle of a

steamer carried by a soft summer wind? New Orleans is a combination of the old and the new, of towering skyscrapers and ancient buildings, of elegant restaurants and noisy oyster bars, of horse-drawn carriages and streetcars that rattle and sway. There's a rhythm, a beat. And New Orleans keeps forever in step.

It is a mixture of sights and sounds



New Orleans visitors often enjoy a trip down the Mississippi aboard the old paddlewheeler Natchez (above), and a tour of the Madewood Plantation House (right, top), or the entertainment of the Olympia Brass Band (right).



and smells: the fragrance of magnolia blossoms, of chicory roasting in cafes throughout the Vieux Carre, of creole foods and a hint of absinthe. To legions of visitors New Orleans has always been the French Quarter, those 90 square blocks bounded by Canal, Rampart, Decatur and Esplanade. The Vieux Carre never sleeps; the bars don't close and the jazz flows forever out doors along Bourbon Street. Midday or midnight, it makes no difference. New Orleans is possibly the most vitally alive town in America. Well, if not *the* most vitally alive, then it comes close. Maybe just a flicker behind New York or Chicago or San Francisco. But even those cities don't possess the moods that make up New Orleans.

Nearly every visitor spends an evening at Preservation Hall with its rickety benches and foot stompin' jazz, a barn of an old place where you feel a closeness to the ghosts of Louis Armstrong, Bix Biederbeck and other jazz greats. The sad, sweet sound of brass and reed filters out of Preservation Hall, pure old-time jazz, the sort of melodies played by Billy and DeDe Pierce, Punch Miller's Band, Sweet

Emma Barrett, Kidd Thomas and his Algiers Stompers, Kid Sheik and his Storyville Ramblers. The first jazz record ever published was recorded in New Orleans by the Original Dixieland Band. And so there's a museum that keeps the birth of jazz alive with the banjo of Emile "Stalebread" La-coume, the guitar of Johnny St. Cyr, a bass fiddle belonging to Alcide "Slow Drag" Pavageau, the sax of Sidney Bechet and Irving Prestopnik's clarinet. Jazz buffs listen to the recorded melodies of Jelly Roll Morton, Satchmo Armstrong and dozens of others. It comes out early minstrel, Dixieland and pure, unadulterated jazz. The stuff still flows hot and sweet from gin mills up and down Bourbon Street: Al Hirt's, Pete Fountain's, the Paddock Lounge, the Famous Door.

Like Las Vegas, New Orleans never dozes. While the night people go off to bed, the day people are up strolling down Royal Street or alongside the Mississippi. Artists display oils and watercolors in Pirate's Alley; tourists stop to pose for portraits and others join the march to St. Louis Cathedral and the Cabildo, which once was a Spanish jail

and now does a turn as a museum. Everywhere one goes there's color, life, music and noise. New Orleans is a canvas that stretches unending, never fully completed, changing constantly, never dull.

Just as crowds of visitors take in Preservation Hall, they also zero in on Brennan's. Breakfast at Brennan's is a tradition, a habit. Because the food and the mood are so good, before you know it you've spent the entire morning there. My first time there a waiter served me a *typical* New Orleans breakfast: grapefruit flavored with kirschwasser, eggs Hussarde, grilled ham and tomatoes, a steak with bear-naise sauce, French bread and, toward the end of the meal (as well as the morning), bananas Foster prepared in butter, brown sugar and cinnamon, then set aflame with banana liqueur and rum. Others gather at the Court of the Two Sisters, which is touristy and crowded but, well, it's hard to get a bum meal in New Orleans. Throughout the city are block upon block of lively bars and restaurants: Arnaud's is one of New Orleans' best, a restaurant that provides both atmosphere and excellent meals. At the Fairmont Hotel (head-quarters for the 116th Elks Grand Lodge Convention), the Sazerac continues to get raves for its atmosphere, its service and its food. And then there is Felix's, which specializes in oysters on the half shell as well as a lineup of other fresh seafood. Galatoire's, of course, is a joy, a tradition, an experience in dining that remains long in the memory (take a tip and order the shrimp Remoulade). Maison Pierre is small, elegant, possibly New Orleans' most traditional creole restaurant. And I have still to hear a complaint about either service or meals in the Caribbean Room at the Pontchartrain Hotel. Indeed, it is world-renowned, serving French, creole and New Orleans cuisine. Then there are Antoine's, Kolb's, the Commander's Palace. Catfish lovers will swoon over the entrees at The Bon Ton with its old Cajun family recipes. Broussard's is another.

It would be a shame to visit New Orleans and pass up Corinne Dunbar's. Here is a restaurant with an atmosphere all its own. Set inside a colorful old home, it provides the sort of dining one would expect in a private residence. Indeed, it is as if you *are* the guest in someone's home. One doesn't

new orleans

just enter unannounced. The door is latched and you must ring for the butler. Once inside, guests sip cocktails in the parlor, and afterward the meal is served in a snug dining room. At Dunbar's a new menu is prepared each day, both for luncheon (noon to 2:30 p.m.) and dinner (6 to 9 o'clock). Although Miss Dunbar passed on several years ago, old family recipes remain in the family. Because of the restaurant's popularity, reservations are a must, whether for luncheon or dinner.

Back in the French Quarter, horse carriages rattle through the streets, carrying visitors to Cafe du Monde and the Morning Call where square-cut doughnuts are dunked in chicory-laden coffee. Riverboats whistle lonesomely down along the Mississippi and the voices of dock workers harmonize alongside its banks. The sounds carry into the French Quarter where the sweetness of magnolias perfume the air in a setting of ancient carriage ways and lacy iron balconies.

In New Orleans' Garden District, magnificent homes were created with

fortunes earned in the cotton brokerage and banking business during the 19th century. With up to 40 rooms apiece, they are filled with priceless antiques: marble fireplaces, gilt-edged mirrors, French chandeliers.

In New Orleans history hangs heavy, just as the fragrance of jasmine and magnolias does. Patios are paved with stones brought from Europe as ballast in empty galleons. Ruled by both the Spanish and the French, New Orleans and the rest of Louisiana was sold by Napoleon for a mere \$15 million in one of the best deals Uncle Sam ever made. Like San Francisco, New Orleans becomes a drug, a habit. Even a streetcar ride becomes an adventure. I'm thinking now of the St. Charles streetcar that rattles past live oak and magnolia trees and heads out by Tulane and Loyola universities and takes in Audubon Park and the Garden District with its Greek Revival homes with their white columns, lacy wrought iron balconies and leaded glass, creating an atmosphere that rings of melancholia and nostalgia.

In New Orleans, inhibitions dissolve in a crazy sort of happiness that sets you free to explore Bourbon Street and the rest of the French Quarter with its bright lights and cobbled alleys. As for the rest of Louisiana, it is composed of other exciting cities and rural villages

with their stately antebellum mansions, crawfish festivals, coastal marshes, mysterious bayous, cotton and cane fields and dark rivers over which Spanish moss drips from ancient oaks. It'll tug at your heart and you'll be anxious to return. Yes, especially to New Orleans.

A Guide To New Orleans

◎ The French Quarter is best seen on a walking tour (or for the weary there are horse-drawn carriages). Touring the Garden District can be done by streetcar, bus, automobile or taxi. Bronze plaques mark historic homes in the Garden District. Other tours take in cemeteries (a curiosity because New Orleans' dead are buried above ground), numerous parks, suburbs and sights along the Mississippi.

◎ Day trips down the Mississippi are offered aboard several old paddle-wheelers—the Mark Twain, the Natchez, the Voyageur and the President.

◎ Plantation tours up River Road can involve as much time as you care to devote—and they're worth it.

◎ For maps and booklets stop at the New Orleans Visitors Information Center in the heart of the French Quarter at 334 Royal Street. (There's free coffee as well as a free film.)

◎ Antique buffs stroll along New Orleans' *antique row*, which is Royal Street with its silver, china, jewelry, paintings, rugs, brass beds, gilt-edged mirrors, hutches and other fine furnishings.

◎ Several homes have been turned into museums, including Gallier House at 1118-32 Royal.

◎ Visit Jackson Square, St. Louis Cathedral and the Cabildo, site of the signing of the Louisiana Purchase.

◎ Relax over coffee and *beignets* at Cafe du Monde (within sight of artwork hung on iron lace fencing surrounding Jackson Square).

◎ For taxis, call United Cabs (522-9771) or White Fleet Cabs (895-6605).

◎ You can travel to the Superdome from most hotels for only a dime. (Look for buses with small yellow flags out front.) Other buses and the St. Charles streetcar charge 30 cents a ride.

◎ To learn what's going on in the arts, dial 522-ARTS.

◎ Visit Longue Vue Gardens, an eight-acre private estate at No. 7 Bamboo Road. Telephone 488-1875.

◎ See the Beauregard Keyes House (1113 Chartes Street), a classic Greek Revival style built in 1826. Telephone 523-7257.

◎ Cabrini Doll Museum & Art Center (1218 Burgundy Street) contains an impressive array of dolls on loan from leading collectors. Telephone 586-5204.

◎ European and early Louisiana antiques and heirlooms are on display in the Casa Hove Museum, 723 Toulouse

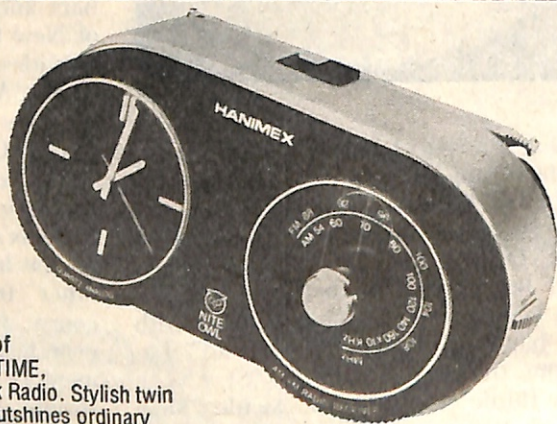
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⊙ Costumed figures can be seen at the Musee Conti Wax Museum, 917 Conti Street. Telephone 525-2605.

⊙ A permanent collection of fine art is arranged in galleries at the New Orleans Museum of Art, Lelong Avenue in City Park. Telephone 488-2631.

⊙ Pitot House, an 18th century plantation, can be viewed by appointment. Telephone 482-0312.

⊙ Automated marionettes portray the life of pirate Jean Lafitte at the Pontalba Historical Puppetorium, 514 St. Peter Street. Telephone 522-0344 or 944-8144.

⊙ Mardi Gras jewels, costumes, etc., are displayed at the Presbytere on Jackson Square. Telephone 581-4321.

⊙ For horse and carriage tours telephone 482-7013.

⊙ Cajun tours are provided by Acadi-

ana Tours, 511 Rue St. Louis. Telephone 523-6742.

⊙ For nightclub tours contact Crescent City Tours, 848 Decatur Street. Telephone 524-8687.

⊙ For limo tours telephone AAAAAA Tours: 834-2133 or 834-8543.

⊙ To contact New Orleans' oldest plantation tour operator, telephone 947-4162.

⊙ Various tours are operated by Grayline of New Orleans, 1793 Julia Street. Telephone 525-0138.

⊙ Merry Makers (1524 State Street) provides spouses' activities for convention groups. Telephone 899-1348.

⊙ New Orleans Tours, Inc., conducts 3½-hour city tours at 9:30 a.m. and 1 p.m. daily. Telephone 246-1991.

⊙ Cassettes for tours of the French Quarter can be rented from Tour-Settes of America, 628 Bourbon Street or 518 South Rampart. Telephone 524-6165.

⊙ For plantation tours, contact Destinations Unlimited, 501 Frenchmen Street. Telephone 948-9651.

⊙ River cruises are offered by Louisiana Cruises (telephone 523-555), New Orleans Steamboat Company (telephone 586-8777), Streckfus Steamers (telephone 525-6545 or 525-6311). ■

Departed Brothers

PAST DISTRICT DEPUTY Ralph O. Hardie of Ormond Beach, FL, Lodge died recently. Brother Hardie served as vice-president of the Florida State Elks Association in 1964-65 and was District Deputy Grand Exalted Ruler for the East Central District of Florida in 1965-66.

PAST DISTRICT DEPUTY Milan E. Holland of Klamath Falls, OR, Lodge died February 25, 1980. Brother Holland served as District Deputy Grand Exalted Ruler for the Southeast District of Oregon in 1969-70.

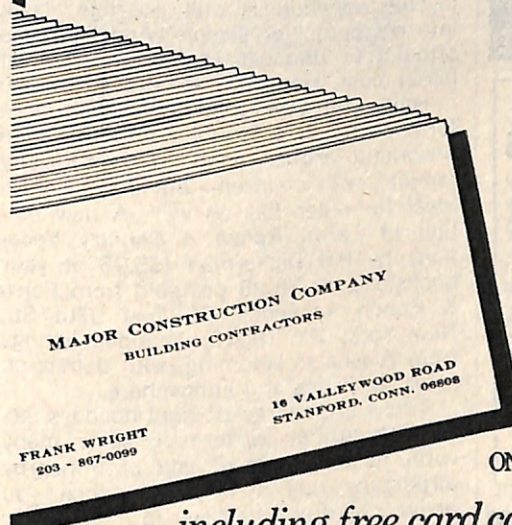
PAST DISTRICT DEPUTY John J. Lane of Natick, MA, Lodge died September 21, 1979. The news of his passing was reported to this magazine only recently. Brother Lane served as District Deputy Grand Exalted Ruler for the East Central District of Massachusetts in 1956-57.

PAST DISTRICT DEPUTY Arthur E. Steffens died March 9, 1980. A member of Cicero-Berwyn, IL, Lodge, Brother Steffens served as District Deputy Grand Exalted Ruler for the Northeast District of Illinois in 1974-75.

PAST DISTRICT DEPUTY L. O. "Larry" Basteen of Tulare, CA, Lodge died recently. Brother Basteen was District Deputy Grand Exalted Ruler for the East Central District of California in 1940-41. At the time of his death he was serving as lodge secretary.

PAST DISTRICT DEPUTY George E. Hutchinson of Inglewood, CA, Lodge died November 27, 1979. The news of his passing was reported to this magazine only recently. Brother Hutchinson served as District Deputy Grand Exalted Ruler for the South Central Coast District of California in 1956-57.

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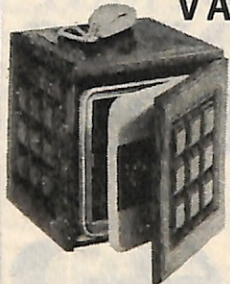
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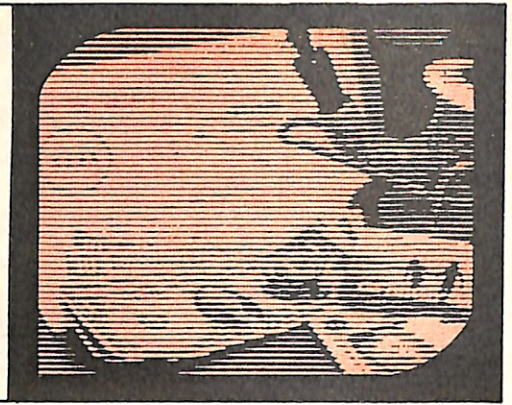
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**YOU AND
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by Grace W. Weinstein



SENIOR TRAVEL

With the cost of travel going up, along with the cost of virtually everything else, you may be thinking of skipping a vacation this year. Don't. With careful planning, an inexpensive and thoroughly enjoyable vacation is still possible. Look into discounts for seniors. And try some offbeat or unusual vacations, often at lesser cost. Herewith, some suggestions:

Have you ever tried a vacation at a farm or ranch or country inn? Stays on a working farm or ranch are great for city families with children—but they're often ideal for older folk as well. A new edition of *Farm, Ranch & Country Vacations* by Pat Dickerman (\$5.95 at your bookstore, or \$6.95 postpaid from Farm & Ranch Vacations, 36 East 57th St., New York, NY 10022) includes listings from Alaska to Wyoming, with details on rates, activities and atmosphere.

These are energy-efficient holidays, according to Pat Dickerman, since many rural hosts will meet you at a nearby airport or bus station and, once you arrive, there is little need to travel. They are inexpensive vacations, too, with weekly rates for adults, including meals, starting at \$120 on farms and at \$150 at ranches and inns. Housekeeping cabins are sometimes available for even less.

Some of the farms are real working farms, with down to earth accommodations (in the farmhouse or, sometimes, a nearby cabin or mobile home; often, with a shared bath) and home-cooked meals. Guests—usually few—can share in chores, or do absolutely nothing but relax. Others are more like resorts, with swimming pools and golf courses, scheduled activities and a larger number of guests. Some are inns or lodges in rural areas, geared to accommodating guests but with friendly hospitality and casual living.

If you're feeling a bit more energetic, consult Pat Dickerman's *Adventure Travel* (available for \$9.20 postpaid from the address above). This book lists such strenuous sports as river running and parachuting—but it also lists such enterprises as houseboating and trips by covered wagon. Age makes no difference here; all you need is enthusiasm and a willingness to try something new.

Rental houseboats, for instance, are available in New York's Thousand Islands and in Wisconsin's north woods and on Kentucky's lakes. Rates may start at

several hundred dollars a week, but most houseboats will sleep at least six or eight people. Bringing friends makes for an inexpensive vacation.

Many rental operators claim that "if you drive a car, you can drive a houseboat." Others, especially on trickier waterways, would prefer that you've had some boating experience. Either way, you will receive some instruction when you pick up your boat. Find out, before you rent, about sleeping and cooking arrangements. And ask about safety equipment, maps and charts, and recreational gear.

On a windjammer cruise you sit back and let the captain run the ship—although your help may be appreciated. Accommodations on these sailing ships may not be quite as up-to-date as those on a houseboat, but the atmosphere is congenial and the pace relaxed. Activities range from sunbathing to sightseeing to snorkeling, depending on where you are, the weather, and your own inclination. Food is hearty. You can take a windjammer cruise off the coast of Maine in the summer months or in the Caribbean in the winter; rates are about \$55 a day, all-inclusive.

Covered wagon trips in several western states follow the trail and recreate the feeling of the pioneer wagon trains, with guests sleeping under canvas in the wagon or in a sleeping bag under the stars. Trips range from two to six days, with rates starting at about \$50 per day per person, all-inclusive.

If you're in good shape and feeling more adventuresome, *Adventure Travel* details expeditions on foot (hiking, mountaineering, spelunking), by horse (cattle drives and pack trips), on or in the water (kayaking, canoeing, scuba diving) in snow (dog sledding, snowshoeing, snowmobiling), and in the air (ballooning, hang gliding, parachuting, soaring). The book provides detailed information on guided tours, accommodations, and rates. It also includes a section on wilderness camps.

Perhaps you'd like to stimulate your mind rather than your body this summer. If that's the case, an on-campus vacation at one of the nation's colleges may be just right.

At the University of Oregon in Eugene, for instance, this summer's Vacation College has two separate sessions. From August 10-17, the theme will be "Mind,

Consciousness, Universe," discussed by a physicist and a psychologist. The second session, from August 17 to 24, will have two groups: "Issues and the Search for Answers in the 80's" and "Creative Involvement in Retirement," with lectures on health, politics and leisure. The cost for a week is \$260 per person in a double room, including meals, tuition, entertainment, and the use of campus recreation facilities. For information, write to Vacation College, University of Oregon, Eugene, OR 97403.

Across the country, Cornell's Adult University in Ithaca, New York, is offering week-long courses on "The Seductiveness of Evil" from July 6-12 and again from July 13-19; "The China Difference" from July 20-26 and August 3-9; and "Sociobiology and Modern Darwinism" from July 27-August 2. There is also a series of one week workshops on such subjects as gourmet cooking, photography, chamber music, and investments. The cost for a week is \$265 per person in a double room, including tuition, meals, and recreation. For information: Cornell's Adult University, 626B Thurston Ave., Ithaca, N.Y. 14850.

Other colleges, from coast to coast, offer similar programs. There is, however, no centralized source of information. You'll have to contact schools directly to see what they offer.

One final word: If you'll be on the road this summer without settling on a week or more in any one place, there are budget accommodations along the way. One useful guide is *Gomer's Budget Travel Directory* (available for \$5.95 at your local bookstore or by mail from Gomer's Guides, Hammond Incorporated, 515 Valley St., Maplewood, NJ 07040). Written by Gomer Lewis, now in his seventies, the Directory is based on his own experience in retirement travel. It details low-cost accommodations in hotels, motels, tourist homes, and inns, with special reference to discounts for seniors. Some prices in this 1979 edition may be outdated, but the places listed will still generally offer low-cost pleasant rooms. ■

It's Your Business

(Continued from page 22)

household of driving age and a high number of working wives. The assumption is that this same group is more likely to own power boats, too.

Gas consumption, the board continues, rises with family income. It accelerates with higher incomes; from 30 percent above average in the \$15,000 to \$20,000 families to over 80 percent above the norm in the \$35,000 and up bracket.

Craftworkers and their families are likely to consume about 40 percent more than the national average for gasoline usage, the conference board concludes, while families headed by managers and supervisors average some 35 percent above normal, and professionals and their families are about 30 percent above average in usage.

But the consumption figures do not answer the basic issue. To ban a sport or activity for symbolic purposes and to give such decision-making to the President or an agency without calling for other sacrifices and compliances is not only dictatorial, it's the ultimate in hypocrisy. Boat owners this summer will be forced to rely upon highly questionable statistics provided by a government agency and an industry which have disputed each other frequently as to the amount of barrels and oil supplies.

Fairness, marina and boat company managers insist, is the only way to make Americans understand the energy crisis.

That must always be the American way.

Boat landing operators will tell you that rising fuel costs have already cut their business and will probably continue to reduce the number of boats in the water this summer. "To ban boating a day or two at peak times on weekends will virtually wipe out the smaller boat places," said one marina owner in New York's Adirondacks. "Nice summer days certainly aren't that plentiful and if we have to shut down fuel sales on several good weekends, people will stay home, sell their boats and destroy what I've spent years to build." Many boaters agree. ■

did you know..



Freedom bumper stickers? Ask your secretary to provide you with one, so you as an Elk can urge others to exercise their right to vote. It's one way you can show that you are an American and an Elk.

Camp Grassick is a warm and wonderful place on the south shore of beautiful Lake Isabel, just south of Dawson, ND. Every year, about 80 youngsters with physical problems spend six weeks getting outstanding therapy from a staff of young, sensitive professionals. This is a project of the North Dakota Elks Association. The Elks own and operate the camp, and each year they pump about \$75,000 into it.

But that's just the tip of the iceberg. Individual Elks lodges all over North Dakota sponsor children and pay the \$175 per child fee for six summer weeks at Camp Grassick.

Escondido, CA, lodge began a program several years ago asking for donations of wheelchairs, crutches, walkers, etc. for the free use by their Brothers and their families. Since then, they've collected a total of ten wheelchairs, 22 pairs of crutches, three walkers and a special electric-type chair for persons with heart conditions. Trustee Chet Broyles was the founder of this special loan closet.

Richmond, CA, Lodge recently had a pleasant surprise. They've been hosting fishing trips for veterans of Bay Area hospitals about four times a year, and on the last junket, there was a lady on board. She was a nurse and a veteran.

Elks have kept their pledge that so long as there is a veteran in the hospital, the Elks will never forget him.

It was during the Spanish-American War in 1898 that the Elks first met in New Orleans. Only two years before, the idea of placing the flag at the altar put a visible stamp of patriotism upon every lodge. It created a trinity of the flag, the Bible and the emblem of our Order.

PGER Edwin B. Hay, during the 34th session, offered a resolution which was adopted and said in part: "That the Order of Elks tenders to the President of the United States its sympathy in these trying moments and its hearty interest in his every act pertaining to the welfare of the country, assuring him of loyalty and devotion to the flag and all it symbolizes, and an indulgence in the hope that a speedy restoration of peace may follow a victorious arbitrament of arms."

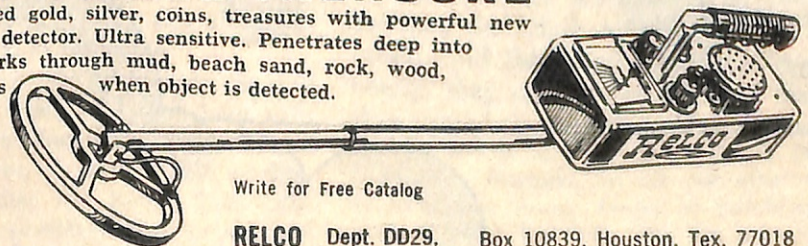
It was another great moment for Elkdom and the flag of the United States.

Everybody in Toccoa, GA, knows about Elks Lodge No. 1820. The Americanism Committee presented a flag to the city to be flown over the downtown mall, pledging to replace it twice yearly on Flag Day and Veterans Day.

Has your lodge ordered the Vote For

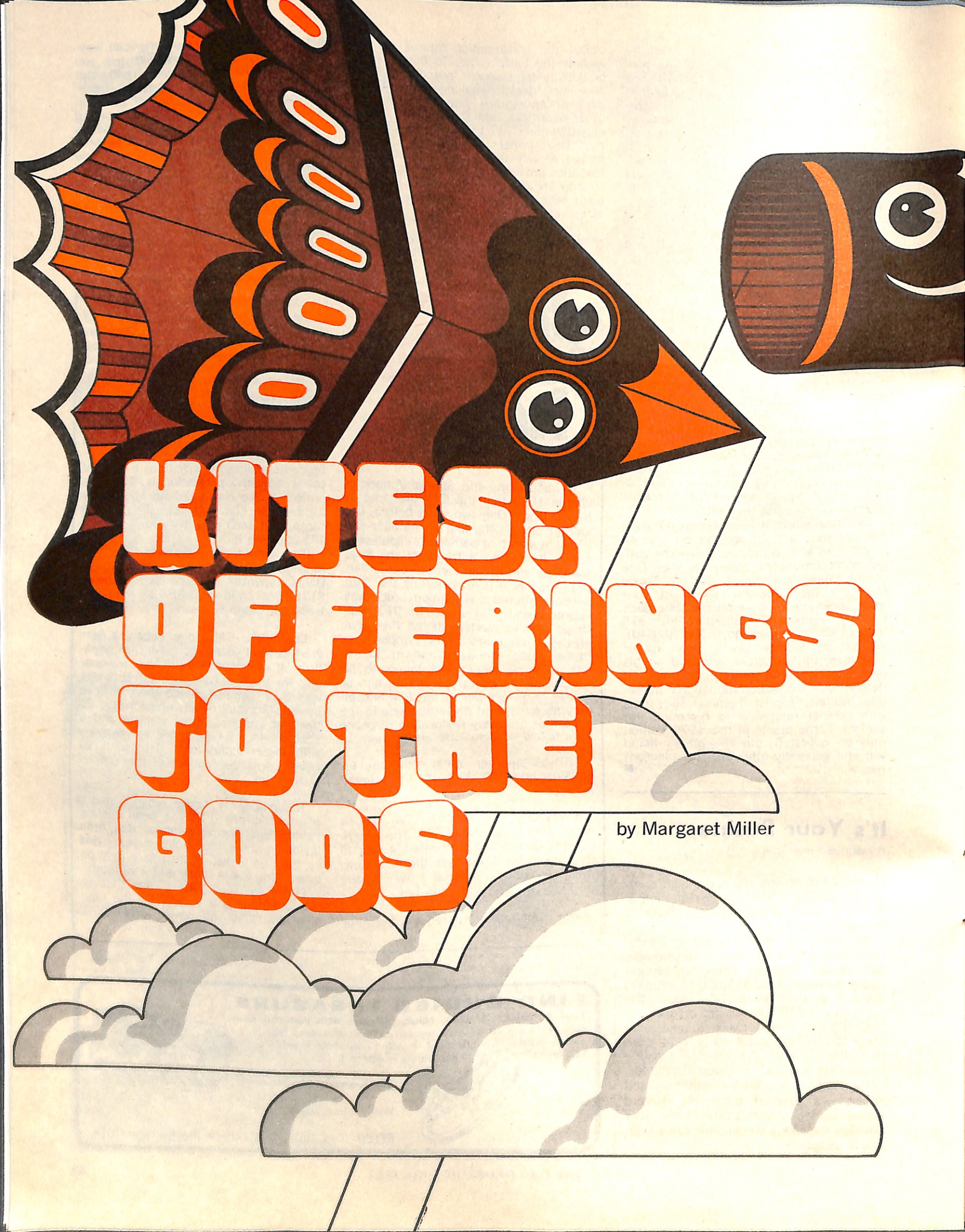
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KITES: OFFERINGS TO THE GODS

by Margaret Miller



Most scholars believe that the first kite took to the air over two thousand years ago in one of the Eastern countries—probably China. Unlike in the Western world where kites have been used almost exclusively as toys, in the East they often had deep religious and ceremonial significance.

Until the 20th century, man was earthbound. His kite, however, was able to ascend almost out of sight into the heavens; by most religions, the realm of the gods. Writing of the primitive Indonesians, Professor H. A. Hadden, in his book *The Study of Man*, suggests that the kite may have been regarded as the “external soul” of its owner; his magical link to the gods.

The earliest kites were made with bamboo frames; their coverings were of silk, reeds or leaves. Flax or silk was usually used for the flying string. These materials were indigenous to China, Korea, Japan, Burma, India, Egypt and Polynesia, including the Hawaiian Islands, Micronesia and New Zealand. The most spectacular kite celebrations took place in some of these countries.

In Polynesia, the kite was, perhaps, a more essential part of day-to-day life than in any other civilization. Polynesian gods were often depicted as birds, and it was no coincidence that Polynesian kites were often bird-shaped. Polynesians believed that their god of highest heaven and of health, Rehua, was not only a sacred bird but also the kite “ancestor” from which all other kites were descended.

In the 16th century, Portuguese explorers approaching Malayan islands from the sea saw green objects fluttering

above the beaches. However, by the time the sailors reached shore, the objects had disappeared. For many years, from far out at sea, sailors saw the kites in the air over the islands but by the time they reached land, not a kite could be seen—only an occasional bamboo frame or a piece of twisted vine rope floating on the water.

Eventually, as trading increased, the secret of the kites was uncovered. In their tropical ocean climate where weather extremes were rare, the Polynesians feared only one element: the wind that brought typhoons. Therefore, kites made of leaves stretched over bamboo frames were flown to please the wind god. It was a secret and sacred rite, and the natives believed that the ceremony would be profaned if observed by foreign eyes.

Later, in the 18th century, Polynesian islanders came to worship twin gods, Rongo and Tane, both of whom were kite fliers. These two gods were brothers, though Tane was pictured as a kite himself, with his long tail caught in a tree. According to legend, Tane challenged Rongo to a contest to see whose kite would fly higher. Rongo, the elder brother, secretly provided himself with a superlong kite string and won the contest. So when Polynesians flew their kites, the first one aloft was named Rongo in his honor.

At this time, the kites were covered with native cloth and had long tails decorated with bunches of feathers and colored leaves. In Polynesian mythology, ever after the Rongo-Tane contest, Rongo presided over peace and war, the dead and kite flying.

To the ancient Polynesian, his kite was, in a sense, his alter ego. A chief was often identified by the form of his kite, much as a medieval knight was distinguished by his crest.

It was taboo for a Polynesian woman to so much as touch a kite; kite flying was a priestly business. The great kite flyers were either chiefs or priests, the latter often using their kites to banish demons.

The Maoris of New Zealand used a kite for divination. It was diamond-shaped with projecting plumes, flown to predict the outcome of battle and to foretell luck in times of peace. An erratic swooping flight was a bad omen; a high steady flight bode well. The priest was careful to use only his right hand on the kite string; to let his left hand touch it meant doom. Special songs were chanted while the divining kite was in the air.

In Hawaiian kite lore, kite competitions were often struggles between the gods and the elements. There is a story of the revered Hawaiian demigod, Maui, building a kite larger than a house. However, when it was ready to launch, there was not sufficient breeze. Maui could not get the kite to rise. Irritated, he sent for an old priest by the name of Kaleioku who could summon the winds at will. The priest called, and the winds came. Unfortunately, they were so strong that they ripped the kite from Maui's hands and hurled it to the other side of the mountain. Furious, he set out after it. It took him many hours to catch up with it, and by that time he was no longer angry. However, he was respect-



ful of the winds ever after.

Some old Hawaiians still believe that when Maui died, his kite fell on a flat spot on a mountain between Mauna Kea and Mauna Loa where it will lie forever.

In China, perhaps the most famous kite festival was the "Festival of Ascending on High," later called "Kites Day." According to legend, many centuries ago, a seer warned a farmer by the name of Huah-Ching that on the ninth day of the ninth moon a terrible

catastrophe would befall his house and everything in or near it. The seer instructed him to take his family and his servants into the hills on that day to picnic, fly kites and drink chrysanthemum wine. So Huah tied a small red bag of dogwood to the wrists of each person to ward off bad luck and took off into the country.

The family enjoyed the holiday but, upon returning home, found their house and all their possessions destroyed and their animals slaughtered. In gratitude to the gods for the warning which saved his life and the lives of those in his household, on the anniversary of that day Huah took his family into the hills to picnic and fly kites.

The tradition was taken up by Huah's neighbors, friends and relatives. Even-

tually, all his countrymen came to believe that a whole year's bad luck could be avoided in this manner, and the day became a national holiday. After a time, the Chinese also came to believe that the higher a kite flew on that day, the greater would be the owner's success in his profession, literary endeavors, or business.

Kitemaking was an ancient profession in the Orient, its skills handed down from father to son for generations. Therefore, many of the kites in the air during the Festival of Ascension were made by these craftsmen. However, many others were made by individuals and rivaled those of the professionals in exotic design: butterflies, birds, insects, dragons, fish, bats and other fanciful shapes. Some were octagonal and painted with the legend of the eight immortals. Wind organs, bells, and whistles were tied to the corners of some of them; gay little lanterns to the tails of others. Because the kite's flight was supposed to indicate the owner's success in the year ahead, each one was meticulously constructed with detail to symmetry, weight and balance.

The Festival of Ascension, or Kites Day, was one of China's most celebrated holidays. Today, however, like all religious festivals in China, it has all but disappeared, frowned upon by the present government as a symbol of the counter-revolutionary movement.

China's "Driving Away The Devil" kite ceremony was rooted in superstition. It was a sort of aerial exorcism. On a Chinese boy's seventh birthday, his parents made him a straw kite. The father sent the kite aloft, and when the kite was at its zenith with its string all payed out, he let go of the cord. The kite sailed off, supposedly bearing away all evil which might surround or afflict the boy.

Later, if the Chinese boy was a farmer's son, when he became of age, a ceremony of divination was held. He was given a "rice kite" to fly over his own paddies. A sheaf of rice was attached loosely to each side, with another one on the tail. As the kite flew, the wind shook the grains loose and they fell to the ground as seed. If the son managed to keep his kite aloft until all the seed was dropped, it was a sign that he would have bountiful crops all his life.

Another Chinese custom was for parents to fly a kite in the shape of a carp when a son was born into the family. The carp was used as a symbol in the hope that the boy would make his way upstream as strongly as that hardy fish. Usually, the kite was purchased and flown by young male relatives.

If there were other young sons in the

Grand Lodge Americanism Contest Brochures

- Subordinate Lodge Americanism Contest
- State Association Americanism Contest
- Flag Day Contest
- Cast Your Ballot For Freedom Contest

All details of contests are described on pages 13, 14, 15 and 17 of the 1979-80 Americanism Program Catalog.

Mail all entries to:
Dominic P. Dululio, Chairman
Grand Lodge Americanism Committee BPOE
C/O Merriott Hotel
Canal and Chartres Streets
New Orleans, LA 70140

Attn: Convention Manager—Hold for Elks Convention.

Note: In the lower left-hand corner of package, please designate which contest entered and membership division category.

D. P. Dululio, Chairman
Americanism Committee

Grand Lodge Activities Program

GER Robert Grafton stressed two major points in presenting his program for the year: "Build A Better Elkdom" and "Personal Participation."

As a matter of fact, without "Personal Participation," it would be impossible to "Build A Better Elkdom."

Those Brothers who participated by encouraging friends to become a part of our great Order, who saved a Brother from lapsation, who invested and encouraged others to invest in the Great Heart of Elkdom and our National Foundation, all helped to "Build A Better Elkdom."

The thousands who did have received the thanks of GER Grafton through the Grand Lodge Activities Committee, in the form of Seals for their membership cards, GER Award Pins for their lapels and Certificates to be proudly displayed in their homes or offices.

The lodges and officers who participated and sent in the applications previously furnished to each lodge by the Grand Secretary, have been awarded GER Certificates in appreciation of their efforts.

Lodges which entered the contests sponsored by the Grand Lodge Activities Committee have proven their dedication to the program. Plaques will be presented to the winners at the Grand Lodge Convention in New Orleans.

Many Brothers are still earning these awards and will continue to do so as the 1979-1980 year comes to a close. Those who have not yet qualified may still do so, and thus do their part to "Build A Better Elkdom." Won't you join them?

Alvin A. Ehrlich, Chairman
Grand Lodge Activities Committee

family, kites of different sizes, each one of a size to represent each son, were flown. Since a bad flight meant misfortune for the boy, some families simply hung the kite from the ceiling of the child's room.

The birth of a son was cause for celebration throughout the Orient. Japan had congratulatory kites which were presented to the parents of first-born sons by Shinto and Buddhist priests, the child's grandparents, and friends or town officials, depending on the family's status.

Messages and paintings of the gods or folk heroes who would protect and bless the life of the newborn adorned the congratulatory kites. One of the favorite pictures was that of Kintaro, also known as Kintoki, the legendary Golden Boy who was abandoned in the woods by his parents because they were too poor to raise him. He was adopted by the bears of the forest and grew up to be one of Japan's bravest and strongest men. Sometimes, beside Kintaro's round red face appeared a painting of a carp, the Japanese symbol of vigor.

Kintaro was also a favorite figure on the special kites which flew all day long in Japan on the fifth day of May each year. This kite holiday, the Boys' Festival, was supposed to impress on

the boys the importance of being good, brave and strong. Most of these kites were made in the shape of the carp.

In Japanese folklore, the Boys' Festival began a long time ago when the boy folk hero, Kintaro, stood beside a river watching some fishermen at work. Suddenly, he spied a huge man-eating carp heading toward the unwary fisherman. Kintaro jumped into the river, fought the carp and slew it.

Apparently the nobility took part in this ceremony, for old Japanese documents record that in 1558 in Hamamatsu, kites were flown by a retainer named Jingaro in celebration of the birth of Prince Yoshihiro, first son of the castle lord of Hikuma.

According to Clive Hart, in his book *Kites: An Historical Survey*, this holiday was observed as much as 15 hundred years ago during the reign of Jintoku Tenno.

In many of the Eastern countries, New Year's was marked by kite ceremonies. On the Japanese New Year kites, Kintaro appeared, along with the crane, tortoise, octopus and fans, as well as heroes of history and mythology. The crane and the tortoise were the favorites because they were symbols of long life. Offered to the gods as thanks for blessings of the year past and in hope for good fortune in the year

ahead, Japanese New Year kites have been flown since before recorded history until the present time.

Koreans flew New Year kites for the first 15 days of the first moon. Then, a kite with the message "Bad luck away, good luck stay" was flown until the string was payed out; then released so that it might take away with it all the tribulations its owner might have had to bear during the forthcoming year. If one of these kites was found, it was left untouched, for fear that all the trouble intended for its owner would be transferred to the finder if he picked it up.

A similar tradition was observed in China, not at the New Year but from the first to the ninth of September. In China, however, it was the custom for anyone who found one of the kites which had fallen to burn it.

On National Kite Day in Korea, mothers wrote a list of toys which their children wanted on kites; then let the wind carry them into the heavens where the gods would read them and, perhaps, provide the presents.

One of the most popular and unique kite holidays was the Chinese Festival of the Lantern Kites, which occurred on the 15th of January at the Hour of the Ox: midnight. At that hour, the skies over China were filled with kites

(Continued on page 36)



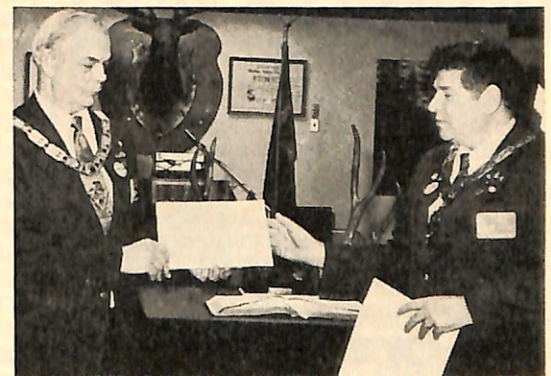
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Elks National Foundation
2750 Lakeview Avenue • Chicago, Illinois 60614



At Millinocket, ME, Lodge, PER, PDD, and PSP Joseph Cummings (left), an Honorary Founder of the Elks National Foundation, welcomed four new Founder members. From left are PER John Marquis, then-ER Richard Niles, PER, PDD and PSP William Tippens, and Steward John Folsom.


Martin Folan (left) then-ER of Fort Pierce, FL, Lodge, congratulated Est. Loyal Kt. Robert Harris (center), who received an Honorary Founder's Certificate in recognition of his gift of \$1,000 to the Elks National Foundation. Looking on was PER Fred Balsam, lodge National Foundation chairman.



Dan Cormier, PER and National Foundation Chairman of Shelton, WA, Lodge, presented a \$1,000 National Foundation certificate to then-ER Bill Rutherford. The certificate signified the completion of Shelton Lodge's pledge of \$100 per year for ten years. The pledge was made in 1971 at the time of the institution of the lodge.



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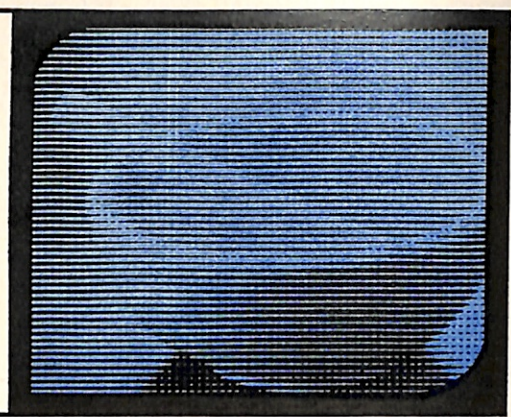
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MEDICINE AND YOU

by Larry Holden



COMING TO GRIPS WITH STRESS

The popular "I'm O.K./Be Your Own Best Friend" line of self-help thinking is not only nonsensical—it's also dangerous, according to two psychologists.

"The very idea of rating your 'self', as if you were rating physical beauty or assessing the firmness of tomatoes, makes little sense philosophically," states Dr. Frank C. Richardson. "While evaluating our experiences and actions is a necessary part of the fabric of everyday life, it is self-evaluation—evaluating how worthwhile, important, even how 'good' a person we really are—that is one of the major causes of stress.

Dr. Richardson is an acclaimed expert in psychotherapy and an associate professor of educational psychology at the University of Texas. Collaborating with Dr. Robert L. Woolfolk of Rutgers University, the two researchers have developed a revolutionary approach to permanent stress reduction. This approach forms the focal point of their new book, *Stress, Sanity and Survival*.

Dr. Richardson points out that stress is not "out there" in the environment, waiting to pounce. "Events in and of themselves do not produce stress reactions. It is primarily our perceptions or appraisals of events that make them stressful. Certain events in the environment can happen. Our belief that some negative consequence will follow from these events is what actually causes stress."

To reduce stress, reveals the Texas psychologist, you have to eliminate the debilitating physical and emotional changes that occur during the last phase of the stress reaction. You can do this by altering beliefs, assumptions and ineffective ways of thinking that make us more vulnerable to stress. Changing one's beliefs is a subtle process, both taxing and repetitive, he cautions. And the best way to start is to stop evaluating yourself at all—completely. In practical terms, this is quite radical and unexpected, but the only way to get rid of a behavioral problem (smoking, shoplifting, and thinking self-evaluative thoughts) is to stop doing it.

To help you stop these thoughts and to change faulty beliefs and the ways of living based on them, Drs. Richardson and Woolfolk provide scores of solid, practical techniques and tools. Some of these include changing the way you talk

to yourself by cultivating and emphasizing the positive, regularly disputing your faulty stress-producing assumptions and beliefs, dealing directly with a problem instead of worrying about things you can't anticipate or control, keeping a diary, and using imagery—the visualization of a scene over and over again—to help deal with stressful emotions.

To help reduce stress, they teach skills in relaxation, in self-assertion, in improving interpersonal relationships, in rational problem solving, and in increasing spontaneity and enjoyment. "We delve into meditation, progressive relaxation, self-hypnosis and auto-suggestion, thus providing concrete information and instruction for drastically reducing stress immediately," comments Dr. Richardson.

The fact that chronic stress can lead to ulcers, hypertension, coronary disease, many allergies, migraine and tension headaches, backaches, diabetes, arthritis—even cancer—is well documented. Coping with stress through a variety of relaxation techniques has been the subject of numerous books. What is important about *Stress, Sanity and Survival* is the way the authors, clinical psychologists who are also well-schooled in philosophy, have assembled all the information available on stress into this one highly readable book.

Both clinical psychologists readily offer *Medicine & You* readers a stress test, clarification of a number of stress misconceptions and tips for reducing stress:

Stress Test

1. Do you worry about the future?
2. Do you sometimes have trouble falling asleep?
3. Do you often reach for a cigarette, a drink, or a tranquilizer in order to reduce tension?
4. Do you become irritated over basically insignificant matters?
5. Do you have less energy than you seem to need or would like to have?
6. Do you have too many things to do and not enough time to do them?
7. Do you have headaches or stomach problems?
8. Do you feel pressure to accomplish or to get things done?
9. Are you very concerned about being either well-liked or successful?
10. Do you perform well enough in life to satisfy yourself?

11. Do you get satisfaction from the small joys or simple pleasures of life?
12. Are you able to really relax and have fun?

Scoring: I point for a yes answer to 1-9 or a no answer to 10-12. A score of 4 or more suggests that you may be under significant stress.

Common Misconceptions About Stress

- ⊙ *We always know when we are under stress.* Often people become so accustomed to stress that they become unaware of it. Many of us suffer the debilitating effects of stress even though we don't feel tense. Stress can change the way you treat others or damage your body even in the absence of feelings of frustration or anxiety.
- ⊙ *Stress is something which affects only those who have high-pressure lives.* Many ordinary individuals experience the constant stress of worry, leading unfulfilled lives or not being what they would like to be.
- ⊙ *The only way to lower stress is to change your surroundings or to take medication.* Changing your outlook on life is the most reliable and effective way of reducing stress. Stress comes from the way we perceive the world, not from the way the world really is.
- ⊙ *Stress is caused by events that happen to us.* To paraphrase the Stoic philosopher Epictetus, it is not events in themselves that cause our distress but rather the views we take of events.
- ⊙ *Emotions have a will of their own and cannot be controlled.* We can change our feelings by first changing our behavior or by changing our thinking. For example, getting some work done can keep us from worrying about it. Creating a new understanding of a situation can make it less threatening or stressful.

Tips for Reducing Stress

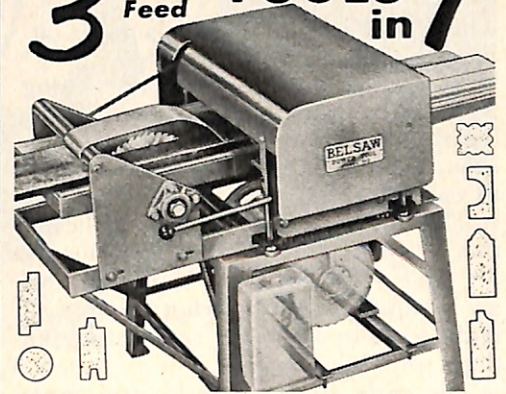
- ⊙ *Learn to plan.* Disorganization can breed stress. Having too many projects going simultaneously often leads to confusion, forgetfulness, and the sense that uncompleted projects are hanging over your head. When possible, take on projects

one at a time and work on them until completed.

- ⊙ *Recognize and accept limits.* Most of us set unreasonable and perfectionistic goals for ourselves. We can never be perfect, so we often have a sense of failure or inadequacy no matter how well we perform. Set *achievable* goals for yourself.
- ⊙ *Learn to play.* You need occasionally to escape from the pressures of life and have fun. Find pastimes which are absorbing and enjoyable to you no matter what your level of ability is.
- ⊙ *Be a positive person.* Avoid criticizing others. Learn to praise the things you like in others. Focus upon the good qualities those around you possess.
- ⊙ *Learn to tolerate and forgive.* Intolerance of others leads to frustration and anger. An attempt to really understand the way other people feel can make you more accepting of them.
- ⊙ *Avoid unnecessary competition.* There are many competitive situations in life that we can't avoid. Too much concern with winning in too many areas of life can create excessive tension and anxiety, and make us unnecessarily aggressive.
- ⊙ *Get regular physical exercise.* Check with your physician before beginning any exercise program. You will be more likely to stay with an exercise program if you choose one that you really enjoy, rather than one that feels like pure hard work and drudgery.
- ⊙ *Learn a systematic, drug-free method of relaxing.* Meditation, yoga, autogenic training or progressive relaxation can be learned from various accredited teachers and licensed psychotherapists.
- ⊙ *Talk out your troubles.* Find a friend, member of the clergy, counselor, or psychotherapist you can be open with. Expressing your "bottled up" tension to a sympathetic ear can be incredibly helpful.
- ⊙ *Change your thinking.* How we feel emotionally often depends on our outlook or philosophy of life. Changing one's beliefs is a difficult and painstaking process. There is little practical wisdom in the modern world to guide us through our lives. No one has all the answers, but some answers are available. *Stress, Sanity, and Survival* contains a few. ■

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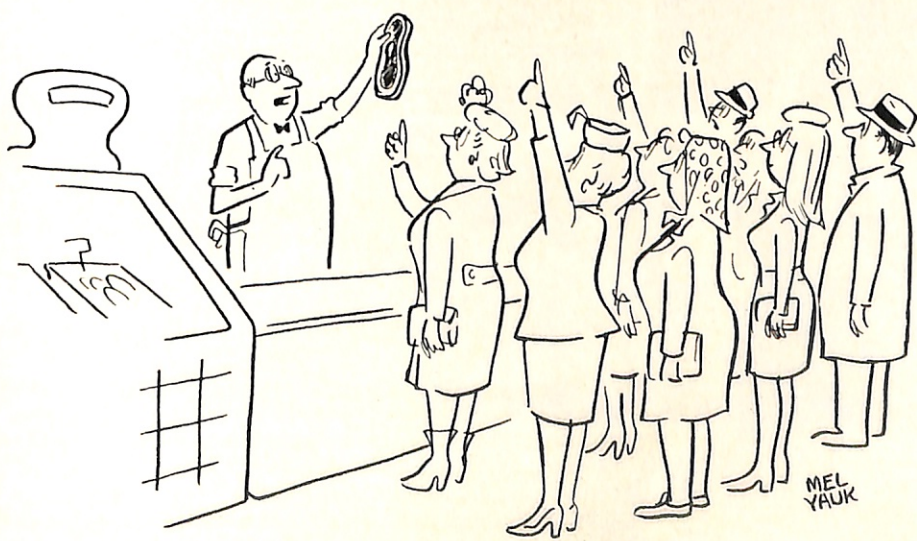
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Kites

(Continued from page 33)

which had small candle lanterns attached to them.

In Thailand (formerly Siam) kiting was, and is, a national pastime. Flights begin in March at the start of the monsoon. Centuries ago, kites were flown to call up these seasonal winds.

The early Thais definitely believed that a man's kite was an extension of his soul. The King of Siam had his mandarins take turns flying his kite all night long to keep his soul safe from the dark while he slept.

The early Eastern world was mostly agricultural, and kites were used to call to the gods of wind and rain to help the crops grow, to predict success or failure of the coming harvest,

to give thanks for a good crop, and as charms against sickness and misfortune. Shinto and Buddhist priests took part in many of the rites.

Early records tell of kites appearing in Egypt, Greece and India, though apparently they had less importance in those countries' religious ceremonies. However, on January 14th in India, people gathered to fly kites as an offering to the sun god, Surya. The early calendar differed from our present one, and the Indian holiday was the celebration of the winter solstice. The purpose of the kites was to coax the sun back to the center of the heavens.

Though a kite still may appear on a religious or a national holiday, most of the colorful and exciting kite festivals of the East have all but disappeared, pushed aside by other cultures, technologies, and by early missionaries.

Nevertheless, in Greece on Clean Monday, the beginning of Lent, kites take to the skies to signal the end of carnival. Flown mostly by children, they are the most concentrated on Philapapos Hill across from the Acropolis.

In the Western world, there are few instances of kites being used in worship. However, many years ago a schoolteacher on the island of Bermuda took his students out to the beach on Good Friday to demonstrate Christ's ascension into Heaven. He unfolded a large paper kite on which he had painted a picture of Jesus. When the kite had exhausted its string, the teacher let go of the cord. The kite rose higher and higher until it vanished into the sky. The teacher's name has long been forgotten, but the tradition of Good Friday kite flying still exists in Bermuda. ■

Laugh

(Continued from page 23)

"After that, I'd call comedians when they came into town and sell them gags. Then one comedian would tell another and I got to be fairly well known. Now that's funny. I used to call the comedians and now they're calling me."

Another top gag writer that comedi-

ans constantly call is Stan Davis. As a young man he was a tailor. His clients included Ronald Coleman, Tyrone Power, Ralph Bellamy and Edgar Bergen.

One day in the late thirties, Edgar Bergen put Davis on his payroll full time, and he stayed with him for four years. Then came a stint with Bing Crosby for seven years. Over the years, Davis has written gags for Milton Berle

(his biggest client), Jan Murray, Pat Henry, Rowan and Martin, Redd Foxx, Slappy White, Larry Storch, Red Buttons, Glen Campbell, and Frank Sinatra. But his name is hardly a household word because comedians don't like to divulge the names of the people who write for them. They like the public to think they create their own jokes.

As the experts say, laugh and live longer. ■

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The annual Arts and Crafts Contest was conducted at the Veterans Administration Medical Center in Wilkes-Barre, PA, by the Northeast Pennsylvania District Elks. Nineteen entries were submitted by the patients, and cash prizes were awarded. Persons in charge of the contest were (from left) Michael Parrell, medical center director, Joseph Sarosky, Elks VAVS Representative, patient John Kryziewski, prize-winning contestant, Penelope Popp, Chief of Nursing Service, T. H. Moghul, Chief, Rehabilitation Medicine Service, and Daniel Ciavarella, Corrective Therapist and RMS coordinator.



Eureka, CA, Lodge, with the help of Crescent City, CA, Lodge, collected 690 hides for disabled veterans. In photo from left are Frank Mills, Chm., Deer Hide Drive, Est. Lect. Kt. Terry Rockwell, Est. Loyal Kt. Fred Tatka, Crescent City Chm. and PER Louis Tosio, Jr., and O. K. Howard, then-ER, Eureka Lodge.



A presentation of two bundles of leather was made to a New York City Veterans Administration Medical Center by New York, NY, Lodge. From left are Arthur Miller, a patient, William Ahearns, Jr., Tullio Fuligni, VAVS Representative, Roy Cassella, Thomas Higgins, Gaetano Staffa, VAVS Deputy Representative, and Arlene Dugan, Occupational Therapist.

ON TOUR WITH



ROBERT GRAFTON/Grand Exalted Ruler



During the visit of GER Robert Grafton (third from left) to Pasadena, CA, for the New Year's Day Parade, he had an opportunity to see the recently unearthed cornerstone of an old Pomona, CA, Lodge building which had been razed in 1939. Pictured with the GER are (from left) Pomona Lodge Secy. Finley Hough, PGER Horace Wisely, Pomona Lodge ER Al Owings, DDGER Joseph Cenoz, PGER Leonard Bush, Grand Trustee Marvin Lewis, and PGER Gerald Strohm.

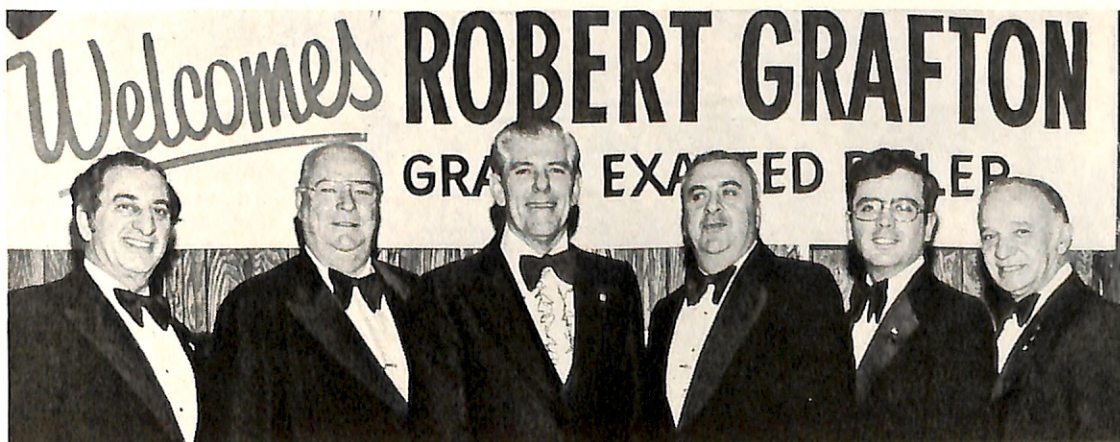
GER Robert Grafton (third from left) visited the Nevada State Elks Association's mid-winter meeting at Las Vegas, NV, Lodge. Other officials in attendance were (from left) Grand Est. Loyal Kt. Art Olson, then-ER Edwin Harp, and PGERs Horace Wisely, Gerald Strohm and Leonard Bush.



At Kearney, NE, GER Robert Grafton (center) helped observe the 75th anniversaries of both Kearney Lodge and Kearney State College. GER Grafton and PGER George Klein (right) were welcomed to the college by President Brendan McDonald.



During the visit of GER Robert Grafton (back row, center) to Kearney, NE, Lodge, the winners of the lodge's Americanism essay contest (front row) were honored. Standing with the GER were (left) PER and Americanism Chm. James Dobberstein and then-ER Riley Harris.



On the birthday of Elkd. GER Robert Grafton (third from left) visited the Southeast District of New York. A dinner dance was held in his honor at Valley Stream, NY, Lodge. Dignitaries pictured with the GER are (from left) DDGER Nilo Mengrone, PSP George Balbach, SP George Malekian, then-ER Geoffrey O'Connell, and VP William Savino.

NEWS OF THE LODGES

(Continued from page 15)



PAAULIO, HI. Pamelyn DeMello, a national finalist in the 1980 "Hoop Shoot" contest, is shown with the trophies she won at the local, district, state, and regional levels. Pamelyn was sponsored by Hilo, HI, Lodge.



WALNUT CREEK, CA, Lodge held a Law Enforcement Appreciation Night. Then-ER Raymond Perry (second from left) presented a \$500 check to Walnut Creek Police Chief Karl Swanson to be used in the police department's "We Tip" Program. Looking on were Committee Co-Chm. Charles Imhof (left) and Charles Delsecaux.



KINGMAN, AZ. PGER Gerald Strohm (second from left) attended Old-Timers' Night at Kingman, AZ, Lodge. PGER Strohm was born in Kingman and renewed old acquaintances that night. In first row from left are DDGER Dal Stallard, Strohm, PER Stewart Thompson (about to receive his 65-year pin), and Grand Trustee Marvin Lewis. In back row are PDD Wes Allen and PER Nolan Davis, Co-Chm. of the Old-Timers' Night Committee.



GOLETA, CA. In recognition of its outstanding service to the community, Santa Barbara, CA, Lodge received the Golden Deed Award at the 15th annual Goleta Valley Night. Accepting the award for the lodge was then-ER Cecil Whetstone (left) from Salvador Rodriguez, last year's recipient.



MONTEREY, CA. On behalf of the members of Monterey, CA, Lodge, Brother Jeffrey Ward (second from left) presented a check for \$1,000 to Dr. Jerry Rubin, director of the Hospice of the Monterey Peninsula. Brother Ward was accompanied by his mother, Mrs. Sue Ward, and Est. Loyal Kt. Ted Blocker (left). This was an especially emotional occasion for Jeffrey and Mrs. Ward, since the lodge made this contribution in memory of their sister and daughter, Gail Ondriska, who recently died as a cancer victim.



SANTA CRUZ, CA. From Eagles to Elks: Two former Eagle Scout members of the scout troop sponsored by Santa Cruz, CA, Lodge, have become members of the lodge. Mark Hoover (left) and Joe Cleary (right) earned their Eagle Scout Awards in the early 1970's. They were welcomed to the lodge this year by then-ER Ivano Camelli (second from right).



SAN MATEO, CA, Lodge donated a U.S. flag and a California state flag to Serra High School in San Mateo. From left are Serra Principal Michael Peterson, Senior Class President Tony Malone, Student Body President Dominic Ticzon, and Brother Frank Herrington of the lodge Americanism committee.



RIO RANCHO, NM. Elks' ladies President Vivian Lowell (third from left) presented an officer of Rio Rancho, NM, Lodge with a check for \$4,000 to be used for landscaping of the lodge grounds. Looking on are (from left) Mary McNutt, Kay Catalano, Adelaide Gerardi, Emily Fanning and Karen Fink.



LAS VEGAS, NV. Pictured with GER Robert Grafton (left) and the originator of the Elks "Hoop Shoot" Program, PGER Frank Hise (right), are the winners of the West Regional Hoop Shoot, held at Las Vegas, NV. From left are Becky Freeman, Chris Udy, Sean Lemoreaux, Pamelyn DeMello, Matthew Rollins, and Sharon Little.



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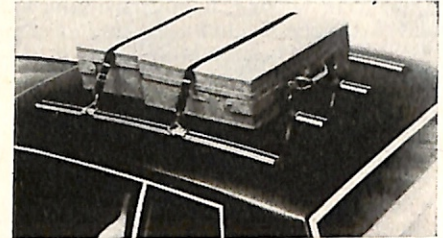
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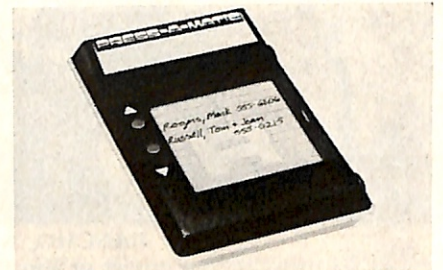
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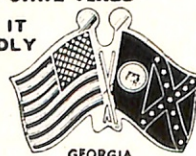
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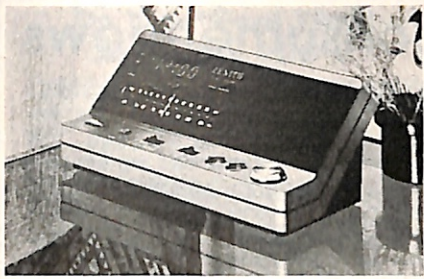


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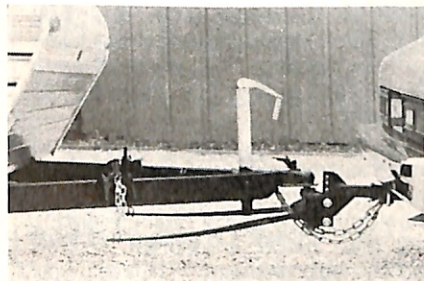
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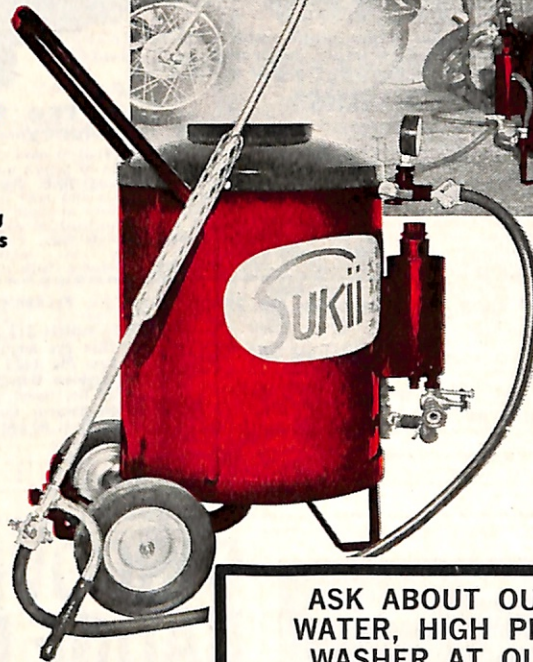
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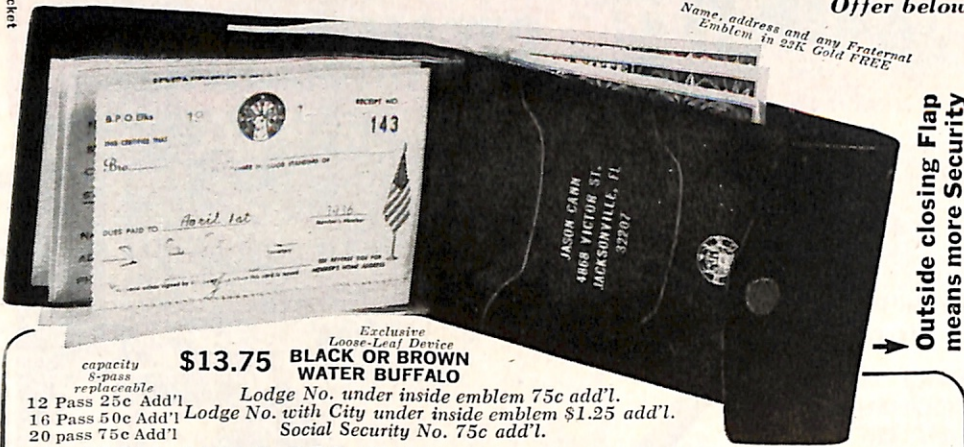
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- 16 Pass 50¢ Add'l
- 20 Pass 75¢ Add'l
- Elk Emblem Inside FREE
- Elk Emblem Outside 75¢ Add'l
- Lodge No. Under Inside Emblem 75¢ Add'l
- Social Security Number 75¢ Add'l
- First class .80 add'l

Elks Family Shopper consumer/news

Stroke, unlike many other medical conditions, often warns its victim before striking. If you feel weakness or numbness in an arm or leg, experience stuttering, stammering, or temporary blindness, call your doctor immediately. These can all be warning symptoms of a stroke, even if they occur infrequently. Most doctors consider any of these warnings to be a medical emergency requiring prompt evaluation and treatment if stroke is to be prevented.

A new booklet from the Department of Health, Education and Welfare discusses what causes a stroke and what you can do to prevent one. For your copy of *What You Should Know About Stroke and Stroke Prevention*, send \$1.00 to the Consumer Information Center, Dept. 178H, Pueblo, CO 81009.

Other warning signs of stroke are less specific. They may include a sudden, unexplained headache, unsteadiness or loss of equilibrium and drowsiness. These symptoms also should get prompt medical attention.

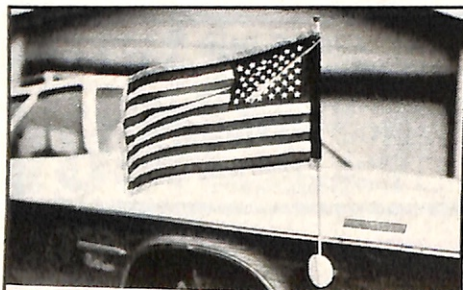
A stroke is, basically, a loss of functioning brain tissue resulting in a disability. The disability can take many forms, although a typical victim of stroke is one who can't move one side of the body as easily as the other side, and who may have difficulty speaking. The sooner therapy is started after a stroke, the better the chances for recovery.

Hardening of the arteries and high blood pressure are two risk factors in stroke. And stress may accelerate hardening of the arteries and high blood pressure.

To help prevent strokes you should:

- Have your blood pressure checked regularly. If your blood pressure is high, follow your doc-

(Continued on page 44)



Fly Your Colors Everywhere!

Show patriotism by flying your flag wherever you go! The new "DIPLOMAT" quality flag kit easily mounts on any metal car fender—is guaranteed to withstand highway speeds! Kit includes durable 100% nylon 12" x 18" gold-fringed U.S. Flag, 24" detachable flag-pole, fender attachment & instructions. Similar to flags on the President's and Ambassador's cars. Only \$19.95 (add \$2 post/hndlg; Calif res. add \$1.20 tax). **DANCO CO.**, Dept. F-20
P.O. Box 509, Saugus, CA 91350

DISCOVER BADGE POWER

Badge-A-Minit gives you the power to motivate your membership, raise funds for charity, organize your meetings, and promote community events. With Badge-A-Minit, you create badges for all your needs with badge parts that cost just pennies each. Pin-back badges carry any message or design. Send for the new full-color Badge-A-Minit catalog of resources. It's yours FREE for the asking. Here's the lowest price ever for a complete badgemaking system. New starter kit includes sturdy Lexan die press; color-coded, BUT-N-LOK dies; quality, pin-back badge parts; and easy-to-follow instructions. Discover badge power for only \$17.95.



NEW
LOW PRICE
only
\$17.95

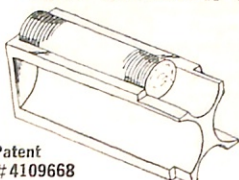
BADGE-A-MINIT, Ltd., Dept. EL-60
Box 618, Civic Industrial Park, LaSalle, IL 61301

- YES, RUSH ME the Badge-A-Minit starter kit for only \$17.95 plus \$1.75 shipping. (Ill. res. add \$.90 tax)
- Personal check or m.o. enclosed.
- Use charge card below:
- VISA Mastercharge Am. Express Diners Club
- SEND ME FREE, the all color Badge-A-Minit catalog.

Credit Card # _____
Interbank # (MC) _____ Exp. date _____
Signature _____
Name _____
Address _____
City _____
State _____ Zip _____

UNCONDITIONAL MONEY BACK GUARANTEE

Unique COIN COUNTER & PACKAGER



\$3.00

2 for \$5.00
3 for \$6.00

Patent #4109668

plus 50¢ ea. (p&h)
Pa. residents add 6% sales tax

Enables you to accurately count pennies, nickels, dimes and quarters in standard amounts and easily place them into standard tubular coin wrappers. Plastic and pocket-size. Dealer inquiries invited.

CHESSMAN CORP., Dept. E-1
307 Susquehanna Ave., Wyoming, Pa. 18644

See Advertisement Inside Front Cover

OLD VILLAGE SHOP, Dept. VM-3091
340 Poplar St., Hanover, Pa. 17331

Please rush _____ prs. of the Genuine Leather "Wing-Tip Brogue"(s) for the amazing low price of just \$19.95 pr. plus \$2.60 postage and handling on full money-back guarantee.

SAVE MORE! Order two pairs for just \$38.00 plus \$4.75 postage and handling on same money-back guarantee.

_____ prs Black (M271981B) Size _____ Width _____
_____ prs Brown (M271999B) Size _____ Width _____

CHARGE IT:

- American Express Diners' Club
- VISA/BankAmericard Carte Blanche
- Master Charge Interbank # _____

Acc't. No. _____ Exp. Date _____

Enclosed is \$ _____

Name _____

Address _____ (please print)

City _____ State _____ Zip _____

Check here and send 50¢ for a year's subscription to our full-color catalog of fine gifts. (VZ389965X)

NATURE'S PEPPER UPPER

Do You "Feel Tired And Lack Vim"?

So many adults of all ages feel listless and drag themselves around when they should have better energy and vigor. They can now get a fast pick-up with a simple tablet called, "PEP TABS." The secret of this seeming miracle tablet is magic Fructose, a unique form of sugar that feeds directly into the vital bloodstream—giving one almost instant energy and pep when feeling weary and drowsy due to low blood sugar.

Ordinary sugars must go through the liver—not releasing their energy for a longer time, but Fructose is entirely different. It provides immediate energy when you may want it most. For years, Fructose has been an energy secret of European Olympic athletes. Now, Fructose has been imported and compressed into convenient, palatable "PEP TABS" for you to take when you feel the need for extra energy.

"PEP TABS" are completely natural and safe for normal, tired men and women. They may give you the extra energy and pep you want!

FREE WITH EVERY ORDER

Check the box in the order blank and return it with an order for any of the items in this ad and I'll include without charge a bottle of 30 "PEP TABS."

Offer Expires July 15, 1980

500 MG. BEE POLLEN tabs

AMAZING CONTENT OF NATURAL LIFE—VITAL NUTRIENTS.
WONDER FOOD OF THE BEE COLONY

100 for 2.19 500 for 7.50

VITAMINS A & D
(5000 A; 400 D)
100 TABLETS **49¢**
500 for 1.95

Neutramints
(ANTI-ACID) TABLETS
100 TABLETS **1.25**
500 for 5.49

19 GR. 1200 MG. HI-POTENCY **LECITHIN**
100 CAPSULES **1.09**
500 for 4.95

BREWERS YEAST TABLETS
7½ GR.
250 TABLETS **79¢**
1000 for 1.99

VITAMIN A
25,000 UNITS
100 FOR **1.19**
500 for 4.75

HIGH FIBER BRAN TABLETS
500 MG.
100 TABLETS **69¢**
500 for 2.99

KELP TABLETS
100 TABLETS **35¢**
1000 for 1.50

SUPER ORGANIC IRON TABS
100 TABLETS **1.49**
500 for 5.49

CHILDREN'S NATURAL CHEWABLE VITAMINS
100 TABLETS **1.25**
500 for 5.49

250 mg. CAPSULES THE MOST WANTED POTENCY
GINSENG 100 for 2.89
500 for 12.95

MULTI-MINERALS
9 Vital Minerals
100 TABLETS **98¢**
500 for \$4.50

Vitamin B12
500 mcg.
100 TABLETS **1.09**
1000 for 7.99

Lysine
312 mg
100 TABLETS **2.98**
300 for 8.48

"FORCE" 90 TABLETS
Same formula as
"ZOOM" 8.95
3 Bottles for 23.50

Papaya Papain Digestant
100 TABLETS **65¢**
500 for \$2.75

VITAMIN E
Beauty Oil
14,000 I.U.
½ fl oz-\$1.49

50 mcg TABLETS **SELENIUM**
100 TABLETS **\$2.49**
500 for \$9.95

BALANCED 50 MG. B-COMPLEX
HI-POTENCY "LEE-PLEX 50 MG."
In 1 cap daily: 50 mg. each of Vit. B1, B2, B6, Niacinamide, Pantothenic Acid, Choline, Inositol; 30 mg. Para-Aminobenzoic Acid; 50 mcg. each of B12, d-Biotin; 100 mcg. Folic Acid.
50 Caps **1.79** | 100 Caps **2.69** | 500 Caps **10.59**



Bob Lee

Professional Quality Vitamins and Supplements

Prices You May Never See Again!

Bob Lee wants you to try his professional quality products at prices you can't resist (to prove his products are the very best).

Vitamin supplements retain full potency for a year. Even if you have a supply on hand, it's a good idea to buy at these low prices and pocket the difference.

VITAMINS BY MAIL FROM LEE NUTRITION

Herbal Diuretic
100 Tablets **1.49**
500 for 5.99

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

SPECIAL OFFER from Bob Lee

400 UNIT **VITAMIN E** CAPSULES
LIMIT ONE OF ANY SIZE TO A FAMILY

COMPARE ANYWHERE

100 for 1.39 500 for 6.88

B424 1000 for 12.99 OFFER EXPIRES 7/15/80

MAIL COUPON WITH ORDER

"KEY 4" Tabs
KELP, VITAMIN B6, LECITHIN & CIDER VINEGAR
Highest Quality—
Only the low price is different
100 for **79¢**
500 for **2.99**

BONE MEAL TABLETS
100 TABLETS **49¢**
1000 for 3.69

ZINC
10 MG. TABLETS
100 TABLETS **37¢**
1000 for 3.49

CHOLINE
250 MG. TABLETS
100 TABLETS **1.65**
500 for 6.95

ALFALFA
TABLETS
100 TABLETS **38¢**
500 for 1.55

DESICCATED LIVER
TABLETS
7½ Grain
100 TABLETS **69¢**
1000 for 3.50

COD LIVER OIL CAPS
100 CAPSULES **88¢**
500 for 3.99

NATURAL VITAMIN C

With Rose Hips Tablets
AT FANTASTICALLY LOW PRICES

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

FRUCTOSE
2 gram tablets
225 for **4.39**
450 for 7.98
Granules 3 gram Packets
8 oz. **1.79** Box of 50 **1.29**

B-15
"ORIGINAL RUSSIAN FORMULA"
100 TABLETS **6.95**
3 Bottles for **18.50**

Acidophilus
CAPSULES
100 CAPSULES **1.79**
500 for 8.75

DOLOMITE & BONE MEAL
The ideal combination
100 TABLETS **59¢**
500 for 2.49

Therapeutic
with Minerals
— same potency and formula as Squibb's Theragra — M®
100 TABLETS **1.98**
500 for 9.49

HERBAL LAXATIVE
100 TABLETS **85¢**
500 for 3.49

595 MG. **Potassium GLUCONATE**
100 TABLETS **95¢**
500 for 4.29

LOSE WEIGHT. GRAPEFRUIT DIET PILL

Each Six Tablets Contain:
Natural Grapefruit Extract . . . 100 MG.
Vitamin C . . . 60 MG.
Vitamin E . . . 30 I.U.
Phenylpropanolamine HCL 75 MG.
Contains one of the strongest diet aids available without prescription. Includes modern, effective diet plan that lets you enjoy 3 delicious meals and snacks everyday as you lose weight.
90 **2.49** 500 **9.85**
FOR FOR

PRICES IN THIS AD GOOD TO JULY 15, 1980

VITAMINS FOR HAIR CARE

HIGHEST QUALITY—SAME FORMULA AS HIGH-PRICED NAME BRANDS
PENNIES-A-DAY PRICES

100 DAY SUPPLY 3.75 200 DAY SUPPLY 6.98

VIT. B6
50 MG.
100 TABLETS **65¢**
500 for 2.95

GARLIC OIL
CAPSULES
100 CAPSULES **79¢**
500 for 3.19

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

VITAMIN E

HIGHEST QUALITY CAPSULES

MONEY BACK GUARANTEE

SIZE	100 I.U.	200 I.U.	400 I.U.	1,000 I.U.
100	89¢	1.59	2.76	5.79
500	4.39	7.77	13.59	28.45
1000	7.99	13.98	26.99	50.00

MAIL YOUR ORDER TO:

Lee Nutrition
290 MAIN ST.
CAMBRIDGE, MASS. 02142

Postpaid—
Money Back
Guarantee

QUANTITY	SIZE	NAME OF PRODUCT	TOTAL PRICE

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

TOTAL ENCLOSED
B424

If you check this box and mail your order before July 15, 1980 we will include in your order 30 "PEP TABS."

NATURE'S PEPPER UPPER

PRINT NAME

ADDRESS

APT.

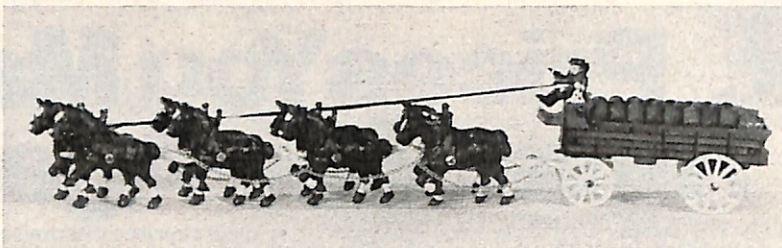
CITY

STATE

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OUR FAMOUS CLYDESDALE'S ON PARADE

**ORDER
BY
MAIL!**



Our authentic cast iron Beer Wagon is a classic replica/investment for the collector. 8 chunky cast iron Clydesdale horses pull a vividly hand-painted wagon with 27 individual wood barrels. Complete with drivers, reins and dog. 31" overall. Weighs 14 lbs. Looks striking on a Bar, Mantlepiece or Television set. Makes a perfect Father's Day gift. Although similar wagons sell for \$70-\$80 in gift shops, our price is: **\$32.95 ea. plus please add \$3.00 for shpg.** Mass. residents please add 5% sales tax.

... **SPECIAL PREMIUM OFFER** ...

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

Send your check to: (If Master Charge or Visa, card No. & exp. date)
HIGHLANDER HOUSE Dept. E7 70 Main St. (617) 665-3581
MELROSE, MASS. 02176

**"SAVE
YOUR
HEART"**



with a
STAIR-GLIDE® Stairway Lift
RENTAL-PURCHASE Program Available

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

AMERICAN STAIR-GLIDE® CORP.
4001 East 138th, Dept. E-060
Grandview, Missouri 64030

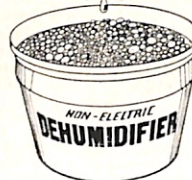
**Amazing Non-Electric Dehumidifier
SOAKS UP DAMPNESS,
STOPS MILDEW AND ROT**

In Basements, Closets, Garages, Attics...
Anywhere In Your Home!

SPECIAL OFFER!
2 for \$5.99

• One tub lasts for months!

- Works automatically, silently — 24 hours a day!
- No costly electricity, danger of shocks or shorts!
- Saves you \$\$\$ by preventing moisture, mildew and mold!



For clothes closets



For bathrooms



For basements

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

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

12 oz. tub lasts months, actually dries out a 650 cu. ft. room at 75% relative humidity! Made to sell for \$3.99 a tub. Order now, and get two tubs for \$5.99 — a savings of almost \$2.00! Four tubs for \$9.98. Add \$1.95 postage & handling per order. (N.J. res. add 5% sales tax.) Money-back guarantee.
DORSAY, 142 MacArthur Ave., Dept. 433,
Garfield, N.J. 07026 ©Dorsay 1979

Elks Family Shopper
consumer/news

tor's advice for lowering and controlling it and faithfully take any medication prescribed.

- ⊙ Follow a healthful diet, avoiding cholesterol-rich and saturated-fat foods for which so many Americans have a passion. You can eat wisely and well—eating lean and thinking lean—by keeping to a diet that relies on vegetables, fruit, chicken and turkey, fish, skimmed milk and skimmed milk cheeses.
- ⊙ Stop smoking.
- ⊙ Exercise regularly and moderately. Exercise can be valuable in several ways, such as helping in controlling weight and working off stress. Irregular, intense exercise can be dangerous, however.
- ⊙ Decrease your salt intake, keeping in mind that practically all foods have their own natural salt content.
- ⊙ Have regular checkups to detect, prevent, and adequately treat any illness.
- ⊙ Drink alcohol only in moderation.
- ⊙ Watch your weight and lose weight, if necessary.
- ⊙ And if the worst should happen, promptly report any warning symptom of a stroke to your doctor.

(Continued on page 46)

Help!

The Elks Magazine postage fees have skyrocketed!

Help us cut costs by reporting any address change to your lodge secretary and The Elks Magazine Circulation Department.

Be sure to include lodge and membership number or an address label from the magazine. **Notice should be sent 6 to 8 weeks before your move.**

ATTACH ADDRESS LABEL HERE

New Address:

Name _____

Address _____

City _____

State _____ Zip _____

Lodge No. _____

Member No. _____

Mail to: Circulation Manager
The Elks Magazine
425 W. Diversey Pwy.
Chicago, IL 60614

6-80

ELKS EMBLEM BELT BUCKLE

Simulated Silver & Black. Emblem Blue, White & Gold. Fits up to 1 3/4" Belt.



\$11.95 EACH

Plus \$1.00 postage & handling
SEND CHECK OR MONEY ORDER TO:

D & L BUCKLE CO.

P.O. BOX 1171-555 DOOLAN CANYON DR.,
UKIAH, CALIF. 95482

Secretaries of Lodges may order 12 or more at \$8.00 each PLUS \$4.00 postage & insurance.
MAKE MONEY FOR YOUR LODGE!

ALLOW 30 DAYS FOR DELIVERY.
CALIFORNIA RESIDENTS ADD 6% SALES TAX.



**DIAMOND
and
CRYSTAL HEART**

\$9.95 plus
ea. 75¢ post.

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)

LORETTA MCKAY Dept. E-6
149-12 82nd Street, Howard Beach New York
11414

HAPPY HAULER

Now ... Haul
500 pounds
with ease!!



Haul huge loads up to 500 lbs. easily with the Happy Hauler cart. Makes garden and home hauling a breeze. Big wheels and perfect balance are the answer. Wheels roll easily over curbs, rocks, stumps and rough terrain. Write today for color catalog and information ... or order direct. Happy Hauler, Dept. EK60, Box 821, Cedar Falls, Iowa 50613.

MONEY BACK GUARANTEE

T-SHIRTS

from everywhere



Production overruns of T-shirts printed for colleges, athletic teams, resorts, advertisers, etc. New, top quality, name-brand, cotton and polyester in white and colors. Package of 5 assorted, all different: \$10.95 (add \$1.50 postage). Order today direct from mill. Prompt shipments. Specify size: S-M-L-XL (adult). Send check or money order to:

BESTWAY-AMERICAN MILLS
P.O. Box 173-E, Winchester, MA 01890
10-day money back guarantee



HONG KONG DOLLAR

Only 10¢

Send for this cupronickel dollar from the British Crown Colony of Hong Kong. One to a customer. Supply limited. This offer is made to get your name for our mailing list. Satisfaction Guaranteed or your money back. You'll also receive wonderful price lists of U.S. and foreign coins and paper money. Offer to **ADULTS ONLY**. Send name, address, zip and 10¢ to: Littleton Coin Co., Dept. HK-89, Littleton, New Hampshire 03561

This is the last pair of socks you'll ever buy -- in your lifetime

(Unless You Lose 'Em)

We have been buying hosiery for over 30 years for our store from Mr. Perry, who is a salesman for a hosiery firm. During one of his regular visits I began telling him what a fantastic sock #4096 was ... the 100% nylon sock. "Seems you just can't wear it out. Kitten soft too! We'll guarantee #4096 for as long as you wear them," said Mr. Perry. "And if I wear a hole in them?" I remarked. "We'll replace them free ... no questions asked," snapped Mr. Perry. "That sounds too good to believe. Socks that last a lifetime?" I checked over our store records and we had sold over 2,000 dozen in a ten year period ... and to the best of my memory ... no complaints. Then the idea hit me ... there has to be millions of people who don't know about this sock. Well ... I thought I would try a little experiment before offering this sock by mail order ... so I took a new pair of #4096 and wore them for 3 weeks straight ... the socks would stand up in the corner with sweat, then I put them in the washer and bingo ... they came out looking great ... lasting colors ... and no holes. Next, I placed a few ads and received \$34,000.00



6 pairs only \$7.98 (Stretch 10 to 13)

in Mail Orders, and to date have only replaced about a dozen pair. So here they are a lifetime of socks for only \$7.98 plus \$1.25 postage. Order black, white, or asst. dk. colors (2 black, 1 grey, 1 brown, 1 navy, 1 olive). Or if you don't like starting that washer up too often—take us up on our dozen discount offer \$14.98 + \$2.00 postage. Same colors only doubled ... same guarantee ... lifetime.

- Here are some other fine styles we carry in stock:
- #4050 EXECUTIVE LENGTH SOCKS, over the calf, 100% nylon, lifetime guarantee, stretch 10 to 13. 6 pair for \$10.98 + \$1.50 postage. 12 pair \$18.50 + \$2.00 postage. Black, brown, asst. dk. colors.
 - #4306 MEN'S SUPPORT SOCKS. 85% nylon, 15% latex, 5 year guarantee, over the calf, 3 pair \$8.50 + \$1.25 postage, 6 pair \$14.99 + \$2.00 postage. Black, brown and asst. dk. colors.
 - #685 WHITE ATHLETIC SOCKS (Crew) assorted colored striped tops. One year guarantee, 5 pair \$7.99 + \$1.25 postage, 10 pair \$14.98 + \$2.00 postage. 89% cotton, 11% nylon.
 - #168 WHITE CUSHION THRU-OUT TUBE SOCKS, over the calf, 80% cotton, 20% nylon. 2 years guarantee, stretch 9 to 15. 5 pairs for \$9.98 + \$1.25 postage, 10 pair \$18.98 + 2.00 postage.
 - #670 TUBO HI-BULK CREW ANKLE HI-SOCK, 75% orlon, 25% nylon, Sanitized deodorant socks, resist perspiration odor, 2 years guarantee, 5 pairs \$8.99 + \$1.25 postage, 10 pair \$16.50 + \$2.00 postage. Black, white, brown, olive, navy and grey.
 - #157 INSULATED THERMAL TUBE SOCK, CUSHION LINING, reinforced toe and heel, mid calf. Stretch 10 to 13. 4 pair \$8.99 + \$1.25 postage, 8 pair \$16.50 + \$2.00 postage. (Retain body heat)

Send check or money order.
Visa or Master Charge number
"Satisfied Customers since 1919"

Nenni's Inc.
Nenni Building, Desk 9 CWA
Mate St., Box 188
Matewan, W. Va. 25678

Please rush the following order:

- #4096 ___ 6 pair \$7.98 + \$1.25 postage
 ___ 12 pair \$14.98 + \$2.00 postage
 ___ black ___ white ___ asst. dk. colors.
- #4050 ___ 6 pair \$10.98 + \$1.50 postage
 ___ 12 pair \$18.50 + \$2.00 postage
 ___ black ___ brown ___ asst. dk. colors.
- #4306 ___ 3 pair \$8.50 + \$1.25 postage
 ___ 6 pair \$14.99 + \$2.00 postage
 ___ black ___ brown ___ asst. dk. colors.
- #685 ___ 5 pair \$7.99 + \$1.25 postage
 ___ 10 pair \$14.98 + \$2.00 postage.
- #168 ___ 5 pair \$9.98 + \$1.25 postage
 ___ 10 pair \$18.98 + \$2.00 postage.
- #670 ___ 5 pair \$8.99 + \$1.25 postage
 ___ 10 pair \$16.50 + \$2.00 postage
 ___ black ___ white ___ asst. dk. colors.
- #157 ___ 4 pair \$8.99 + \$1.25 postage
 ___ 8 pair \$16.50 + \$2.00 postage.

NAME _____
ADDRESS _____
CITY, STATE, ZIP _____

Satisfaction guaranteed Copyright 1979

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.

19th HOLE GOLF FLAG

Brighten up your next golf party with 19th Hole Flags flying. Present one to friends who play the 19th Hole well. Hang flags in rec room or den. Reg. size: 18" wide by 13" deep with 3 grommets. Fire engine red with white numerals on heavy duty cotton.



19th HOLE FLAG No. 310 \$4.25 ea. 3 or more, \$4.00 ea.
Add Shipping & Handling: 1 flag—\$1.25. 2 or 3 flags—\$1.75. 4 or 5 flags—\$2.35. 6-10 flags—\$3.00. ILL. residents add 6% sales tax.
Send 50¢ for Golf Club Repair Manual/Catalog
GOLF DAY PRODUCTS, Dept. E-6
3015 Commercial Av., Northbrook, IL 60062

Quality Pilot's Glasses Only from \$7.95 U.S. Optics.



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

To order, send check or money order (include \$1.00 for postage and handling) to: U.S. Optics, Dept. 741, P.O. Box 14206, Atlanta, Georgia 30324. (Specify gold or silver frames.)

SPECIAL: Order now and get two pairs for \$14.00 plus \$1.00 postage and handling. Credit cards accepted; include number and expiration date. **FREE!** During this limited offer from U.S. Optics, deluxe velour lined protective case with each pair. A \$3.00 value. Dealer inquiries invited.

NOTICE: Don't be fooled by cheap imitations. These glasses are made exclusively for U.S. Optics. To make sure you get the best, order now. 30-day money back guarantee

FREE case with each pair.

NATURAL FLEA-KILL CUSHION for Dogs & Cats

Kills fleas
Deodorizes pets
The Natural Way!



Nature's aromatic scent of cedar will attract your pet to his own chemical free flea-kill cushion, giving him restful comfort plus deodorizing—ending pet odors! Super soft cushion is filled with products provided by nature only and covered with cool natural breathable burlap.

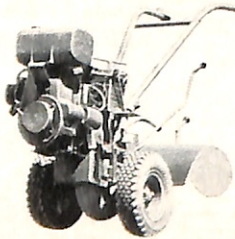
Regular 18 x 24" \$9.50
Large 24 x 36" \$16.50

Please add \$1.50 for postage.
MONEY BACK GUARANTEE

CURRY'S ENTERPRISES
Rt. 3 Box 175, Chico, Ca. 95926

NOW SAVE \$143.80

on a famous TROY-BILT Tiller!



Just ONE HAND!

"Off-Season" Savings now in effect! **Right now** is the best time ever to learn about the amazing TROY-BILT Roto Tiller-Power Composter...the "break-through" machine that's allowing **anyone**—of any age—with any soil—to easily have a fabulously fertile, productive garden! For free complete details, prices, write today to:

TROY-BILT 102nd St. & 9th Ave., Troy, NY 12180.

©1980 Garden Way, Inc.

TROY-BILT® Roto Tiller-Power Composters
Dept. A274
102nd St. & 9th Ave., Troy, N.Y. 12180

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

Mr. (Please Print Clearly)

Mrs.
Ms.

Address _____

City _____

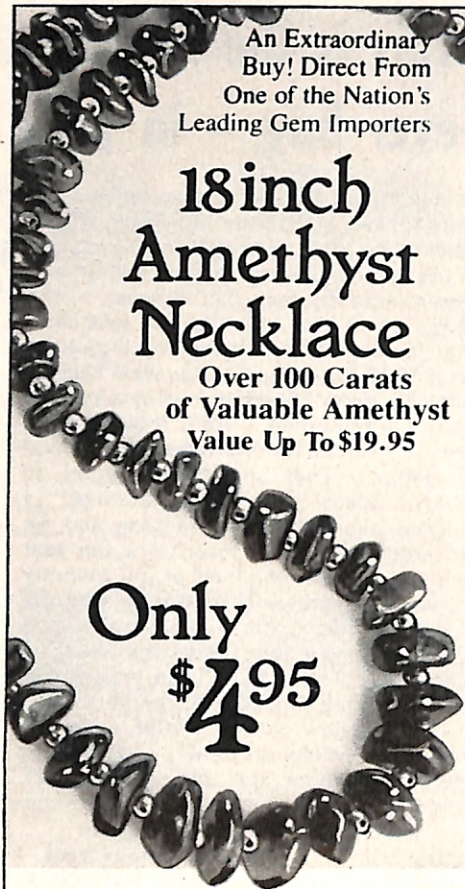
State _____ Zip _____

An Extraordinary Buy! Direct From One of the Nation's Leading Gem Importers

18 inch Amethyst Necklace

Over 100 Carats of Valuable Amethyst
Value Up To \$19.95

Only \$4.95



A truly magnificent necklace at a truly remarkable price. Hauntingly beautiful deep purple amethyst from small Himalayan mines burrowed deep within the majestic mountain range.

Each gem is carefully hand-polished matched and strung to create this stunning Baroque necklace for you to treasure. In all, 90 genuine amethyst gemstones weighing more than 100 carats, and accented by 90 goldtone beads and barrel clasp . . . a superb delight. It is sure to evoke looks of envy every time you put it on.

These magnificent amethyst necklaces are available in limited quantities, so order now while our supply lasts. Why pay more? You're buying *direct* from one of the country's leading gem importers.

OVERSEAS EXCHANGE CORP.
Dept. E-58, 565 Fifth Ave.,
Suite 516, New York, N.Y. 10017

OVERSEAS EXCHANGE CORP.
Dept. E-58, 565 Fifth Ave., Suite 516,
New York, N.Y. 10017

Please send me _____ 18 inch Amethyst
(quantity)

Necklace(s) at only \$4.95 each plus \$1.00 shipping and handling. I understand that if I am not 100% delighted with my purchase, I may return it for a refund of my purchase price anytime within 90 days. Add applicable sales tax.

Enclosed is check or money order for total \$_____. (Sorry, no C.O.D.'s.)

Charge (\$10 minimum) to my
 Master Charge VISA

Interbank # _____ Exp. Date _____

Account # _____

Signature _____

Print Name _____

Address _____

City _____ State _____ Zip _____

©1980 Overseas Exchange Corp.

Elks Family Shopper

consumer/news

Junk can be a lot of fun for kids to play with. In fact, lots of things that stores and shops throw out can give hours of delight to your children or grandchildren. And the bonus is that these toys are free.

To give you some tips on where to find usable discards, the Department of Health, Education and Welfare has a publication called *Beautiful Junk*. For your copy, send \$1.00 to the Consumer Information Center, Dept. 106H, Pueblo, CO 81009.

Here are some free and nearly-free ideas for creating children's beautiful junk.

Lumber companies give away wood scraps that are suitable for the carpentry and art that kids can dream up. Grocery stores are wonderful sources of boxes of every size. Try a large box for a puppet theater, a post office, or a store. Cardboard soft drink cartons are excellent for holding paint con-

(Continued on page 48)

See Advertisement Inside Back Cover

SATISFACTION GUARANTEED! MAIL TODAY!
OLD VILLAGE SHOP, Dept. VZ-7105
340 Poplar Street, Hanover, Pa. 17331

Yes! Please rush my "Roadmaster" Automatic Air Pump(s) (Z494021) as indicated below on Full MONEY BACK GUARANTEE:

- One "Roadmaster" for just \$9.88 plus \$2.00 heavyweight shp. & hdlg.
- BIG SAVINGS! Two Pumps for \$18.88 plus \$3.90 heavyweight shp. & hdlg.
- HOME AND HIGHWAY SPECIAL! 3 for only \$27.00 plus \$5.50 heavyweight shp. & hdlg.
- Enclosed is \$ _____

(PA res. add sales tax)

CHARGE IT: American Express Carte Blanche
 Diners Club Master Charge VISA/BankAmericard

Acct. # _____ Exp. ___/___/___

PRINT NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

Check here and send 50¢ for year's subscription to our full-color catalog of fine gifts. (Z389965X). We ship within forty-eight hours; delays notified promptly. Delivery guaranteed within sixty days or your purchase price refunded.

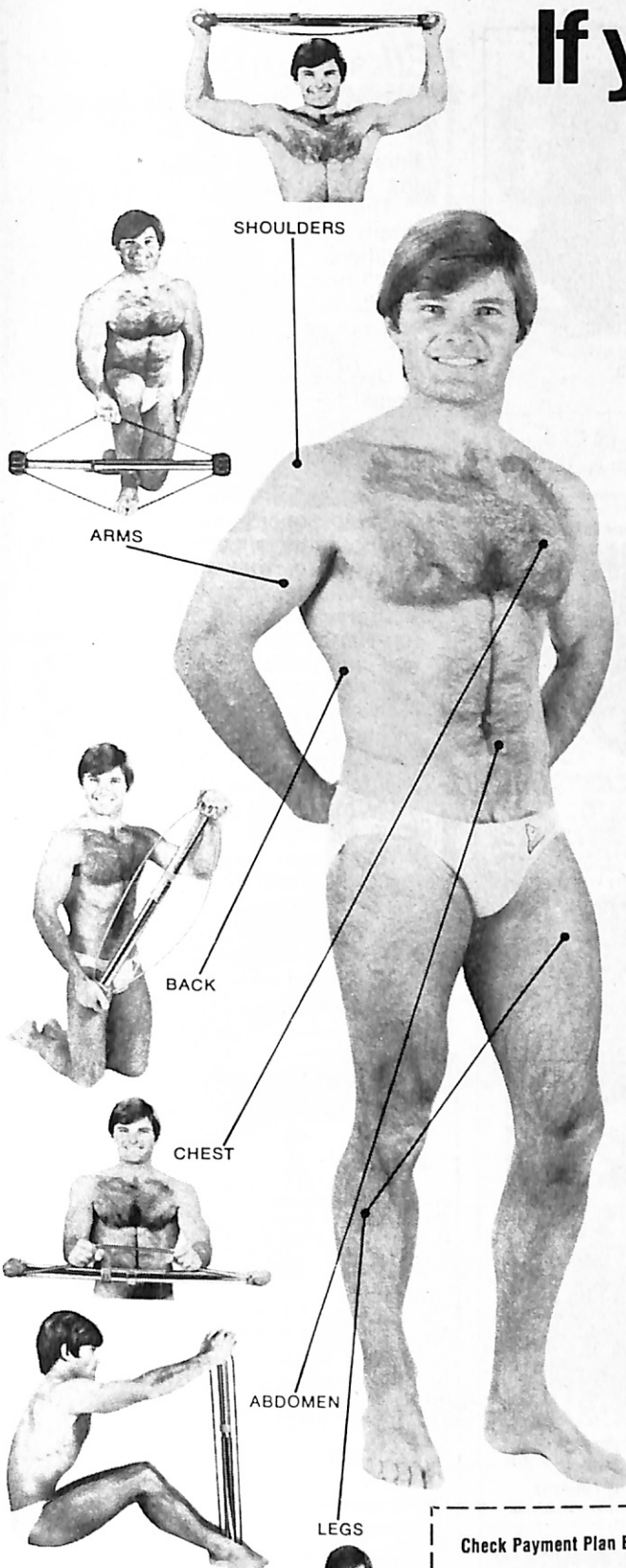
Do your heels ache?



Why suffer from heel spurs, stone bruises, or sore heels when **CUSHI-HEEL PILLOWS PROVIDE QUICK RELIEF WHILE YOU WALK OR RUN.** Thick and gentle yet resilient, these (U.S. PAT. No. 3,984,926) pillows are exactly the right shape density and compression to best protect heels from the jarring and pounding they receive on hard surfaces. Excellent for jogging, football, tennis, basketball, racquetball, or jobs where you're constantly on your feet. They really work. **IF NOT SATISFIED, RETURN WITHIN 10 DAYS FOR FULL REFUND.** Send \$4.95 for one pair; \$9.00 for two; along with name, address, men's/women's shoe size to:

CALDERON PRODUCTS CO., K-7 BOX 5117, AKRON, OHIO 44313. Visa-M/C accepted. Ohio residents add 4% sales tax.

If you're into fitness, Bullworker® puts it all together *in only* ***5 minutes a day:***



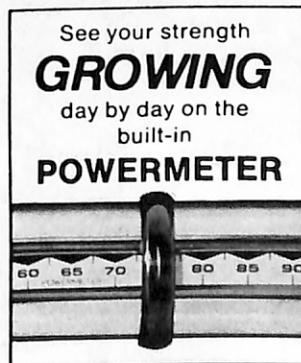
"Looking for a fitness program that's fast, easy and gets results right away?," asks fitness expert, Bob Breton. "Bullworker puts it all together. In just 5 minutes a day you can give your body a complete fitness workout: shoulders, back, arms, chest, abdomen and legs.

It's fast: each exercise takes only 7 seconds, once a day.

It's easy: any man between 15 and 65 in good general health can run through the whole program without getting tired.

You see your progress right from the very first day on the built-in Powermeter gauge. After two to three weeks of training, most men can expect to measure an extra inch or two of muscle on their shoulders, chest and biceps—and an inch or two less flab around the middle.

And that's just the start: there are specialized exercises for building-up or trimming down any part of your body you want to. What's more, since Bullworker training is progressive, you perform better each time. Yet the training always seems easy since with every workout your strength increases by about 1%—that's an increase of up to 50% in the first three months.



"I earn my living by keeping executives in top shape," says Bob. "My customers want results and they want them fast. I recommend Bullworker for one reason only: because it's the most advanced fitness trainer on the market & you better believe it."

YES! I accept Bob Breton's invitation to try, at your expense the famous Bullworker for a FREE TWO-WEEK HOME TRIAL. The Bullworker must help me achieve a wonderful new-found feeling of strength and health.

263DS34

**BONUS
FREE
CARRYING
CASE!**

© BULLWORKER SERVICE
201 Lincoln Blvd., P.O. Box X
Middlesex, N.J. 08846



Check Payment Plan Below:

I ENCLOSE \$1.00 DOWN
Enclosed is \$1.00 to help cover part of the shipping expenses. If not delighted with results I will return the Bullworker within 14 days and owe nothing. Otherwise I will then pay only \$8.49* in 4 monthly installments plus shipping and handling.

I ENCLOSE \$34.96* NOW TO SAVE SHIPPING & HANDLING CHARGES
Enclosed is full payment of \$34.96.* You pay postage & handling charges. (Prompt refund under 2 weeks "guaranteed results" no-risk offer.)

*New Jersey, New York Residents Add Sales Tax.

BULLWORKER SERVICE, Dept. BWD3829
201 Lincoln Blvd., P.O. Box X, Middlesex, N.J. 08846

YES! I accept your no risk 14 day home trial. I am checking the payment plan most convenient to me.

Name _____ Age _____
please print

Street _____ Apt. No. _____

City _____

State _____ Zip _____

A2

NEED HELP GETTING UP?

Sit or stand at the touch of a button. No more waiting for help. Cushion-Lift chairs are helping thousands of people stay independent and enjoy life with less pain.

Free color brochure. Medicare coverage in most cases. Free home demonstration — no obligation.

CALL TOLL FREE 1-800-558-2151



ORTHO-KINETICS, INC.

P.O. Box 2000, EL-6, Waukesha, WI 53187
Wisc. residents call collect: 1-414-542-6060

Name _____ Address _____
City _____ State _____ Zip _____
Telephone _____

FREE CATALOG

OF FAMOUS
Wright Arch Preserver® Shoes for Men
SEND TO:



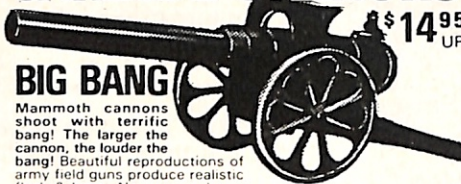
Executive Shoes, Brockton, MA 02403
Dept. 840, Box 488

Send me FREE catalog of Wright Arch Preserver Shoes

Name _____
Address _____
City _____
State _____ Zip _____

Have you worn Wright shoes before?
 Yes No

Celebrate July 4th & ALL Special Events CARBIDE CANNONS



BIG BANG

Mammoth cannons shoot with terrific bang! The larger the cannon, the louder the bang! Beautiful reproductions of army field guns produce realistic flash & bang. No gunpowder or matches used. Uses low cost carbide powder. Machined brass mechanism for easy loading & firing. Each made of rugged cast iron & sheet metal. Lasts a lifetime. Handsome decor when not in use. Modern Cannons have heavy-duty rubber tractor wheels. World War I Cannons have large cast iron wheels. Send check or money order or phone your order. Master or Visa charge cards accepted by mail or phone (313) 791-2800. Give card number & expiration. Orders shipped promptly. Serving satisfied customers since 1914; Money back guarantee. Not sold in Michigan.

Modern 60mm Cannon. 9" Long. 2 Tractor Wheels \$14.95
Modern 105mm Cannon. 17" Long. 4 Tractor Wheels \$25.95
Modern 155mm Cannon. 25" Long. 8 Tractor Wheels \$31.95
17" World War I Cannon (shown) 2 cast iron wheels \$23.95
25" World War I Cannon. 2 cast iron wheels \$31.95
Carbide Ammo. about 300 shots \$1.50. 3 packs for \$3.95
ADD \$3.00 SHIPPING & HANDLING EACH CANNON
Johnson Smith Co., 35075 Automation Dr.
DEPT. 736, Mt. Clemens, Mich. 48043

"I am age 65 and retired. My friends joke about my second childhood but I sure enjoy the bike."
L.M. Dendy, Magnolia, AR

Super Tryke's your ticket to outdoor fun or economy (25 mpg) transportation. Reverse gear (option) and automatic, torque converter make handling a breeze. Select forward or reverse and go — always in the right "gear." All controls are hand operated. Double seat (option) is 24" off ground — no drop sitting or awkward climb getting up. Four-shock suspension and low pressure tires smooth any bumps. 11 H.P. Briggs & Stratton engine runs smoothly at moderate speeds to 45 mph. You assemble Tryke from an easy-to-build kit, save assembly costs. In 8-10 hours using common tools you'll have a quality, handcrafted machine. For information, send to:

Carl Heald, Inc. Dept. EK-06, P.O. Box 1149.
Benton Harbor, MI 49022



Tryke brings outdoor fun to many retirees.



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

★ 8 H.P. RIDING MOWERS — \$324.95 ★

smaller 5 HP — \$304.95
WE BUILD IT
Buy direct from our factory and save!
Dozer blade and grass catcher available.
Big 26" Cut. Fully Assembled.
Order now or send for free picture brochure while they last.

Compare at \$539.95
Not a "MUSTANG" we have a 2" bigger cut plus other features.

Briggs & Stratton engines THE CONTINENTAL MARK VIII

CONTINENTAL MFG. DEPT. E
3205 E Abrams St. Arlington, Tx 76010 817 640 1198

Elks Family Shopper consumer/news

tainers, and they help prevent spilling at the table.

The telephone company has empty cable spools that are good additions to outside play areas. Small ones make lovely doll corner tables. Call the telephone company, and put your name on the waiting list.

Old automobile tires can make wonderful playground swings, and old tractor tires are great sandboxes. Just visit your local gas station or garage.

Print shops have assorted sizes of scrap paper. Colored cardboard tickets, letter sheets, and all sorts of paper for making works of art are available.

Overseas moving companies will sometimes part with a large, very well-built packing crate, just for the cost of transportation. They make excellent play houses.

Tile stores frequently have broken patterns of mosaic tile available for a minimal charge. Children enjoy matching, counting, and creating with these colorful squares.

And carpet scraps and samples make delightful room-size rugs for dollhouses. You can also try paint and wallpaper stores. Use paint color cards for collages, and sheets from old wallpaper books for easel painting.

See Advertisement On Back Cover

100% No Iron Automatic Wash & Wear SEERSUCKER SLACKS

ANY 2 PAIRS FOR 2195
ALL 3 FOR 32.50

HABAND COMPANY
Direct Service Dept., 265 North 9th St.
Paterson, NJ 07530 72L031

COLOR	How Many	What Waist	What Inseam
TAN a			
BLUE b			
GREEN c			

Gentlemen: Please send me _____ pairs of your Deluxe No-Iron Seersucker Slacks for which I enclose my full remittance of \$_____ plus \$1.10 towards postage and handling.

Or charge: VISA MasterCard
Acct. # _____ Exp. ____/____/____

Name _____
Street _____ Apt. # _____
City _____
State _____ Zip _____

STOP EYEGLASSES FROM SLIPPING

with EAR-LOKS

- Gives snug fit
- Invisible
- Soft
- Non-toxic to skin

Before After

EAR-LOKS keep eyeglasses securely in place, not sliding down your nose. Stretches easily over ends of earpieces. One size fits all standard frames.

END ANNOYING SLIPPING—NOW!
MONEY-BACK GUARANTEE!

3 PAIRS ONLY \$288 5 prs. \$3.88 12 prs. \$6.99 25 prs. \$9.75

(ADD 25¢ PER ORDER FOR SHIPPING.)
DORSAY MARKETING, DEPT. 432,
142 MacArthur Ave., Garfield, N.J. 07026

DON'T GET STRANDED!

Be Prepared with

"ROADMASTER" Professional Automobile TIRE PUMP



← **BIG, EZ-Read
Pressure
Gauge!**

You're back "on the road"
in almost no time!

SALE!

NOT \$20. NOT \$15.

\$9.88
only

**Gives 100 lbs. pressure
in seconds! Completely portable!
Foot-operated! Works anytime, anywhere!**

Great for bikes, toys, air mattresses and floats.

Amazing new air pump gives up to 100 lbs. pressure in just a few seconds! Pumps up tires jiffy-quick, so you're back "on the road" in almost no time. It's lightweight, compact, completely portable—needs no electricity, no tools, no special hookup. You operate it with your foot—just a simple toe-tap action, so easy a child can do it.

Puts an end to aggravation, frustration . . . saves you the hassle of searching for air at gas stations. Built-in gauge with EZ-Read magnifier lens registers up to 100 lbs.—Lets you control exact amount of air pressure. Comes with 24" clamp-lock hose that fits any tire or air shock. Folds to just 12½" for easy stowaway in car trunk.

Hundreds of uses at home or away—blows up all your inflatables quickly, easily. Great for bikes, toys, air mattresses, floats—comes with free valve for your sports gear.

A real lifesaver in emergencies—Worth many times its low, low price. But hurry—Order Today, while supplies last!

Z494021 . . . Automatic Foot Pump . . . \$9.88

OLD VILLAGE SHOP NO-NONSENSE GUARANTEE

You must be absolutely delighted with your "Roadmaster" Automatic Air Pump. You must agree that it is a quality crafted precision instrument—dependable, versatile, easy to operate. If not, simply return for a prompt, full refund—no questions asked!

Old Village Shop Hanover, Pa. 17331

SATISFACTION GUARANTEED! MAIL TODAY!

**OLD VILLAGE SHOP, Dept. VZ-7105
340 Poplar Street, Hanover, Pa. 17331**

Yes! Please rush my "Roadmaster" Automatic Air Pump(s) (Z494021) as indicated below on Full MONEY BACK GUARANTEE:

- One "Roadmaster" for just \$9.88 plus \$2.00 heavyweight shp. & hdg.
- BIG SAVINGS! Two Pumps for \$18.88 plus \$3.90 heavyweight shp. & hdg.
- HOME AND HIGHWAY SPECIAL! 3 for only \$27.00 plus \$5.50 heavyweight shp. & hdg.

Enclosed is \$ _____ (PA res. add sales tax)

CHARGE IT: American Express Diners Club Carte Blanche

Master Charge VISA/BankAmericard

Acct. No. _____ Exp. Date _____

PRINT NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

Check here and send 50c for year's subscription to our full-color catalog of fine gifts. (Z389965X). We ship within forty-eight hours; delays notified promptly. Delivery guaranteed within sixty days or your purchase price refunded.

© Old Village Shop 1980

UP from the Sunbelt, JUST BACK from California!

SEERSUCKER

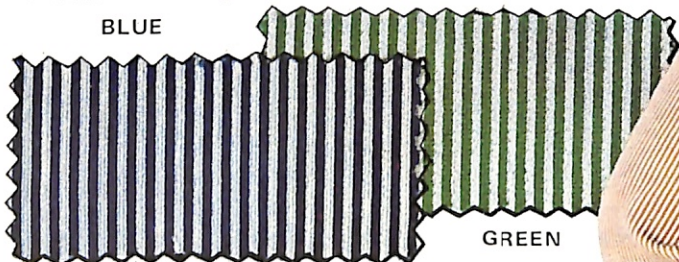
the Coolest Looking, Coolest Wearing executive quality SUMMER SLACKS imaginable! All polyester doubleknit means they simply won't wrinkle ever! And they'll stay looking smooth and neat through your busiest, most active and enjoyable days of the year!

ANY **2** Pairs of SLACKS for only **21⁹⁵**

You probably know about Haband, the mail order people from Paterson, New Jersey. Whenever Inflation gets superhot (like right now) millions of executives come direct to us to save their dollars! We sell pants. Good ones! And we keep a couple of America's biggest pants factories busy making what we sell! This year it is the new "Vacation Comfort".

Two-Way S-t-r-e-t-c-h **NO WRINKLE SEERSUCKER!**

THE PEAK OF FASHION! You will see Managers, Advertising Men, Purchasing Men, Salesmen, Doctors, Lawyers, Bankers, and Executives of all kinds wearing them. The women love the clean good looks, and you will find them just as nice for business as they are for classic cool Casual Wear!



DON'T CONFUSE this new Haband Seersucker with the old-fashioned seersucker your grandfather used to wear. It is cool, fresh, and absolutely no-wrinkle, no wrumple, all-summer PERFECTION! And we will be glad to show you on an absolutely **NO RISK, AT HOME, ON APPROVAL INSPECTION! MAIL YOUR ORDER TODAY!**

100% NO IRON AUTOMATIC WASH & WEAR

Seersucker Slacks

Any **2** PAIRS for **21⁹⁵*** ALL 3 for 32.50

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

Gentlemen: Please send me _____ pairs of your Deluxe No-Iron Seersucker Slacks for which I enclose my full remittance of \$

plus \$1.10 towards postage and handling.

Guarantee: If on receipt I do not choose to wear the slacks, I may return them within 30 days for a full refund of every penny I paid you!

We Carry ALL THESE SIZES:

Waists: 30-32-34-36-38-40-42-44-46*-48*-50*-52*-54*
(*46 thru 54, please add \$1 per pair)
Inseams: 26-27-28-29-30-31-32-33 and 34.

COLOR	How Many	What Waist	What Inseam
TAN ^a			
BLUE ^b			
GREEN ^c			

Or charge: VISA MasterCharge

Acct# _____ Exp. / /

Name _____ Apt. _____
Street _____ # _____
City _____
State _____ ZIP _____

More than 2-million customers deal direct with Haband from every state & town in America.

WHY PUT IT OFF?

Experts predict that this year, sooner or later, almost every well-dressed man is going to want a pair of the new Seersucker Slacks. And depending upon where you are when the impulse strikes you, you could pay an atrocious amount for them - \$20, \$30, even \$40 per pair!

HABAND'S PRICE:
2 pair for \$21⁹⁵

Haven't you noticed that it is far more pleasure to join any new fashion on the early side of the season? You get far longer use the sooner you get started. You get by far the best price, and you will never get a nicer pair of slacks!

WE CARRY YOUR EXACT SIZE IN STOCK, READY TO SHIP!


- See them now!
- Try them on!
- Show your wife and family before you decide!
- Simply mail in the easy order form!
- Talk about Comfort! You've never had it so cool!

PROMPT SERVICE!

Order by mail or visit any of our friendly Haband Men's Stores throughout New Jersey

HABAND

DIRECT MAIL ORDER HOUSE
265 North 9th St., Paterson, NJ 07530

 A conscientious family business, doing business by U.S. Mail since 1925!