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Schedule 1981

the  
**Elks**  
magazine

December 1980/January 1981



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## A Message From The Grand Exalted Ruler

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It's a new day, it's a new year, too! Have you made a resolution yet? There's no time like the present. How often do you say, "If I only had another chance!" In a real sense, each New Year is that chance. The Old Year is gone—there is no way to recall it—but the future is out ahead and no one's sure what it holds. If you haven't already made a resolution, take one or more of the following suggested in a talk by Don Long:

"I will do more than belong—I will participate.  
I will do more than care—I will help.  
I will do more than believe—I will practice.  
I will do more than be fair—I will be kind.  
I will do more than forgive—I will forget.  
I will do more than dream—I will work.  
I will do more than teach—I will inspire.  
I will do more than earn—I will enrich.  
I will do more than give—I will serve.  
I will do more than live—I will grow.  
I will do more than be friendly—I will be a friend.  
I will do more than be a citizen—I will be a patriot."



# IT'S A NEW YEAR

These resolutions can be applied to every part of our lives—from home and family to work and to the Elks. Go back and look over the list again. The first one: do you just belong to your lodge or do you actively participate in its meetings, committee work, charities, parties, etc.? The second: do you support the National Foundation? The third resolution: practice your beliefs and attend your place of worship. The fourth: we are generally fair, but it is sometimes difficult to show kindness and tenderness. When we forgive and then forget, our hearts and souls can be at peace. All of us can dream, but we must follow through and get out there and work. Maybe the first try will not succeed, but don't give up, keep trying! Numbers seven and eight: whether you realize it or not we are all teachers, but it is here where you as an Elk have an opportunity to inspire our youth through your lodge's Youth Activity Committee. You have more than money to give; there's time to give, ideas to share, and ears to listen. Serve on the indoctrination and membership committee or the lapsation committee. Ask new members into our Order and help get some old ones back.

If each of you will REACH OUT with your New Year's resolutions, this will be a great year for *Elkdom*!

A handwritten signature in cursive script that reads "H. Foster Sears".

H. Foster Sears



## 6 On The Other Hand

Lefties may be the last great down-trodden minority, often looked down upon, laughed at, and excused from being normal.

Gary Turbak

## 16 The Maverick of Walden Pond

Henry David Thoreau's freedom from materialism and his harmony with all creation indicated an inner peace that modern man would give much to possess.

Henry N. Ferguson

## 42 The Secret of the Blue Men

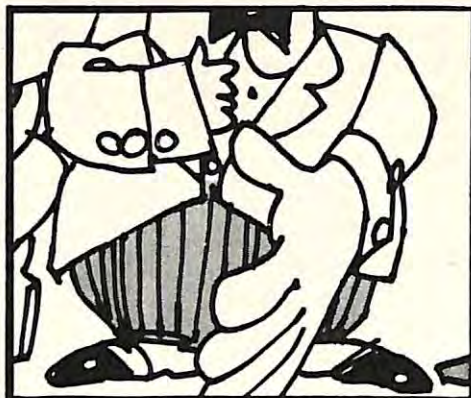
The Taurogs, a desert tribe of nomads, may be descendants of the survivors of the Lost Continent of Atlantis.

Ken Krippene

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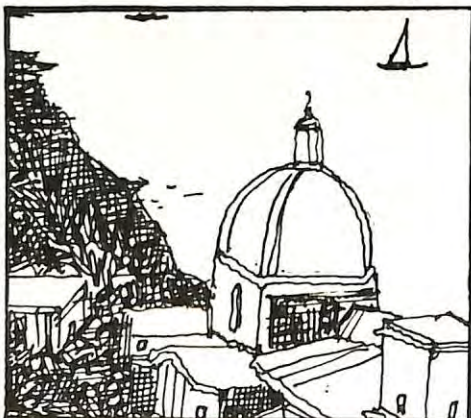
Cover: Holiday Run at Baldy Mountain, Sun Valley, Idaho.  
Photo by George Schwartz.



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*Dick Rogers*



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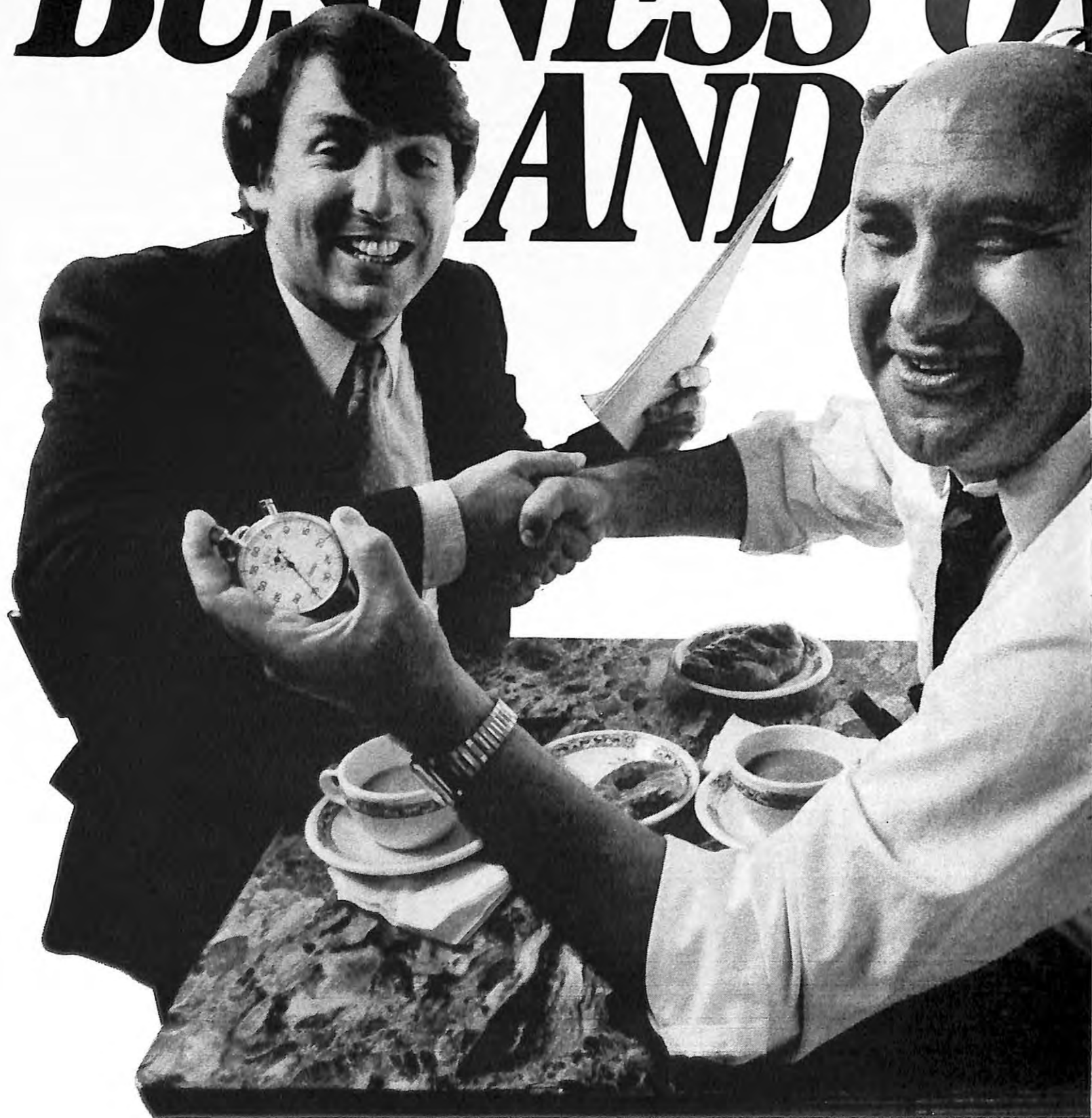
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They are, some say, the dregs of humanity. They are discriminated against, looked down upon, laughed at and—in kinder circles—excused from being normal. At dinner parties they bump, not rub, elbows with other guests. Criminologist Cesare Lombroso referred to their affliction as a “stigma of degeneracy.” They are, of course, the left-handers of the world.

Lefties may be the last great unheralded downtrodden minority. Consider their grievances. Manufacturers overtly conspire against them. How else could such devices as can openers, pencil sharpeners, automobile gearshifts, calculators and ice cream scoops have been designed so southpaws can't use them?

If you're left-handed and want to golf, play the guitar or go fishing, you'll likely have to search high and low for proper equipment. Even the simplest activities are planned to give left-handers pause. Controls on a television set are on the right side. Dialing a telephone is awkward for lefties. Books and magazine pages are made to be turned with a reader's right hand. And winding a watch is impossible with the left hand.

But it doesn't end there. When you meet someone and want to show friendship, what's the proper action? You extend your hand—correct? Which hand? Any hand? Not on your life! It better be the right one or you'll be labeled a kook . . . or worse yet a left-hander.

Our daily language fairly reeks with leftist slurs. We speak—always negatively—of being left out, left over and left behind. Of left-handed compliments and of having two left feet. How many gullible youngsters have foolishly agreed to fetch a left-handed monkey wrench? Weirdos are said to be way out in—you guessed it—left field.

The denigration of lefties is international. Our word “adroit” comes from the French for “right.” Their “gauche”

also means left. In German, “linkisch” means left and awkward. The Italian “mancino” can mean left or deceitful. And the Anglo-Saxon “lyft” meant weak or broken.

But the clincher comes in good old English. Left-handers are correctly referred to as sinistrals, a word with the same root and connotations as sinister, which means left in Latin.

And there are sticks and stones to go with the words that hurt. “Left handedness has been statistically, clinically, experimentally linked with just about every kind of human ailment, foible and deficiency from bed wetting to alexia,” says Jack Fincher in his book *Sinister People*.

One study showed the alcoholism rate of sinistrals to be twice that of the general population. While only ten percent of all people are lefties, nearly 20 percent of mental defectives prefer the left hand. Some researchers have discovered a correlation between lefties and bed wetting, stuttering and lack of coordination.

Lombroso, working around the turn of the century, found that “criminals are more often left-handed than honest men.” Specifically, “murderers and ravishers” were only slightly more likely to be lefties, but 33 percent of all swindlers preferred the south paw. It must be remembered, though, that Lombroso also found a correlation between criminal tendencies and the bumps on a person's head.

In many cultures the left hand is

# on the other QWAH

treated with even less respect than in the U.S. A Hindu will not touch his upper body with the lowly left hand. Some rural Japanese men still exercise the right to divorce a wife if she's discovered to be a sinistral. Some African people forbid the left hand to be used in food preparation and in bestowing affection.

The modern Western world, though, concentrates on showing sinistrals the right way of doing things. Since primitive man first figured out that hands are good for grasping things, parents have been taking stones and spoons and pencils out of junior's left hand and putting them in his right. Experts guess that up to a third of the population would be sinistral if left to their own devices.

Though an attitude of relative enlightenment prevails today, most adults grew up when it was better to switch to write. The famed *Palmer Penmanship Pointers*, which was used widely in the first half of the century: “A child who has been taught that he cannot change hands and who finally learns differently has strengthened his willpower and increased his writing efficiency.”

Various methods were employed to effect the change. Sometimes a child's left hand was tied to his side. Many a tike got his knuckles rapped when he spooned his pabulum with the left hand. And at the dinner table of the Rockefellers, young Nelson's father tied a string to the boy's left hand and

jerked it whenever the youngster tried to feed himself sinistrally (that ploy failed, though, and Nelson grew up a lefty anyway).

Only recently has research proved that lefties are not simply right-handers gone astray. “Left-handers differ in at least two ways,” reports Jeannine Herron of the Langley Porter Institute in San Francisco. “They use their non-preferred hand much more often, and they may have a different brain organization.”

The use of the opposite hand by many sinistrals may well be just an adaptation to a right-handed world, but the cerebral organization is a bit more complex. Essentially, it works like this: The human brain is divided roughly in half. The left half of the brain controls the right half of the body and vice versa. We are, basically, cross-wired, and one side is usually dominant over the other. A right-hander's left brain usually rules.

Also the halves of the brain do not share all functions equally. The most important division of labor is speech, which is normally controlled by the left brain. In virtually all right-handers and in 60 percent of the lefties, that is the case. Forty percent of the southpaws, however, process speech on the right side or on both sides, giving them substantially different circuitry.

It may be this different wiring that sometimes gives left-handers stuttering, bed wetting and dyslexia problems. Some experts surmise that an attempt to change hand use in certain people may exacerbate troubles in these and other areas.

In addition to speech, the brain's two halves have other assignments. The right brain is believed to think intuitively and holistically. “Its chief tools,” says Herron, “are spacial relationship and form.” The left side—which, remember, is supposed to dominate in right-handers—thinks sequentially, logically and linearly. It works best with words and numbers.



by Gary Turbak



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If all this happened without variation or exception, every right-hander would be a mathematician or attorney or English teacher, and lefties would spend their time as artists, philosophers and musicians. Obviously, each of us is more complex than this oversimplification would indicate, but it's important to know there's more to handedness than throwing a ball or signing one's name.

In part, these recent findings have helped change to pride some of the stigma of being left-handed. Specialty shops in several cities cater to many sinistral needs. Left-handed playing cards, scissors, mustache mugs and kitchen appliances are available to brighten a lefty's day.

"The left-handed are precious," spoke Jean Valjean in *Les Miserables*. "They take places which are inconvenient for the rest." But sinistrals these days have set about finding a place of their own. Several organizations, such as the League of Left-handers and Left-Handers International, give counsel to those of the left.

Sinistral zealots have unearthed a number of favorable tidbits for left liberationists to use as ammunition. In the Baseball Hall of Fame, for example, 48 percent of the batters and 28 percent of the pitchers are left-handed.

(In the general population, remember, only ten percent are so inclined.)

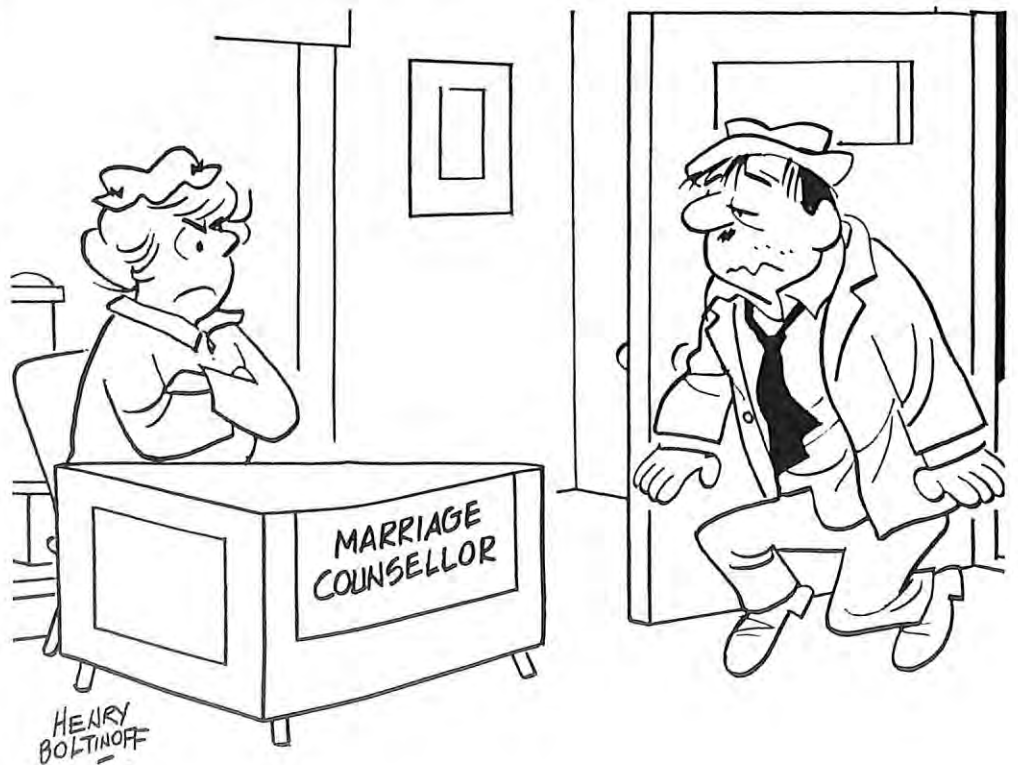
Activities do exist that definitely give an edge to sinistrals. The keys on a typewriter are so arranged that 60 percent of the strokes are made with the left hand. Southpaw boxers are feared throughout pugilism because they confuse opponents by doing everything backwards. And in tennis, crucial advantage points are served to the left, that is to a southpaw's forehand but a righty's backhand.

In the Bible, the book of Judges speaks of "seven hundred picked men who were left-handed and could sling a stone at a hair and not miss." And students of Greek tell us that the word "aristera" in that language means left and "fit to govern." From this term we got our word "aristocrat."

Then there's the parade of famous sinistrals. For a time, the U.S. was led by two lefties, Gerald Ford and Nelson Rockefeller. Also on the list are Alexander the Great, Charlemagne, Queen Victoria, Leonardo da Vinci, Ben Franklin, Pablo Picasso and a host of talented athletes. So too, it must be admitted, are Jack the Ripper and the Boston Strangler.

Testimonials are a bit more difficult to come by. In 1974, *Science News* brought a sigh of relief to the sinistral world by announcing: "Studies indicate that left-handedness need not be considered an undesirable trait." And Casey Stengel, himself a southpaw, characterized left-handers in Stengelese as having "much more enthusiasm for life. They sleep on the wrong side of bed and their heads become stagnant on that side."

(Continued on page 27)



HENRY BOLTINOFF



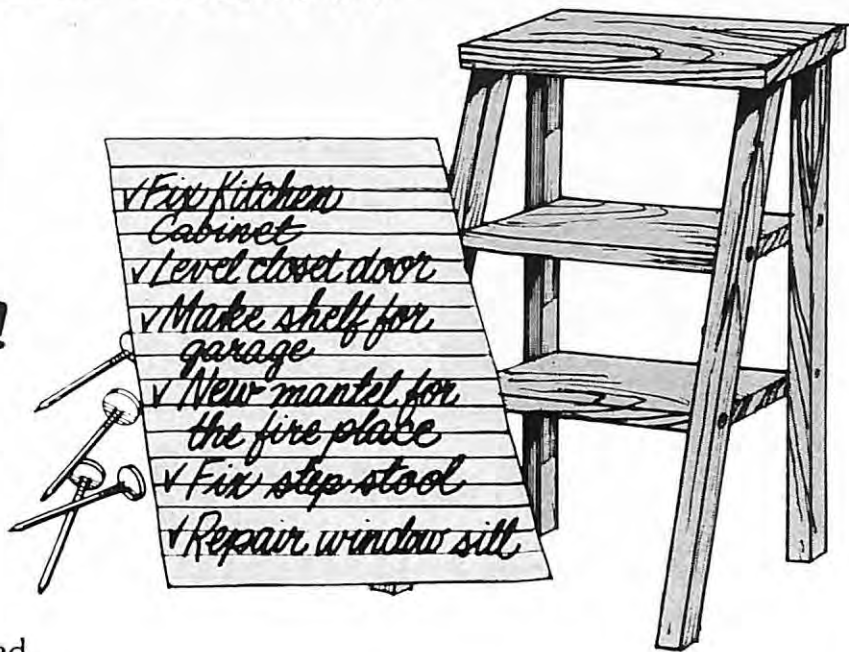
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*Southern Pines Lodge (right), situated in the famed Sandhills of the Tarheel state, is a center of social activity, featuring cocktail lounge and restaurant facilities, as well as banquet and ballroom accommodations. The recreational clubhouse (left) provides a complete pro shop and locker room facilities.*



*Joining in the festivities at the Elks National Invitational Amateur Golf Tournament were, from left: PERs Harry Hamer and George Johnson, Philipsburg, PA, Lodge, SP John Valentine, Southern Pines, NC, Lodge, Carl Lupton, Philipsburg, and ER Sammy Hill, Southern Pines.*

## 19th Annual Southern Pines Elks National Invitational Amateur Golf Tournament

The Reverend Mike Garber, pastor of the Church of Wide Fellowship in Southern Pines, North Carolina, is a modest, self-effacing man, but when he discusses his victory in the 19th Elks National Invitational Amateur Golf Tournament, his face breaks into a wide smile.

"I played safe off the tee with a one iron," says Garber, describing his finish on the 54th hole. "It was a good one iron, so I had a wedge shot in. I was playing with Armand Fletcher, who's won the tournament many times, and his second shot seemed a little short; so I hit my second shot a bit harder than I normally would. The ball landed about a foot from the pin, jumped a little past and drew right back in the hole. Everyone started shouting and dancing around so I knew I'd won. I admit it was pretty thrilling."

But Mike Garber's play had not dominated the tournament from the beginning. After 36 holes, Coy Lee Justice of Burlington, NC, Lodge, led by three strokes, having played the first nine of the last 18 holes in 32 strokes, while Garber took 35. Both players had difficulty on the final nine. It was then that Mike Garber hit his winning eagle two on the final hole.

The 1980 Elks Tournament was the second national golfing championship Mike had won in less than four days. On May 19-20, he captured the National Clergy Championship in Miami. On Wednesday night he flew home, arriving in Southern Pines at 3:00 A.M. Thurs-

day, and at 10:00 A.M. he was teeing up for the 19th Elks National Invitational Amateur Tournament. And what makes this story even more remarkable is the fact that less than a year ago Mike Garber suffered a broken back.

Coy Lee Justice went on to finish second with a score of 214, five strokes behind Garber. Third-place in the Championship Flight was won by Bud Harper of Huntington, WV, Lodge with a 217. Fourth-place went to Wilber Jerles of Cambridge, OH, Lodge with a 219, and fifth-place was taken by Clyde "Red" Smith of Southern Pines Lodge.

The Elks National Invitational Amateur Golf Tournament may not attract national media attention, but Mike Garber's dramatic finish with an eagle two on the 54th hole is the brand of excitement that draws Elks from all over the United States to the Southern Pines Lodge. The 1980 tournament lured 528 golfers from 38 states, some coming from as far away as California and Oregon—and one determined Elk journeyed all the way from Germany. At least 30 Elks have played in the last 15 consecutive tournaments and 12 have played in all 19.

One hundred and seventy individual trophies were awarded, with ten going to the Championship Flight winners, the medalists and the team winners. The remaining 160 trophies were awarded to the first, second, third, fourth and fifth-place winners in the other 32 flights.

Much of the credit for the success of the tournament must go to Russ McGuiney, tournament director, and to the members of the Southern Pines Lodge. "We like to think of the tournament as a family event," says John Valentine, president of both the Elks Home of Southern Pines and the North Carolina State Elks Association. "We believe that the tournament is good for Elkdom, and we are pleased that so many families participate. This year 136 ladies played in their own tournament. In fact, so many ladies arrived that we had to use two courses."

The social activities planned by the Southern Pines Lodge attracted many of the golfers. The Lodge hosted a cocktail party and buffet on Thursday night, a buffet on Friday evening, and dancing on Thursday, Friday, and Saturday nights. The ladies who played in the two-day tournament were entertained, along with other wives, at a luncheon.

Most of the participants were full of praise for the tournament, but it was Mike Garber who summed things up best. "I always have a feeling of fellowship when I play in this tournament. I feel as if it's a special time when a lot of old friends get together to play a little golf."

The 1981 tournament will be held on May 21-23. Any Elk wishing information on the tournament should write:

Mr. Russ McGuiney  
Southern Pines Elks Lodge No. 1692  
Box 546  
Southern Pines, NC 28387



# How To Make Your Own German-Style Lager Beer For Only 12¢ A Bottle!

Try our amazing new mini-brewery in your own home for 45 days. If you don't agree the beer you make is better than your favorite commercial beer, we'll refund your money and send you an extra \$5.00 free!

Hello. My name is Bud Weckesser, President of Bierhaus International, Inc., in Erie, Pennsylvania.

An amazing new breakthrough in home beer-making has been developed in England. Now it's available here in America. The secret is an easy-to-use anaerobic fermentation tank that allows you to brew from 4 to 6 1/2 gallons of beer - real lager beer - in just 28 minutes. No mess. No hassle.

What's more, the beer actually tastes BETTER than most commercial beers. We guarantee it. And you can brew it in your own kitchen for only 12¢ a bottle!

This is nothing like old fashioned "home brew" you may have tasted in the past. The flavor is superb...clear...full bodied...with a thick creamy head often rising an inch above the rim of the glass.

I realize you're skeptical. I don't blame you. So we'd like to send you the complete kit on a trial basis. There's no risk to you.

## TRY OUR BLINDFOLD TASTE TEST

Obviously, I can't send a sample of our beer through the mail. But I can send you money - \$5.00 FREE (in addition to refunding your full purchase price and return shipping costs) if you don't agree this beer is better than the commercial beer you're now drinking. Order the kit and make a case or two. Taste test it against your favorite commercial beer. If you don't agree it's far superior, just return the kit. We'll send you a full refund, return shipping charges and an EXTRA \$5.00 FREE for your time and trouble. This is the fairest way to prove to you how delicious this beer really is.

Here are some questions and answers about Bierhaus Mini-Brewery.

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

**Answer:** That's like asking how Grandma could make cookies at home 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 - cake - bread—almost anything.

The fact is, many Americans have never tasted a truly great beer. Ask any G.I. who was stationed in Germany. The Germans brew a "homemade-style" beer in local breweries and NEVER use artificial additives like some U.S. breweries. Yet their beer has more body and flavor than almost any American brand. It's light without being watery or sweet like some commercial brands.

The Bierhaus Mini-Brewery uses the same basic ingredients the Germans use - barley, malt, select hops and water. And Bierhaus products and recipes contain no artificial ingredients of any kind. None, whatsoever.

We offer a wide variety of SPECIAL IMPORTED ingredients... Hallertauer hops, imported from Germany and nitrogen sealed in our own packets for full flavor... pure barley malt imported from the Midlands of England... special yeast cultures imported from various regions of Europe.

**Question: SPECIFICALLY - HOW MUCH WILL THE BEER COST TO MAKE?**

**Answer:** The Bierhaus Mini-Brewery can be used over and over again for years. It's truly a lifetime investment. All you have to do is re-purchase as many cans of ingredients as you wish. The one-time cost of the kit is easily made up by what you save on your first several brewings. After that you're paying as little as 12¢ a bottle for one of the finest beers in the world - brewed by you.

You can ACTUALLY SAVE HUNDREDS OF DOLLARS EACH YEAR.

Because of our national sales volume we ship the ingredients directly to your home. The ingredients for one 6 1/2 gallon batch of domestic light lager (making 69 bottles) is available for as little as \$7.60, or about 11¢-12¢ per 12 oz. bottle (excluding caps, shipping or Pa. Sales tax). If your household consumes about 2 cases of beer each week (at \$8.00 per case) you can actually SAVE a whopping \$532.48 each year. And you'll probably save

even more in the months to come as the price of commercial beer continues to rise.

**Question: HOW MANY DIFFERENT KINDS OF BEER CAN I BREW?**

**Answer:** The Bierhaus Mini-Brewery includes recipes for the following European-style beers:

- Continental Light Lager - comparable to the light export European lager and pilsner beers from Northern Europe. It has a light taste but the distinctive aroma of hops throughout. It should be chilled to about 40°-42°.
- Bierhaus Amber Lager - more body than our light lager with a slightly "hoppier" flavor and clear amber color. Comparable to the German and Dutch lagers served on the Continent. An excellent beer for anyone who prefers the original German taste.
- Bavarian Dark Lager - excellent flavor. Full bodied but not sweet like some of the imported darks.
- We also stock ingredients for English or Canadian ale made from imported hops and English malt, as well as a darker British malt for an exceptional stout.

**Question: IS IT EASY TO MAKE?**

**Answer:** Absolutely. All you need is a large pot, a long stirring spoon, and our special 7 gallon anaerobic tank. The barley malt and hops come to you in a can. Simply open the can, pour the contents into the large pot, add water and dextrose (supplied by us). Heat and stir. Pour the mix into the fermentation tank, add more water and snap on the lid. At the end of seven days, siphon into any returnable bottles (we include hose and shut-off) and let the beer age 3-4 weeks (5 weeks for dark ale or stout). We can supply an inexpensive capper at your option, or you may purchase one at your local hardware store.

**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). You pay no tax on the beer and you may serve it in your home.

**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 an independent laboratory indicate that our beer contains significantly FEWER CALORIES and FEWER CARBOHYDRATES THAN COMPAR-



ABLE COMMERCIALLY MADE BEER - a real bonus for those who are weight conscious.

If you're skeptical, please try our Blindfold Taste Test.

## TEST RULES

1. Request the kit. If you're concerned about sending a check, just charge it to your Master Card or VISA. Call us at 814-459-3040 from 8:30-5:00 Eastern time weekdays.
2. We'll ship your kit by UPS.
3. Make one batch of beer.
4. Let it age 3-4 weeks.
5. Chill a bottle. Taste test it against your favorite American beer.

## MONEY-BACK GUARANTEE

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.

To order your kit simply send your check for \$29.95 (Pa. residents add 6% sales tax), to Bierhaus Mini-Brewery, Dept. 76, Bierhaus International, Inc., 2041 West 12th Street, Erie, Pa. 16505. If you wish our imported heavy duty capper, please add \$16.95. Caps, hose, and all other accessories are included in your kit. You pay UPS charges upon delivery.

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**ORDER YOUR KIT TODAY.** It is unconditionally guaranteed to produce the best beer you've ever tasted or your money back - plus \$5.00!

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## SOME OF THE ACTUAL LETTERS WE'VE RECEIVED...

"We made our first batch in March... it was good at two weeks but by two months we were rationing it to our closest friends only. My husband's 84 year old mother even has her daily bottle and swears by it."

M. Butts—Boonville, CA

"... I've made home brew for 15 years but it was nothing like this. Even my first batch was better than store-bought beer."

E. Bauer—Nicollet, MN

"Skeptic that I am, I didn't pay much attention to your ad claims. But to my surprise, your beer WAS easy to make, it is outstanding and my friends have raved about the beer's flavor and body—just like you said. Thanks for a great beer."

T. Wheeler—Portales, NM

"... One of the best beers I've ever tasted. My favorite (commercial) beer tastes like water compared to your lager!"

K. W. Cosgrove, Jr.—Little Rock, AK

"Our first batch was excellent after 15 days' aging, and just kept getting better and better!"

J. Dennis—Tiffin, OH

"... a beer better tasting than Premiums at half the cost. Enclosed is my re-order for 3 more kits. Thank you!"

D. Smeltzer—Detroit, MI

"... I've tried four varieties of your beer. It all has a superior flavor and smoothness that surpasses commercial beer."

J. Lares—Columbus, OH

"The best tasting beer we've ever tasted. 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."

M. Killinger—Sierra Vista, AZ

"I have just bottled my 16th case of your beer, having used 8 different recipes. Since my friends and I agree that your beer is so much better than commercial beer, this is the only beer that I serve at my home bar."

F. Schmitt—Beaver Falls, PA



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In Green Valley, Arizona... twenty-five miles south of Tucson... over 11,000 people like you enjoy carefree, sunny retirement all year long. Come sample this life for seven days and nights for \$224 plus tax, for two: December 1 thru March 31. (\$224 for 14 days and nights, April 1 thru November 30.) First-time visitors only.

You'll stay in a lovely vacation suite at Fairfield Lodge, complete with linens, cooking utensils, telephone and color TV. You can enjoy swimming, tennis, and golf at moderate green fees.

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# LETTERS

• Recently our lodge was burglarized, as have several others in our state. This letter is a request for information from other lodges within Oklahoma and all adjacent states. I am requesting a response from lodges that have suffered the same fate within the last 12 months.

There is no need to write a lengthy letter of explanation. Merely drop me a card with your name, title, and lodge address. I will follow up from there.

We are in hopes of ascertaining some common set of facts from these burglaries and to possibly deter the increase of such acts in the future.

John D. Wyckoff, Est. Lead. Kt.  
Lodge No. 1184  
503 E. Oklahoma Blvd.  
Alva, OK 73717

• I know the following generalization in "Science Against Crime" (November, 1980) by John J. Doria, to be erroneous: "A nationwide proficiency testing program revealed glaring inadequacies in the labs' performance on even the most routine evidence types."

I spent the last 15 years of my police career in very close contact with several of the forensic labs in the Bay area. They were efficient and up-to-date. In addition, having spent some ten years as a homicide investigator, I assure you that the statement, "Blood is the most common kind of physical evidence associated with almost all violent crimes," is also in error.

James E. Spence, Jr.  
San Ramon, CA

*Editor's note: The conclusions of the author are based on results of a nationwide proficiency testing program sponsored by the federal National Institute of Justice in 1978.*

• I must agree with the premise of John C. Behrens in Recycling Business Experience in "It's Your Business" (May, 1980), that "It's the kind of things that aren't taught in colleges and universities... that will probably keep private enterprise private."

While it's true that convenience chains are handy and offer goods at lower prices, consumers want and often need the professional and personal advice of the seasoned proprietor. Both the community and the consumer will be better off when they realize this. The warmth of the personal touch is being replaced by a sterile computer system. Incentives to the private proprietor can help to bring back that personal touch.

Peter T. Burnash  
Adams Center, NY

• Thanks for your informative article, "Bergh's War: The First Crusade for Animal Rights (October, 1980) by William C. Franz. As an organization dedicated to animal rights, The Humane Society of the

United States appreciates the contribution you've made in furthering the public's understanding of the importance of such efforts.

Elizabeth Dribben-Gutman  
Public Relations Director  
The Humane Society of the United States  
Washington, DC

• I salute *The Elks Magazine* for printing "Bergh's War." The rights of animals continue to gain momentum; however, enforcement is lacking. For example, such blood "sports" as dogfighting continue to take place throughout the country. Unfortunately, the federal agency in charge of enforcing the Animal Welfare Act apparently considers this of low priority, making no provision for funding or administration, even though animal rights have been recognized by the U.S. Congress.

Beverly J. King, President  
Animal Protection Assn., Inc.  
Memphis, TN

• As a member of several humane societies, I wish to thank you for publishing the beautiful article, "Bergh's War." We are grateful for Mr. Bergh's work, but there still is much to be done today. Thoughtless people drop unwanted kittens and puppies on highways to die under car wheels and dump old and sick pets in wooded areas to perish from disease and hunger. The crowds roar with excitement when a tame horse is made to appear "wild" by the cruel bucking strap at rodeos. Racing greyhounds are trained with live rabbits and cats. There are no laws against these and other atrocities.

We cannot force people to be humane, but we can and often do change attitudes and thinking. I hope "Bergh's War" will do just that.

Dorothy Eichelberger  
Lake Park, FL

• May I state that "Bergh's War" is one of your best articles in quite some time. "The Shangri-La Called Camp David" (October, 1980) by John C. Behrens, is also very interesting. For several years I have done little more than scan the magazine—but articles such as these not only create an interest in the magazine, but also more interest in Elks in general. Right or wrong, an organization is judged by "outsiders" by what they see—and the magazine is often their first exposure to Elkdom. A good substantial content can create interest in local BPOE's; a gossip sheet does little, and maybe even becomes a turnoff.

Robert F. Bennett  
Jeffersonville, IN

• At the last reunion of the crew of the U.S.S. Hovey, D.M.S.-11, I asked for a show of hands as to how many loyal Elks we had in our group. Out of 56 shipmates present there were 42 Elks. This speaks real well of the Elks and the Navy.

Bob "House" Caldwell  
Escondido, CA

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





# Travellin' Fridges

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**DON'T MISS OUT ON ELECTRONIC REFRIGERATION FROM \$99!**

You're nicely 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.

Or you're a commuter, salesman or trucker and you spend many thirsty hours in your vehicle daily. But with your amazing Koolatron P10 plugged in beside you, you open the lid and instantly fresh food and drinks are at your fingertips. 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. An amazing space-age miracle... the thermo-electric solid state module... makes this revolution in refrigeration possible.

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These amazing heat pumps have not only gone to the moon, but have provided the breakthrough for Koolatron's new portable refrigerators and food warmers.

Koolatron now has tens of thousands of electronic fridges in use worldwide using these powerful solid state modules. Built to take it, 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's portables seldom see a service depot. Now you can enjoy Koolatron's 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 CAR FRIDGE & FOOD WARMER

**\$129. \$99.00**  
(in Canada \$139. \$109.00)



Holds approx. 17, 12 oz pop cans—refrigerates in air temps. up to 95°F. Also keeps hot foods hot (150°F) at the flick of a switch. Tough, 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 (11 qts.) weighs 10 lbs. empty. Operates from supplied 12 volt power cord in vehicles or with optional 12VDC/110 VAC power adaptor.

As a travel fridge the P10 keeps foods and beverages fresh and cold wherever you go. Carry insulin, medical samples, dietetic foods. Great for private planes and golf carts. Photographers use it for films. Mothers... now you can refrigerate baby's formula in your car then heat with the flick of a switch. Powerboaters, just plug it into your boat's cigarette lighter to keep a day's food and drink ice cold without going ashore for ice. With your engine off, you can operate for up to several hours and still start your engine to recharge your battery. "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.

With our optional 110 volt adaptor you'll also find endless uses wherever house current is available. Great in motels for travelling.

#### MODEL P34 STANDARD RECREATIONAL FRIDGE (see photo above)

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(in Canada \$179. \$149.00)

Holds over 40 lbs. of food and beverages or 48 pop cans. Refrigerates in air temperature up to 95°F. Rugged ABS case in sand beige colour with dark brown non-corroding latches and handle. Large 34 litre capacity (12 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 12 VDC/110 power VAC adaptor.

The P34 is our standard portable refrigerator. This new, improved model has a non-adjustable solid-state thermostat which keeps your food at normal refrigeration temperature even in 95° weather. It holds more than three times as much as the P10. Fits into any boat, van, camper or car back seat. Plugs into car lighter receptacle, refrigerates over 40 lbs. of food (no space wasted by ice) yet it draws no more power than the P10.

#### MODEL P34A DELUXE RECREATIONAL FRIDGE AND FOOD WARMER

**\$189. \$159.00**  
(in Canada \$199. \$169.00)



The same size, colour, weight and capacity as the P34 but includes food warming features (up to 125°F), fully adjustable temperature control (you can even dial wine cooling temps.) and low battery warning indicator tells you when to recharge. Refrigerates in air temperatures up to 95°F. Or keeps hot foods hot at the flick of a switch... great for fall hunting, camping, boating and winter ice fishing, skiing and snowmobiling.

The P34A is our top of the line portable. It heats, it refrigerates and with specially designed electronic circuit control (patent pending) it allows you to dial a complete range of temperatures from very cold to very warm. Refrigerates weekend supplies for boating, camping, hunting and fishing. Then bring your fish or game home refrigerated. 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. Use from a cigarette lighter receptacle or plugged into house current with our optional 110 volt adaptor.

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**By ordering off-season you can save a full \$30 off our regular prices. You save! We keep our plant operating at an efficient level. 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, cottage or tax deductible office fridge. Next plug the fridge into your car or RV. Take your family out for a holiday trip. Enjoy fresh home-cooked food as you thumb your nose at those expensive restaurant stops. 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!

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Save me \$30 with these off-season prices:

\_\_\_ Koolatron P10 at \$99.00 (\$109.00 in Canada)

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\_\_\_ Koolatron P34A at \$159.00 (\$169.00 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.

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

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**DEALER ENQUIRIES NOW INVITED.**



# On Tour With H. Foster Sears



A one-of-a-kind "Visitor Bucks" clock was presented to GER H. Foster Sears (right) during his visit to the Colorado Elks Association convention. The presentation was made by Don Klein, PER, Tri-City, CO, Lodge. The clock is highlighted on the 3, 6, 9, and 12 by gold-plated "Visitor Bucks" coined especially to commemorate the institution of Estes Park, CO, Lodge, the first lodge to be instituted during GER Sears' term of office.



Sheriff's deputies escorted GER H. Foster Sears (center) from the airplane to a waiting limousine at Rock County, WI, Airport. GER Sears was enroute to the Wisconsin Elks fall conference at Janesville. Traveling with him were his wife Marguerite (right) and PGER Francis Smith (left).



Mendota, IL, Lodge was honored on its 70th anniversary by a visit from GER H. Foster Sears (center). North Central District Deputy Earl Davis (left) presented the GER with an Elk painting on behalf of the district. At right is PDD William Marmion, master of ceremonies.



At Sitka, AK, GER H. Foster Sears (second from right) participated in the ground breaking of the new Sitka Lodge building. Also in photo are (from left) ER Ted Larsen, PGER Robert Yothers, and SP Robert Howe.



GER H. Foster Sears (right) "rides the goat" into the Montana State Elks annual convention at Bozeman. Others in the picture are (from left) Brothers Carl Beyer and Billy Walker, incoming SP Donald Leary and outgoing SP Horace Chadwick.



Yankton, SD, was host to the South Dakota Elks Association fall workshop and also to the official visit to the state of GER H. Foster Sears (second from right). GER Sears autographed the membership card of Yankton ER Francis Christensen (second from left), as SP Elroy Robish (left) and PGER Francis Smith looked on.



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# Guaranteed **INSTANT RELIEF** for Tired, Sore, Aching Feet —or You Pay Nothing!



*"Not only has the pain disappeared,  
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Thanks a million!"* Mrs. CAROL LEWIS, Port Salerno, Fla.

Imagine being able to relax totally pain free. Thousands of grateful men and women are doing just that—some with occasional soreness and fatigue, others after years of suffering—thanks to an amazing new discovery. And these happy folks send us letters by the hundreds praising the soothing relief and comfort they now enjoy.

**Researched by an orthopedic surgeon, used by Olympic athletes, recommended by satisfied users**

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On the solitary shore of a forest-bosomed pond there once lived a man who chanced to be a most remarkable individual. He never married, never voted, never went to church, and made a point of not paying taxes. He did not smoke and he shunned strong drink. He never owned a trap or a gun or caught a fish, and he refused to eat meat. Because of his disdain for worldly goods, his rejection of an orderly career, the neglect of his own person, and his insatiable urge to be free, he might pass as an ancestor of our hippie generation. Yet, his thinking has had a profound influence on mankind for more than a hundred years. His name: Henry David Thoreau.

His freedom from materialism, his simplicity, his harmony

## The Maverick Of Walden Pond

by Henry N. Ferguson

*Ferguson*



with all creation, indicated an inner peace that modern man would give much to possess.

Thoreau, who thought even a house and barn too much of a load for a person to bear, was convinced that what really counted was the inside of a man, and that he ought first to make himself comfortable there. When he had done that he would find himself in harmony with the outer world, even though his body might be lodged in jail.

Thoreau produced little in the way of literature—but the imprint his writings made on men's minds is becoming more pronounced with each passing year. He wrote only two books. One is his famous *Walden*, the other is *A Week on the Concord and Merrimack Rivers*. He published a few tracts such as "The Succession of Forest Trees," "Slavery in Massachusetts," and "Civil Disobedience."

His influence has been felt in strange places. The British Labor Party accepted *Walden* as a text to guide its activities. And because its author enjoyed a swim each day in his pond, a nudist publication pinned the label on him of the "first nudist."

Ghandi might not have been Ghandi without Thoreau. The Indian leader translated "Civil Disobedience," and used it as an instrument for his political success in India. During World War II, the Danish underground took "Civil Disobedience" as its textbook to learn how best to obstruct Hitler's storm troopers.

Walden Pond, near Concord, Massachusetts, was similar to most other small lakes in that part of the country. For centuries, Indians had fished its waters and camped among the Mayflowers that bloomed on its shores. From the days of the first settlers youngsters had enjoyed swimming here. During the early years of the nineteenth century, the pond was a popular place for cutting ice during the winter months. Walden ice was carried half way around the world in Clipper ships to chill the food of royalty in tropical lands.

But on Independence Day, 1845, Henry Thoreau, by this time an opinionated young man of twenty-eight, ridiculed by friends, and as obscure as the pond itself, went to Walden to make his home and forge a Declaration of Independence of his own. Walden Pond was destined never to be the same again; before Thoreau left its shores it had become probably the



*Before Henry David Thoreau left its shores, Walden Pond near Concord, MA, had become probably the most talked about bit of water in all literature. Today, Walden Pond has changed little since Thoreau's moody sojourn.*

most talked about bit of water in all literature.

Thoreau hiked to Walden along the centuries-old Indian Path that threaded its way through the woods under a canopy of pine boughs. On his back was a small pack containing his clothes and a meager assortment of personal belongings. Since early spring he had been building a rough shack close to the water's edge, on land belonging to his friend Ralph Waldo Emerson. When finished, the cabin was 10 feet by 15 and had cost \$28.12½. Thoreau rather gleefully pointed out that the mere rent for a dormitory room at Harvard that year was \$30.

Because of his brash independence, Thoreau was considered by his neighbors to be a little "odd." They frequently enjoyed a good-natured laugh at his expense. His frugal way of life at Walden Pond was once explained by a disenchanted acquaintance: "Anybody could live on six cents a day when mother's cupboard was close at hand and well-stocked."

Actually, Thoreau did visit his mother every Monday and Thursday. Mrs. Thoreau did her son's laundry.

No doubt neighborly gossip about Thoreau did him an injustice. Nevertheless, he was not an agreeable person. Henry would rather say "No," than "Yes," said Mr. Emerson, and there was no doubt a bit of truth in the

blunt statement of a rustic farmer, "If he would rather visit with woodchucks than with me and my wife, I haint nothing to say except that it is a little hard on the woodchucks."

Thoreau did have a way with the creatures of the forest that no one else could understand. He could coax a woodchuck out of its hole; a fox running from hunters would come to him for protection; and squirrels would sit on his lap when he rested in the shade of a tree.

Thoreau drew tonic from the 80 acres of primeval woodland surrounding Walden Pond. His letters point out that, even in his seclusion, he had a natural bent for making money, a talent he took great pains to bridle. He was a much sought-after surveyor and, with his father, was a rather successful manufacturer of lead pencils, although he apparently detested this chore. Then there was the business of his literary efforts: filling mail orders for his books, selling his articles, and arranging—rather grudgingly—to deliver lectures.

His further way of life is described in the pages of *Walden*, published seven years after he left the Pond. He cultivated a garden and sold the produce he raised; and worked at carpentry and other odd jobs in the village. He was also an immaculate housekeeper.

The kind of man Thoreau was is in-



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# The Maverick of Walden Pond

dictated by the entry he made in his Journal the day his book was published: "August 9, 1854. Elderberries, *Walden* published. Waxwork (the false bitter-sweet) yellowing." To Thoreau, elderberries and bittersweet were at least as important as his book.

Although only 44 when he died, Thoreau was a rugged man in body and spirit. He was strenuous in endeavor, whether in conversation or lying flat on his back in wet woods studying the antics of a squirrel or observing a nest of young birds. His laboratory was nature, by which he meant the cosmos—a cosmos observed minutely on the scale of a museum. He was called a Naturalist, yet he was only a gifted observer.

This man of the forest was a strange enigma indeed. He was intensely concerned with that great mass of people who lead "lives of quiet desperation," bogged down in unhappiness and not knowing what to do about it. Distressed by man's feverish attempts to lay up treasure on earth, he was determined to prove, if possible, that life could be lived simply, honestly, and fully, if one would but shear off the things that were not vital to life.

On his deathbed, in 1862, when he was asked whether he had made his peace with God, he replied he was not aware that they had quarreled.

It was only natural that a man with Thoreau's temperament should be ridiculed to the point that he would seek solitude. He was strictly a non-conformist. He started life in a normal enough way by graduating from Harvard in 1837. But eight years later his neighbors were still speculating on what use he expected to make of his fancy

education. He taught school for awhile, but gave it up when he was warned that he was expected to administer frequent whippings, whether the students needed punishment or not.

In order to freely apply his own ideas concerning education, he and his brother John operated a private school until John's death. After that, he did occasional odd jobs at the Emerson place, and helped out at his father's pencil factory when it was necessary. But nothing he did seemed to hold his attention for long. Mostly, he was content to tramp the woods and fields and explore the Concord River in his boat.

Most of the gossip that touched Thoreau's life was set in motion by people who simply could not understand his unorthodox actions. For instance, a runaway slave came to him in the woods seeking help. Thoreau arranged for his escape into Canada.

Always a passionate lover of freedom, he vainly defended the actions of Captain John Brown before his assembled neighbors of Concord. In his fiery speech he drove home the point that neither an individual nor a nation can commit the least act of injustice against an individual without eventually paying a penalty for it.

He was living at Walden when the authorities arrested him for non-payment of taxes. Sam Staples, the sheriff, begged to pay them for him and save his going to jail. But go to jail he would, and stayed there all night in the same cell with a burglar. He was released the next morning when his aunt paid the tax.

Thoreau realized that not everyone yearned to get away from it all by liv-



A replica of Thoreau's cabin now stands on the original site.



ing in a shack in the woods. His own tenure in the one at Walden lasted only two years. He aimed the basic principle of his wilderness experience at "poor" students only. To all others, he advised: "Accept only such portions as apply. I trust that none will stretch the seams in putting on the coat, for it may only do good service to him whom it fits."

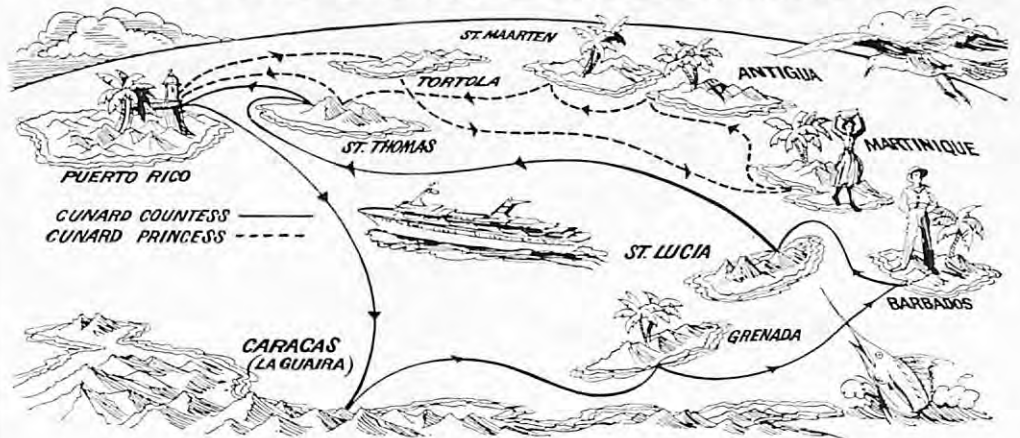
As has been the experience of many persons, fame came neither easily nor quickly to Thoreau. *Walden* sold a mere 2,000 copies between the time it was published in 1854 and his death eight years later. America, suffering growing pains as it made the transition from hand labor to a mechanical way of life, had little inclination to listen to the admonitions of one who vouched for the blessings of a simple life. Not until the 1920s and later, when people first began to perceive that the machine age was not ushering in Utopia, was there a growing awareness of the wisdom contained in Thoreau's writings.

When Thoreau finally departed Walden he devoted a minimum of his time to earning a living. Still protesting man's pursuit of material things, he felt that when one had provided adequately for his wants, then the living of every day should become an adventure. In his own case, he was able to support himself each year by only six weeks of labor with his hands. The rest of the year was his own. He tried to spend at least one-half of each day in his beloved woods observing and meditating, and recording in his *Journal* (later published in fourteen volumes) the mysteries of Nature.

Thoreau's idleness ("inspector of snowstorms," as one wag commented) was an incomparable gift and its fruits were blessings that a bustling America has never really learned to appreciate. It is easier to consider him a beatnik who came a hundred years early. Yet, Thoreau proffered his wisdom, though it was not asked for and he knew it would be neglected. Then he went his way, ignoring the well-meaning admonitions of his neighbors.

Walden Pond still exists today—as part of a Massachusetts state reservation. Youngsters still swim in its waters, and families picnic on its shores. The woods are tamer than they were a century ago, but the lake waters are still blue and as clear as a perennial spring. The trails of small animals crisscross the ancient Indian Path. On a quiet night when the moon is full, one may easily sense the presence of the Yankee rebel who, in the solitude of this rustic spot, put aside life's inconsequentials and came up with answers to questions that are just as troublesome in this jet age as they were in the days before the Civil War. ■

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**HARTFORD, CT.** Lodge held its September picnic for the patients of Newington Children's Hospital. With the help of the Hartford Parks and Recreation Department, the lodge has had June and September picnics for the last 35 years.

In photo, "Mr. Bill" (Brother Bill Burton) and his puppet "Bud-O" entertain one of the young patients. The entertainment also included a folk singer, a visit from the Hartford Fire Department, and a dog demonstration by the Connecticut State Police.



Hartford, CT.

## NEWS OF THE LODGES

**MIDDLETOWN, NY.** A large delegation from Middletown, NY, Lodge, including ER Anthony Amelio and Veterans Chm. Bill Heater, visited the Beacon, NY, Veterans Hospital. Each veteran was greeted and cheered up and given a gift certificate.

Middletown Lodge sends a delegation to the hospital four times each year, making the Veterans Committee one of the most important of the lodge.

**BURBANK, CA.** The local lodge has helped make a life a bit easier for 10-year-old Lee Munyon and her family. Lee is a former player on lodge-sponsored softball and basketball teams. In November of 1979, she was struck by a car, and the accident left her completely paralyzed. The lodge paid for a chair-lift for her father's van, making it possible for Lee to visit her family and friends on weekends.

**LEESBURG, FL.** The Elks Auxiliary of Leesburg, FL. Lodge made a \$1,000 donation to the Florida Elks Major Project, the Harry-Anna Crippled Children's Hospital at Umatilla. This contribution is one of many from all of the Elks' ladies organizations throughout the state. A total of approximately \$145,000 was contributed in 1979.

**BISMARCK, ND.** Lodge donated \$1,000 to the Bismarck Girl Scout Council to assist the Girl Scouts with their program this year. The lodge also donated \$1,000 to Challenge People, Inc., a program which assists the handicapped and their families.

**TEANECK, NJ.** The local lodge raised \$1,500 for leg braces for 4-year-old Sean Lubben, who was born with an open spine. The fund was actually started with a \$29 donation by members of a Senior Little League team coached by Brother Ken Aspinwall.

**DELRAY BEACH, FL.** A yellow ribbon flying above the Delray Beach, FL, Lodge building is a part of a national Elks' "Remember the Hostages" campaign. Standing at the flagpole are Robert Richmond, Chm. of Public Relations, PER George Stanton; and Est. Loyal Kt. E. E. Ben Dooley.

The yellow ribbon, symbolizing the hoped-for release of the hostages held captive in Iran, will fly until all of them are returned. To join in this effort, Elks encourage all citizens to tack yellow ribbons on their front doors.

(Yellow ribbons are also flying beneath the flags at the Elks National Memorial Building in Chicago.)



Delray Beach, FL.

**HOOSICK, FALLS, NY.** The local lodge honored two Brothers, John Craney and George Cuddihy, who have each attained 60 years of continuous membership in the lodge.

**HIGH POINT, NC.** A dedication ceremony was held for the new lodge building at High Point, NC. Keynote speaker was Thad Eure, North Carolina Secretary of State and SDGER.

**HILLSIDE, NJ.** Lodge, assisted by the ladies auxiliary, hosted a dinner and dance for a group of veterans from the Lyons VA Medical Center. The 85 persons attending the affair were entertained by the "Mud Gutters" band.

**MUSKEGON, MI.** The Michigan Elks Association purchased a Jacuzzi whirlpool bath for Michelle Coddington of Muskegon, MI. Michelle is a young paralyzed child who needs the whirlpool for daily therapy.

**LOS ANGELES, CA.** A testimonial dinner-dance was held by Los Angeles, CA, Lodge in honor of Brother Frank Lorenzi, Sr., for his outstanding service to the community and to Elksdom for 55 years.

Brother Lorenzi is a PER of Los Angeles Lodge, a PDD, and a state PVP. Prior to his retirement, he was the owner-publisher of the *Metropolitan News*.

Two hundred and fifty guests shared with the honoree a "This Is Your Life" evening. Among the distinguished guests were Vern R. Huck, Past Grand Est. Loyal Kt., who read a telegram of congratulations from PGER R. Leonard Bush; PSP Paul Haines; State Bulletin Editor Clare McCord; Ron Glover, current vice-president of the Metropolitan District; and many other national, state, and district past and present officers.

**PARAMOUNT, CA.** Lodge held its first Ice Skate-A-Thon for Cerebral Palsy at Iceland Rink in Paramount. Skaters, young and old alike, collected pledges for the time skated and began circling the rink to raise money for the Major Project. The most outstanding contribution was made by Est. Loyal Kt. Bill Cissell, a former national speed skater. Brother Cissell skated three-and-a-half hours without stopping. When his pledges were collected, he turned in \$525. The total amount raised was \$2,261.

**ELMIRA, NY.** Since 1938, Elmira, NY, Elks have held an annual Christmas Party at the Nursing Facility of Chemung County in Elmira. Elks, Elks' ladies, entertainers, musicians and Santa Claus journey to the facility for the festivities. Punch, cake, and cookies are served, and Christmas gifts are given to each of the 200 residents.

Last year the Elks were presented with a plaque expressing the appreciation of the patients and staff of the facility for the lodge's many years of Christmas visits.

**KINSTON, NC.** The North Carolina State Elks Association has the distinction of having a member that it believes to be the oldest active elected officer of any state in the Order. Brother George Skinner, an honorary life member of Kinston, NC, Lodge, who has been the state chaplain since 1972, recently celebrated his 90th birthday. Brother Skinner has not missed a state meeting or convention since he was first elected.



Menlo Park, CA.

**MENLO PARK, CA.** National Service Committees from Santa Clara, Los Gatos, Sunnyvale, and Palto Alto, CA, Lodges visited the Menlo Park Veterans Hospital and prepared an old-fashioned barbecue for over 200 patients. Entertainment included six costumed dance numbers by Pam Reider and the Highlighters.

**COLONIE, NY.** ER Louis Doodian and a group of members from Colonie, NY, Lodge took the children from St. Coleman's Home to Storytown, NY, in the Adirondacks. Also enjoying the day were some of the Sisters of the Presentation, who attend the children at the home.

**MONTPELIER, VT.** The virtues of a departed Brother, Olisse "Moose" Melada, were honored at a Sunday event including an initiation, a landscape demonstration for the ladies, and the unveiling of a granite plaque placed near the entrance to the lodge hall. Brother Melada created the plaque before his death, and it was a gift to the lodge from his widow Agnes.

**FORT PIERCE, FL.** Lodge held a Block Party—Chicken Barbecue and Street Dance, with the proceeds going to the state Major Project, the Harry-Anna Hospital for Crippled Children. The party netted \$1,300 to be given to the hospital.



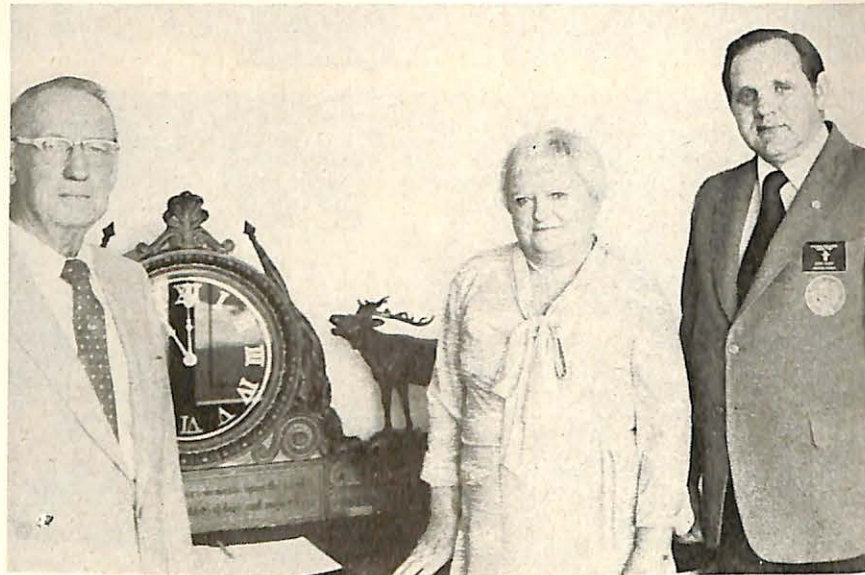


Bedford, VA.

Atlanta-Buckhead, GA.



Elizabethton, TN.



**BEDFORD, VA.** Harvey, the hound, is having his sixth birthday. Keeping him from his cake is his owner, Mrs. Margaret Brackett. Harvey is the only dog in the world owning an Elks National Foundation Certificate in his name. The \$100 was donated by Don Merica, a resident of the Elks National Home. Also in photo is George Viola, whose 80th birthday was the same day. He sells bolo ties, belt buckles and other items at the Home for the benefit of the Elks Memorial Garden. Mrs. Brackett's father died at the Home the same day Harvey was born.

**MIDDLESEX, NJ.** Lodge dedicated its lodge hall in memory of the late PER Thomas Crivello. A memorial plaque and portrait were unveiled at the dedication ceremony.

**ELIZABETHTON, TN.** The local lodge purchased nearly 100 new books for the Elizabethton Public Library. Most of the more than \$800 needed for the purchase of the books was raised at a Hawaiian Luau sponsored by the lodge. Examining the new books are ER James Cook, Jr., Librarian Joyce Hawthorne, and Howard Caperonis, chm. of the luau.

**JAMESTOWN, ND.** Lodge presented a hydraulic-lift vehicle to the Anne Carlsen School for the physically handicapped.

**ESCONDIDO, CA.** The local lodge, together with the Emblem Club, held its fifth annual Handicap Picnic at Kit Carson Park in Escondido. Over 125 children attended.

**ATLANTA-BUCKHEAD, GA.** Pearl Steirly Moore, granddaughter of "Jolly Cork" Richard Steirly, is shown as she visited Atlanta-Buckhead, GA, Lodge with PGER Robert Pruitt (left) and Est. Lead. Kt. Don Hare. Mrs. Moore has given the lodge many memorabilia and personal possessions of her grandfather, including his notes on the founding of the Elks; his copy of the constitution of the order, printed in 1868; a 46-star American flag; and a photograph of 10 of the 15 original "Jolly Corks."

**BARBERTON, OH.** Youth on the Move, a group of handicapped young adults, is one of the charities sponsored by Barberton, OH, Lodge. The group holds a dance at the lodge every month. Recently, the lodge installed a chair lift for the use of the young people.



**NEW ORLEANS, LA.** At the Grand Lodge Session in New Orleans, interstate ritualistic competition was held. Shown are members of the All-American Eastern Ritualistic Team. From left are Douglas Button, ER of Slidell, LA; William Amick, Est. Lead. Kt. of Rock Hill, SC; William Schaab, Est. Loyal Kt. of Auburn, IN; John Futch, Est. Lect. Kt. of Ocala, FL; Russ Hoff, Esq. of Auburn; Brady M. Morris, Jr., Chap. of Vicksburg, MS; and Steven Barth, In. Gd. of Auburn.



In lower picture is the All-American Western Ritualistic Team. From left are Richard Sierra, ER of South San Francisco, CA; Chester March, Est. Lead. Kt. of Greeley, CO; Raymond Lackey, Est. Loyal Kt. of Albuquerque, NM; William Gateley, Est. Lect. Kt. of Albuquerque; Lyle Berg, Esq. of South San Francisco; Michael Thacker, Chap. of Greeley; and Roger Terry, In. Gd. of Beloit, KS.



*New Orleans, LA.*

**FLORISSANT, MO.** The local lodge held its first annual Father Son/Daughter Fishing Tournament in Busch's Wildlife Conservation Area. Awards were given in five classifications. Seventeen children and 14 adults participated in the event.

**CARBONDALE, IL.** ER J. Phil Gilbert of Carbondale, IL, Lodge, and Mrs. Gwen Peyton, wife of Est. Lead. Kt. Earl Peyton, presented Illinois Elks Association Commissioner Robert Steinhauer with a check for \$1,500. The money was collected by the Carbondale officers' wives for their favorite charity, the Elks Crippled Children Fund.

**FREELAND, PA.** Lodge again held Wheelchair Olympics at the Wilkes-Barre VA Medical Center. Thirty-five patients participated, with prizes awarded to winners in both the electric and hand chair divisions. Competition included relay and long-distance races and bean ball throwing. Special awards were presented to the winners, but all of the participants received canteen books.

Hospital staff members say that this activity has tremendous therapeutic value for the patients. The competition was followed by a party hosted by ER John Kraynak and Rev. Raymond Jones of Freeland Lodge.

**ORANGE, CA.** ER Marlin Dustin of Orange, CA, Lodge went to the New

Orleans Grand Lodge Convention in style. On the morning he was to leave for the airport, four lodge officers in tuxedos appeared at the front door. Then ER Dustin and his wife Jane were escorted to a chauffeured limousine and served champagne. At the airport, the Dustins were escorted by the officers to the departure gate.

**TUCSON EAST, AZ.** Through the efforts of the National Service Committee of Tucson East, AZ, Lodge and the generosity of bookstore owner Mrs. Pat Wallace, the lodge was able to donate 25,000 paperback books to the Tucson VA Medical Center, for the use of the patients.

**MIDDLETOWN, NY.** Brother William Clark of Middletown, NY, Lodge received a gift from the lodge in recognition of his faithful chairmanship of the lodge's junior golf tournament for the past 25 years. Brother Clark ran the tournament at the local level and then took the winners to the state tournament every year.

**ASHLAND, OH.** Lodge entertained a group of veterans from the Soldiers and Sailors Home at Sandusky. Food and refreshments were served and games were enjoyed after the meal.

**MIDDLETOWN, NJ.** The local lodge donated \$200 to the Harbor School of Eatontown, a school for children with learning disabilities. Presentation of the check was made by ER William Ciaccio and Crippled Children Committee Chm. Jack Callinan to Ms. Jean Stack, director of the school.

**BURBANK, CA.** The third annual Chili Festival, hosted by the Metropolitan District of the California-Hawaii Elks Association, was a great success. The festival was held in Burbank, and the committee, made up of members of nine lodges, worked tirelessly to arrange an enjoyable program.

Continuous professional entertainment by film and TV celebrities was provided from noon until 5 p.m., and the nine lodge teams contested in a chili cook-off. Numerous raffles were also held.

Approximately 2,800 persons attended, consuming all of the food and drink, and making possible a profit of \$7,500, which was donated to the state Major Project.

**LIVERMORE-PLEASANTON, CA.** The local lodge dedicated new additions totaling 3,800 square feet to the lodge building. PSP Ernest Olivieri officiated at the ceremony.

*(Continued on page 48)*



# Elks

## The Elks Magazine at Work



*The staff of The Elks Magazine meets to review material submitted by lodges from all areas of the country. Then it selects those fraternal news items and photographs deemed best-suited for magazine exposure and of most interest to our national membership.*

PHOTOS BY HARRY HARRINGTON



*Once articles and lodge news items have been chosen, layouts illustrating the material are created.*

Since 1922, *The Elks Magazine* has endeavored to produce a vehicle of excellence for BPOE members and their families and to maintain its reputation as the most informative, qualitative, and cognizant of our country's changing times of all fraternal publications. In order to maintain our standards, the entire staff dedicates itself to quality of presentation and the preservation of the noble ideals of Elkdom.

But how does a publication go about pleasing and informing 1,700,000 Elks and their families, all of whom have divergent interests, hobbies, philosophies, and outlooks? Obviously, it can't be done—not all of the time. So we begin our search for appropriate material by first considering the keen intelligence of the average Elk reader, his inquiring mind, and his readiness to weigh a point of view in print not necessarily his own. From this foundation is built a chronicle worthy to represent the spirit and traditions of Elkdom and which seeks the avenue to enlightenment via the written word.

Many articles are received every week. They must all be read, studied, and evaluated for potential merit. Have we printed a similar piece in the recent past? Has the subject already been thoroughly explored in another media outlet? Have we too often included articles on related subjects and not been sufficiently diversified in our choices? These are some of the perplexing questions posed daily. But we must always be reminiscent of our obligation to the dicta of our Order. Although an article must be thought-provoking, and sometimes even controversial, it must always contain the inherent ingredients that best illustrate and exemplify the image of Elkdom: honesty and integrity.



We continually seek out the most gifted authors, ever mindful of our duty to inform, entertain, and stimulate an Elks membership that should never be satisfied with second-best. Our goal is to present a publication that not only illuminates the glorious history of Elkdom, but also serves as a beacon to better understand ourselves, our world, and the progress of civilization and ideas.

Once an article has undergone a rigorous examination and adjudged to be factual, honest in content and intent, and consistent with the highest literary standards, our Art Department swings into action. The article's subject matter is analyzed and a graphic layout presentation is created to dramatize the text.

Another section of the magazine equally as important as the articles is the News of the Lodges. Perhaps the most challenging aspect of our pursuit to achieve a total unit of magazine excellence falls in this area. Why? Because this is *your* contribution. Fraternal News is about you, your Brothers, your lodge, and the activities, both festive and memorable, that make you so very proud to be an Elk. Why is a portfolio of lodge events so difficult to produce? Because it pains us so much when it becomes necessary to reject a submission.

Lodges throughout the country submit photos and news items each month that number in the many hundreds. How then do we choose the relatively few items—due to space limitations—that can possibly be printed in the national magazine? How can we select certain material and bring happiness to those contributors, while rejecting many others and disappointing members who worked so hard in hopes of having their activity included? We realize how important the photos and news items are to a lodge that takes the time and trouble to prepare material for submission. It is indeed a difficult moment for our staff when it tries to express how much the efforts are appreciated—but must turn down the photographs for national exposure.

But turn down many we must. It would be impossible to publish all, or even most, of the lodge news items submitted without rendering an encyclopedia-sized tome. So before sending material you should have in your possession the complete Fraternal News Guidelines, and thus avoid the disappointment of having your photo or news item rejected. (Should your lodge not have a copy of the Fraternal News Guidelines, one can be obtained by

simply writing *The Elks Magazine*, 425 W. Diversey, Chicago, IL 60614.)

The two foremost considerations regarding the submission of lodge news and photos are:

1) The lodge or state association activity described should be *unusual* and *unique* enough to warrant national exposure. Certainly every lodge event is significant; and a lodge is justifiably proud and eager to share the news with all Elks. However, it's prudent before submission (remember the magazine's space limitations) to ask yourself, "Is this activity really of interest to Elks across the country? Or is it only of primary interest to my lodge and state? Would an appearance of my news item be more apropos in my lodge bulletin or state association newsletter?"

2) *Picture Quality*. We strive to display only the finest quality photographs. A good photo is clear and bright, with well-defined subjects. The black-and-white glossy should never have a gray or brownish tint, or a grainy finish. No matter how delightful the subject matter, photos deficient in clarity, sharpness, and definition will *not* reproduce satisfactorily in publication form.

Also, send us the *best* quality shots of your activity. They will be returned on request. Often when an exciting lodge event is photographed, the good shots are held out and only the poorest shots of the event submitted. Remember, the picture in the magazine can only be as good as the original photo—never better. A poor photograph makes a poor magazine picture; it's as simple as that. We reject hundreds of shots every year on mediocre picture quality alone.

With the inflation-cursed costs of paper, typesetting, printing, etc. continually escalating, it has become necessary to cut down on the number of pages and to publish only ten issues per year instead of one each month. Production costs are now running \$4,000 per page. Advertising revenue only partially offsets these costs. The \$1.25 yearly subscription fee is less than the cost of *one* issue of most newsstand publications.

No matter how diligently the staff labors to harvest a first-rate publication, it must never forget that this is *your* magazine, serving as the representative of Elkdom. We must always painstakingly guard the stellar achievements and traditions of our Order, and reflect through the magazine the standards of excellence, benevolence, and pride that will continue to make the BPOE a legitimate leader along the course of America's destiny.

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# IT'S YOUR BUSINESS

## SECRETARIAL SHORTAGE IN THE '80s

"Money isn't difficult to earn today if you're willing to work and you enjoy what you do."

I heard such advice when I was young. I heard similar comments in the '60s from friends who became employers, and I still hear the advice occasionally from sons of those employer-friends today.

The emphasis, though, doesn't seem to be on money these days.

The classified pages of newspapers throughout the country carry enough job opportunities to reduce the number of unemployed by a substantial amount. I talk to employers who tell me over and over again that they are continually involved in job searches and interviews to find interested and qualified workers.

Personnel agency officials tell me that the search for experienced office help, in particular, is as great as the military's efforts to build a volunteer army. The Labor Department's Bureau of Labor Statistics, meanwhile, projects that hundreds of thousands of office jobs will have to be filled in the 1980s.

Business schools, however, are noting that the number of students entering such fields as secretarial and clerical isn't increasing.

"There certainly is a shortage," says John W. Hauer, president of the National College of Business in Rapid City, SD. "We can place at least 10 times as many secretaries as we have graduating."

"The problem is critical. I don't see any increase in the number of people going into secretarial," Mrs. Lyn Whaley, coordinator of administrative services at the Utica School of Commerce, NY, admits. USC, which has graduated more than 16,000 in secretarial, clerical and accounting since 1896, is one of the oldest proprietary schools in New York.

An executive for an eastern computer firm recently told the *Christian Science Monitor* that it's even tougher to keep those who show promise. "They pick up the 'go-go' enthusiasm of this business, go back to school and train themselves for something else."

Management experts insist that as soon as companies view secretarial work as strictly "entry-level" and not terminal positions, the shortage may be eased.

But is that the answer?

Not likely for the small business proprietor. Easing the shortage by creating new titles and more supervisory jobs may entice people, but the quality of the out-

put may also drop as less experienced workers fill important office slots on a continual basis.

Some companies have already bowed to the shortage. A personnel executive for a major eastern insurance company told me that two or three of the company's officials are now using one experienced secretary, or a secretarial pool, and standards have been relaxed in hiring. "We have reduced the typing speed with accuracy test we give to 55 words per minute, instead of 65 as in recent years because so many couldn't pass the speed test."

But reducing the importance of the role of the secretary and adding more advanced office positions isn't the answer, the personnel specialist insisted. "Counselors have to really begin offering it as an attractive and alternative position, instead of viewing it as the place to work if you can't go to college. There has to be more encouragement for men and women that the field is important and that there are good opportunities and challenges."

It's going to take a concerted effort by business owners, as well as trade associations, to upgrade the skills and importance, while adjusting salaries where necessary to bring motivated young, as well as experienced people who have left the occupation, back to office work.

Earlier this year, a team of researchers writing for the *Harvard Business Review* noted that although clerical employees and workers paid by the hour seemed content with their wages, they are increasingly dissatisfied with tasks involved in their jobs. The researchers used data from 175,000 employees of 159 companies during the past 25 years to document a report that noted "increasing impersonality of work in large organizations."

"It is only managers who indicate high satisfaction with their jobs, along with high satisfaction with their pay. In contrast, hourly and clerical employees rate their pay more favorably now than before but, as groups, indicate decreasing satisfaction with their jobs," the researchers found.

I've witnessed abuses and an elitist treatment of clerical staffs and secretaries that causes such dissatisfaction... and perhaps so have you.

(Continued on page 31)



# Other Hand

(Continued from page 8)

Although they're finally beginning to trickle into society's mainstream, lefties still aren't sure of why they are the way they are. Archeologists and historians say they have a long history as a minority. Studies of bashed-in cave man skulls and of art works dating back 3,000 years show that only ten percent of the work was done by lefties. Paintings depicting people using one hand or the other typically show the same proportion of sinistrals.

A number of theories have been postulated as to why some people have a definite aversion to left-handedness. The ancients thought it was because one's internal organs were arranged toward the right, causing man to balance on his left foot, which freed the right hand to function more effectively. Another guess has been that early man used his left hand for sanitary purposes and therefore preferred the right for everything else. Just why the simple-minded cave men all spontaneously chose the left hand has not been explained.

An old theory still occasionally subscribed to has to do with the human penchant for waging war. In battle, the heart—on the body's left side—had to be protected with a shield held in the left hand. This freed the right hand for important activities such as spear throwing, and the right, therefore, became dominant.

Scientists today believe sinistrality is either an inherited trait, caused by brain damage at birth, acquired by imitating parents or is a combination of all three. The important thing, they say, is that children not be forced to use one hand or the other.

And just how can we tell who is left-handed and who is not? It may be hard to detect, says left-handed author James Kay with tongue-in-cheek: "A certain frowziness may be involved—a vagrant cowlick, a missing button, an unfocused gaze, inarticulateness or a tendency to mumble."

Around 1917, one researcher claimed to be able to determine handedness by measuring the bones in the arms of newborn babies. Experts today say that preference is not definite until the third to sixth year.

Even in adults, though, pure left-handedness is fairly rare, as most lefties have learned to use their other hand quite well. One study checked 12 common actions—writing, throwing, eating with a spoon, drawing, playing a game with a racket, holding a match while striking it, dealing cards, hammering,

(Continued on page 39)

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## 1981 ELKS NATIONAL "HOOP SHOOT" SCHEDULE

STATE	DATE	TOWN	DIRECTOR
ALABAMA	Jan. 24	Auburn	John Bauer
ALASKA	Jan. 17	Fairbanks	Pat Murphy
ARIZONA	Feb. 7	Phoenix	Larry McMillon
ARKANSAS	Jan. 24	Conway	Sammy Harris
CALIF-HAWAII	Jan. 31	Fresno	Gene Beckel
COLORADO	Feb. 7	Northglenn	Orval Johnson
CONNECTICUT	Feb. 8	E. Hartford	Francis Reinholz
FLORIDA	Jan. 24	New Port Richey	John Frizalone
GEORGIA	Jan. 24	Warner-Robins	William Cook
IDAHO	Jan. 31	Caldwell	Glenn Vandebos
ILLINOIS	Jan. 31	Champaign	Robert Brand
INDIANA	Jan. 10	West Lafayette	Robert Hanley
IOWA	Feb. 14	Ames	Richard Froeschle
KANSAS	Feb. 7	Salina	Howard Houk
KENTUCKY	Jan. 31	Cynthiana	Jim Fuller
LOUISIANA	Jan. 31	Alexandria	Eddie Daugherty
MAINE	Jan. 18	Lewiston	Allan Richard
MD, DE, DC	Feb. 14	Severna Park	Bruce Howell
MASSACHUSETTS	Jan. 31	Springfield	Kenneth Paradis
MICHIGAN	Jan. 17	Pontiac	Fredric Devantier
MINNESOTA	Feb. 7	Fergus Falls	Roger Klinghagen
MISSISSIPPI	Jan. 24	Hattiesburg	Raymond Bonones
MISSOURI	Jan. 31	Columbia	Sterling Cook
MONTANA	Jan. 10	Helena	Robert Semmens
NEBRASKA	Feb. 7	Kearney	Dick Bedient
NEVADA	Jan. 24	Tonopah	Tom Davison
NEW HAMPSHIRE	Feb. 1	Manchester	Hazen Hayward
NEW JERSEY	Feb. 14	Bordentown	John Botti
NEW MEXICO	Feb. 7	Albuquerque	Gary Clarke
NEW YORK	Feb. 14	Homer	Gary C. King
NORTH CAROLINA	Jan. 31	Southern Pines	Charles Oakley
NORTH DAKOTA	Jan. 24	Jamestown	Tom Gould
OHIO	Feb. 7	Delaware	David Penry
OKLAHOMA	Jan. 31	El Reno	William Wolf
OREGON	Feb. 7	Albany	William Critchfield
PENNSYLVANIA	Feb. 7	Lock Haven	Paul Woodring
RHODE ISLAND	Feb. 1	W. Warwick	George Gil
SOUTH CAROLINA	Jan. 31	Florence	Allen Gotbeter
SOUTH DAKOTA	Jan. 24	Fort Pierre	Vern Larson
TENNESSEE	Feb. 7	Murfreesboro	Max Smith
TEXAS	Jan. 31	Temple	John McInturff
UTAH	Jan. 31	Provo	Leonard Kelly
VERMONT	Jan. 11	Bellows Falls	Gordon Toussaint
VIRGINIA	Jan. 31	Harrisonburg	Danny O'Donnell
WASHINGTON	Feb. 7	Tacoma	Bob Keating
WEST VIRGINIA	Jan. 31	Parkersburg	Bennett Stump
WISCONSIN	Jan. 11	Stevens Point	Leon Rondou
WYOMING	Jan. 31	Casper	Ray Bastow

## Regional Semi-Finals

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

**SOUTHEAST REGION** Feb. 7  
MS, AL, GA, FL  
Auburn University, Auburn, AL  
Director: Tom Preer, 704 Farish St., Opelika, AL 36801

**SOUTHEAST CENTRAL REGION** Feb. 7  
WV, VA, NC, SC  
James Madison University, Harrisonburg, VA  
Director: Danny O'Donnell, R.R. #10, Box 254D, Harrisonburg, VA 22801

**NORTHWEST CENTRAL REGION** Feb. 7  
MT, WY, ND, SD  
Lockwood High School, Billings, MT  
Director: Bob Skates, 1903 Northridge Billings, MT 59101

**GREAT LAKES** Feb. 14  
MI, IN, OH  
University of Toledo, Toledo, OH  
Director: Rollie Morgan, 743 S. Byrne Rd. Toledo, OH 43614

**CENTRAL REGION** Feb. 14  
MO, KY, AR, TN  
Middle Tenn State, Murfreesboro, TN  
Director: Bill Maynard, 1124 Oakleaf Dr. Kingsport, TN 37663

**SOUTHWEST REGION** Feb. 14  
NM, OK, TX, LA  
Mac Arthur High School, Lawton, OK  
Director: Bill Wolf, 1436 N. 40th Lawton, OK 73505

**NORTHWEST REGION** Feb. 21  
WA, OR, ID, AK  
Memorial Coliseum, Portland, OR  
Director: Bill Critchfield, P.O. Box 1047 Corvallis, OR 97330

**WEST CENTRAL** Feb. 21  
NB, CO, KS  
Westminster High School, Westminster, CO  
Director: Joe Gareis, 8581 Crescent Dr. Westminster, CO 80030

**NORTHEAST** Feb. 21  
ME, NH, RI, MA, CT, VT  
Bryant College, Smithfield, RI  
Director: Walter Kettle, 594 Lafayette Rd. N. Kingstown, RI 02852

**NORTHEAST CENTRAL** Feb. 28  
PA, NY, NJ, MD, DE, DC  
Fairleigh Dickenson University, E. Rutherford, NJ  
Director: John Botti, 99 Maple St. Rutherford, NJ 07070

**WEST** Feb. 28  
CA, HI, NV, UT, AZ  
Rancho High School, Las Vegas, NV  
Director: Tom Davison, 1409 E. Wilson St. Las Vegas, NV 89101

**NORTH CENTRAL** Feb. 28  
MN, WI, IA, IL  
University of Iowa, Iowa City, IA  
Director: Dick Froeschle, Rt. 1 Le Claire, IA 52753



## Finals

Elks National "Hoop Shoot" Contest finals will be held at the Market Square Arena in Indianapolis, Indiana, on March 13, 14, and 15, 1981. Indiana Pacers vs. Detroit Pistons. National Headquarters, Hyatt Regency Hotel.

Emile J. Brady, National Director  
Box 153  
Danville, PA 17821  
(717) 275-5355  
(717) 275-4060



## Contest Deadlines

Awards are presented by the Grand Lodge in recognition of excellence in the following categories:

- Contest A ... Lodge Attendance  
Due March 31, 1981  
Mail to: Jack L. Riordan  
634 Vista Ora  
Palm Springs, CA 92262
- Contest B ... Public Image  
Due February 28, 1981  
Mail to: James B. Roberson  
Box 587  
Bingen, WA 98605
- Contest C ... Memorial Day  
Due January 31, 1981  
Mail to: Howard W. Nunez  
3020 Jardin Plaza NW  
Albuquerque, NM 87110
- Contest D ... Community Service  
Due March 15, 1981  
Mail to: Quenton P. Hawks  
536 Raines Street  
Plainfield, IN 46168
- Contest E ... Lodge Bulletin  
Due February 15, 1981  
Mail to: Olley G. Anderson  
6205 Ledge Drive  
Austin, TX 78750
- Contest F ... Per Capita Contribution  
to the Elks National  
Foundation  
Mail to: Carlon M. O'Malley, Jr.  
U.S. Attorney's Office  
Middle District of PA  
Scranton, PA 18501
- Christmas Charities  
Brochure  
Due February 15, 1981  
Mail to: William F. Dobberstein  
Box 505  
Elmira, NY 14902

Timely articles covering the rules and instructions of the contests appear in both the Grand Lodge Newsletter and The Elks Magazine in these monthly issues:

- July/  
August ..... Lodge Attendance  
October ..... Elks Memorial Day  
November .. Lodge Bulletin  
Public Image  
Christmas Charities
- December/  
January ..... Community Services  
May ..... National Foundation  
Per Capita

For all contests requiring that a brochure be submitted, remember that they are judged by contents, not covers. They should contain photos, news coverage, lodge bulletins and any other material that contributed to the success of the program.

It is important to pack your brochures securely, address clearly and mail with proper postage in plenty of time to reach the committeeman indicated for that particular contest.

Richard J. Stropes, Chairman  
GL Lodge Activities Committee

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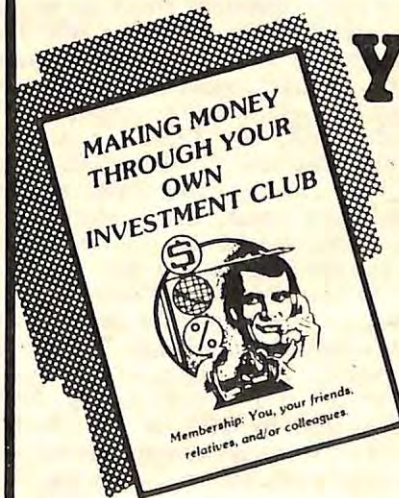
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# YOU & RETIREMENT

by Grace W. Weinstein

## MONEY, MONEY, MONEY

At the start of this new year the news on the money front is mixed, both bad and good.

On the dismal side, the cost of living, to no one's surprise, keeps going up. Bureau of Labor statistics figures released in August, 1980, show that the cost of living for a retired couple in the fall of 1979 (BLS figures are generally a year behind) is up by nine percent over autumn of 1978.

Specifically, the "lower level budget" (not poverty level, but simply lower than other levels) for an urban retired couple, without personal income taxes, calls for \$6,023 a year. The intermediate level budget costs \$8,562 and the higher level budget comes to \$12,669. On all three levels, transportation saw the biggest percentage increase; with increased fuel costs across the board, transportation was up by 17 percent... a tough bite to chew for those still commuting to work or for those who must travel to shopping and recreation.

Regional variations are, as always, significant. It costs more to live in large metropolitan areas than in communities with populations under 50,000 people. It costs more, generally speaking, to live in the northeast than in the south. The \$8,562 that it costs, as a national average, for a retired couple to live on an intermediate-level budget becomes \$10,119 in Boston, MA, and \$7,912 in Atlanta, GA. But there are variations within regions, too; housing costs more in congested urban areas, but transportation, where mass transit is well-developed, tends to cost considerably less.

Before flinching at the ever-rising cost of living, you might want to do your own personal cost of living index. The cost of living rose by 11.9 percent in New York/New Jersey in the year ending April, 1980; it rose by 19.1 percent in the Dallas/Fort Worth area. Your own cost of living clearly depends on where you live. More than that, however, it depends on how you live.

If you live in metropolitan New York, according to New York's Citibank, the highest rises were in home ownership, restaurant meals and private transportation. If your lifestyle steers clear of these, you probably beat the average.

If you don't buy a house, wherever you live, you're not affected by the high housing costs reflected in the national CPI. If you get along with one car in-

stead of two or, better yet, live in an area with good public transportation, rising transportation costs won't hit you in the pocketbook.

If you want to take the time to do some arithmetic, Citibank suggests a way to figure your own personal CPI for the last 12 months:

1. Determine what you spent in each of the seven major CPI categories: housing, food, transportation, medical, apparel, entertainment, and "other."

2. To get your personal "weights," add these categories, then divide each by the total.

3. Call the nearest BLS office (listed under U.S. Dept. of Labor in your telephone directory) for your city's official CPI. Ask for the percentage change from the same month a year earlier for all items and for each of the seven categories.

4. Multiply each of your own weights by the official CPI change in that category.

5. Add them to get your total CPI change.

6. Compare it with the "all items" change given you by the BLS. You may be pleasantly surprised.

For more details and a step-by-step description of how to calculate your personal cost of living, send for the June, 1978, *Consumer Views*; a summary of the technique is also in the June, 1980, edition. Write to Citibank, Public Affairs Dept., 399 Park Ave., New York, NY 10043.

On the brighter side, changes in national banking regulations effective at the beginning of 1981, may increase the yield you get on your money.

Perhaps the biggest change is that interest-earning checking will now be legal in every state of the union. NOW accounts, for "negotiated order of withdrawal," have been available in the northeast for several years, while "share drafts" have been offered by many credit unions; both are essentially savings accounts with check-writing privileges. Such savings accounts, with an interest rate of up to 5¼ percent, will now be offered by commercial banks and savings and loans in every state.

Do some comparison shopping, however, before you sign on the dotted line. Interest-earning checking accounts cost banks money; those costs are passed on to the consumer in one way or another.



Some institutions have minimum balance requirements in the neighborhood of \$500. Others require as much as \$3,000 as a minimum balance before interest-earning checking is "free." There are service charges when the balance falls below the required amount, service charges ranging from one to five dollars a month. Some institutions also have a per-check fee, while others stop paying interest on small balances.

All of this may or may not be spelled out in the small print, so be sure to ask some detailed questions before you open a NOW account. In general, such accounts are most beneficial to people who generally keep large balances.

If you're still putting money aside toward retirement, there's a new plan which may be of interest: a combined money market fund and insurance annuity, under which interest will be earned at money market rates and taxes may be deferred on the earned interest for as long as you like. Money may be invested in either a lump sum or periodic contributions, but interest is not taxed until it is paid out. If you are then past retirement, your tax rate will probably be lower. Meanwhile, you'll earn interest on the interest left in the fund. And, if you need money before retirement, you may withdraw up to the amount of your original investment without any tax liability.

Since these plans have an insurance feature they must be approved by the insurance department in any state where they are offered. Not all plans are now available in every state. Among those currently being offered in a number of states, however, are Dreyfus' Rainbow, Merrill Lynch's Spectrum, and Putnam Fund's Galaxy. Minimum initial deposits range from \$1,000 to \$3,000. There are sales charges and annual fees, which vary from plan to plan, and, in some cases, there are withdrawal charges as well. Be sure to compare fees and regulations very carefully before making any investment.

*Life Plans: Looking Forward to Retirement* by Grace W. Weinstein is again available by mail. Send \$4.95 plus 75 cents for postage and handling, in a check made out to Grace W. Weinstein, to "Retirement," Dept. E, 283 Maitland Ave., Teaneck, NJ 07666. Allow several weeks for delivery. ■

## It's Your Business

(Continued from page 26)

In one office I visited not long ago, I watched and winced as a good secretary was berated in front of a customer because of the wording of an order. The manager had dictated the order and had firmly rejected her attempt to change the language in its original form.

"Such things happen about every week," she complained. "I need the job to establish myself and because the pay is somewhat better than normal. I can't afford to leave too soon because the firm is respected and the manager is a community leader. I need his recommendation."

At the same time, she has come to

dislike work she previously enjoyed and to hate her surroundings.

Such treatment has introduced union activity and eventually filters back to business schools and high schools. In a day when women are finding more and better opportunities, the loss of interest in clerical work then is understandable to those in the classroom.

What can be done? These factors can help:

⊙ Make a concerted effort to improve working conditions and the training required for such duties. Establish a continuing relationship with local high school and business school teachers and administrators to better understand new techniques, equipment, methods and training necessary for those currently working in your office as well as potential employees.

⊙ Accept the secretary as a professional whose advice on office matters is as valid as consultants, accountants and lawyers employed for their specialties. If you don't, there is a tendency to reduce the value of the secretary's work and status and, consequently, decrease the employee's motivation, interest and job efficiency.

⊙ Be sure to identify the tasks involved in the job and stick to the definition. Unexpected additional duties and continual errands unrelated to the job are known factors in decreasing occupational interest.

⊙ Make salaries and/or benefits commensurate with responsibilities. Small firms can be as competitive as large corporations today because of the conditions they can offer. ■

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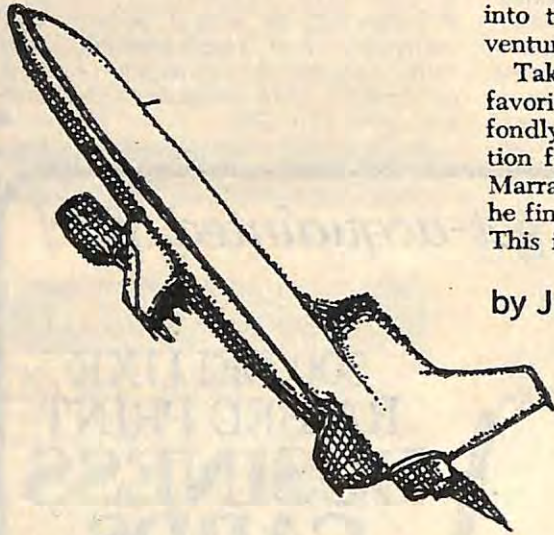
Of all world travelers, who should be the keepers of more hideaway secrets than your airline crews—those peripatetic flight attendants you see pushing the cocktail cart up and down the aisles of jets all over the earth. You might think that with so much pie in the sky they'd be a trifle tired of being on the go. But no. Stay home? Nonsense. Airline crews everywhere are itching to get on with the proverbial postman's holiday. Give them vacation time and they're gone. Pfft. Just like that. Almost without exception they slip right back into the jet stream, seeking new adventure.

Take TWA's George Ushakoff. His favorite destination? Well, he speaks fondly of several. He has a deep affection for a couple of spots in Morocco: Marrakech and Agadir. In Marrakech he finds solace at the Mamounia Hotel. This is where Winston Churchill spent

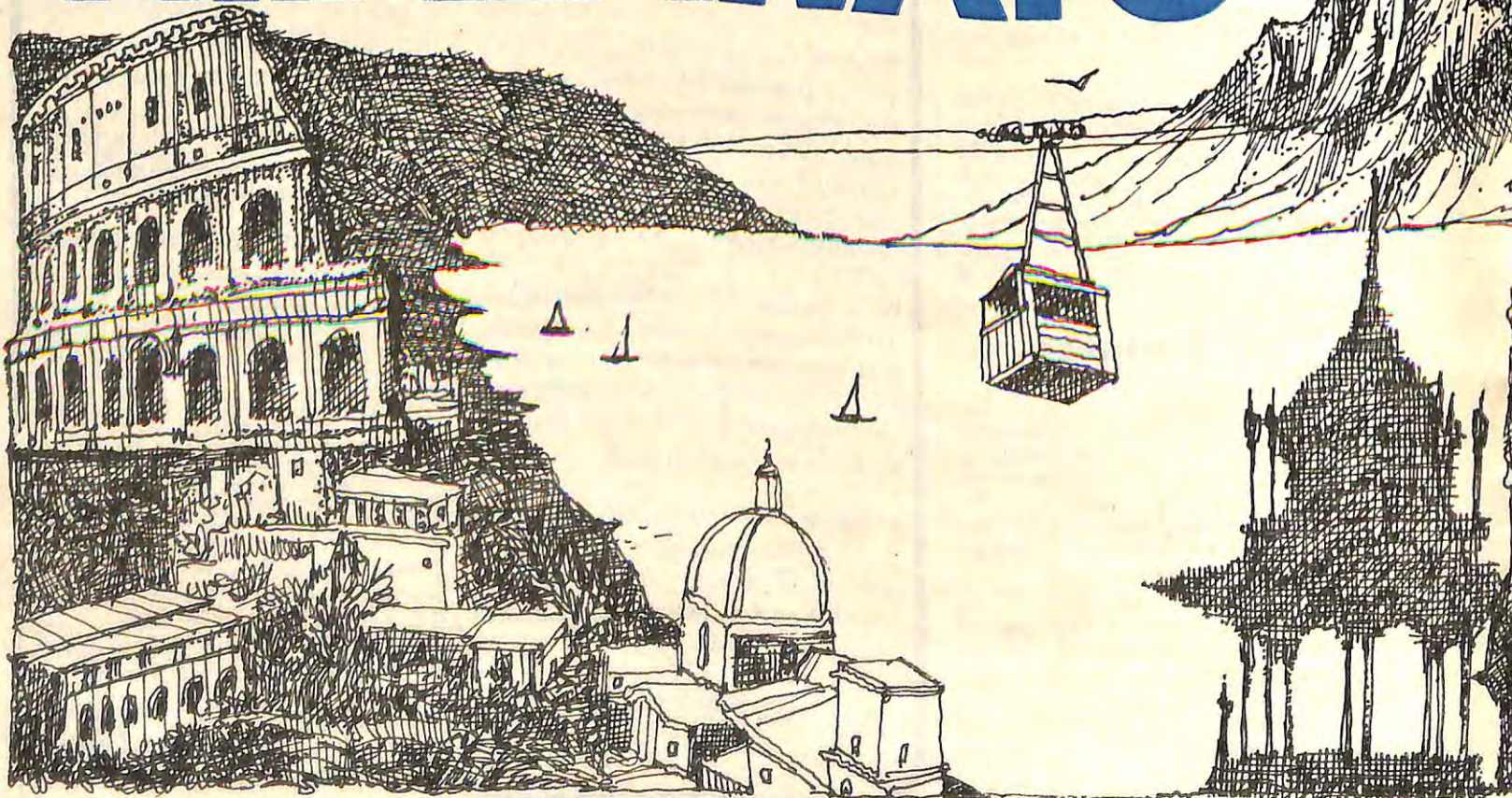
by Jerry Hulse

his winters, painting and exchanging pleasantries with kings and queens. Yes, and admiring the beauties who luxuriated poolside. Ushakoff, a sun worshiper, loves Agadir for the same reasons—the warmth of the weather, the friendliness of the people and the beauty of vacationing females. Now he dreams of returning to his birthplace, China (he is of Russian extraction). He has a small village in mind, north of Shanghai. It is called Qingdao (Tsingtao). Set on a bay, Qingdao is surrounded by villas. Before the war it was a summer place for Shanghai's well-to-do residents. With his stewardess wife Ushakoff intends to return one day—to learn if Qingdao is all that memory recalls.

And then there is TWA stewardess Jiggs Bontrager. She's been flying for 20 years and she's waiting impatiently for her next vacation. This time she wants to run off to Scotland. Each year she explores a different country. Last year it was Germany. Before that it was New Zealand, with "the kindest people on earth." Jiggs Bontrager has flown millions of miles (she got her first million-mile pin from TWA before she'd been with the airline five years). She's been nearly everywhere on earth—at least once. So given the choice, where in the world would she go back to?



# SECRET HIDEAWAYS





Without pause she replied, "the Orient." She's fascinated with it. Particularly with Hong Kong ("for its excitement, its shopping and the fantastic people"). Her preference for a restaurant in Hong Kong: Jimmy's Kitchen ("Maybe it's commercial, but who cares—I like it"). This affection for the Orient spills over into Bangkok. ("I fell in love with the place the first time I laid eyes on it.") When she used to fly there regularly, Lady Jiggs spent hours watching river traffic passing behind the storied Oriental Hotel. For a kid who grew up in Indiana, that's a long leap from Goshen, her hometown.

Next: Continental's Bob Bianchetti. Bianchetti flies for Continental and spends his vacations skiing in the United States and abroad. Thirty years old, he has been skiing since he was 3½. If he could go back? Well, his choice would be the village of St. Anton in the Austrian Alps. Trails lead to three other towns: Zurs, Lech and St. Christoff, and so it is possible to ski from village to village—and wind up back home again at night. Bianchetti is a former ski instructor at Squaw. (He calls his wife Debbie "my best traveling companion.")

A small village along Italy's Amalfi Drive, Positano, is closest to the

heart of Judy Nitti, another TWA flight attendant. That Positano has been discovered by legions of others doesn't discourage Miss Nitti. For her, the appeal is the setting: villas and gardens clinging to cliffsides with an uninterrupted view of the sea. In Positano, Miss Nitti stays at L'Anкора, a medium-priced villa with marble floors and rooms full of sunshine. On her last visit she paid \$47 a day for a room with lunch and dinner. She caught sight of the Siren Islands rising out of the Tyrrhenian Sea. And when night came the lights of small fishing boats flickered in the darkness. She was at peace, she confesses. As for a second vacation choice, this TWA stewardess selects novelist James Michener's favorite island, Bora Bora.

Likewise, French Polynesia is a favorite of Bill Zimmerman, a 27-year veteran with Pan American. (He was bossing a crew of 14 cabin attendants while we talked on a flight between Rome and New York.) Zimmerman has seen the world a dozen times over: "I started on DC-6s and worked up to the jets." He takes Pan Am's jumbos out to Tokyo. Other months he flies to Africa, South America, Europe. And no, his wife isn't jealous. She flies with Pan Am, too. Several years ago Zimmerman and his wife visited Tahiti. ("It's one place I want to go back to.")

Bill Zimmerman also favors Lisbon. (He met his wife while flying there in 1955.) And then there's Rome. Zim-

merman speaks Italian as well as Spanish and German. And so there's a natural affinity for the Eternal City. ("I love the people, the atmosphere.") He also loves Italian cooking. His favorite restaurant, Taverna Flavia, is near the rail station ("And it's expensive"). Another is the widely known Tre Scalini in Piazza Navona (which makes him as big a tourist as everybody else, right?).

Flying with Zimmerman on the Rome-New York trip was Ellen de Ruyter, a 27-year-old stewardess who has been on Pan Am's payroll since 1973. An island fancier, she's flown to dozens of waterlogged paradises: Tahiti, Samoa, Guam. The list goes on. Still, there's one that's special—the Indonesian isle of Bali. And not so surprising because the lady is of Dutch-Indonesian descent. She got to see Bali, she says, "before it got too touristy." ("The biggest thing people did was wait on the beach for sunset.") Like Zimmerman, Miss de Ruyter also favors Rome. After that it's Venice and Rio.

Mexicana's Lucy Moreno opens her brown eyes wide while discussing her favorite vacation hideaway. It's right in her own backyard, Cancun, the popular resort village on the Yucatan Peninsula. She's a water skier, a sun worshiper and a tennis player. And when





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# SECRET HIDEAWAYS

darkness arrives she lights up the local discos. Cancun is a super place, says Lucy. And legions agree with her.

Like Ms. Moreno, Diane Nagro of Aeromexico doesn't have to travel far to find her favorite destination, Cabo San Lucas at the tip of the Baja Peninsula. After that it's Manzanillo and Puerto Vallarta. "When it comes to great beaches," she says, "Mexico has the best in the world." For Mary Brooksbank (she flies for Western) the choice is easy. She's fond of a small alpine resort on the Italian side of the Matterhorn, Cervinia. With her husband—he's a professional skier—she rides the tram up the Italian side and skis down to Zermatt on the Swiss side. In Cervinia, Ms. Brooksbank recommends a snug inn called Cielalto. Not elegant, she says, but cheap. For a second choice she gives high marks both to Vancouver (for skiing) and Hawaii's Poipu Beach for plain ordinary relaxing.

Terri Keane, a blue-eyed blonde with Continental is infatuated with Australia ("The people are so friendly"). She's also warm on New Zealand ("I'm a skier and I love sailing"). And then there's her hometown, Atlanta.

Australia was the No. 1 choice of three other stewardesses: Ingrid Vincent of United, Japan Air Lines' Makiko Sato and Lufthansa's Sigrid Haas (the latter two also rate Los Angeles high on the scale, imagine?). Besides Australia, Miss Vincent praises Hawaii. She favors Mauna Kea, that gem of a hotel on the Big Island. The same lady recently took a cruise up the Yangtze River to Shanghai. And before that she went on safari to Kenya and Tanzania. And she hopes next year to ride a camel across the Gobi Desert. So where does she fly when she's pushing that infernal cart down the center of an airliner? Toledo, Ohio!

Meanwhile, let's face it, traveling alone isn't fun—it's a bore. It's also lonely. And it's particularly lonely if one happens to be a widow or a widower. Enter Beatrice Green, the one-time "Viennese Nightingale" of the air lanes (the lady was very big once on radio). Mrs. Green, a former one-time widow herself (she's since remarried) is president of a lively organization called the Widows Travel Club. With a membership of 10,000 widows, its sole purpose is to provide travel companions for its members. This isn't a lonely hearts club nor is it the dating game. Instead, the Widows Travel Club matches people as a method of getting around that expensive nuisance, the single supplement. A recent survey revealed that it

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costs anywhere from \$35 to \$350 a week extra for the person who travels alone—this being the added charge for a single room.

"The whole world is double rooms and single supplements," lamented Mrs. Green. She was speaking from her ivory tower in New York's Rockefeller Center. For widows or widowers, travel can be particularly lonely. Mrs. Green cites loneliness as the biggest problem of our age. "It leads to illness, depression and general misery." So she's helping thousands to overcome the unfair practice of the single supplement—as well as loneliness.

Recently, she matched a person named Kaplan with a person named Murphy—one Jewish, the other Christian—on a trip to Israel. Murphy grew up in the Bronx. Any fears Mrs. Green had that the two might not be compatible were allayed when one called back later: "We had a marvelous time. We're planning another trip!"

Nearly everyone who writes to Mrs. Green tells of a desire to travel—but not alone. This, of course, is why Mrs. Green founded her travel club in the first place. She was weary of hearing complaints. That the undertaking has been costly ("I've spent \$35,000 of my own money") doesn't concern her. What does bother her is trying to get her message across. In doing so, she intends to establish chapters across America.

Meanwhile, Richard Lowenstein has the hook out for singles of all ages—male or female—for his Singleworld trips and cruises. Like Mrs. Green, his business is bringing lonely souls together. He sends singles off together to Europe, the Orient, Israel, the Caribbean. Even Las Vegas. He offers London for Singles, Africa for Singles, Hawaii for Singles. Nearly any place you can name in the world. It's not even necessary that his clients be single. He'll take marrieds, too. His clients range in age from 18 to 80: widows and widowers, students, etc. Lowenstein makes one promise: No one will be lonely on one of his trips. He mails out a thick catalog that's packed with tour offerings. Cruise ships are jammed with his people. In 22 years Lowenstein has sent 150,000 singles off to discover the world. It's been that way ever since Lowenstein introduced his first tour in 1957 with a cruise to Europe. The idea came alive after he'd spent three months touring alone in Europe.

Following are addresses of individuals named in this article:

© Beatrice Green, Widows Travel Club (Room 522) 10 Rockefeller Plaza, New York, NY 10020 (telephone 212-977-4405).

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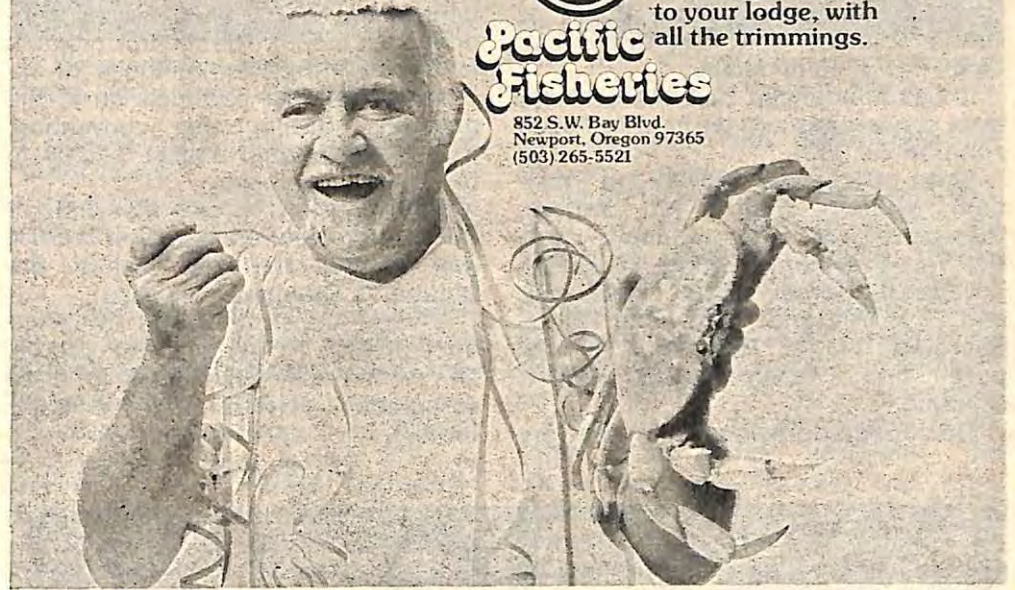
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# NEWS OF THE STATE ASSOCIATIONS

The **Washington** State Elks Association held its 79th annual convention in Spokane June 19-21.

There were 1068 persons in attendance, including then-GER Robert Grafton, PGER Robert Yothers, Frank Garland, then-Chm. of the Board of Grand Trustees, and Past Grand Est. Lead. Kt. J. Paul Meyer.

It was announced that the next annual convention will be held in Pasco June 18-20, 1981.

State officers for 1980-81 are President William Smith, Mt. Vernon; President-Elect Dick Mitchell, Seattle; Vice-Presidents George Frye, Port Townsend, Homer Oberst, Lakewood, and F. H. Alexander, Spokane Valley; Secretary Walter Hagerman, Ellensburg; and Treasurer Gib Ridder, Olympia.

The ritualistic competition was very

close, with Wenatchee Lodge taking the state title.

The state Major Project is the Washington Elks Therapy Program for Children. The budget for 1980-81 is \$386,000, with 12 mobile therapists taking care of 600 handicapped children each month. The therapy program is investigating new methods of increasing member participation in the program. During the convention, lodges contributed almost \$20,000 to the therapy program.

BUCKS Chm. Ernie Malcolm of Ellensburg reported that over \$25,000 was donated the past year to the Children's Orthopedic Hospital.

A very successful raffle was conducted, with a first prize of \$20,000. The raffle netted over \$36,000 for state association charities and the Major Project.

Colorado Springs, CO, home of the United States Air Force Academy, was the site of the **Colorado** Elks Association's convention September 5-7. Registration totaled 700 Elks and 550 ladies.

Distinguished guests included GER H. Foster Sears and PGER and State Sponsor George Klein.

A fall meeting was slated for November 21-23 at Fort Collins and a winter meeting will be held February 6-8, 1981, at Northglenn. The site and dates of the spring meeting are to be announced. The next annual convention will be held September 10-12, 1981, at Boulder.

Installed as state officers for 1980-81 were President James Beckley, Alamosa; First Vice-President John Heard, Boulder; Second Vice-President Charles Watkins, Delta; Third Vice-President James Steers, Northglenn; Secretary Jim Sterling, Canon City; and Treasurer James Flanigan, Aurora.

In ritualistic competition, Greeley Lodge won first place for the seventh consecutive year.

The state Major Project is Elks Laradon Hall, a school for retarded children located in Denver. It was reported that during the past year contributions to the Major Project by individuals and lodges totaled \$150,000. Also, Elks Laradon Hall was given \$145,000 from the estate of a Colorado Elk, the late Frank Lee. Contributions to the Major Project during the convention totaled \$29,429.

A highlight of the convention for GER H. Foster Sears was a conducted tour of the Air Force Academy and a visit with the commanding general of the academy.

The **Montana** State Elks Association convention was held at Bozeman August 6-9. A total of 417 persons attended, including special guest H. Foster Sears, GER.

The next annual convention will be held in Billings July 22-25, 1981.

Newly elected officers of the association are President Donald Leary, Missoula "Hell Gate"; First Vice-President Fred Gedney, Miles City; Second Vice-President Ted Byers, Great Falls; and Secy.-Treas. Fred Balkovetz, Butte.

The state Major Project is aid to smaller hospitals throughout the



PGER Robert Yothers (left) and then-GER Robert Grafton congratulate Mr. and Mrs. Tall Elk (Loren and Billie Holden). They represent the state Major Project, the Washington Elks Therapy Program for Children.



state. During the past year 28 hospitals received a total of \$57,600 for the purchase of specialized equipment for hospital patients. Funds are received from memorials, state per capita, lodge contributions and the Elks National Foundation.

Social activities included golf, a ladies' luncheon with entertainment, and a hamburger cookout. Proceeds were donated to the Major Project.

A parade was held in downtown Bozeman, featuring antique cars, bands, an antique cannon, floats, and marching groups.

U.S. Sen. Robert C. Byrd was the featured speaker at the **West Virginia Elks Association** convention held at Parkersburg August 8-9.

In attendance were 550 delegates, wives, and guests. Distinguished guests in addition to Sen. Byrd included GER H. Foster Sears and PGER and State Sponsor Homer Huhn, Jr.

The mid-year convention will be held at Elkins April 24-25, 1981.

Association officers for 1980-81 are President W. C. DeWeese, Morgantown; Vice-President South Hobart Owens, Huntington; Vice-President North Lester Hess, Jr., Wheeling; Vice-President Central James Carpenter, Buckhannon; Secretary Donald Finnegan, Weirton; and Treasurer Oral Sisson, Charleston.

The state Major Project is the two crippled children's camps. One is held at Wheeling for the northern and central districts and one is held at Princeton for the southern district.

The constitution and statutes of the association were amended to include a government relations committee.

The annual convention of the **Kentucky Elks Association** was held at Covington May 29-31. Among the 225 persons attending were then-GER Robert Grafton and his wife Pat, and PGER Edward McCabe and his wife Maggie.

A semiannual meeting was slated for October 31—November 1 at Madisonville, with the next annual convention to be held at Hopkinsville May 29-30, 1981.

Elected officers of the association were President Joe Pat Gaines, Frankfort; President-Elect Ozell Haile, Hopkinsville; First Vice-President Ray Freeman, Ashland; Second Vice-President Robert Bickett, St. Matthews; and Secy-Treas. Garland Guilfoyle, Newport.

Madison Lodge won the state ritualistic contest. During 1979-80, the association spent \$7,000 on treatment



U.S. Senator Robert Byrd, featured speaker at the West Virginia Elks Association convention, clasps hands with PGER Homer Huhn, Jr. (left) and then-SP Albert Yanni.

of cerebral palsy and \$3,500 on the "Hoop Shoot."

The convention was highlighted by a formal dinner-dance Saturday night.

The **Nevada State Elks Association** held its annual convention June 19-21 at Winnemucca. Total attendance was 276 persons.

Special guest speakers were PGERS Horace Wisely and Gerald Strohm, Arizona SP Earl Wilford, California-Hawaii SP William Brunner, and Marvin Lewis, Chm. of the Board of Grand Trustees.

A semiannual meeting is scheduled for January, 1981, in Reno. The next annual convention will be held at Tonopah June 20-22, 1981.

The association's officers for 1980-81 are President Billy Dedmon, Henderson; First Vice-President Wiley Griffin, Hawthorne; Second Vice-President George Vandever, Las Vegas; Secretary John Motsch, Henderson; and Treasurer Carl Merrill, Boulder City.

Las Vegas Lodge won the ritual-

istic contest, with Reno finishing second.

The state Major Project is the Pre-School Vision Screening Program for Amblyopia (Lazy Eye). Audio Screening for deafness has been added in the northern part of the state. During the past year over 16,000 children received vision screening, and approximately 4,000 received audio screening.

Funds to pay for the Major Project came from lodge functions, the Grand Lodge contribution, and many other donations, for a total of \$36,000. The budget for 1980-81 is \$39,500. The program is highly successful throughout the state and is gaining momentum in all communities.

During the current year there will be renewed emphasis on the Major Project as well as on increasing membership statewide.

Social events at the convention included a barbecue and a country-western dance.

PGER Wisely presented the Most Valuable Student Scholarship to the first-place girl winner in the state, Betty Jean Glinsman of Winnemucca.

## NOTICE TO ALL LODGES

### Las Vegas Convention July 12-16, 1981

1. Rooms in your State Headquarters Hotel will be available ONLY through your State Association Housing Chairman. The hotel assignments will be announced shortly.
2. *Travel Agents* wishing rooms for Elks groups in their state must contact the State Housing Chairman—not the hotel.
3. Elks will be given priority for rooms in the State Headquarters Hotel by the State Association Housing Chairman.
4. Plan on a Thursday, Friday or Sunday arrival. **SATURDAY ARRIVALS SHOULD BE AVOIDED.** Be prepared to wait for rooms to be ready on Sunday.
5. *Air travel* should be reserved BEFORE hotel reservation requests and without delay.
6. *All inquiries* should be directed to your State Association Housing Chairman.



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# MEDICINE & YOU

by Larry Holden

## NUCLEAR HEALTH CARE

Ever since the nuclear reactor malfunction at Three Mile Island and the more recent incident in Arkansas involving the atomic warhead of an accidentally exploded Titan missile, the public's awareness of the Nuclear Age is at an all-time high. Medical radiation experts have expressed concern that public fear, political manipulation and confusion over nuclear waste disposal may cause a major setback for a vital segment of medicine. The closing of low-level nuclear disposal sites in particular, say experts, is unnecessary and definitely poses a threat to today's nuclear medicine.

"I can understand the concern over burial of fuel rods from a reactor, a high-grade hazard," explains Dr. Frederick Bonte, an internationally recognized authority on nuclear medicine. "I can also understand concern about the disposal of waste from a reactor that produces plutonium for weapons. That's highly lethal stuff. But in nuclear medicine we're not talking about a radiation hazard or biologically devastating material. We're talking about mildly radioactive refuse from research and everyday medical practice. And if there is no way of disposing of this material, research and medical management will be seriously impaired."

Dr. Bonte and other nuclear medicine specialists are alarmed at the current trend in public and political circles that condemns disposal sites of low-level radioactive waste. Such sites in Nevada and Washington state have come to national attention because of their supposed threat to humans and the environment. Both locations were closed recently by the governors of those states, leaving only South Carolina as the disposal site for all low-level waste. All three sites are now open, but they're subject to shut-down at any time. Plus, more red tape has been added to the disposal process.

In nuclear medicine, slightly radioactive elements suspended in liquid solution are admitted to the bloodstream. Using clever techniques, practically any organ or region of the body can be made to selectively "accept" the solution, paving the way for accurate detection.

Dr. Bonte, one of a handful of nuclear medicine pioneers, contributed significantly to the development of "imaging," a now widely-used procedure using low-level radioactivity to produce "pictures" of the internal human body.

Radiation, in one form or another, is

ever-present in our daily lives. It is inescapable. As a natural consequence of solar and cosmic radiation, every person on earth receives a yearly dose of ionizing radiation equal to from five to 20 chest X-rays. At higher altitudes (on mountains and during some plane flights) where the atmosphere is thinner and therefore less protective, the radiation is much greater.

"This doesn't keep people inside on sunny days and it certainly does not keep them from living in the mountains," points out Dr. Ed Griffin, a well-known radiation safety expert. "I think the word itself—*radiation*—scares many people. They associate the word with images from Hiroshima or Army file films of nuclear explosion tests. But it's unfair to condemn, in one breath, all the nuclear sciences. What physicians and medical scientists use is thousands, millions, even billions times less radioactive than the commonly thought-of uses of nuclear materials. There is a very big difference."

Obviously, if the solutions used in nuclear medicine were not of very low activity, they would be harmful to other areas of the body only inches away from the target site. This is important to remember in a discussion about the safety of nuclear medicine. Most of the elements, although technically radioactive, have an effective range of only inches, and the energy emitted is slight at most. In addition, and perhaps most important to the issue of disposal, the elements typically have very fast rates of decay or short "half lives." In most cases the elements become completely harmless in a few days. More controversial uses of nuclear energy—power plants, weaponry and commercial applications—employ radioactive elements which may be harmful for thousands of years and, therefore, must be handled differently.

"The disposal sites must remain in operation," states Dr. Bonte, "if medicine is to move ahead or even stay where it is. These diagnostic techniques are too important in everyday health care to be lost in the shuffle and scare over imagined dangers."

*Special Note:* Due to the tremendous amount of mail and phone responses concerning the *Medicine and You* column focusing on the revolutionary new techniques in foot surgery employed by Dr. Burton R. Fabricant, a future column will deal with this subject in more detail. ■



## Other Hand

(Continued from page 27)

using a screwdriver, combing hair, brushing teeth and cutting with a scissors—as a measure of handedness. The more of these done with the left hand, the more sinistral a person is.

Another simple test is often used to separate true lefties from pretenders. First draw several circles with a pencil held in the left hand and then in the right. If either set of circles is drawn clockwise, you have some definite left handed tendencies.

Second, punch a small hole in the center of a full sheet of paper. Hold the paper about a foot from your face and—with both eyes open—locate an object across the room through the hole. Without moving the paper, close your right eye. If you can still see the object, you are left-eyed and likely a bonafide left hander as well. If a new object leaps into view through the hole, you are right-eyed.

Some psychologists believe that cross dominant characteristics (that is, being right-eyed but mostly left handed or vice versa) can lead to awkwardness, learning disabilities and poor physical condition.

What enlightened sinistrality should lead to, left liberationists proclaim, is the demise of rightest falsehood and folklore and the rise of vocal leftousness.

Consider the mongoose and the saints.

Among certain African tribes, the mongoose foretells the future. If a person is on his way to visit an ailing acquaintance and encounters a mongoose on the right side of the road, the friend will recover. If the mongoose chances to be on the traveler's left, however, the friend is doomed.

And the saints, as ancient traditions claim, were so holy as babes that they refused to suckle from their mother's left breast.

It is propaganda such as this that lefties wish to destroy. Behind such battle cries as "Left On" and "Lefties Have Rights Too" they work ceaselessly for equality. They burn Cesare Lombroso in effigy. They sponsor left-handed golf tournaments. They practice touching themselves above the waist with their left hands. And they scrutinize transcripts of Japanese divorce cases.

So, right-handers, be prepared. If a new acquaintance thrusts his left hand at you for shaking, if your child refuses to grasp his spoon with his right hand, or if you see a traveler shooing a mongoose across the road, you will know that left liberation is at hand. ■

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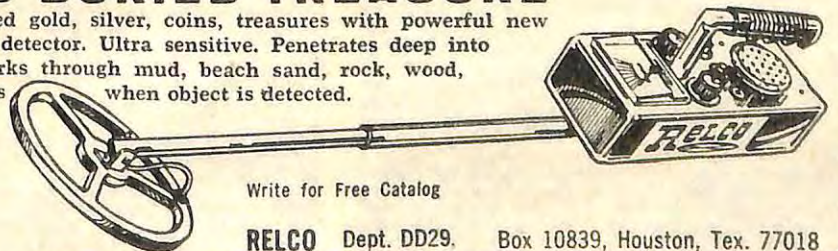
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## Departed Brothers

**DISTRICT DEPUTY** John J. Duke, Jr. of Clarksdale, MS, Lodge died November 9, 1980. Brother Duke was District Deputy Grand Exalted Ruler for the North District of Mississippi.

**PAST DISTRICT DEPUTY** Robert F. Smith of Gastonia, NC, Lodge died May 7, 1980. The news of his passing was received by this magazine only recently. Brother Smith served as District Deputy Grand Exalted Ruler for West District of North Carolina in 1974-75.

**PAST DISTRICT DEPUTY** J. Louis Rapier of Kinston, NC, Lodge died July 13, 1980. The news of his passing was received by this magazine only recently. Brother Rapier served as District Deputy Grand Exalted Ruler for the East District of North Carolina in 1969-70.

**PAST DISTRICT DEPUTY** Henry W. Kaiser of De Soto, MO, Lodge died September 17, 1980. Brother Kaiser served as District Deputy Grand Exalted Ruler for the Central District of Missouri in 1975-76 and was president of the Missouri Elks Association in 1977-78. He was an outstanding supporter of the Elks National Foundation.

**PAST DISTRICT DEPUTY** Edward J. Blake of Watertown, NY, Lodge died May 5, 1980. The news of his passing was received by this magazine only recently. Brother Blake served as District Deputy Grand Exalted Ruler for the North Central District of New York in 1965-66.

**PAST DISTRICT DEPUTY** Bryce O. Beemer of Cody, WY, Lodge died August 23, 1980. Brother Beemer served as District Deputy Grand Exalted Ruler for the North District of Wyoming in 1978-79.

**GRAND EST. LOYAL KT.** William C. Kuhn of Gettysburg, PA, Lodge died October 16, 1980. Brother Kuhn served as District Deputy Grand Exalted Ruler for the South Central District of Pennsylvania in 1963-64. He was a member of the Grand Lodge Committee on Credentials in 1969-70 and a member of the Grand Lodge State Associations Committee from 1970-72. Brother Kuhn was also president of the Pennsylvania Elks State Association in 1967-68.

**PAST DISTRICT DEPUTY** Howard B. McNulty of Gadsden, AL, Lodge died recently. Brother McNulty served as District Deputy Grand Exalted Ruler for the North District of Alabama in 1972-73.

**PAST DISTRICT DEPUTY** Albert W. Renner of Hillside, NJ, Lodge died March 21, 1980. The news of his passing was received by this magazine only recently. Brother Renner served as District Deputy Grand Exalted Ruler for the Central District of New Jersey in 1958-59.

**PAST DISTRICT DEPUTY** Francis W. Taylor of Silver Spring, MD, Lodge died October 11, 1979. The news of his passing reached this magazine only recently. Brother Taylor served as District Deputy Grand Exalted Ruler for the West District of the Maryland, Delaware, and District of Columbia area during 1959-60. In 1963-64, he was president of the Maryland, Delaware, and District of Columbia Elks Association.

**PAST DISTRICT DEPUTY** Warren H. Bulloch of Cedar City, UT, Lodge died August 27, 1980. Brother Bulloch served as District Deputy Grand Exalted Ruler of Utah in 1954-55.

**PAST DISTRICT DEPUTY** Roger Percival of Lusk, WY, Lodge died September 13, 1980. In 1972-73 Brother Percival served as District Deputy Grand Exalted Ruler for the South District of Wyoming.

**PAST GRAND TRUSTEE** George T. Hickey of Chicago (North), IL, Lodge died September 29, 1980, in the Elks National Home, Bedford, VA. Brother Hickey served on the Board of Grand Trustees from 1966 to 1971 and was instrumental in developing the Grand Lodge Archives Room in the Elks National Memorial Building.

**PAST DISTRICT DEPUTY** S. J. P. Turco of South Kingstown, RI, Lodge died June 28, 1980. The news of his passing was received by this magazine only recently. Brother Turco served as District Deputy Grand Exalted Ruler for the West District of Rhode Island in 1966-67.

## Citizen of the Year Award

Is there a lodge in our order which does not have within its jurisdiction an individual worthy of being honored as the Citizen of the Year? Certainly in each and every one of our jurisdictions there are many men or women whose self-sacrifice and dedication to the improvement of his or her community would earn them public recognition which for the most part they do not seek. The Citizen of the Year Award is designed to recognize such a person.

Not only is the Citizen of the Year Award designed to pay recognition to those deserving, but if properly executed by our lodges, it can become the most prestigious honor to be bestowed upon our fellow citizens, to the end that each lodge's image will be greatly enhanced.

May I strongly urge each and every lodge to select a Citizen of the Year and conduct appropriate ceremonies, at which time a suitably inscribed citation, which will be prepared by the office of the Grand Secretary, can be presented. Select a committee of men and women from your community who by their conduct in the past have demonstrated a keen civic interest and charge them with the responsibility of selecting the Citizen of the Year.

Your selection must be submitted by March 31, 1981, to Grand Secretary Stanley F. Kocur, 2750 Lake View Avenue, Chicago, Illinois 60614, in order to insure that the proper citation will be forwarded.

Carlton M. O'Malley, Jr., Member  
Grand Lodge Activities Committee

**STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION** required by the Act of August 12, 1970, Section 3685, Title 39, United States Code for **THE ELKS MAGAZINE**. Published monthly except bi-monthly July/August and December/January at 425 W. Diversey Parkway, Chicago, IL 60614 for October, 1980. Annual subscription price—Elks \$1.25; Non-Elks \$2.50.

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I certify that the statements made by me above are correct and complete.

Signed—John R. Ryan  
Publisher/General Manager



# ELKS NATIONAL SERVICE COMMISSION

"So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him."



ER Richard Micciche (right) of Glen Burnie, MD, Lodge, with the help of a navy reservist, helps a disabled veteran from the Fort Howard VA hospital off a navy LCM-6 landing craft. Thirty-two disabled veterans from the hospital were ferried across Chesapeake Bay to the beach home of Brother Ray Huff for a beach party.



At a dinner given in his honor, VA Administrator Max Cleland (seated) was presented with a plaque in recognition of his service to the country by Atlanta-Buckhead, GA, Lodge. Pictured with Cleland are (from left) Americanism Chm. Earl Witcher, PGER Robert Pruitt, and ER John Purdue.



Through the efforts of Coraopolis, PA, Lodge, Roffler Industries of Coraopolis donated a supply of hair shampoo to patients in VA medical centers. Shown are some of the Elks of Butler, PA, Lodge who were instrumental in packaging and shipping the shampoo to over 80 locations throughout the United States. From left are Est. Lead. Kt. John Wagner, PER Harry Critchlow, ER Fred Graff, Bill Hutchinson, Tiler Ken Keck, and VP William Pickett.

Gateway (Portland), OR, Lodge kicked off its hide collection program with Hide Committee Chm. John Ceglia in the barrel, flanked by ER K. C. McCuen and Hide Committee Member Paul Butler. Twelve of the brightly painted and highly visible barrels are strategically placed in east Portland areas for the convenience of hunters bringing in hides.

At Auburn, WA, Lodge, Ernest French (right), Washington State Commander for Disabled American Veterans, presents a certificate of appreciation for the many services performed by the Elks on behalf of all veterans in the state. Receiving the award are (from left) Paul Blaylock, 1979-80 Veterans Chm. for Auburn Lodge; SP Bill Smith; Stan Sarver, State Chm., National Service Committee; and Pudget Sound District Chm. Al Ludington.





## Are they the descendants of the survivors of the Lost Continent of Atlantis?

In the past few years, an accelerated effort has been made to discover the fabulous Lost Continent of Atlantis and unearth some of its treasures of gold, precious jewels and other priceless artifacts still waiting at the bottom of the sea for some daring adventurer to wrest them from their secret hiding place. As far back as the 4th century, Plato, the ancient Greek historian, in his dialogues *Critias* and *Timaeus*, assumed that it lay in the Atlantic Ocean, which

takes its name from the Lost Continent. Greece's leading seismologist, Anghelos Galanopoulos, said that Atlantis was the Minoan Empire that prospered on the island of Crete in the Aegean archipelago, and came to an end with a gigantic volcanic eruption in the area of the island of Thera around 1500 BC. More recently, a noted British oceanographer and scuba-diver, Dr. Alex Townsend, claimed that he had found the remains of a city of great

antiquity lying at the bottom of the Caribbean in an area between Haiti and Cuba.

In spite of all these proclamations and announcements by the experts, the fact remains that for many years a Sahara Desert tribe of nomads, known as the Taurogs, have stated unequivocally that they, and they alone, are the descendants of the survivors of the Lost Continent of Atlantis. And now, at long last, a group of Russian ocean

by Ken Krippene

# The SECRET OF THE BLUE MEN





explorers believe that they have finally discovered this Lost Continent exactly where the Taurogs have always said it was located—between the mainland and the Portuguese island of Madeira, which lies about 350 miles off the coast of Morocco.

Dr. Marcello Vasconcelos, Director of Portugal's National Institute for Fishing Research, said that the Soviets appear confident that they have found the large sunken island of legend referred to in the various writings of the Greek philosopher, Plato. Dr. Andrei Aksenov, Deputy Director of the Soviet Academy's Institute of Oceanography, has announced that his photographic team has taken eight pictures of the remains of walls and great stairways at the bottom of the sea; and in his opinion, without question the legend of Atlantis has finally been solved. Further explorations in the area will continue.

Over the past few years I have visited Morocco on many occasions and spent some time with the Taurogs at Goulimine, their base on the fringe of the desert. They had often told me about Atlantis and how, when their island paradise sank beneath the sea, many of them were able to survive by sailing their small ships to Morocco; and for many centuries they have been living the lives of nomads on the Sahara, waiting for their ancient homeland to rise again from the sea. But their story sounded so preposterous that I placed little credence in it. North Africans have always been famous for their story-telling proclivities. Visit any casbah in Morocco and you'll always see a group of young children clustered around an elder, avidly listening to his spellbinding tales of a bygone era. Storytelling is a part of their culture. Now, however, since the Russians claim to have discovered the Lost Continent, I decided to revisit the Taurogs and try to learn more about their background and to separate, if I could, fact from fancy.

Arriving in Tangier, I caught a Royal Air Maroc flight to Marrakech, and from there drove the balance of the way along a series of paved highways paralleling the Atlantic coastline. Shortly after my arrival in the sun-baked village of Goulimine, I was able to hire a guide who spoke Spanish as well as *Shelha*, the language of the Taurogs, and who, for a price, offered to accompany me to the oasis of Kazir. "I can't guarantee there'll be many Taurogs at the oasis," Mohammed, my white-robed guide informed me as he saddled our camels. "These people move around—they're here today, tomorrow they're somewhere else."

A few minutes later, following an old caravan trail that led to Timbuktu, we

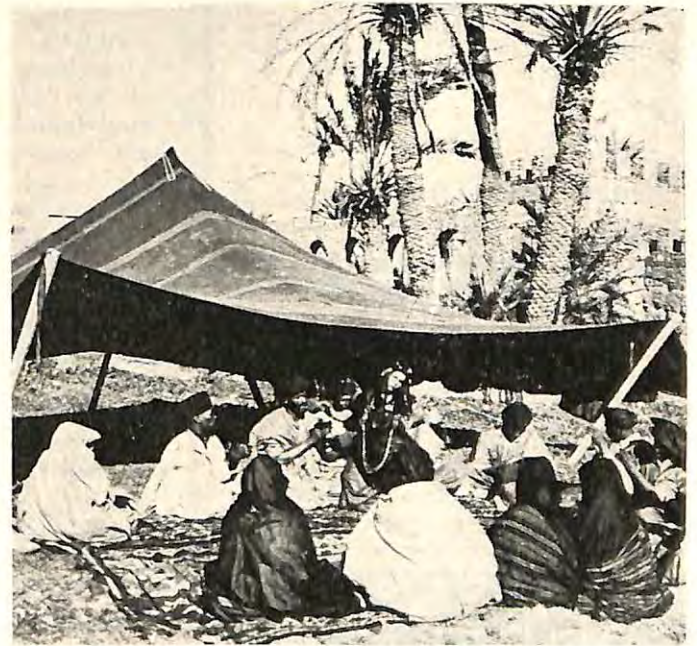
were swallowed up in a strange world of unreality. For centuries, the fiery sands of the Sahara have been referred to as the "Garden of Allah," and not without reason. To those traveling by camel along ancient caravan routes, the desert becomes a gigantic cathedral of beauty and grandeur. Its dome is the blue of a cloudless sky, while in the slanting rays of the sun, the hundreds of sand dunes are transformed into veritable altars of shimmering gold. In the stillness of the night, a wind blows across the sandy wastes in tones low and vibrant like those of a mighty organ magnified a thousandfold.

We arrived at the tent settlement of the Taurogs, more commonly known as "Blue Men," about seven grueling hours later—and it was at this moment that I received my first surprise. Mohammed said that since the Taurogs were a matriarchy, we would have to receive permission to visit with them from the oldest woman of the tribe.

Scattered among the palm trees at the oasis were several large tents, some made of camel skin, which could house from ten to twenty people. One of these tents was for married couples, another for single men and still a third for single girls. But one tent was pitched a short distance away. It was smaller but more ornate, and as we approached I could see that the interior was beautifully furnished with multi-colored rugs, pillows, a charcoal-burning samovar, and dozens of candles set in copper holders. It looked like something out of the *Arabian Nights*, and it was from here that Amina, the 71-year-old leader of this particular branch of the Taurogs, ruled with an iron fist over the members of her tribe.

No one knows just how many Taurogs there are in the world today, as no census has been taken, but they run into the tens of thousands. Each group constitutes a single unit, and each unit is governed by the oldest woman of

**A desert tribe called the Taurogs (Blue Men), believe that when their island paradise of Atlantis sank beneath the sea, many survived to live as nomads on the Sahara, waiting for their ancient homeland to rise again from the sea.**





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**The SECRET OF THE BLUE MEN**

the tribe. Their tent settlements are scattered across the desert wastes of Algeria, Libya, Egypt and the Sudan.

I had brought along appropriate gifts—a new camel saddle and a large variety of colored yarns from which the women weave their rugs. And when I presented these to Amina she was overjoyed and said I could stay as long as I wished.

There have been various explanations as to why this tribe has been known for centuries as "Blue Men," but the truth is they derived this strange name because the Mauritanian indigo used to dye their robes rubs off on their bodies and faces, giving them a bluish cast.

Dressed in a voluminous blue robe, the mahogany color of Amina's arms and face reflected the many years spent living under a harsh desert sun. Her large expressive eyes were wide-set with a slight oriental slant, a characteristic quite common among this strange tribe. As we sat on a tier of brightly-colored cushions sipping hot mint tea, Amina told me about the history of her tribe. "This is what my mother told me of our ancient past," she said, "just as her mother told it to her."

Translating from *Shelha* to Spanish and then into English was a rather difficult task, but, in substance, this was Amina's story:

Long ago when the earth was new, her people lived in a beautiful green valley surrounded by high snow-capped peaks. They were happy, care-free people, and among them were artists and sculptors of great renown. There were poets and philosophers and skilled artisans whose delicate filigree work with silver and gold excelled that of any other country. Wheat and other grains were grown in their lush valleys, while on the slopes of their green hills farmers harvested crops of blue and white grapes, a variety of melons, as well as other exotic fruits.

Atlantis, which was the name of their country, was ruled by a Virgin Queen called Zharma, who lived in a magnificent blue marble palace high atop a nearby hill. She was worshiped by the populace as a divine goddess, a sacred being far beyond the reach of mortal man. Her long blue robes were lavishly embellished with glittering jewels, and she wore a diadem of precious blue stones on her long black

hair. Oftentimes, during their sacred fiestas, their beloved queen and her consort of beautiful maidens would appear in the vast courtyard adjoining the palace and, to the music of cymbals, drums and stringed instruments, they would perform the *quedra*, the most famous of all their dances.

Their religion was strange and complex, similar to that of the Tibetanese. At the death of their reigning queen, a search was made throughout the empire to find a girl who had been born at the very moment of her demise; and this fortunate child was then enthroned as the new Virgin Queen.

Victorious on the field of battle, the Queen's well-trained army often ventured into distant lands, marching for days over hostile terrain, conquering and subduing their enemies. On one such expedition, they invaded a country of perpetual snow and ice far to the north; and there, after a memorable battle, captured the young son of a warrior king whom they brought back to Atlantis as their prisoner. He was a handsome young man with long blond hair and blue eyes, and his muscular body was covered with the skin of a wild animal. But the moment Zharma's glance fell upon the handsome youth, her kingdom was doomed. Forgetting her divine origin, she fell madly in love with the captive warrior, allowing him to share the intimacy of her boudoir, where no mortal male had ever before entered. Then the gods became aroused at her perfidy and caused a terrible storm to rage over the land.

Amina's eyes widened in terror as she continued with her fantastic story, looking almost as though she had actually witnessed this earthshaking catastrophe.

"The sky was filled with lightning," she said, "and thunder rumbled across the heavens. Our mountains flamed with fire, and rivers of hot lava coursed down their sides. The earth began to tremble violently as we fled our homes, fearful of the wrath of the gods. And then slowly, as the storm still raged, Atlantis sank beneath the sea. Those who survived eventually found their way to the great desert, and here we have lived ever since, waiting patiently for that day when the wrath of our ancient gods will have been appeased; and only then will Atlantis rise again from the sea and we shall be nomads no longer."

According to Amina, those who escaped the holocaust adopted the blue robe as a sign of mourning, and ever since that ominous day have spent their lives wandering across the limitless wastes of the desert.

One question was still unanswered. "Amina," I asked, "where was Atlantis?" She hesitated momentarily and then her long brown arm swept out in



a westerly direction. "Out there," she remarked, "beyond the desert." She had been pointing toward the Atlantic Ocean.

If there is one single link between the past and present of the Taurogs, it might be found in their most unusual folklore dance called the *quedra*. From childhood, every woman in the tribe learns the sensuous movements of this strange dance performed only upon the knees. Graceful arms and flickering fingers seem to convey a secret message of a bygone era. As the dance progresses, the body sways and writhes in wanton abandon, while the dancer's long hair is tossed wildly about a face taut with emotion. Finally, completely exhausted by her frenetic movements, she slumps forward to the ground where she remains motionless for several moments. The *quedra* is not performed by any other desert tribe and,

try as I might, I could not find anyone who could tell me about its origin or meaning. It remains today the untold secret of the "Blue Men."

The very next morning, the "Blue Men" saddled their camels and took off across the shimmering desert, a thin ribbon of blue winding its mysterious way through an ocean of sand toward the Algerian frontier. Mohammed and I stood on a small knoll and watched them disappear, completely swallowed up in the brown immensity of the Sahara. Then we picked up the old caravan trail that would lead us back to Goulimine.

Was there really an Atlantis? I think that during the course of the next few years the Soviet underwater research team may come up with definite proof of the existence of this fabulous Lost Continent, a fact that the "Blue Men" have known all along. ■

# did you know..



your actions you reflect to the public what an Elk is. You are the window through which the public views Elkdom. You are the image of an Elk. An Elk is an American gentleman who practices Brotherly Love, Justice, Charity and Fidelity. We as Elks must constantly strive toward the personification of these attributes.

It was a silver anniversary. This year marked the 25th year of the Minnesota Elks Youth Camp. The idea was conceived in the 1950s and the present site of 14 acres on Pelican Lake was purchased for \$16,000. In 1963, the camp was expanded to include an additional 210 acres, which were purchased for \$23,500. This property encompasses shoreline on Markee Lake and Stevens Lake, and completely encircles Wood Tick Lake. In 1967, the size of the dining hall was doubled and, in 1977, the kitchen was rebuilt. Many, many other improvements have been made by the Elks.

The Minnesota Elks Camp was conceived to provide two weeks of fun and recreation for deserving youth, ages 9-14, who might not otherwise have the opportunity to obtain the wholesome recreation available at a camp in the north woods. That's the way Minnesota Elks Reach Out With Elkdom.

The Michigan Elks Association has instituted a new youth program called "Hockey Shoot Out." We're not sure how it works, but if we know the Michigan Elks it's bound to be a success.

By the way, Michigan Elks raised \$338,161.91 to help the handicapped this past year.

Elks' dollars help support the New Mexico Elks' major project—cerebral palsy. Included are walkers, special classroom equipment, pre-school programs and more. In New Mexico, they are Reaching Out With Elkdom to help others.

Elk charities at Christmastime have been a tradition for more than a century. Nearly every lodge Reaches Out With Elkdom to provide Christmas baskets and treats, or in some way helps those less fortunate during the holiday season.

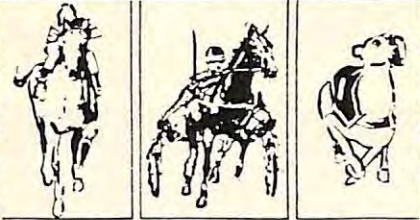
Even the veterans are not forgotten. For instance, the Ohio Elks Association provides a Christmas gift for each of the veterans in the five hospitals in the state. The Elks Lodges in the state are 100 percent in their contributions to this fund. Other states have similar programs. Whatever state you are from, the Christmas charities program affords the lodge a favorable image in the community and gives the Brothers the opportunity to work together. After all, Charity is the greatest of all the virtues.

On New Year's Day, Elks across the nation look forward to seeing the Pasadena Tournament of Roses Parade on television. The event had special meaning for Elks this year because for the first time in recent years the Order sponsored a float in the parade. The float is spectacular with its theme, "If Winter Comes, Can Spring Be Far Behind?" The children on the float are almost dwarfed by the huge floral polar bears and the colorful twin peacocks. The outstanding display depicts the hope a child has when served by the Elks.

Every member of the Order belongs to the Elks Public Relations Committee. That's the way William K. Wilson of the Tennessee Elks Association puts it. By

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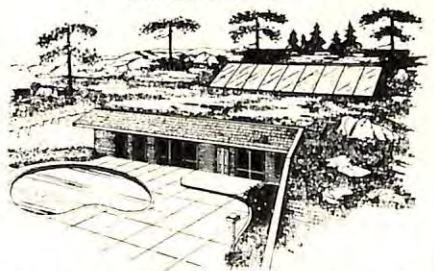
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James Adams (left) became the first member of Pascagoula, MS, Lodge to receive a \$1,000 Honorary Founder's Certificate. Presenting the award was lodge National Foundation Chm. Ken Wendt.

John Untch, National Foundation Chm. for Salem, OH, Lodge presents a certificate to Mrs. Eilene Shanker, ladies auxiliary president, in recognition of the auxiliary's \$500 payment toward a second \$1,000 Permanent Benefactor pledge. Also pictured are Mrs. Lena Whinnery (left) and Mrs. Martha Bailey, who both received awards for being paid up \$100 Participating Members.



Brother Robert Lane (right) of Hot Springs, AR, Lodge displays the awards he received for his \$2,000 contribution to the National Foundation. Looking on is ER Raymond Barnes.



Jerry Staubach (left) National Foundation Chm. of the Kentucky Elks Association, presents an Honorary Founder's Certificate to Brother Edward Meier. Both Brothers are PSPs and members of Newport, KY, Lodge.

At Sullivan, IN, Lodge Dr. James Crowder (second from left) received an Honorary Founder's Certificate. Also pictured are (from left) PER John Scott, National Foundation Chm. Norman Shepard, and ER Robert Medsker.



## Community Service — Contest D

Community Service is what your membership and lodge do for your community. Each lodge is urged to have at least four yearly service programs which are recognized in the community. It is also important that your fellow citizens know you are Elks who are working to make a better community.

Some suggestions as to projects for the community are: Community Fund Drives, visits to the dependent elderly, nursing home entertainment, veteran projects, boy and girl scouts, retarded children's homes, fire and police recognition nights, etc. You may know of others that will apply in your community.

Your participation in any or all youth or senior citizens activities in your community is community service. Be sure to get as much news coverage as possible. All news items, pictures, etc. will go in your brochure for Contest D judging. Plan an interesting program, involve as many Elks as possible, and arrange for media exposure before, during and after the program. Take your own pictures. The brochures are judged by their contents, not their covers. They should contain photos, news coverage, lodge bulletins and any other material that pertain to the event.

First, second and third-place awards are given to each of five membership divisions based on the Annual Report of March 31, 1980.

Pack your brochures securely, address clearly and mail with the proper postage to Quenton P. Hawks, Contest D Committeeman, 536 Raines Street, Plainfield, IN 46168 before March 15, 1981.

You must pick up your own brochures at the Grand Lodge Convention in July at Las Vegas. They will not be returned by this committee.

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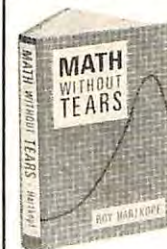
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# NEWS OF THE LODGES

(Continued from page 23)



**CARBONDALE, IL.** ER J. Phil Gilbert (right) of Carbondale, IL, Lodge presents a check for \$150 to Gayle Sayers, athletic director of Southern Illinois University. This was the Elks' contribution to a fund-raising drive on behalf of Mark Hemphill, an SIU student who was injured playing football and is now paralyzed. The fund will help pay Mark's medical and school expenses.



**SANDUSKY, OH.** Lodge honored two state championship basketball teams from St. Mary's High School with a banquet at the lodge. Pictured are (seated) Brother Lee Zierholz, coach of the 1936 state championship class "B" team, and Brother Wally Amburn, coach of the 1980 state championship class "A" team; (standing) ER Gary Retzke and Master of Ceremonies Dave Mehling.



**SIOUX FALLS, SD.** At the annual convention of the South Dakota Elks Association at Sioux Falls, Wayne Shenkle (second from right) was honored as State Elk of the Year. Brother Shenkle served the association as secretary from 1958 to 1980. The award was presented by PGER Francis Smith (right), as SP El-Roy Robish (left) and PDD W. B. McKenzie looked on.

**SUPERIOR, WI.** The lodge flag was one of the few items to survive the fire that gutted the home of Superior, WI, Lodge. (From left) ER Richard Crawford, PER David DeRosier, and PSP Charles Bergstrom display the flag, which will be put in a place of honor when a new home is found for the lodge.



**BISMARCK, ND.** Est. Lead. Kt. Rick Blair (left) of Bismarck, ND, Lodge presents a check for \$7,091 to representatives of the North Dakota Mental Health Association. The money is to be used to purchase "Yardstick Quarter Banks," which will be used in North Dakota and also as a nationwide pilot fund-raising project for the National Mental Health Association. It is hoped that the yardsticks will generate a mile of quarters for each city of the participating state to finance its mental health programs.







MORRISTOWN, TN, Lodge held a Court of Honor for the lodge-sponsored Boy Scout Troop. Two scouts received the Eagle Award. From left are ER Ronald Owen, Eagle Scouts Lloyd Crocker and Kevin Horner, and Scoutmaster Barry Maxwell.



CLEVELAND, OH. Ohio Elks Day III at Cleveland Stadium was a huge success, with 1,227 Elks from 25 lodges attending the Cleveland Browns football game. Pictured from left are Tom DeLeone, offensive center; Parma, OH, Lodge ER Richard Senn; Parma PER and Event Chm. Frank Bill; and Don Cockroft, place kicker. Parma Lodge hosted the other lodges present.



NEWCOMERSTOWN, OH, Elks contributed \$2,000 to the local high school drum corps for the purchase of drums and a fluegelhorn. Shown with the drum corps are ER Clarence Silverthorn (fourth from left) and Godfrey Holzbach.



CAMDEN, TN. Keeping It in the Family: Pictured are Dr. Michael Baloga of Camden, TN, Lodge, president of the Tennessee Elks Association, and his wife Pat, who is president of the Tennessee Elks' Ladies Association.

## LODGE HITS PAYDIRT

In 1946, Williston, ND, Lodge bought 150 acres east of the city for a sand green golf course. The price: \$5,900. Now the lodge has voted to sell 125 acres of the tract. The price: \$687,500.

Oil has been discovered on the property, and the Williston Elks will retain all mineral rights. The lodge will receive royalties—reportedly some \$200 a day—from oil produced at the well.

The contract for deed is being offered to Orville Madsen & Son, Inc. of Hudson, WI. The firm recently purchased the old post office building in Williston and is renovating it for offices.

The lodge has applied to the Board of Grand Trustees for approval to sell the 125 acres.

No definite plans have been made by Williston Lodge with regard to building a new home. The present home in the downtown area was built in 1913. Two committees are considering other sites.

The 25 acres not involved in the sale are said to be in demand for commercial use because of location near a rail siding. The city of Williston also has indicated a possible interest in the acreage for a municipal water plant.

*Reprinted from the Minot, ND, Daily News.*



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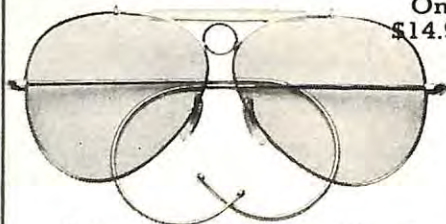
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Forward Thrust shoes make every-step easier--by taking advantage of a simple law of physics. The tapered design of their unique sole creates an easy "rocking chair" motion that takes the effort out of walking. Try a pair for 30 days--and see for yourself!

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All Styles

Sizes:

**\$29<sup>99</sup>**  
C . . . . . 8 to 12  
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Dept. 180--6, 115 Brand Rd., Salem, VA 24156

Style#	Color	Size	Width	Price
180-6				
Total Price of Shoes				
Add Sales Tax (Va. & Calif.)				
Shipping & Handling Charge				2   75
<b>TOTAL</b>				

Check enclosed (Make payable to LEATHERCREST)

Charge  American Express  Visa  Master Charge  Diners Club

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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 \$8.98 (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 \$8.98 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 \$16.99 + \$2.00 postage. Same colors only doubled... same guarantee... lifetime.

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- #670 5 pair \$8.99 + \$1.25 postage  
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Satisfaction guaranteed Copyright 1979

### Here are some other fine styles we carry in stock:

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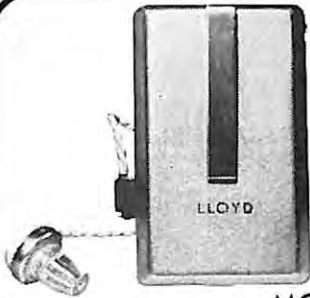


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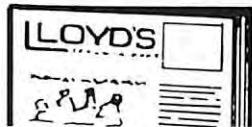
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Parts renewed or replaced where necessary. Fully tested, guaranteed  
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Just plug into any standard jack and bank coins toward phone bill.  
Huge capacity for nickels, dimes and quarters.

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Please PAY TELEPHONE(S) at \$79.50

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Ship'g., Hndlng. \$10  
ea. (Canada, Ha-  
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(N.Y. ONLY: Add 4% state tax, any local tax)





Plate A "Little Shaver"



Plate B "Almost Grown Up"



Plate C "Gone Fishing"



Plate D "Nighty Night"

Shown smaller than actual size; all plates 7 1/4" diam.

"It's the lowest price I've ever seen for Rockwell plates!"

Zelda



# Norman Rockwell collector's plate bonanza!

"Precious Childhood Memories"... on fine porcelain... in full color... with borders of genuine 24 Karat Gold.

Only **\$9.75** each / or SAVE \$8.00 complete set of four just \$35

Who can resist the delightful children of America's most beloved (and most collected) artist, Norman Rockwell? I know I can't... especially when he captures their innocence in illustrations as charming as these. If you're anything like me, one look will bring back a flood of precious memories.

"Little Shaver" — "When will I be able to shave, Dad?" He just chuckles...and dabs shave cream on your nose!

"Almost Grown Up" — The dress is too long, the high heels a trifle unsteady. Even so, you know you're a lady!

"Gone Fishing" — A perfect day for hooky, and a lazy afternoon's fishing — as long as Teacher doesn't find out!

"Nighty Night" — Bathtime's over, bedtime's here. So what if they're just dolls? You're their Mommy!

Choose your favorite for the low price of only \$9.75 — 50% to 75% less than you'd pay for Rockwell collector's plates elsewhere. Each 7 1/4" porcelain plate features a rim banded in pure gold and a built-in wall hanger for convenient display. And you save \$8.00 when you order the complete set!

Here's why my price is so low — I'm still doing business the way I always have: The old-fashioned, simple, neighborly way. Maybe it isn't too fancy — but it sure gives you value for your dollar!

Available from Zelda's of Apple Valley, Box 21308, Apple Valley, MN 55124

**MAIL TODAY to reserve your 15-day no-risk home trial**

Zelda's of Apple Valley, Box 21308, Apple Valley, Minnesota 55124

**SEND NO MONEY NOW**

Yes, Zelda, please reserve for me the following quantities of "Norman Rockwell's Precious Childhood Memories" collector's plates:

\_\_\_\_\_ Plate A \_\_\_\_\_ Plate B \_\_\_\_\_ Plate C \_\_\_\_\_ Plate D

at \$9.75\* each, plus \$1.00 each postage and handling (total \$10.75\* each).

I'd like to SAVE \$8.00. Please reserve \_\_\_\_\_ set(s) of all four plates at \$35\* each postpaid.

I understand I need *send no money now*. I prefer the payment plan checked below.

Please notify and bill me prior to shipment of my order.

Please ship my order automatically as soon as it is ready, and bill it to my charge card:

VISA  MasterCard Acct. # \_\_\_\_\_ Exp. Date \_\_\_\_\_

(all digits)

If not 100% satisfied, I may return my purchase within 15 days for a full refund or a charge card credit.

Name \_\_\_\_\_

PLEASE PRINT CLEARLY

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

\*Minnesota residents add 59¢ (4%) sales tax per plate — \$1.40 (4%) sales tax per set of four

7047-PR1



you and your food toasty warm . . .

# Clean, Instant Heat *Whenever* & *Wherever* You Need It!

11,000 B.T.U.

## PORTABLE HEATER

Heats up to 10 full hours on less than a gallon of fuel!

24<sup>3</sup>/<sub>8</sub>" x 13<sup>1</sup>/<sub>8</sub>"

Weighs **only** 10 lbs.

Here's a hot idea you can use *anytime* just about *anyplace* . . . small on size, yet big on performance . . . scientifically rated at a whopping 11,000 B.T.U.'s! Heats up to a spacious 1,500 cubic feet. Doubles as a terrific single-burner food warmer . . . keeps food and coffee deliciously heated and ready to serve. Operates on clean burning, plentiful kerosene. Outheats catalytic and propane type units. And no hard-to-get-filled pressurized canisters to fool with either! *Economical* . . . heats 8 to 10 hours on only <sup>1</sup>/<sub>2</sub> gallon of fuel. Safe and efficient. Needs minimum ventilation when used in closed areas. Dozens of applications including outdoor recreation, garage, workshop, utility shed, emergencies. All-metal construction . . . Made in U.S.A. Compact and lightweight. Complete with easy, illustrated instructions. Long-life wick included. Order NOW while supplies last!

Portable Heater (#403)

**ONLY \$49.95**

**SAVE! 2/\$89.50**

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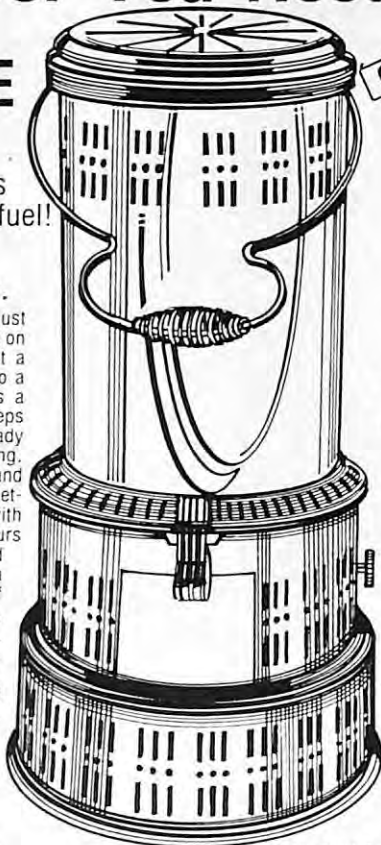
11,000 B.T.U. Portable Heater must be *exactly* as described. You must be convinced that it is a superior product — quality built in U.S.A. from the finest materials — with outstanding heat performance, or simply return the unit within thirty days for an *immediate* replacement or refund, your choice and no questions ever.

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This shoe can be worth \$3,600 to you a year from today!



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PLEASE RUSH FREE catalog, sales kit and free shoes offer. I'll try it for 30 days, without obligation. No salesman will call.

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## Just ONE HAND!

The wonderfully different and better idea in Tillers!

The TROY-BILT® Roto Tiller-Power Composter is so easy to handle, you guide it with Just ONE HAND!



- Has its revolving tines in the REAR instead of the FRONT!
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- You leave NO footprints nor wheelmarks!
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- The TROY-BILT® Roto Tiller-Power Composter is built by the builders of the original famous ROTOTILLERS, which introduced rear-end tillage over 50 years ago. This latest and greatest of them all is now, more than ever, the favorite coast to coast with home gardeners, growers, nurserymen, tiller renters, landscape gardeners!
- Several models, including ELECTRIC STARTING!
- Does NOT tangle near as much as ordinary Tillers!
- It chops garden residues, weeds, green manure crops, old mulch, any kind of organic matter right into your garden soil without unbearable tangling!
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Why, for heaven's sake,



suffer any longer with the FRONT-END type of tiller shown at left—the type with the revolving blades in FRONT and NO POWER to the wheels — the type that shakes the living daylight out of you — the type that leaves Wheelmarks and Footprints in the nice smooth soil you have just tilled or cultivated?

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TROY-BILT Roto Tiller-Power Composters  
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Catalog

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**SAVE 2!** Order 2 Handy Susans for only \$17.95 plus \$2.00 shipping.

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Charge it: (Check one)  Visa  MasterCharge Exp. Date \_\_\_\_\_

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I will send you postpaid a variety of 50 factory fresh cigars. Smoke one or a half-dozen with my compliments. If these cigars aren't all you expect and a great deal more, return the remainder by parcel post within 30 days and I'll refund your money. No questions asked. Your delivered cost is only \$10.90 for 50 Factory-Fresh Cuban Seed Leaf Cigars.

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# Flannel Lined Winter Slacks

only **21<sup>95</sup>**



Buck Winter's Worst and really Enjoy It!

**WARM PLAID LINED!**

A Deluxe pair of Slacks!

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The outer fabric is tight woven wind-breaking polyester and cotton poplin. A great all-weather quality cloth. And on the inside, they're **completely lined**, from waist to cuffs, with the softest, warmest, most comfortable all-cotton plaid flannel fabric that ever kept you warm and dry!

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Guarantee: *If on receipt I don't want to wear them, I may return the slacks within 30 days for full refund of my remittance.*

Even Waist Sizes 30 thru 54\*

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## See Advertisement Inside Back Cover

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HABAND COMPANY  
265 N. 9th St., Paterson, NJ 07530  
Sirs: Please send ..... pairs of these Permanent Press Corduroys, for which I enclose \$ ..... plus \$1.35 toward shipping.  
Or Charge  VISA  MasterCard  
Acct. # \_\_\_\_\_ Exp. \_\_\_\_/\_\_\_\_/\_\_\_\_

COLORS	How Many	What Waist	What Inseam
Buckskin TAN A			
Burgundy WINE B			
Hunter GREEN C			
Midnite NAVY D			

722-029  
GUARANTEE: *If on receipt I don't want to wear them, I may return the slacks within 30 days for refund of my remittance.*

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

## BASEBALL CARDS

GLOSSY GREATS OF THE FIFTIES—DiMaggio, Mantle, etc. with stats and bios. Complete set of 45, \$8.00 ppd. STARS OF THE 20's—most Hall of Famers—Ruth, Hornsby, Speaker. Set of 45, \$8.95 ppd. Also 1980 Major League and NFL Mint Team Sets—all the players of your favorite team. Sets \$4.00 ppd. (Add \$1.00 for Yanks, Royals, Phils). These cards have historically increased in value.

**SEABRIGHT AGENCY,**  
386 Maple Ave., Dept. 51, Old Saybrook, Ct. 06475



## Need Help Getting Up?

"try a  
**CUSHION-LIFT®**  
chair"

- Sit or stand with ease
- Be independent again
- Ease painful joints
- Push-button control
- Medicare coverage
- Free home trial — no obligation
- **A GREAT GIFT for Mom or Dad**



Now you can get up at the touch of a button — easily, securely, and without pain or effort. No more waiting for help... you can be independent again.

Full line of lift chairs in all price ranges — including power recliner.

Toilet-Lift and Bath Lift also available.

**FREE CATALOG — Shop-At-Home**  
Worlds Largest Manufacturer of Lift Chairs.

**Call toll free 1-800-558-2151**

Wisc. call collect (414) 542-6060



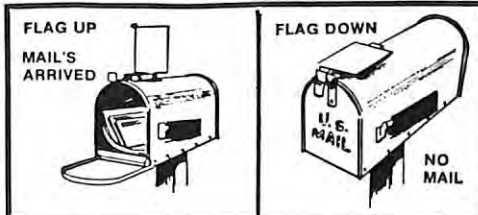
**ORTHO-KINETICS, INC.**  
P.O. Box 2000-EL1  
Waukesha, WI 53187

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Phone \_\_\_\_\_ Zip \_\_\_\_\_

## 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 (800) 792-3030.



### NEW MAIL ALERT!

Instantly signals mail delivery. Ends wasted trips to empty mail box in inclement weather. It's a must for every rural or suburban mailbox. Meets U.S. Postal Service Regulations. Bright yellow, spring activated flag pops up when mailbox door is opened. Simple, heavy duty steel construction for a life of trouble-free convenience. Fits all size dome type mailboxes. Attaches quickly with screwdriver.

Only \$6.95 plus 85¢ p&h.

Send check or M.O. 20 day money back guarantee.

**HOLST, INC.** Dept. EK-181, 1118 W. Lake, P.O. Box 370, Tawas City, Mich. 48763

Mrs. Frederick D. Johnson  
221 S. 23rd Street  
West Highland Park  
Anytown, Kansas 80940

**1000 RETURN ADDRESS LABELS \$1.00**

1000 gummed economy name and address labels printed in black with ANY name, address, zip code. Up to 4 lines.  
Order \$717 Set of 1000 Economy Labels (boxed) . . \$1.00

**FREE HANDY BOX**

The John Smith  
Main Street  
4425 East Main Ave.  
Anytown, Colorado 80901

**250 Self-Stick GOLD FOIL LABELS \$1.98**

Glaming gold foil labels stick to any clean, dry surface — need no moistening. Rich black printing, classic border.  
Order P6128 Set of 250 Gold Foil Labels (boxed) . \$1.98

**GLEAMING GOLD FOIL**

The John Smith  
Main Street  
4425 East Main Ave.  
Anytown, Colorado 80901

**250 Self-Stick WHITE GLOSS LABELS \$1.98**

Glossy white self-stick labels cling to any smooth surface — no moistening. Sharp black printing up to 4 lines.  
Order P6030 Set of 250 White Gloss Labels (boxed) \$1.98

**STICKS AT A TOUCH**

**Walter Drake** 329-C Drake Bldg.  
Colorado Springs, CO 80940

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY & STATE \_\_\_\_\_ ZIP \_\_\_\_\_

\_\_\_S717 1000 Labels @ \$1 each \$ \_\_\_\_\_  
\_\_\_P6128 Gold Foil Labels @ \$1.98 each \$ \_\_\_\_\_  
\_\_\_P6030 White Gloss Labels @ \$1.98 ea \$ \_\_\_\_\_  
Add 20¢ per set for postage & handling \$ \_\_\_\_\_  
SATISFACTION GUARANTEED Total \$ \_\_\_\_\_

# elevators®

The famous shoes that make you look 2" taller



**Choose from 33 styles** of handsome boots, dress and casual shoes, specially designed to make a man look about 2" taller. You'll look better and nobody will know why, because ELEVATORS amazing secret is hidden. Sold by mail and Guaranteed by the *only* maker of these remarkable shoes. So join the thousands of men who now enjoy the Taller look of Elevators. Mail handy coupon today for full details!



**FREE COLOR CATALOG**

Send me your Anniversary Catalog of ELEVATORS shoes enclosed in an envelope, without obligation.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

**Richlee Shoe Company**  
1250 Lake St., Brockton, MA 02403

### THE OLD-FASHIONED WAY TO DISPLAY LOVED ONES

#### THE MEMORY PLATE

A traditional way to remember and be remembered. Gives that antique look to any home or office. Send your black and white or color photo, negative, painting, sketch or slides to be faithfully reproduced on an American-made 10" china plate. Silver emulsion for lasting quality. Excellent for decorating ideas or as a gift. \$14.95—\$2.50 shpg. (Your photo returned unharmed.)

**MEMORY ENTERPRISES**  
P.O. BOX 4216,  
SUNNYSIDE STATION, L.I.C., N.Y. 11104  
ALLOW 30 DAYS FOR DELIVERY

### CUT TOUGH TOE NAILS DOWN TO SIZE EVEN INGROWN NAILS QUICK, SAFE, EASY!

Extra long shanks for greater leverage. Surgical tapered blade slides under ingrown nails for fast, safe removal. For all trimmings, pedicure, manicure. Strong, stay sharp steel from Solingen Germany, 4" long.

**ONLY \$3.99** (per pair)

**SURGICAL TOE-NAIL SCISSORS**

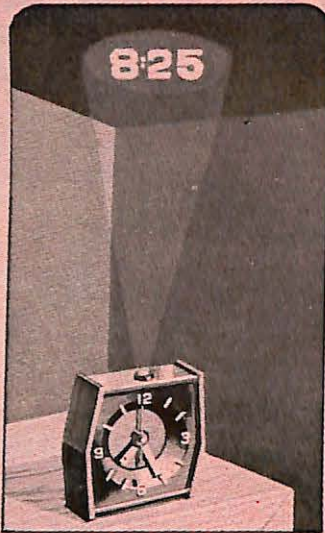
**SPECIALY DESIGNED TAPEDED BLADES**

One Pair \$3.99 + 50¢ handling  
Two Pairs \$6.98 + 50¢ handling  
Full money back guarantee.

Med Ind. Inc. Dept. 22  
1113 E. Wendover Ave., Greensboro, NC 27405



*A new way to tell the time—A better way to get to sleep!*



Invisible electronic time projector beam shows the correct time continuously on your ceiling.

# The Sleep Clock

Projects the time on your ceiling  
in big 3 inch floating numerals



*Here's an amazing new clock that may help you fall sound asleep!*

All night long the time magically floats by overhead in soft, glowing digital numerals. It's soothing—it's almost "hypnotic"—and before you know it you could be drowsily dozing off. If you want to know the time in the middle of the night, just peep open one eye, glance at the ceiling and drift easily back to sleep. No more strained eyes, tossing and turning, stumbling out of bed to read an old-fashioned clock or watch in the dark. Sleep Clock can be read from anywhere in the room, features a firm-but-gentle wake-up alarm...reliable plug-in accuracy...UL and CSA approval...10-day free trial and money-back guarantee. Measures 3" deep x 6" wide x 6½" high. Order today—you'll sleep better for it!

- No night-light glare to keep you awake
- No batteries—plugs into any 110V AC outlet
- Time projector beam can be switched on and off without affecting accuracy
- Also shows time in conventional manner

**\$1995**

LIMITED TIME INTRODUCTORY OFFER

**NATIONALLY ADVERTISED AT \$34.95**

ELECTRIC ALARM

MADE IN U.S.A.

**10 DAY FREE TRIAL**

Electronics International 725-G County Line Rd., Deerfield, IL 60015 Dept. CHT-7

**Yes!** Send me \_\_\_\_\_ SLEEP CLOCKS for 10-day trial on full money-back guarantee. I enclose \$19.95 each, plus \$2.00 each postage and handling. Total enclosed \$ \_\_\_\_\_ (Ill. residents add 6% sales tax)

Name \_\_\_\_\_ YOU MAY CHARGE YOUR ORDER  
 Address \_\_\_\_\_ Visa no \_\_\_\_\_  
 City \_\_\_\_\_ Master Chg no \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_ M. Chg. Interbank no. (above your name) \_\_\_\_\_  
 Card good thru \_\_\_\_\_  
 Signature \_\_\_\_\_

**DOUBLE GUARANTEE**

**MONEY BACK**—Try the Sleep Clock in your home for 10 days. If not 100% delighted, return it for full refund. **limited replacement guarantee.**

**CREDIT CARD CUSTOMERS**

**CALL FREE**

**(800) 323-5340**



**ELECTRONICS INTERNATIONAL**

A division of Robert Kahn Enterprises, Inc.

725-G County Line Rd., Deerfield, IL 60015

CHECK ONE—1981 Model ANTIQUE IVORY  WALNUT





BUCKSKIN TAN

# WARM CORDUROY SLACKS

This year, Haband, the mail order slacks people from Paterson, N.J., are specializing in soft and handsome long-wearing Corduroy! BECAUSE IT IS WARM! And whether you wear them for heavy duty Outdoor Use or just to beat the chill of the 65° Indoor Regulations, you won't find a nicer pair of gentleman's casual slacks!

- ★ Guaranteed Full Weight Corduroy\*
- ★ Easy NO-IRON Permanent Press Wash & Wear!
- ★ Full Cut in Sizes up to Waist 54!
- ★ Finished Bottoms, ready to wear, exact to the inch!

Plus: Handsome, easy-entry diagonal pockets, deep No-Hole pocketing, "Talon®" zipper, Hookflex® top closure and straight leg gentleman's styling.

**LOOK AROUND!** You won't find a better looking or more comfortable pair of cool weather casual slacks anywhere! And we will be proud to send you Two Pairs, in your exact size, direct to your home, AT NO RISK! (Read Guarantee.)

Millions of men send to Haband for all their menswear needs. You should too, and right now is a great time to get acquainted. Simply tell us your size and color choice and we will amaze you with this fabulous value and our fast reliable service.

\* **Attention!** Don't be fooled by substitute or inferior quality Corduroy. These Haband slacks are full weight, full wale, lustrous quality corduroy. 100% NO-IRON Wash & Wear deluxe polyester and cotton. 100% made in U.S.A. At 2 pairs for \$27.95!

**DON'T MISS OUT - Mail Coupon at Right:**

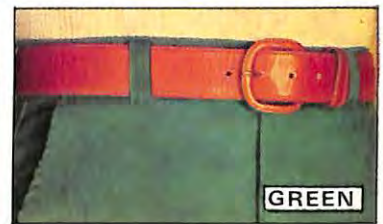


## HABAND

265 North 9th St., Paterson, NJ 07530



New Color  
**BURGUNDY WINE!**



GREEN



NAVY

Haband's Polyester and Cotton  
**CORDUROY 2** pairs for only **27<sup>95</sup>**  
Gentleman's Casual Slacks

3 for 41.25

HABAND COMPANY  
265 N. 9th St., Paterson, N.J. 07530  
Sirs: Please send ..... pairs of these Permanent Press Corduroys, for which I enclose \$ ..... plus \$1.35 toward shipping.

**GUARANTEE:** If on receipt I don't want to wear them, I may return the slacks within 30 days for refund of my remittance. Or Charge  VISA  MasterCard

Acct # \_\_\_\_\_ Exp. \_\_\_\_\_  
722-029 \_\_\_\_\_  
Name ..... Apt. # \_\_\_\_\_  
Street .....  
City .....  
State ..... ZIP CODE \_\_\_\_\_

**FIND YOUR EXACT SIZE HERE:**

Waist Sizes 29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-46-48-50-52 & 54 (46 thru 54 add \$1.50 per pair)  
Inseams 26-27-28-29-30-31-32-33-34.

COLORS:	How Many	What Waist	What Inseam
Buckskin TAN <sup>A</sup>			
Burgundy WINE <sup>E</sup>			
Hunter GREEN <sup>C</sup>			
Midnite NAVY <sup>D</sup>			



Great Mail Order Offer Brings You

# VITAMIN PRICES THIS LOW!

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

**FREE!**

**NATURAL VITAMINS**

**ORGANIC MINERALS**

**HIGH POTENCIES**



This is the rare, mystical plant mentioned in the Bible. Its thick spiny leaves contain a gel so remarkable the Egyptians of Cleopatra's era called it "magical." Ancient Greeks used it in cosmetic balms. Today its power is deeply respected, although modern science cannot fully explain the plant's effectiveness.

## A POTENT BEAUTY AID FROM CLEOPATRA'S DAY

It is said that Cleopatra's famed beauty was enhanced by the gel of the ancient Aloe Vera plant. Now her 3,500 year old beauty secret has been rediscovered for YOU. And just in time. Today's world is difficult for your skin. Wisely, we are reaching again for Nature's gentle gifts like Aloe Vera to protect our complexions against the extremes of heat and cold, sun, wind and water and the harsh air.

Now the precious Aloe Vera gel has been concentrated and combined with other super moisturizers and natural lubricants in "ALOE VERA BEAUTY DROPS."

ALOE VERA BEAUTY DROPS aim to help revitalize dull, dry, aging skin... to help facial skin regain lost smoothness and

moisture, and to regain its fresh look. Watch your skin respond with a natural radiance. ALOE VERA BEAUTY DROPS can help make your skin feel so refreshed... as if Nature's gentle hands caress your skin... softly, and smoothly.

We are so confident that once you have tried ALOE VERA BEAUTY DROPS you will become a regular user that we will send you a 4 oz. bottle without charge if you check the box in the Order Blank and return it with an order for any of the items in this ad before Jan. 31, 1981.



**FREE**  
ALOE VERA  
BEAUTY DROPS  
LOTION WITH  
YOUR ORDER

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

MAIL ORDER COUPON

**VITAMIN E**  50 DAY SUPPLY

**400 UNIT CAPSULES** **88¢** Limit One of Any Size to a Family

100 for 1.69  
 500 for 8.25  
 1000 for 15.98

N181 Expires 1/31/81

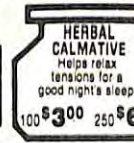
MAIL ORDER COUPON

**500 MG. VITAMIN C**  100 for **99¢** Limit One of Any Size to a Family

with Rose Hips  500 for 4.95  
 1000 for 9.79

N181 Expires 1/31/81

Enclose Coupons Above With Order.



Enclose Coupons Below With Order.

MAIL ORDER COUPON

**1,000 Mg. VITAMIN C** with Rose Hips  100 for **1.98** Limit One of Any Size to a Family

500 for 9.49  
 1000 for 17.98

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MAIL ORDER COUPON

**LECITHIN** 19 Grain Capsules  100 Capsules **1.49** Limit One of Any Size to a Family

300 for 3.98  
 600 for 6.85

N181 Expires 1/31/81

MAIL ORDER COUPON

**VITAMIN A** 25,000 Units  100 for **89¢** Limit One of Any Size to a Family

500 for 4.15  
 1000 for 7.98

N181 Expires 1/31/81

MAIL ORDER COUPON

**GINSENG** 250 mg. Tablets  100 For **1.49** Limit One of Any Size to a Family

500 for 6.95  
 1000 for 12.49

N181 Expires 1/31/81

MAIL ORDER COUPON

**10 Mg. ZINC**  100 For **39¢** Limit One of Any Size to a Family

500 for 1.89  
 1000 for 3.49

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MAIL ORDER COUPON

**Our "Top-B" B-Complex "50"** Famous Formula at a Sensational Low Price! Every capsule contains 50 mg. B1, B2, B6, Niacinamide, Panto Acid, Choline, Inositol, 50mcg. B12, Biotin, 50mg. Paba, 100 mcg. Folic Acid.  50 for **1.89** Limit One of Any Size to a Family

100 for 3.49  
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MAIL ORDER COUPON

**"BIG 4"** Kelp, Vit. B6, Lecithin and Cider Vinegar  100 For **79¢** Limit One of Any Size to a Family

500 for 3.50  
 1000 for 6.49

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MAIL ORDER COUPON

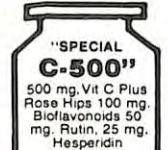
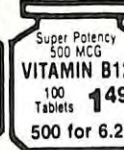
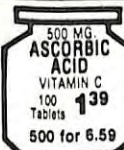
**Garlic Oil Capsules**  100 For **68¢** Limit One of Any Size to a Family

500 for 3.28  
 1000 for 6.39

N181 Expires 1/31/81

## FEEL TIRED? WANT PEP?

Try "ENERGY TABS" containing Fructose, a unique form of sugar that goes directly into the bloodstream—giving you almost instant energy and pep when you feel weary and drowsy due to low blood sugar. 100% natural and safe for normal tired folks. "ENERGY TABS" must give you the power and pep you expect or you can return the empty bottle for a full refund. Send \$5 for 15¢ "ENERGY TABS" (Trial size—24 Tabs, \$1.25)



Delivered To Your Door—No Postage Charge

MASTER CHARGE and VISA accepted

## VITAMINS FOR HAIR CARE

Same Formula as others charged \$9.95 for 50 Day Supply **50 DAY NOW SUPPLY 395**

100 DAY SUPPLY **749**  
 250 SUPPLY **1649**

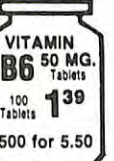


**"B-15" ORIGINAL RUSSIAN FORMULA** 100 TABLET BOTTLE **6.95** 3 BOTTLES FOR **18.50**

## VITAMIN E CAPSULES

FINEST QUALITY—100% PURE ALPHA TOCOPHERYL GELATIN CAPSULES

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



PRICES IN THIS AD GOOD UNTIL JAN. 31, 1981

**Nutrition Headquarters** THE BEST TIME TO SAVE IS NOW! **Money Saving MAIL ORDER BLANK** **NUTRITION HEADQUARTERS** 104 West Jackson St. N181 Carbondale, Ill. 62901

List items you wish here:

QUANTITY	SIZE	NAME OF PRODUCT	TOTAL PRICE

SATISFACTION GUARANTEED WE PAY ALL POSTAGE TOTAL—amount enclosed

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

**ALOE VERA BEAUTY DROPS FREE** If you check this box and mail your order before Jan. 31, 1981, we will include in your order a 4 oz. bottle of Aloe Vera Beauty Drops.

PRINT NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

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