

the
Elks

magazine

February 1981

THE
TORMENT OF

ANNIE OAKLEY



100% man-made in U.S.A.
GREAT All-Weather Protection!

THE WEEKEND BOOTS YOU CAN WEAR TO WORK!

2 PAIRS BOOTS OR SHOES NOW 29⁹⁵

But HURRY!
When they're gone
They're GONE!
 And no more at any price!

Now, while there are still tons and tons of snow, slush and ice on the way, Haband, the mail order people in Paterson, NJ, are having an early **WAREHOUSE CLEARANCE** of top fashion Executive Quality Boots! If you can act at once, you'll get probably the best boot buy of your life! To wear to work. For business calls. And especially for your favorite Weekend Outings!



Burgundy Loafer Two-Tone Monk Strap Brown Oxford Black Loafer

LOOK! These are frankly Outright Copies of the famous over-\$50 fashion brand boots. With the handsome braided trim. Easy-on "Step-In" style. Full side zippers. Beautiful grained man-made uppers that never need a shine (so important a feature in the messy weather). They have full life-of-the-boot sole and heel that wears like iron. Full support wood shank in the arch. They are weatherproof, waterproof, and come in your exact size and width, all ready to ship! Needless to say, entire stock available AT ONCE! BUT ONLY WHILE THEY LAST! If interested, please order now while we have your size. Use easy order form below for FAST, RELIABLE SERVICE. ABSOLUTELY NO RISK.



Haband's

Executive Boots and Shoes 2^{pairs for only} 29⁹⁵

Haband's EXECUTIVE DIVISION 265 N. 9th St., Paterson, N.J. 07530

Yes! Please send me _____ pairs of these shoes, for which I enclose \$ _____ plus \$1.50 towards shipping.
 Or Charge: VISA Master Charge
 Acct. # _____ Exp. ____/____/____

	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10	10 1/2	11	12	13
A														
B														
C														
D														
E														
EEE														

GUARANTEE:

I understand that if upon receipt I do not choose to wear the shoes, I may return them within 30 days for full refund of every penny I paid you.

Please add \$1 per pair for EEE

724-407

Ship to _____

Street _____ Apt. # _____

City _____

State _____ Zip _____

COLOR	HOW MANY	WHAT SIZE	WHAT WIDTH
Brown Boot	g		
Black Boot	h		
Two-Tone Monk Strap	c		
Brown Oxford	k		
Black Loafer	e		
Burgundy Loafer	d		

3 for 43.75 4 for 58.00

HABAND

265 N 9th Street
 Paterson, New Jersey
 07530

A Message From The Grand Exalted Ruler

Great heroes aren't made, they earn their acclaim. Some of the greatest heroes of the 20th century are the astronauts. They were prepared when the time came to travel into space. They were ready when it was time to land on the moon. They said "yes" when asked to go. They were made of the "right stuff."

Your Exalted Ruler is counting on you to get the "right stuff" as new lodge members. And so am I! Every PER said "yes." Remember to honor them with a PER night.

How many of you are made of the "right stuff?" How many of you will say "yes" when called on to do a job for your lodge? Did you know that the most important ingredients of our Order are its members? And where do those members come from? From you! A man has to be asked to join the Elks. He must be proposed by a member.



Membership

Too often we forget that the way to obtain a good new member is simply to ask him. And so, my brothers, reach out with the hand of Elkdom and *ask*. Greater membership means that Elkdom's objectives and actions are seen, appreciated and applauded. Present members as well as prospective members should know that Elkdom evolved over the years from a group of men who joined together for a good time to an organization whose members give assistance to their fellow man. As active members we must reach out to the stray Elks who have moved away from the jurisdiction of their lodge to our lodge. Don't let them become a lapsation statistic! Build up your lodge membership—ask a friend and neighbor to join.

So you see, you too can be a hero even if you're not as well-known as the astronauts if you REACH OUT WITH ELKDOM.

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

H. Foster Sears

6 The Torment of Annie Oakley

"I was only ten," Annie Oakley wrote, "and torn between my duty to my family and my love for the birds and wild animals I was forced to kill."

Jim Blair

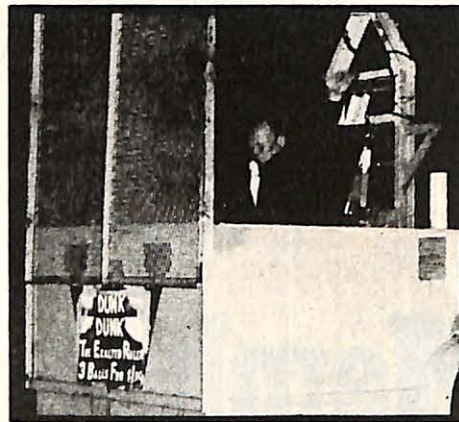


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18 1981: Better Times for Small Business?

Continued high inflation and the resulting escalation of interest rates are still the primary worries of 1981.

John C. Behrens

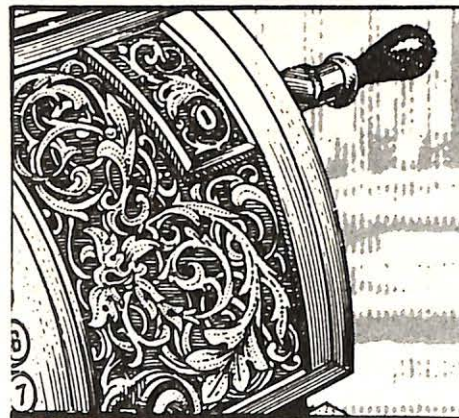


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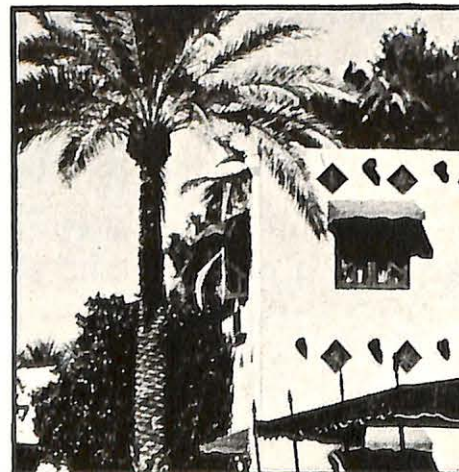
24 Sunshine Resorts

Holiday in the Arizona desert or enjoy an exotic drink and a touch of Polynesia in San Diego.

Jerry Hulse



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Cover: Annie Oakley.
Illustration by Jim Lavengood.

VOL. 59 NO. 7/February, 1981

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

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THE ELKS MAGAZINE, Volume 59, No. 7, February, 1981 (ISSN 0013-6263). Published monthly, except bi-monthly July/August and December/January, at 425 W. Diversey Pkwy., Chicago, IL 60614 by the Benevolent and Protective Order of Elks of the United States of America. Second Class postage paid at Chicago, IL, and at additional mailing office. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Single copy price is 25 cents. Subscription price in the United States and its Possessions, for Elks, \$1.25 a year, for non-Elks, \$2.50 a year; for Canadian and Foreign postage, add \$1.50 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.

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Moving?

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

YOUR FIRST SALE WILL PROVE IT!

The Big Ones Come Fast with Seamless Spray ENERGY SAVERS!

Through a series of circumstances created by inflation, I can now offer one of the most unusual opportunities in the history of direct selling. And best of all, you need no specialized experience to handle it. Absolutely none whatsoever!

If you've done any selling at all you know you can't make it anymore selling nickel and dime items. You can't afford to bust a gut selling a half dozen orders a day and wind up making \$25 to \$30. You need a necessity that everybody needs — that's quickly and easily sold because it solves problems born out of the inflation.



We call our process SEAMLESS SPRAY. It fills a vacuum created by the soaring price of new roofs. Roofs everywhere are leaking — in desperate need of repair. Using our Seamless Spray Equipment, factories, plants, shopping centers, schools, hospitals, apartment complexes use their own maintenance people to renew, waterproof, insulate these roofs at a cost of less than 12 cents per square foot. They save money, save energy, too. We loan

equipment absolutely free. On the average Seamless Spray order you make over \$1,000. You need absolutely no experience in our business. Our program is organized step by step for easy, successful use whether you sell General Motors (they are Seamless Spray users) or the corner garage.

When I tell you, PACE saved one school \$28,400 with Seamless Spray roof renewal, you'll understand how fast you eliminate sales resistance. Your market is pre-sold. Roof contractors with their exorbitant prices hand you the business on a silver platter.

Give PACE as little as 8 hours a week — that's all we ask. Once you start making \$1,000 and more on one Seamless Spray order, then you'll consider full time PACING. In addition to Seamless Spray you'll also get our Siliconized PARK-KING Blacktop Sealer — our Liquid Metallic Siding, another Energy Saver that gives winter and summer insulation — and a complete line of highly specialized Labor-Saving One-Coaters designed to save big money on all kinds of building maintenance. Each meets the BIG SELL concept, where you can make a Big Paycheck every day you make calls with Pace.



PRODUCTS, INC.

Dept. EL-281
81st and Indiana
Kansas City, Mo. 64132



Average school
Seamless Spray
pays over \$1,000.
This sale to a shopping
center paid \$2,687.66.



FIRST SALE PAID

Byron Fisher ..	\$1,015.60	Ben Palzer	\$ 551.54
Larry Lucas ...	519.65	George White ...	506.75
Dean Farver ...	748.26	Al Murray	1,087.13
Al Cornman ...	904.80	John Trueman ..	1,357.96
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Larry Richardson	890.82	Glynn Lewis ...	1,387.44
Bruce Montfort	894.86	J. W. Huyssoon	929.60
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Cayle McAllister	\$484.51		



I hope you'll mail the coupon today, so we can rush everything you need to get you off to a great, fast, big selling start. You'll like all the help we give you!

Dick Rogers

Dick Rogers, President

PACE PRODUCTS, INC., Dept. EL-281
81st and Indiana
Kansas City, Mo. 64132

I'd like to try your BIG SELL, Mr. Rogers. Please rush all this exciting information free by mail, without obligation. No one is to call on me.

Name _____

Address _____

City _____

State _____ Zip _____

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."



Toms River, NJ, Lodge held its annual Veterans Remembrance Day dinner and entertainment for disabled veterans in the area. From left are ER Fred Colberg; Charles Nelson, lodge National Service Chm.; Mark Worcheu, NJ State DAV Historian; DDGER Samuel O'Connor, PGER William Jernick, National Chm., Elks National Service Commission; Bill Pirone, NJ State DAV Jr. Vice Commander; Charles Juliusen, NJ State DAV Sr. Vice Commander; Paul Tuccano, NJ State DAV Commander, and (seated) Wolodimir Ntreba, DAV.



The ladies auxiliary of Hillside, NJ, Lodge presented 20 lap robes, crocheted by its members, to the wheelchair patients at the Lyons VA Medical Center, Lyons, NJ. Assisting in the presentation were (from left) Joseph Richkus, Veterans Committee Chm.; Marie Oakie, president of the ladies auxiliary, Bea Kaspar, past president of the ladies auxiliary; and John Henry, chief of voluntary services at the medical center.



A microwave oven was presented by Nebraska Elks to the VA Medical Center in Grand Island. Funds were raised by all nine lodges in the Nebraska Central District. Representing Grand Island Lodge were (from left) John Van Oosbree, Rudy Krueger, and Gaylord Nielsen. Jim Matsom, a patient at the center, was at the controls.



Oklahoma City, OK, Veterans Hospital received leather supplied by the National Service Commission. From left are Seward Hutcheson, National Service Chm., Oklahoma City Lodge; Ted Selldin, National Service Commission VAVS Representative Oklahoma—West; Doctor McCall, medical center chief of staff, and Victor Isakson, PER, Oklahoma City Lodge.



Charlotte County, FL, Lodge donated \$700 to the Bay Pines VA Medical Center for the purchase of a washer and dryer for one of the wards. Presenting the check was Robert Simonds (left), lodge chm. for the medical center, to Medical Center Director Jack Westall.



The Massachusetts West District PER Association completed a veterans project at the VA Medical Center in Northampton, MA, and the Soldiers Home in Holyoke, MA. One thousand kits were distributed to these units, with each kit containing a toothbrush, comb, razor, and toothpaste. Shown making a delivery of the kits are PER William Scott, Northampton Lodge, president of the PER Association; Norman Crews, a member of Northampton Lodge and assistant director of the hospital; and Robert Guillbault, PER, Montague Lodge, and treasurer of the PER Association.



Price breakthrough! Last chance to save \$40 to \$50!

Our \$30 off-season discount ends with this ad. To ensure this saving and avoid the \$10 to \$20 '81 price increase use the valuable coupon in this ad.

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.

THOUSANDS IN USE

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. Only one moving part (a small 12 volt fan)

MODEL P10 CAR FRIDGE & FOOD WARMER

\$139* \$99.00
(in Canada \$149* \$109.00)
*1981 prices



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

\$179* \$139.00
(in Canada \$189* \$149.00)
*1981 prices

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 (1.2 cu. ft.) weighs 17 lbs. empty. Ext. 21" L x 16" H x 16" W. Int. 16" L x 12" H x 11 1/2" W. Operates on 12 volts DC with supplied power cord or with optional 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

\$199* \$159.00
(in Canada \$209* \$169.00)
*1981 prices

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.

LAST CHANCE TO SAVE \$40 TO \$50!

Due to inflation, our 1981 in-season prices will be \$10 higher than last season for each portable and our adaptor. By ordering from this ad you save \$40 to \$50 off our new 1981 in-season prices.

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. Major service centres in New York, Arizona, and Canada.

When you receive your Koolatron, use it constantly for 3 full weeks without risk. 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!

LAST CHANCE 'HOT LINE' ORDERS

For rush delivery, call "toll-free" by asking your operator to dial us collect. Quote the Dept. No. in the coupon below to guarantee your saving.

0-705-737-0842

Koolatron Industries Limited
56 Harvester Ave., Batavia, New York 14020
230 Bayview Drive, Barrie, Ontario, Canada
Or use this handy order coupon.

It's unlikely you'll ever see prices this low again.

Save \$40 to \$50 with this coupon

Koolatron Industries Limited

Dept. 1574

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

Save me \$40 to \$50 with these off-season prices:

- ___ Koolatron P10 at \$99.00 (\$109.00 in Canada)
- ___ Koolatron P34 at \$139.00 (\$149.00 in Canada)
- ___ 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 (N.Y., Ont. and Quebec residents add sales tax).

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

I enclose my check or money order for

\$ _____ or please charge to my

Visa Mastercharge American Express

Account Number _____

Expiry Date _____

Signature _____
(necessary to send merchandise)

NAME _____

ADDRESS _____

CITY _____

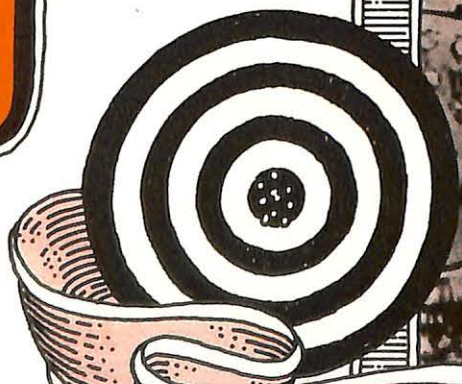
STATE _____

ZIP CODE _____

PHONE _____

DEALER ENQUIRIES NOW INVITED.

THE TORMENT OF ANNIE OAKLEY



Little Miss Sure Shot

The mention of Annie Oakley today brings to mind the picture of a girl in a fringe buckskin shirt handling a special rifle with unerring aim. There probably never was a woman who could match Annie Oakley in any shooting contest. Another part of the picture has Annie Oakley as a quiet, rather shy little girl, always happy but never happier than when she was firing her famous rifle.

This picture of her happiness was the work of publicity men for Buffalo Bill's Wild West Show. Actually, Annie Oakley was not happy using her rifle. This is a side of her life that only recently came to light. The true story of her deep hatred for guns, a hatred that was later to develop into terror, became known when letters, written by her to Mrs. Charles M. Whitman, a woman who had been her childhood friend, were discovered by Mrs. Whitman's great grandson.

The cause of this abnormal hatred for a gun dates back to the early childhood of Annie Oakley. She was born Phoebe Anne Oakley Mozee in Drake County, Ohio. As a child she liked to wander in the woods and talk to the birds and animals which usually did not run from her. Her love for every kind of animal, even snakes, was deep and intense.

Then tragedy came to the Mozee family. The father, a mail carrier, died, leaving the family destitute for money. Soon there was no food on the table for Annie and her brothers and sisters. She picked up a shotgun and wandered into the woods to get food for the family, not realizing at first that she would have to kill her bird and animal friends.

She reached a place deep in the woods and crouched down in a patch of brush. In a clearing a few feet away she saw a fine gobbler turkey pacing up and down, its feathers as scarlet as the autumn leaves on the trees.

The bird was big and could provide a lot of meat for the half-starved Mozee clan. Annie raised the .20-gauge weapon and drew a careful bead on the gobbler. Her fingers gripped the trigger. Then she felt her own famished stomach turn over and over at the thought of killing a wild thing.

She felt the gun slide from her grasp and fall to the ground. The plumage of the gobbler swelled as he let out a husky mating call to a turkey

hen that had wandered into the clearing. As he started toward the hen, Annie recovered the rifle and quickly pressed the trigger.

The reverberations of the blast stunned the quiet forest. The gun kicked back to send the small girl sprawling. Other turkeys, hidden in the trees, flew away squawking in alarm.

Tears streamed from her eyes. She had been a friend to all the wild turkeys and now she had killed one. The ten-year-old girl let her gun drop to the ground as she ran for home. Her mother reproached her for not carrying the turkey home as it would provide an abundant meal for the family. The brothers went to the spot where Annie had killed the turkey and brought it home.

From that date on, it was Annie's job to keep the table at home supplied with wild game. Later she wrote:

"I was only ten and torn between my duty to my family and my love for the wild birds and animals I was forced to kill. In my child's mind the gun I held was responsible for what I was doing so I came to hate that gun and all guns. All my life I hated guns. Instead of this leaving me as I grew older, it continued to grow until it was an obsession with me, an obsession I could do nothing about."

Was this hatred one of the reasons why she developed into the world's greatest shot? Annie Oakley later told a friend, "I really think it was my hatred of guns that made me an expert shot. To me the gun was my enemy and fighting against it, I perfected my shooting ability."

By the time she was 12, two years later, Annie could outshoot any boy or man in Drake County. Her reputation spread throughout Ohio. When she was 17, a champion shot, Frank Butler, came to the Cincinnati Opera House for a professional engagement. George Wendell, a sportsman and hotel owner, and a friend of Annie, was anxious to arrange a shooting match between Butler and Annie. So he went to Annie's home in Drake County to persuade her to accept the challenge.

The backwoods girl agreed to a contest with one stipulation. She must be called Annie Oakley instead of Phoebe Anne Oakley Mozee which she had been christened.

Chaperoned by her mother, Annie journeyed with Wendell to Cincinnati. There the hotel arranged a match with Frank Butler, giving him the impression that he would be shooting against another man who preferred to remain unidentified.

Wendell agreed to bet \$200 on his entry. Half the sum would be shared with the mysterious contender if Butler were beaten. Otherwise the champion would collect it all. Each contestant would shoot at 25 clay pigeons from a new device called the "trap." The winner naturally would be the one who shattered the most "pigeons."

The night of the match, which had been widely publicized in Cincinnati newspapers, arrived. Butler took on several preliminary challengers and made them look like kids playing bow-and-arrow. Wendell kept his protege under wraps till the time came for her to meet the champion.

Frank Butler frowned angrily when the hotel man produced his "man" who was nothing but a teen-age girl. He wanted to know if Wendell was trying to make a public fool of him.

Who'd ever heard of a female in a shooting match? And what woman would dare set herself up as a competitor to a professional marksman?

But Frank Butler was a gentleman as well as a crack shot with a gun. He went through with the match to find himself beaten by a little country girl.



Annie Oakley photos courtesy of the National Archives, Washington, D.C.

NOW! Get in on the PROFITS in

SMALL ENGINE REPAIR!



Start your own money making business!

Work part time, full time—right at home—we help you every step of the way.

No doubt about it... as a small engine pro, you can cash in on the huge demand for qualified men in one of America's fastest growing industries. You'll be able to command top hourly rates of from \$10.00 to \$15.00 per hour—and that's just for labor. A simple tune-up earns as much as \$17.50 for less than an hours work, and parts, engines and accessories will add even more to the profits.

Plenty of business waiting for qualified men. 46,000,000 Small Engines Are In Use Today!

That's the official count from the Engine Service Assn., and one-million new engines are being built each month. With fully accredited Belsaw training, you can soon have the skill and knowledge to make top money servicing these engines. People will seek you out and pay you well to service their lawnmowers, tillers, edgers, power rakes, garden tractors, chain saws, minibikes, snowmobiles, generators, go-carts, paint sprayers, snowblowers... the list is almost endless.



Professional Tools And Equipment PLUS 4 HP Clinton Engine...

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NO EXPERIENCE NECESSARY!

You don't need to be a 'born mechanic' or have any prior experience. You can master this profitable trade right at home in your sparetime. Lessons are fully illustrated... so clear you can't go wrong, and with our famous 'learn-by-doing' method you get practical 'hands-on' experience. We also show you how to get business, what to charge, where to get supplies wholesale... all the inside tricks of the trade you need to assure success right from the start.

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You risk nothing by accepting this offer to see how easily you can learn the skills you need to increase your income in a high-profit business of your own. Just fill in and mail coupon below (or send postcard with name and address) to receive full information by return mail.

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Send for your copy today!

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Accredited Member National Home Study Council



YES, please send me the FREE booklet that gives full details about starting my own business in Small Engine Repair. I understand there is No Obligation and that No Salesman will call on me.

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____



Annie Oakley had never done any trap shooting until that evening in Cincinnati. She'd never seen a trap or clay pigeon before. But she downed every one of her 25 allotted birds and was cheered by the spectators.

That night saw the emergence of a spectacular new figure in the American sporting world: this gawky girl from the Ohio backwoods. Butler, a gracious loser, begged her to undertake a partnership act with him. He offered to stake his capital against her shooting talent on a straight 50-50 basis.

Annie agreed, under pressure from her family, after Butler tactfully told her that she would be shooting only imitation birds, not real creatures. As their partnership grew, he pulled her out of many dream-haunted depressions about the furred and feathered game she had killed. Eventually, he married her and willingly let his career as a gun professional be overshadowed by hers.

Only Frank Butler knew of the guilt and hatred of guns she felt. He watched this guilt complex grow as she continued to use the rifle, and he knew within a few years she would crack up unless she was properly guided. It was always something of a mystery to Frank Butler's friends why he sudden-

ly gave up a promising and profitable career to marry Annie Oakley and give her all his time and attention.

Frank felt that he alone could guide her safely through the trying years. This was to prove more serious when Annie began to show signs of terror resulting from the fear she might shoot a human being.

Frank Butler guarded Annie Oakley against accepting any invitation to go on hunts for wild animals. He couldn't stop all appeals since they were constantly given. After Annie Oakley attended a shooting match, though, she would be depressed and nervous for days.

Under the careful guidance of Frank Butler, Annie's fame with the rifle grew and with it her hatred for the rifle increased. In New York City, at the age of 22, she gave an exhibition in which she set a record never surpassed by any woman. She shattered 4,777 glass balls out of 5,000 tries in a revolving trap. She, herself, loaded the scatter guns.

Her fame was now international, but she still remained fragile and very feminine. Never did she tip the scales at more than 100 pounds. She didn't grow any taller than four feet eleven. Yet, the heavy weight of her guns never seemed to faze her or interfere with her aim when she raised a rifle.

About that time, the American Frontier was fading into history. The buffalo were all but gone; the ranches were gradually yielding to the home-

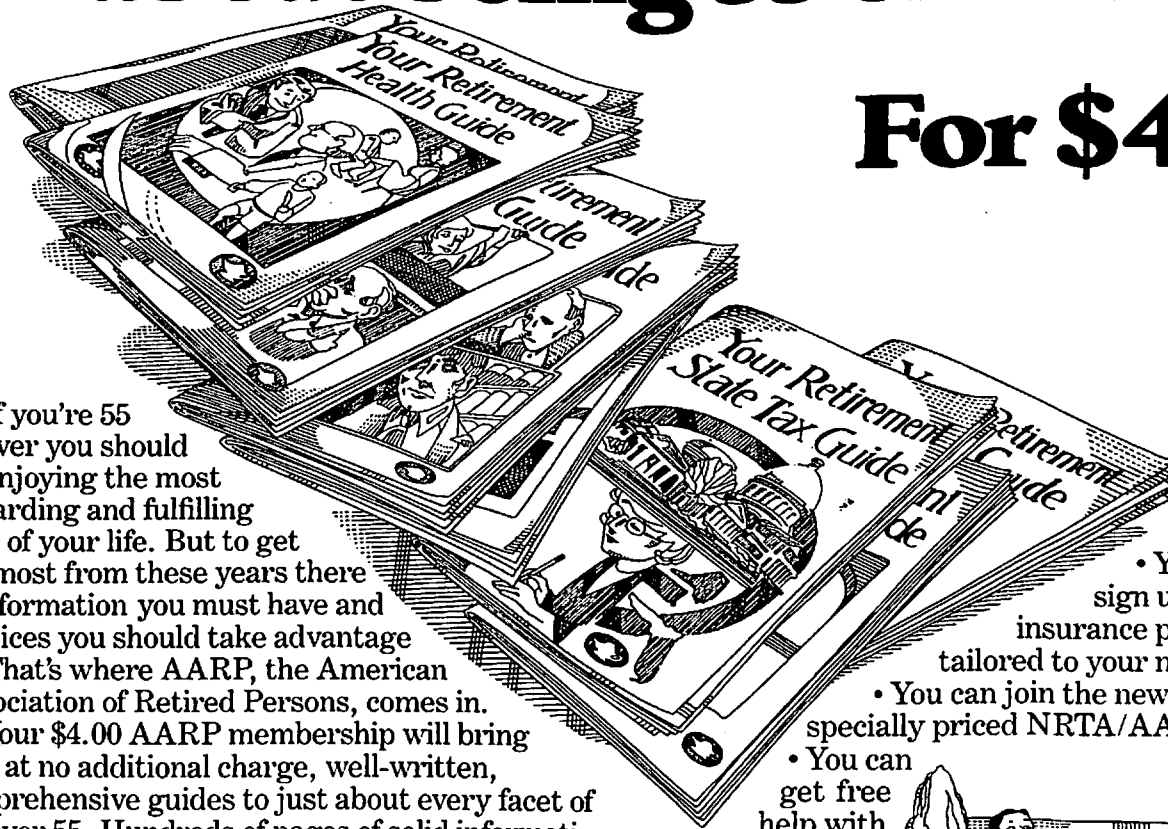
(Continued on page 29)



"... And help me learn to read before I go to college."

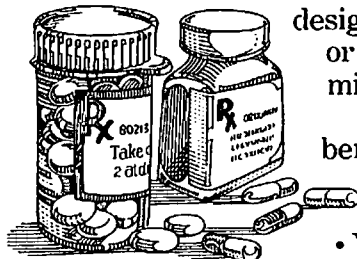
Everything you need to know about being 55 or over.

For \$4.



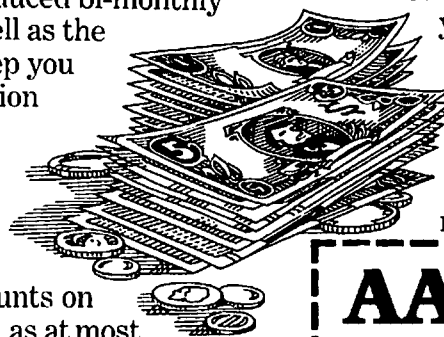
If you're 55 or over you should be enjoying the most rewarding and fulfilling part of your life. But to get the most from these years there is information you must have and services you should take advantage of. That's where AARP, the American Association of Retired Persons, comes in.

Your \$4.00 AARP membership will bring you, at no additional charge, well-written, comprehensive guides to just about every facet of life over 55. Hundreds of pages of solid information designed to answer any common, or uncommon, questions you might have.



But that is only one benefit of AARP membership. Just take a look at this list:

- You can make new friends and get involved in your community by joining one of over 3,000 AARP Chapters.
- You'll receive the beautifully produced bi-monthly Modern Maturity Magazine, as well as the monthly AARP Newsletter to keep you up to date with news and information affecting you.
- You can buy drugs and pharmaceutical supplies at a small fraction above wholesale through our shop-by-mail service.
- You can receive substantial discounts on Hertz and Avis car rentals, as well as at most major hotel and motel chains across the country.
- You are eligible to participate in the NRTA/AARP U.S. Government Money Market Trust, a chance to earn safe, high interest on your savings.



- You'll be eligible to sign up for group insurance plans specially tailored to your needs.

- You can join the new specially designed, specially priced NRTA/AARP Motoring Plan.

- You can get free help with

preparing your taxes.

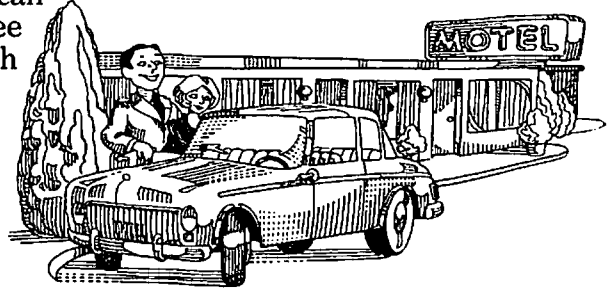
- You'll be adding your voice to the millions of others we

represent wherever and whenever government addresses the needs of those over 55.

And there's more.

All for \$4.00 a year, which includes membership for your spouse. So why not start receiving the many benefits of AARP membership today? And why not show this ad to a friend who may not have heard of AARP.

Now you know everything you need to know about finding out everything you need to know.



AARP AMERICAN ASSOCIATION OF RETIRED PERSONS

1909 K Street, N.W., Washington, D.C. 20049

I am 55 or over.

Please enroll me as a member of AARP. I understand that it makes me eligible for all AARP benefits and privileges. Enclosed find:

\$4 (one year dues) \$10 (3 year dues) Bill me later.

Name _____

Address _____ Apt. _____

City _____ State _____

Birthdate _____ Zip Code _____

One membership makes both member and spouse eligible for all AARP benefits and privileges; however, only one may vote. Please allow 3 to 6 weeks for delivery of your membership kit.

PMRDT

Fine Elks Jewelry

Past Exalted Ruler Ring

6K solid gold ring. Raised head, perfect syn. ruby eyes. P.E.R. under emblem. B.P.O.E. carved on ring shoulder.

No. E-3069A, without diamond.....\$207.95
No. E-3069AD, with 3-pt. diamond.....\$235.95



Member Emblem Rings

Same as above without P.E.R. bar.
No. E-3026A 6K Gold.....\$198.95
No. E-3028 Sterling Silver.....\$49.95

Please specify ring size.

Past Exalted Ruler Lapel Button

10K gold filled.
No. EB-2, w/o diamond.....\$11.95



No. EB-2D, with 3-pt. diamond...\$39.95



Member Lapel Button

10K gold filled.
No. E-81...\$7.65
No. E-81P gold plated.....\$2.15
Quantity prices on request.

Year Member or Life Member Buttons

In gold plate, 5-50 years or Life.
No. E-817GP.....\$4.95



10K gold filled w/diamond. 25 to 50 years or Life.
No. E817D.....\$41.45



Elk of the Year Lapel Button
10K gold filled w/o diamond
No. EY-1.....\$13.45

EY-1D with 3-pt. diamond.....\$41.45
Specify year desired.

All Prices F.O.B. Chicago

Prices with larger diamonds on request.

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Ocean View, 21st floor.

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YOU & RETIREMENT

by Grace W. Weinstein

THE DAYS AHEAD

Stories have been told about W.C. Fields, who supposedly opened savings accounts under many different names in banks and savings institutions all over the country. It is widely suspected that most of those accounts were never located by his survivors and that the only beneficiaries, unintended by Fields, were the respective state governments as the dormant accounts eventually became state property.

There are other stories about people, famous and not-so-famous, who have hidden valuable possessions in secret places, from jewels in a chandelier to coins in a jar buried in the back yard. Sometimes these possessions are found by the heirs of these secretive folk. Sometimes they are not.

Whether or not you have secret bank accounts or secret hiding places, now is the time to share all kinds of information with your spouse. Now is the time to put together, in a single place, information about all your financial affairs.

Pull your valuable papers together and then make some lists. Itemize the papers themselves (marriage and birth certificates, citizenship papers, savings pass-books, tax records, etc.) and where they are (in the safe deposit box, in the brown folder in the top desk drawer, etc.). Don't forget your discharge papers, social security number, insurance policies, automobile title, investment records, deeds, canceled checks, and papers relating to any outstanding loans. Include a record of property tax payments and when they are due; many towns don't send reminders. And, if the mortgage will be paid up at your death or if credit insurance will take care of payments due on your car, make a note of that, too.

Your spouse will eventually need all of this information, all of these documents. But "eventually" becomes immediately in some instances. She (or he) won't be able to claim Social Security or VA benefits or insurance proceeds without proof of your relationship. She (or he) won't be able to transfer joint bank accounts to a single name, reregister your automobile, or take title to stocks and bonds until the appropriate documentation is filed.

Don't add to the inevitable grief the unnecessary burden of locating all of these necessary documents. Don't leave your survivor susceptible to the con-

artists who come out of the woodwork upon learning of a death; they'll try everything from sending COD packages that you never ordered to claiming that you signed a charitable pledge and owe a contribution. Professional "advisors" will surface with all kinds of ideas for sure-fire investments. The best protection your spouse will have is detailed knowledge about your affairs.

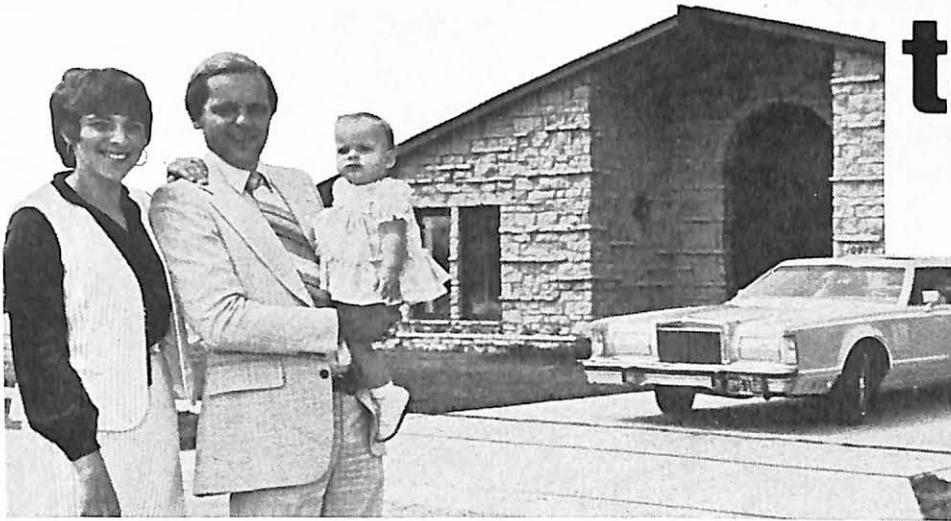
If you're not married, someone will still have to sort out your affairs. Make things easier for that someone by making lists now; if you're not ready to share the information, leave the list, together with any instructions, with your lawyer or in an accessible place at home. Supplement the lists, if you are married, with a full discussion which will train your spouse for the days ahead.

As you sort your papers, therefore, keep several things in mind. If you've always done all the investing, making decisions about what to buy and when to sell, now is the time to involve your spouse. You might even want to take a course together, at a local adult education program or stockbroker seminar. At the very least, explain your investment goals . . . and what you think should be done after you're gone.

If most of your money is in savings accounts (or even if it's not), be sure that you and your spouse each have individual accounts containing at least enough to run the household for a few weeks. The reason: most states freeze joint accounts at the death of one of the holders. Insurance and Social Security claims must be filed before any cash will be forthcoming; don't force your survivor to borrow grocery money in the meantime.

Discuss the settlement options your survivor will have with respect to life insurance proceeds. Will it be best to take the money in a lump sum. Or would an installment payout be preferable? Don't decide for your spouse, but help him or her to be informed enough to make a wise decision. Find out, too, whether your survivor will be entitled to any insurance proceeds from a fraternal organization or trade association or union; include these benefits in your discussion. Be sure to remember any credit life insurance that you may have. And, whatever you do, don't throw out old life insurance
(Continued on page 30)

Multi-Millionaire Ted Bartmann Reveals the Secret of His Success



You and I don't know each other. But I'd like to share something with you that has changed my life. Totally. And I believe it could change yours, too.

First, let's set the record straight. I'm not an advertising writer. I'm a 35 year old business man living in Dubuque, Iowa. And, I'm not a genius. In fact, I'm a 9th grade dropout.

But I am a self-made multimillionaire. And, surprisingly, I've made most of it during the current "hard times."

Another thing. What I'm going to show you isn't some kind of "get-rich-quick" scheme. I didn't make my money by putting ads in magazines or giving people financial advice. No way.

I can just about read your mind right now . . . "Okay, if he's so well heeled why should he share his secrets with me?"

My response is, "Why not?"

First of all, I've already made enough money to retire for the rest of my life.

Secondly, my method is so unique and "local" in nature that I won't be competing with you . . . nor you with me.

Thirdly, I'm growing weary of reading advertisements telling me "how to get rich" written by people who . . .

a. never really earned a million dollars themselves, or . . .

b. had a lot of money in the first place.

So, what would you do if you were in my shoes? Chances are, you'd probably do just what I'm doing. Wait until you had complete financial security—then share your method with others. That's why I've printed this message here and in other magazines.

To demonstrate how my method works, I'm going to give you some very embarrassing facts about my background. It's important that you have them.

When I was eight years old my father became ill and could not work. We were living in Dubuque on government surplus food. By the time I entered 9th grade I was going to school during the day and working nights. One afternoon I fell asleep during class. The teacher demanded that I copy the Declaration of Independence 100 times. I felt the punishment unfair so I refused. I was expelled from school in the ninth grade.

I found work as an apprentice in a local furniture factory at \$1.86 per hour. Within the next few years I was married, divorced, depressed, and flat broke. That was the fall of 1973. But during the next 18 months—with the help of my brother, Bill, and another friend—my life was changed. Utterly.

Today—eight years later—I have total assets in excess of six million dollars. And a personal net worth of over two million dollars.

I have the usual trappings—a beautiful estate, cars, property . . . and time. Lots of time. I love to go to my office on Monday, wrap things up by Monday evening and then hop the commuter flight to O'Hare on Tuesday morning. From there I sometimes fly to the Bahamas or Acapulco or any one of a dozen places for the rest of the week.

My method is perfectly legal and moral. It's not complicated.

But most importantly, it actually works. It's brought me as much as \$100,000.00 in one day. My bank or accountant will verify this.

My unique method has even amazed the press. *The Muskogee Sunday Phoenix and Times-Democrat* said, "It's crazy that a high school dropout would make this much money!"

The *Des Moines Sunday Register* said, "His story is remarkable...he's worth two million in cash and his income approaches \$200,000.00 annually."

Consider these facts:

- You don't have to work long hours to succeed. I rarely spend over 15 hours a week at my office.
- You don't need "money" to begin. Remember, I started when I was dead broke.
- My method doesn't require "good times." I made the bulk of my income during the current shaky economic conditions.
- It doesn't require living in a large city such as New York or Chicago. I still live in Dubuque, Iowa.
- You don't need a formal education or special training. I left school in the 9th grade. And I never went back.
- You don't need to be old or experienced. I started when I was 27.

Perhaps you think your current debts or low salary will hold you back. Not at all. I can show you how to overcome that problem, too.

What I'll send you isn't textbook theory. I'm going to send you a step-by-step plan. Facts and methods you can use. I'll show you precisely how to begin. I guarantee it.

Here are some actual notarized statements from some of the friends and neighbors that I've already helped. Please remember, these are sworn affidavits in my attorney's office . . . not theory, but fact.

"...I've used Ted's methods. And I increased my net worth by \$45,000 in four months."

Ralph Rolling, Manchester, Iowa

"Ted netted \$100,000.00 for him and me in just one day."

Gene Sullivan, Muskogee, Oklahoma

"With Ted's advice we purchased \$200,000 in real estate in three years without using one dime of my own money. Also, thanks to Ted I've been able to avoid (legally) paying any income tax for the last three years."

Rick Glanz, Dubuque, Iowa

To prove that I'm right, I'm not even asking you to send me money. Instead, postdate a check 45 days in advance—a full month and a half. Obviously, it's not money because it's not negotiable. You can easily stop payment on it any time in the next month and a half. But it is a token of your sincerity. An act of faith, not in me—but in yourself . . . and in your future.

I'll send you all of my starting materials immediately. Keep them for 30 days. If you decide to return my materials, I'll send you back your check . . . your original uncashed check. And I'll send it within three working days . . . no conditions . . . no delays . . . no hassles. I guarantee it. My bank and business references are listed on this page.

Here's just a sample of what you'll learn.

- How to eliminate completely your Federal and State income tax liability.
- How to purchase income producing properties with absolutely NO DOWN PAYMENT.
- How to buy duplexes and triplexes without any cash—not a cent.
- How to buy properties and have the previous owner pay you for them.
- How to find properties you can purchase—again with no cash—for only one-third their normal market value.
- And much more.

Again I promise and guarantee not to deposit your check for 45 days. This gives you plenty of time to examine my program AT NO RISK TO YOU.

To order, simply send your name, address and postdated check for ten dollars to me, Ted Bartmann, at the printing/publishing house handling my materials: Green Tree Press, Inc., 10577 Temple Road, Dept. 343, Dunkirk, New York 14048.

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REFERENCES:

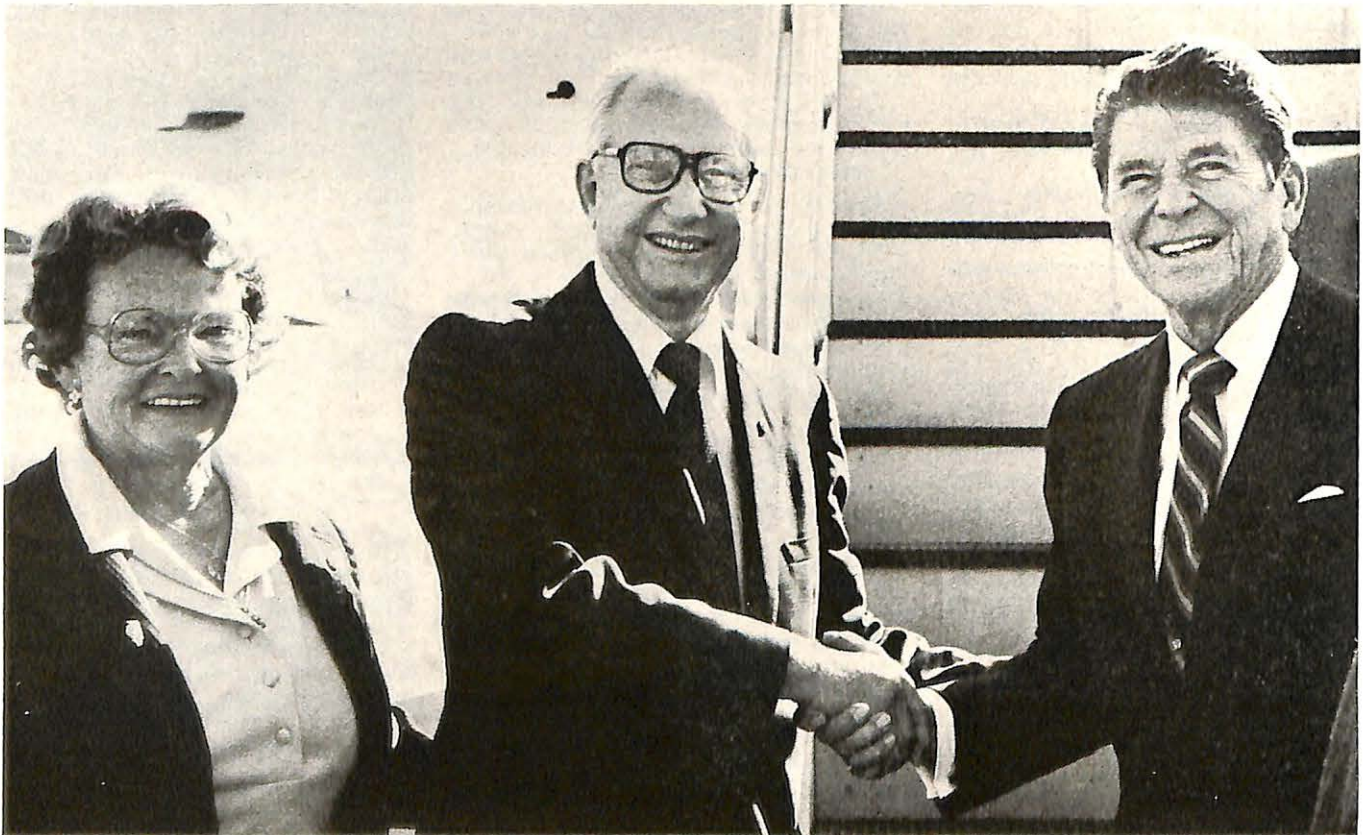
My accountant is: Michael Martin,
537 Hill Street, Dubuque, Iowa 52001.

My bank reference is: Dubuque Bank and
Trust Company, Dubuque, Iowa 52001.

GER Sears Meets U.S. Leaders



On a recent trip to Washington, DC, GER H. Foster Sears and his wife Marguerite paid a visit to the White House and were greeted by President Jimmy Carter and his wife Rosalynn.



While on tour performing his duties as Grand Exalted Ruler of the BPOE, H. Foster Sears was recently privileged to meet President-Elect Ronald Reagan when their paths crossed at Chicago's O'Hare Airport.

VITAMIN FOR THE SKIN



BOTTLE CONTAINS 20 TOPICAL APPLICATIONS.

Enables you to apply directly to the skin area where you want help the most. Pure Vitamin E Oil in a unique dispensing capsule, "VITAMIN FOR THE SKIN" contains 400 units of pure vitamin E oil in each hermetically-sealed capsule. Protects purity, freshness, potency till ready to use. Try the convenience of this new approach to a lovelier, more vibrant complexion! Let the power of Vitamin E help your skin feel youthful again. Use on any area of the body—face, neck, hands, feet, arms, elbows, legs and knees safely and pleasurablely.

FREE BOTTLE CONTAINING 20 APPLICATIONS WITH YOUR ORDER.

Check the box in the order blank and return with an order for any of the items in this ad and I'll include without charge a bottle containing 20 applications of "VITAMIN FOR THE SKIN."

This offer expires Feb. 28, 1981

500 MG. BEE POLLEN tabs

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

100 for 2.19 500 for 7.50

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Bob Lee

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Mail order makes it easy on you—makes it easy on your pocketbook. Just compare my prices with what you pay at the stores. You'll agree there's just no contest. So order today on our money back guarantee of complete satisfaction.

VITAMINS BY MAIL FROM LEE NUTRITION

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

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

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

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

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

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

"LEE NATURAL 12"
Brewer's Yeast, Lecithin, Alfalfa, Kelp, Rose Hips, Whey, Papaya, Apple Pectin, Wheat Germ, Dolomite, Desiccated Liver, Bone Meal.
A dozen Supplements in ONE tablet
250 for 1.85
500 for 2.98
1,000 for 5.49

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

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

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

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

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

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

VITAMINS FOR HAIR CARE
HIGHEST QUALITY—SAME FORMULA AS HIGH-PRICED NAME BRANDS
PENNIES-A-DAY PRICES
100 DAY SUPPLY 3.75 200 DAY SUPPLY 6.98

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

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

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

VITAMIN E
HIGHEST QUALITY CAPSULES
MONEY BACK GUARANTEE

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

SPECIAL OFFER from Bob Lee
400 UNIT VITAMIN E CAPSULES
LIMIT ONE OF ANY SIZE TO A FAMILY
COMPARE ANYWHERE
 100 for 1.59 500 for 7.89
 1000 for 15.75 OFFER EXPIRES 2/28/81
B513 MAIL COUPON WITH ORDER

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

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

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

NATURAL VITAMIN C
With Rose Hips Tablets
AT FANTASTICALLY LOW PRICES

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

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

PRICES IN THIS AD GOOD TO FEB. 28, 1981

MAIL YOUR ORDER TO:
Lee Nutrition
290 MAIN ST.
CAMBRIDGE, MASS. 02142
Postpaid—
Money Back Guarantee

QUANTITY	SIZE	NAME OF PRODUCT	TOTAL PRICE

MASTER CARD and VISA accepted on orders over \$10.00. Give card number, expiration date and bank number if Master Card.
TOTAL ENCLOSED B513

If you check this box and mail your order before Feb. 28, 1981, we will include in your order a bottle of **VITAMIN FOR THE SKIN**

PRINT NAME _____
ADDRESS _____ APT. _____
CITY _____ STATE _____ ZIP _____



NEWS OF THE LODGES



Traverse City, MI.

TRAVERSE CITY, MI. John Jensen (left) presented a hand-carved gavel and breadboard to GER H. Foster Sears and his wife Marguerite at the Michigan Elks Association fall convention at Traverse City. These were gifts of no mean value. Brother Jensen is a master craftsman who has made gavels for hundreds of Elks officers as well as for former President Gerald Ford. He has also made breadboards for hundreds of Elks' ladies.

Brother Jensen, now 83 years old, emigrated to the US from Denmark in 1916. He settled in the Ionia, MI, area in the 1920's. As a young man in Denmark he worked in the shipbuilding yards and became skillful at working with wood. He builds his wood specialties with the fine touch of a skilled craftsman.

Brother Jensen has been an active member of the Elks for over 37 years. He has served as Ionia Tiler and State Tiler.

BULLHEAD CITY, AZ. For the fourth consecutive year, the National Service Committee of Bullhead City, AZ,

Lodge took a group of veterans from the Fort Whipple Veterans Hospital, Prescott, AZ, for a weekend outing on Lake Mohave. The 15 veterans spent the weekend at Bullhead City Lodge, where dinner and dancing were provided Friday and Saturday nights, and spent Saturday on the lake, fishing and swimming.

LYONS, NJ. The National Service Committee of the New Jersey State Elks Association presented five stereo consoles to the VA Medical Center, Lyons, NJ.

LOMPOC, CA. The new home of Lompoc, CA, Lodge was formally dedicated to the principles of Elkdom in a Grand Lodge ceremony October 25.

Past district deputies from the West Central District served as Grand Lodge officers for the ceremony. Lompoc's PDD Joe Machado was Grand Exalted Ruler for the event, while the current district deputy, Dr. Erle Pittman, served as Grand Esquire.

Honorable guests attending the ceremony included PGERs Horace Wisely,

R. Leonard Bush, and Gerald Strohm; Vincent Grocott, Past Grand Trustee; Marvin Lewis, Chm. of the Board of Grand Trustees, and William Brunner, president of the California-Hawaii Elks Association.

Following the dedication ceremony, a bronze plaque commemorating the completion of the building and its dedication was unveiled.

POUGHKEEPSIE, NY. Brother Robert Haupt of Poughkeepsie, NY, Lodge was the subject of a feature story published in the Middletown, NY, *Times Herald-Record*. He was cited for his dedicated volunteer work at the Castle Point VA Medical Center.

Since his retirement from the postal service in February, 1979, Brother Haupt has worked nine hours a day, six days a week caring for quadriplegic and paraplegic veterans. He even drives them to their homes for visits. Brother Haupt is the chm. of the National Service Committee of Poughkeepsie Lodge.

EUREKA SPRINGS, AR. The local lodge has established an aluminum recycling center which is benefiting the community in many ways. Residents are cleaning up roadsides as never before, to gain additional income from the sale of aluminum to the center. And the Elks, while paying out \$12,000 for the trash, have still cleared \$5,000 to be spent on various community service projects.

Over 50,000 pounds of aluminum was recycled in the center's first eight months of operation. Not all of the trash is cans and pie tins, either. Automobile parts, air conditioning coils, and other larger items have been collected.

NEW SMYRNA BEACH, FL. Lodge held its annual fishing derby for the children of the Harry-Anna Crippled Children's Hospital in Umatilla. Lodge members helped the children fish and helped measure their catches. The fishing derby is one of the major events of the year for the hospital patients.

POMONA, CA. Lodge held an open meeting in order to honor area veterans as well as Elks members who are veterans. Brother John Porto, chm. of the lodge Veterans Service Committee, contacted the embassies of countries who were allied with the U.S. in past conflicts and invited them to send veterans as representatives. Countries which sent veterans were Australia, the Philippines, Belgium, the Netherlands, Canada, France, and Denmark.

A dignified and inspiring program

was performed by over 30 of the veterans in full uniform, including the Pomona Lodge Color Guard. Veterans organizations represented included the Disabled American Veterans, the American Legion, and the Veterans of Foreign Wars.

Mrs. Marlene Kellas of the Loma Linda hospital staff presented certificates of appreciation to ER William Gustin for the lodge, and to Brother Porto and Pete Costello for their volunteer services during the year.

WINTER HAVEN, FL. Wilbur Ott, a member of the Winter Haven, FL, Lodge, won a total of nine medals in the Golden Age Olympics held at Sanford, FL.

Brother Ott, age 66, won gold medals in softball hitting, the football throw, one-on-one basketball, the 200-yard canoe race, and the talent show. He won silver medals in the 440, the mile run, and the basketball free throw competition, and won a bronze medal in the quarter-mile bicycle race.

A native of Wisconsin, Brother Ott also won nine medals in the previous year's games.

FARMINGTON, NM, Lodge honored three San Juan College educators for their participation in the local Elks Youth Activities Chm., presented certificates to Karl Zaffke, assistant campus director for student services; Roger Evans, placement officer; and R.A. Stevens, assistant professor of sociology and government.

For several years Farmington Lodge has awarded scholarships to deserving San Juan students each semester, as many as ten students per year. The honored educators have assisted in the selection process.

ISHPEMING, MI, Lodge sponsored a bingo night at the Veterans Administration Medical Center in Iron Mountain, MI. Bingo, sandwiches, and beverages were provided for the veterans.

OPELOUSAS, LA. A fund-raising dinner held by Opelousas, LA, Lodge cleared \$300 which was used to buy athletic trainer's emergency first-aid kits for four area high schools.

WATERVILLE, ME. The local lodge made "a dream come true" for 13-year-old Ricky Linnell of North Vassalboro, ME. Ricky is an avid professional football fan, but he is handicapped by muscular dystrophy and is generally confined to his home. This made it seem impossible that he would ever see a pro game in person.

The Waterville Elks, hearing of

Ricky's need, purchased tickets and paid all expenses so that Ricky, his mother, and a YMCA Outreach worker could see the New England Patriots play the Baltimore Colts at Foxboro, MA. Ricky was totally thrilled by the experience, and his parents were most appreciative of the Elks' assistance.

SAN MATEO, CA. Ed Moakler, ER of San Mateo, CA, Lodge, is shown before, during, and after being dunked for charity at a Western Night at the lodge. At right in bottom photo is Tiler John Amendola. Proceeds from the dunking went to the Piggy Bank Fund, benefiting children afflicted with cerebral palsy. Approximately 1,200 persons attended the affair.

HAWTHORNE, NV. The American hostages in Iran were remembered on the first anniversary of their confinement by Hawthorne, NV, Lodge. The public ceremony of erecting a floral bell of liberty was conducted by lodge officers.

NEW ORLEANS, LA. A 17,000-to-1 chance meeting occurred at the Elks National Convention in New Orleans, LA, when East (Connecticut) met West (California) in the lobby of the Marriott Hotel.



San Mateo, CA.

Mrs. John Breen, wife of Est. Lead. Kt. John Breen of Palmdale, CA, Lodge, noticed the name tag being worn by Mrs. John Breen, wife of ER John Breen of West Haven, CT, Lodge. The pleasant surprise continued when the two Mrs. Breens brought together the two Mr. Breens, who are not related and had never met each other before.

HUNTINGTON, NY, Lodge held a very successful art auction with a net profit of \$1,800.

FALMOUTH, MA. Eight Sea Explorer Scouts from Falmouth, MA, accompanied by three officers of Sea Scout Ship 40, traveled 3,000 miles (by bus) to see the Great Lakes and to compete with Midwest Scouts. Much of the expense of the trip was paid by Falmouth Lodge.

MASSAPEQUA, NY. The local lodge distributed 37 turkeys and food baskets to needy families in the area at Thanksgiving.



South Plainfield, NJ.

NEWS OF THE LODGES

that had been turned in were picked up from the officer stations by the esquire and removed from the room, to be taken to Forest Lawn Memorial Park, where they were cremated the following day.

Glendale Mayor Carrol Parcher delivered an Americanism address, and the program was concluded with an Elk Flag Tribute by VP Ron Glover.

PUEBLO, CO. At age 75, Brother Pete Johnson of Pueblo, CO, Lodge recorded his 65th pint of donated blood—that's a total of eight gallons and one pint.

Since the establishment of the Elks blood banks at the two local hospitals in the early 1970's, Brother Johnson has been a regular donor exclusively to this project. He is chm. of the lodge's Blood Bank Committee.

Brother Johnson began donating blood during World War II, giving 10 pints to the American Red Cross. After the war, to forbid the sale of his blood, he donated the next 40 pints only in the name of recipients on a replacement basis.

Because he is over 65, Brother Johnson must now obtain written authorization from his doctor before each donation, and, for the past 10 years he has received an "A-No. 1 bill of health." He plans to continue donating as long as he has his doctor's permission.

EL CAJON, CA. The Elks Lodge in El Cajon, CA, was severely damaged by fire. No injuries were reported, but damage was estimated at \$250,000. Arson is suspected.

(Continued on page 36)

SOUTH PLAINFIELD, NJ. Brother Charles Roeser (left), Veterans Committee member of South Plainfield, NJ, Lodge, signs his 10,000th birthday card to a veteran at the Menlo Park, NJ, Veterans Home. Looking on are ER Dale Butler (center) and Veterans Committee Chm. Andy Santonastasio.

GULFPORT, MS. The mid-winter conference of the Mississippi State Elks Association was hosted by Gulfport, MS, Lodge. Special guests in attendance were GER H. Foster Sears and his wife Marguerite, PGER Edward McCabe and his wife Maggie, and PGER Robert Grafton and his wife Pat.

The main topic of the business session was the change in sponsorship of the state of Mississippi, from PGER McCabe to PGER Grafton. In his final address as sponsor of the state, Brother McCabe expressed his feelings of appreciation for the friendships made during his almost twelve years as state sponsor. Brother Grafton, after a rousing welcome, expressed his eagerness to get on with the job and outlined his goals as the new state sponsor.

In other business, Brother C. W. "Dub" Hicks of Hattiesburg Lodge was elected president of the association for the coming year. He will be installed at the state convention in May.

CHICAGO (SOUTH), IL. Displaying a 5x7-foot crocheted American flag to be raffled off are (from left) Dr. Henry Kissinger, Illinois Lt. Gov. Dave O'Neal, and Bill Stetler, Veterans Chm. of Chicago (South) Lodge. The money from the raffle is used to help hospitalized veterans.

GLENDALE, CA. The Americanism chairmen of Glendale and Los Angeles, CA, Lodges combined to conduct an American flag disposal program as a public service, because many people are not aware of the proper way to retire a flag. The program was held at Glendale Lodge, with Hans Niedermann of Glendale as chairman and Ray Watts of Los Angeles as co-chairman.

After the posting of the colors by California Civil Air Patrol Squadron No. 27, sponsored by Glendale Lodge, the officers recited a ritual. The flags

Chicago (South), IL.



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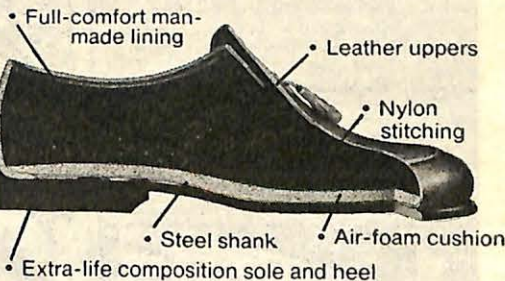
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By
JOHN C.
BEHRENS

1981: BETTER TIMES FOR SMALL BUSINESS?

The newspaper editor takes a long look at the teletyped business column copy he has just ripped from the wire machine. "I haven't found an economist or business expert yet who has a good word to say about the economy in 1981," he jokes with a reporter. "Should we turn the clock ahead one year or back one?"

More serious authorities won't disagree with the question. "It has more validity than prognosticating 1981," said one. Most of those willing to comment, in fact, are pessimistic about the first and second quarters of 1981. Some believe that it will take a year or more to regain lost momentum.

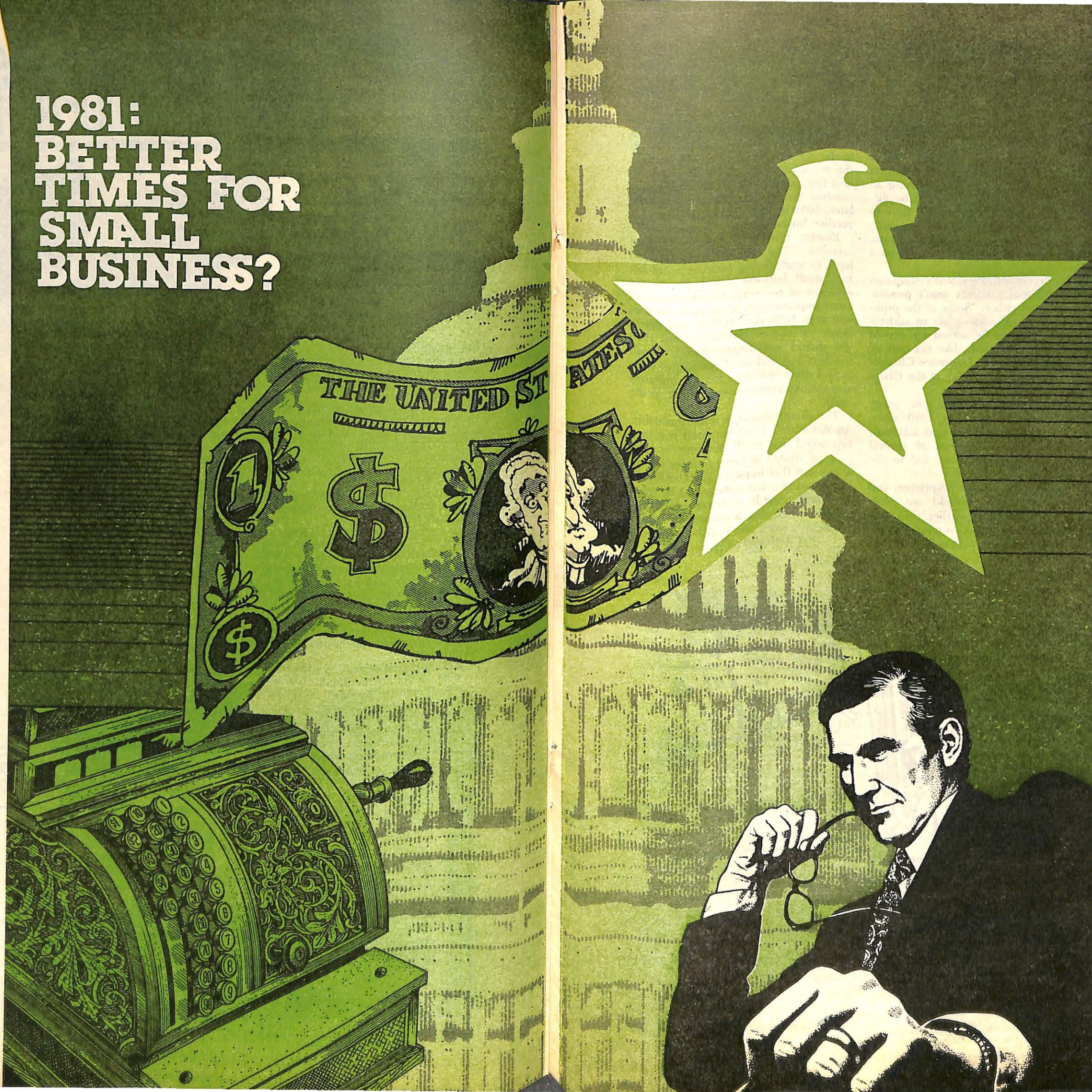
The key factors? Everyone has a pet theory or two, but most forecasters surmise that while inflation may be curbed -10 percent instead of 13 percent in 1979 and 1980, for example—it will still be the fourth highest rate since 1948. Furthermore, consumer prices will continue to be affected by oil price hikes, higher labor costs and "tight money" policies of the Federal Reserve Board, analysts insist.

Perhaps more important, some think, is the Agriculture Department's prediction that food prices will rise 12 percent this year, 3.5 percent higher than 1980. The anticipated increase, says the Newhouse News Service, is based on the assumption that grain and meat prices will continue upward in the coming months.

Poor harvests in Argentina and Australia and the drought that reduced last summer's crop yields in the United States and Canada forced world grain stocks to their lowest level in five years. Equally disturbing was the drop in corn production in the United States by 17 percent. "When corn production declines," says the Newhouse News Service, "the price of grain rises. Increased grain prices drive up farm production costs, prompting many farmers to thin out their herds and that drives up beef prices."

While price increases come and go, economy watchers believe history gives us a lot to ponder.

"I see many parallels with the re-



covery from the 1975 recession," says Prof. Robert B. Avery, an economist at the Carnegie Mellon University. "I expect interest rates to stay fairly level and inflation to fall to the 9 to 10 percent level by the first and second quarters. Real growth should be sluggish with the unemployment rate falling."

Continued inflation and the escalation of interest rates are the primary worries of 1981.

Businessmen offer a brighter picture. Says Hartford, CT, advertising executive Cliff Emery of Creamer, Inc., "The current economic situation is a very unusual one. Detroit, Cleveland and Buffalo are in a 'depression' mode. Meanwhile, Houston, Atlanta and other areas are still seeing continued growth. Automotive, of course, is down. Communications and energy continue to grow. The climate in 1981 will probably see a gradual improvement during the late second quarter and continue in the last half of the year."

Duncan McCully, vice president of marketing at Commercial Travelers Insurance is also guardedly optimistic. "Most sources I read and talk to say the recession is in its last phase, but that recovery will be a long and slow process rather than a sharp upward swing. The wild fluctuations in interest rates in early 1980 caused both directors and owners of large and small businesses to put many projects on hold until they could better read the future."

Those in the savings and loan business are hoping that the projects McCully mentioned are back on schedule this year. "In the savings and loan field," says Mark Lomery, editor of the *Federal Home Loan Bank Board Journal*, "we speak of housing, mortgages and savings as indicators of how business is performing. Projecting into early 1981, the nation should see a slight increase in the number of housing starts over last year. Savings flow into savings and loans should rebound moderately, up from the 1980 average of \$36 billion. Thus, the savings and loan industry is 'moderately optimistic' over the economy and the business climate this year, although we know that the industry is still at the mercy of unpredictable interest-rate swings."



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BETTER TIMES FOR SMALL BUSINESS?

But there are those who believe that President Ronald Reagan and a new brain trust will need much more time to give the economy direction. "Don't kid people," Nobel Prizewinner Milton Friedman told a business meeting in Dallas in late 1980, "there will be difficult times ahead. Reagan will have to deal with the heritage of bad economic policies of the Carter Administration. He can't turn the situation around on a dime."

The Republican President's campaign rhetoric about tax cuts won't provide instant relief either. "Some of the problems that the President has to address are not going to be solved by any of these simple solutions, like tax cuts or tighter money," said Lawrence Chimerrine, a forecasting official at the Chase Manhattan Bank.

"The current situation, in many ways, is similar to early 1980 when the rise in interest rates and inflation, combined with a reversal of several temporary buoying factors, led to the sharp decline."

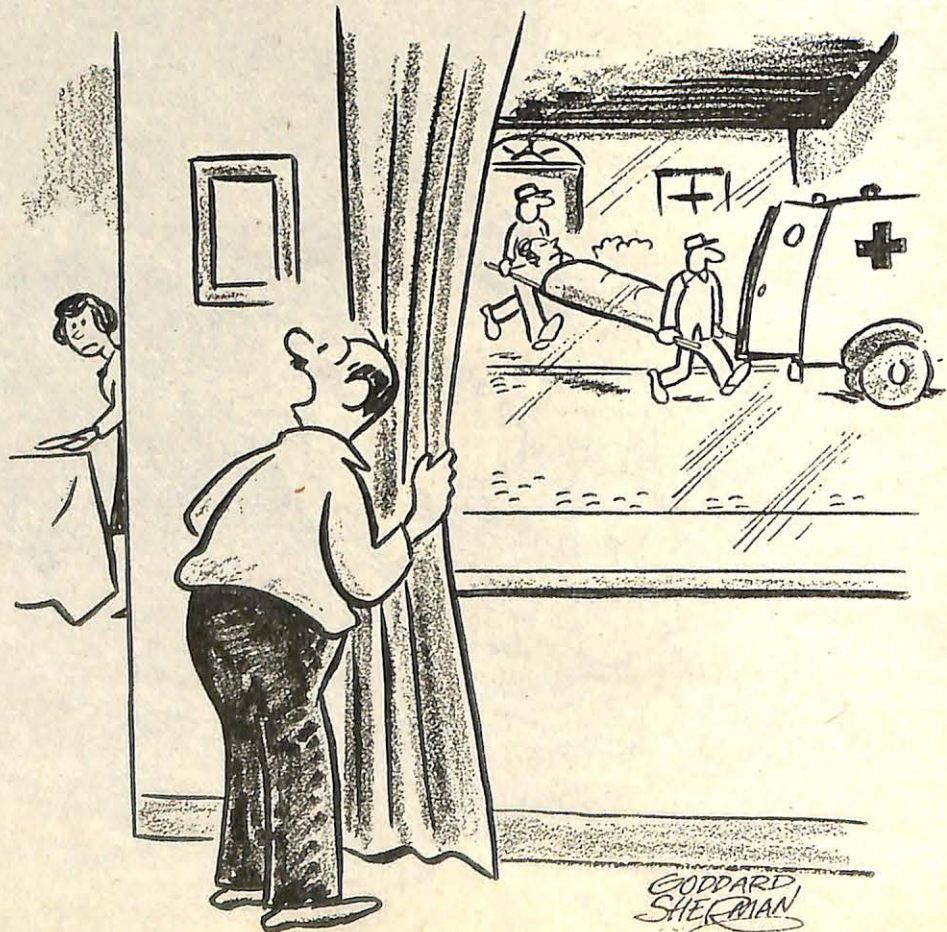
Small business, some proprietors and economists believe, should see more evidence of recovery earlier than corporations. "It is harder to guess the extent that small business will face dif-

ferently than other businesses," says economist Avery of Carnegie Mellon. "The 1980 recession has been selective, with certain industries hit particularly hard."

McCully thinks small business owners, however, will see evidence of a change early because the country is in the early stages of recovery. "I think the recession was felt by bigger business first, and the shock or ripple effect reached the smaller businesses a little later. 1981 should offer better times for smaller businesses."

Emery, however, sees a different scenario. "The larger industries will have to start seeing improvements before small business will begin to see evidence of recovery. Stabilization and some improvement in major industries will help both the attitude and confidence of smaller businesses and then we should see improvements. Small business and mid-sized companies seem to feel some optimism for '81, but they also think improvement won't come early."

The disagreement is understandable. An Associated Press dispatch not long ago noted that small business "is risky . . . as 10,000 or more failures a year attest; but that impersonal statistic tells but a part of what it means to be small in today's volatile economy. A certain amount of griping is common to small businesses, since the game is a serious
(Continued on page 23)



"You give Jessica another one of your recipes?"

LETTERS

• I enjoyed the article, "The Trek of the Great Gray Whale" (November, 1980), by Bill Thomas. It illustrated some of the beauty and characteristics that these mammals, the largest creatures on earth, possess. One more fact, however, should be made clear to our Brothers in Elkdom. These giant, peaceful creatures are being ruthlessly destroyed by Soviet and Japanese whaling fleets. But the products created no longer need to be derived from whales due to advances in chemical science. The slaughter is so extensive worldwide that it endangers the future of these awe-inspiring animals. We as Elks should work together in protecting whales for future generations.

Gary L. Pezzi
San Leandro, CA

• I enjoyed Time for Music very much in "You and Retirement" (October, 1980) by Grace W. Weinstein. I'm retired, age 72, and have played piano since I was seven. I play by ear only, can't read a note. During my lifetime I've had dance bands and played on the radio, in addition to my regular job. But I believe my greatest pleasure is now. I drive up to 75 miles each way to play at four nursing homes in this area because of the pleasure it brings to confined people. So I wholeheartedly encourage anyone who is retired and wants to play an instrument to do so—and then share it with confined older people. Any God-given talent should be shared. I've been playing at nursing homes now for about nine years and have enjoyed it more than any other time in my life. You would, too.

John L. Denton
La Junta, CO

• Regarding the article, "The Long-Eared Nonconformist" (September, 1980), by Henry N. Ferguson: I've been around horses and mules for over 60 years, worked the mule auctions in the 1930s, and worked mules on the farm since I was a young lad. I disagree with the remarks of mule breeder and trader Gene Chipman when he says that mules are not easy to train. Most any mule or horse can be trained to be a trusted and useful animal; and the few that prove otherwise are no doubt spoiled by somebody who doesn't have the patience or common sense to train the animal properly. A mule is not stupid, but like a young child may need some discipline at times or he may develop bad habits. You don't need a club, however, to correct them.

Cletis Norman
McCook, NE

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

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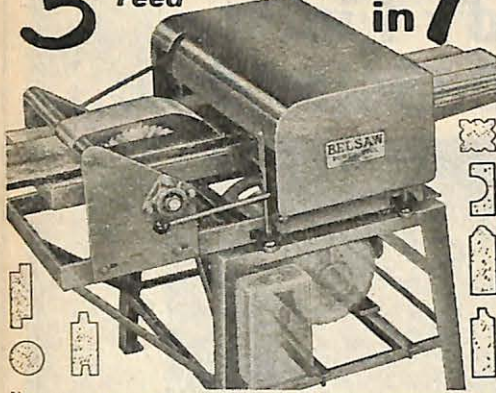


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Americanism Contest No. 1

In regard to the Americanism Program Contest—brochures do not have to be of an elaborate design. The explicit purpose of the brochure is to illustrate in an orderly manner by pictures, press clippings and any other type of publicity, what your lodge has accomplished in the promotion of the subjects shown in the Grand Lodge Americanism brochure. Don't be apprehensive about submitting your lodge brochure. If the Grand Lodge Americanism Program has been followed or your lodge has made a contribution to Americanism in some other form, don't hesitate to include it in your brochure.

This contest will encompass all facets of Americanism that Subordinate Lodges usually get involved with, whether mandated by the Grand Lodge or as on-going lodge activities.

There are many activities conducted by your lodge that become routine programs each year that in reality are good candidates for this contest.

Complete instructions will be found on page 14 and 15 of your Grand Lodge Americanism Program brochure for the year 1980-1981. Please read the instructions very carefully and make sure that entries are shipped to:

Vincent R. Collura
Grand Lodge Americanism Committee
8801 A Street
Lincoln, NE 68520

Cut-off date for this contest is March 31, 1981, and entries must be received by May 1, 1981. Brochures will be on display at the Americanism booth at the National Convention in Las Vegas and can be picked up just before your departure. No brochures will be returned to a lodge by this committee. Please have a representative of your lodge pick these brochures up on Wednesday, July 15, 1981.



1981: Better Times?

(Continued from page 20)

one of big hopes and often small results. Now, some business people are saying, hopes are shrinking, too."

"The so-called 'recovery' from the 1980 recession which began in the third quarter was only a term used by some, but certainly not the small business owner," says Prof. William C. Dunkelberg, a Purdue University economist. "At the bottom of the recession when small business should have been bounding back, nothing much happened."

The National Federation of Independent Business late fall survey showed earnings continued to decline, employment was off from the previous year's levels, capital expenditures were flat and credit conditions had eroded from 1979. In some areas, the sober realities of the recession were visible. In Columbus, OH, for example, *The Dispatch* surveyed local retailers and discovered that the hiring of part-time people for a usually busy Christmas season was completed much earlier than usual. Furthermore, some stores simply didn't hire as many workers for the holiday period. "Business was a lot better in 1978 than in 1979 and

1980. We were more selective and we hired people for specific areas," said the personnel manager for a major department store.

A number of stores, however, had indications in September that sales might be sluggish later in the year. Sandra Shaber in a Chase Manhattan Bank Econometrics Report in early fall said: "The current improvement is a return to a more normal level of demand consistent with a still weak economy and not a harbinger of even stronger gains in the months ahead."

Over the past few years, economists point out, consumers have used what has been called a "buy in advance" strategy when facing inflation. The theory is that by waiting too long, the price goes up and one has to spend more. There comes a point, however, where the consumer abandons such a strategy because of increasing debt and higher interest rates. Ms. Shaber anticipates little change in sluggish retail sales in early 1981. She predicts a growth of 1 to 2 percent in sales volume by December.

Will interest rates, which fluctuated wildly in the past, stabilize in the months ahead?

Prof. Avery thinks so. "Unless there is another shock—such as the Iraqi-Iran-

ian War being drawn out substantially—interest rates should be more stable in 1981 than last year. I don't expect really high rates. Short term interest rates in the 10 to 12 percent range are much more likely. This, of course, is predicated on the actions of the Federal Reserve. Forecasting interest rates, on the other hand, is no way to become rich."

Editor Lomery isn't so sure. "Additional legislation may also be needed to aid the homebuilders industry, possibly the creation of a tax-exempt savings certificate to ensure a steady supply of mortgage funds at affordable interest rates should be considered. All in all, the economy will probably go through a series of up and down movements for some time because of the volatile interest rate environment."

He doesn't expect Congressional help for the housing industry in the near future, though. Yet the fact that more Americans than ever before will enter the prime home buying age during the 1980s, he adds, is a reassuring sign for the market in the future.

Continued high inflation and the resulting escalation of interest rates are the primary worries of savings and loan executives, Lomery notes. "The

(Continued on page 27)

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SUNSHINE RESORTS

by Jerry Hulse

With winter's hand heavy upon the land, thousands of vacationers are turning west to places like Arizona and California, there to soak up sunshine while the folks back home anxiously await springtime's arrival. Two of the West's popular retreats—they're perennial favorites—have their roots in San Diego and Litchfield Park, Arizona. In San Diego, it's Jack Skirball's famous Vacation Village. Skirball, a Hollywood filmmaker, is a cynic who feels it's nonsense for a vacationer to jet clear to Singapore for an exotic drink or to Tahiti for a touch of Polynesia, when he's got the whole bundle wrapped up in San Diego. As a film producer, he found it disturbing to forever be building film sets and afterward tearing them down. So 18 years ago he struck upon the idea of creating Vacation Village, which, like his films, he envisioned as a symbol of escapism for large audiences. Only in this case the audience would be composed of vacationers.

Skirball Productions declares immodestly that Vacation Village was a smash hit from the start—an Academy Award Winner. If Oscars were handed out for resorts, Skirball insists he would own a trunkful. Vacation Village opened on a spring day in 1962 with all the pomp and tinsel of a four-star production. Searchlights scanned the sky, and stage and screen stars came to pay homage to a visionary, a man with Disney-like dreams. Skirball presented a South Seas setting in which "natives paddle about—not in canoes—but gondolas." Water lilies were lit up like fireflies. Tiki torches flamed in the night. One almost expected to see Dorothy Lamour bathing in one of the lagoons.

Skirball & Co. took a man-made island and turned it into an extravaganza, siphoning off the muddy waters. But, well, this being a Hollywood-style production, they turned right around and dug holes for lakes and lagoons

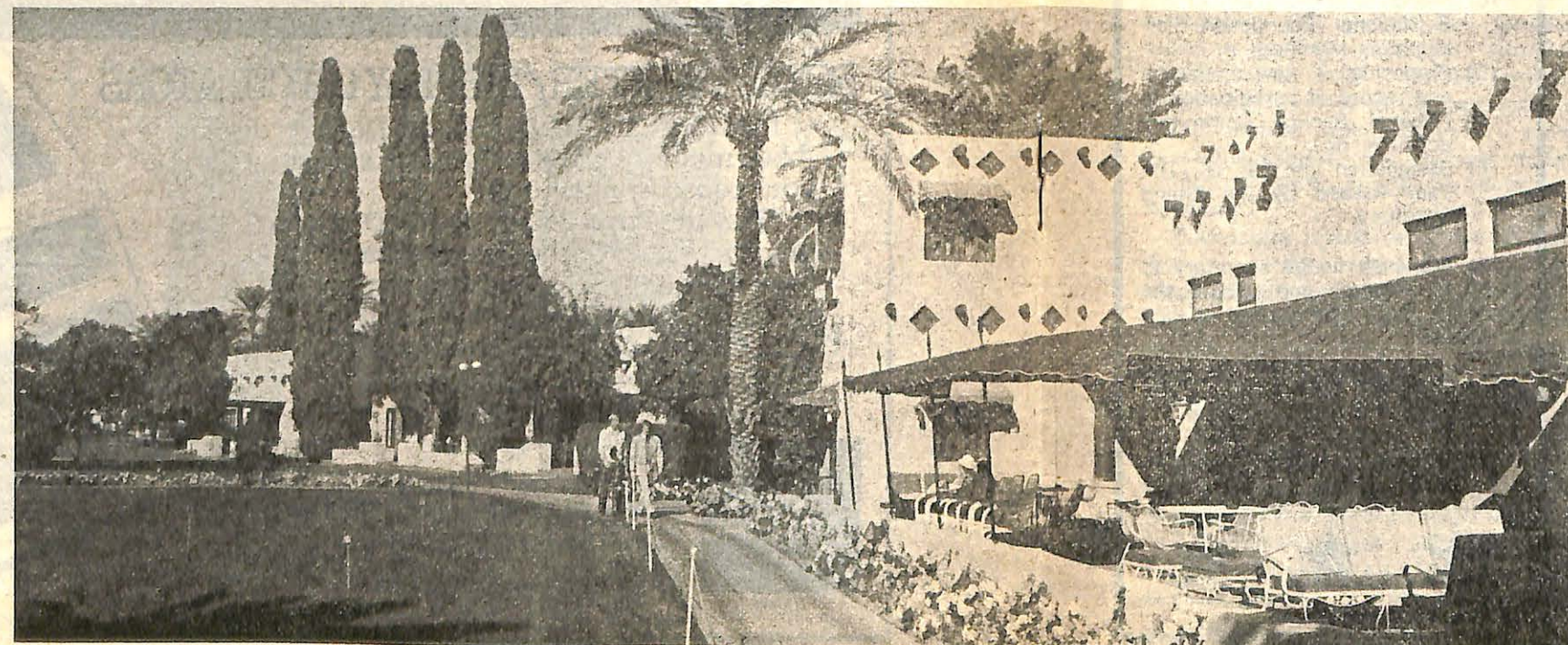
and pumped the water back again. In the beginning there was a floating bar, the idea being that it would sail directly to the vacationer's door—for those too lazy to stroll to the then Barefoot Bar. Meanwhile, waiters on bicycles delivered meals, trays held high overhead. It was show biz and the fans loved it.

Now these 18 years later, Vacation Village remains low-rise, its bungalows scattered across the 43-acre island. Skirball had considered going up, but once the plans were sketched he waved the architect away. By the time this sees print, another 150 single-story bungalows will raise the total to 450. With all the foliage, it's like making

The Wigwam is a relaxing resort for anyone hankering to holiday in the Arizona desert.

one's way across some South Seas outpost. So in order for guests not to get lost, streets are striped the color of their keys. Vacationers living on Blue Bay Lane follow the blue stripe. Those residing on Yellowtail Road follow the yellow stripe and so forth. If one finds the right stripe, the rest is easy. At the end of the journey are bungalows that face the beach, a lagoon or one of Vacation Village's magnificent gardens.

Rates between now and the end of the summer start at \$52 a day double. Or if one has the urge (as well as the bread) to live like one of Hollywood's tycoons, the presidential suite rents for \$550 a day. If that seems a trifle steep, just remember it contains two parlors, three bedrooms, 3½ baths (with two Jacuzzis), a fully equipped kitchen, a copper-top bar and art from Central and South America, the Philippines, Ethiopia and Ghana. Yes, and for \$550 a day Vacation Village provides a private housekeeper, a glamorous lass who



THE ELKS MAGAZINE FEBRUARY 1981

answers to the name of Rogelia Neuarz.

Skirball insists that the climate at Mission Bay surpasses that of the Cote d'Azur. "Insulated but not isolated" is the slogan he preaches. Still, Skirball's dream resort has changed a trifle since the beginning. The 18-hole, par-three golf course is gone. And Don the Beachcomber's now occupies the old Barefoot Bar (the belly dancers have disappeared, too) and there's a brand-new convention center, as well as the new Bay View restaurant, plus six tennis courts and five swimming pools. But the old feeling of seclusion remains. Nowhere in all of San Diego are there gardens to compare with those at Vacation Village. Besides family vacationers, Skirball's resort attracts the likes of Joanne Woodward and Paul Newman, Natalie Wood and Robert Wagner, country singer Johnny Cash, evangelist Billy Graham, singer Andy Williams and the little sergeant of the old "Laugh-In" show, Arte Johnson. It's all distinguishable by the 90-foot tower rising just outside the reception area. Occasionally Jack Skirball climbs the spiral staircase and looks down on his domain.

"You could have put up a tent here and still it would have been lovely," says this producer turned innkeeper.

And then there's that *other* resort, The Wigwam at Litchfield Park in Arizona. By now dozens of corporation presidents and board chairmen have folded their own tepees and fled to the

cozy confines of this venerable resort in the Salt River Valley. Some drive. Others pilot their own airplanes. It's not an uncommon occurrence for a guest to put down "Lear Jet" for "transportation" while inking the register. All of which gives you an idea of the type of dude you'll likely run into if you join the roundup at The Wigwam. Dinner dances are held nightly and the grounds are protected by Pinkerton cops using two-way radios.

Opened on Thanksgiving Day, 1929, The Wigwam has been playing to the rich and near-rich ever since, a hide-away for senators and congressmen, millionaires, golfers, horse lovers, ad infinitum. Yes, or anyone else with a hankering to holiday in the relaxing surroundings of this grand old resort. In a world of tasteless high-rise, The Wigwam rates five stars. Not because of height, but a lack thereof. Its single-story casas are scattered across 64 acres of the greenest grass this side of the Emerald Isle. It's a man-made oasis dead center of the Arizona desert, a do-it-yourself blend of adobe structures, date palms, olive and pine trees caught in the fold of three magnificent 18-hole golf courses.

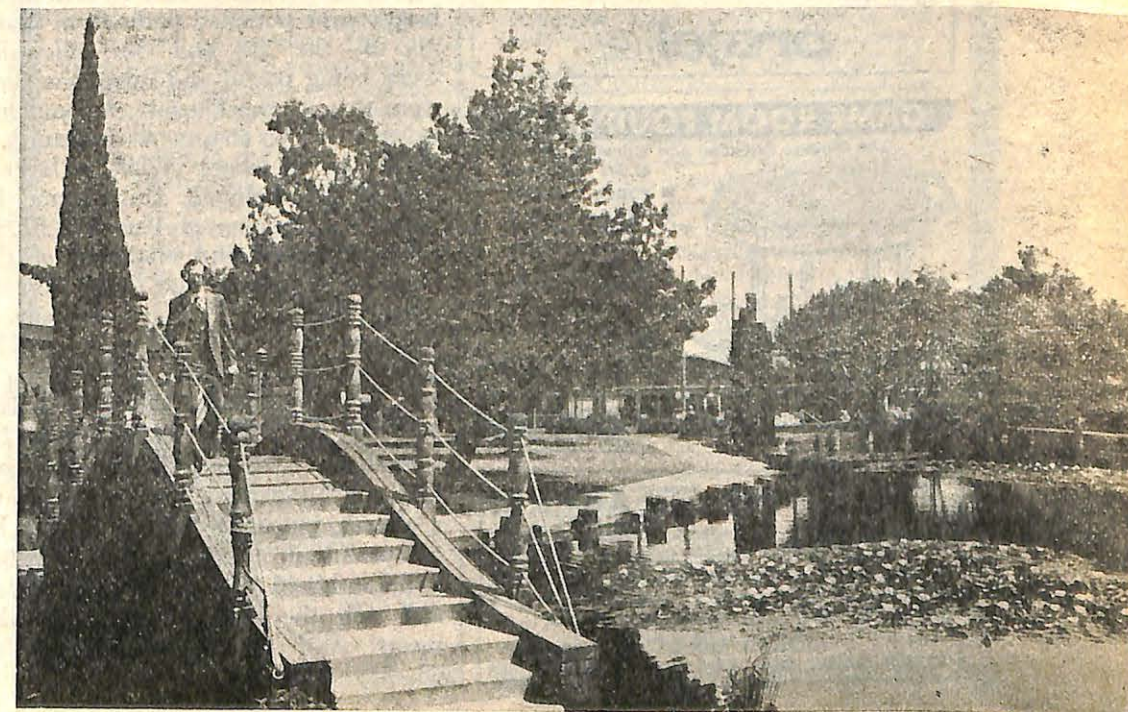
To give you an idea of the size of this golfer's Shangri-La, workmen sow 120 tons of rye seed a year to keep it all from browning out. What's more, it takes the talent of 54 gardeners and greenskeepers to keep it all properly manicured. The Wigwam's owner, the Goodyear Tire & Rubber Co., bought the site in 1917 for the growing of cotton needed in the manufacture of tires. Two thousand workers were recruited and 1,300 mules were rounded up to clear the land. Soon, a company town took shape. Goodyear built

homes, schools and shops. At the same time a palatial plantation house was created for visiting executives. As more and more execs arrived, rooms were added. First one and then another building took shape, until finally Goodyear found itself in the resort business. By 1929, its first golf course had been spread across the desert. A second 18 holes were added by 1941 and a third in 1974 for a total of 54 holes. One, the Gold, is touted among the 100 best sets of links in the world. Besides this, it's gained the reputation as the toughest course in all Arizona.

While Robert F. (Red) Lawrence and Robert Trent Jones were busy laying out the golf courses, others built stables, dug a swimming pool and prepared the tennis courts. Few resorts in the United States provide the calm of The Wigwam. If you like your holidays lively, then try another place. Guests of The Wigwam come to rest the nerves, soak up sunshine and sit before the fireplace (each casa has one), meditating and sniffing the smoke of juniper logs. Once a week they toddle off on horseback to Sunset Point. And if they don't ride, they follow aboard a stagecoach behind those who do.

This isn't to give the impression that The Wigwam is a dude ranch. The Wigwam is Arizona's answer to Caneel Bay in the Caribbean, Hawaii's Kapalua and Colorado's Broadmoor. Quiet elegance is the test of time, and The Wig-

An exotic drink and a touch of Polynesia await at Vacation Village in San Diego.



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SUNSHINE RESORTS

wam has passed the test with honors. Its longest staying guests, a couple from Illinois, settle in each year at Christmastime and remain until after Easter. While The Wigwam welcomes executives, it's not particularly impressed with celebrities. Says head honcho Reade Whitwell: "We don't want a bunch of teeny-boppers hanging on the gate, hoping to get a glimpse of Robert Redford." And face it, The Wigwam would probably bore Hollywood's crowd silly.

The Wigwam's guests prefer to stroll beneath the palms and ornamental orange trees, while filling their souls with those Arizona sunsets. Goodyear's Wigwam is not, after all, just *another* resort. It harks back to a period of graceful living. So where else do you jot down your own dinner order while the waiter stands patiently by? And how many resorts these days hire on a roll boy and a relish girl? Not many. It's strictly a coat-and-tie affair each evening after 6. And if you're wondering how toney the place really is, well, they even bury their trash cans below ground. It's an aesthetic touch. They sink them in at sidewalk level to await the trash collector on his appointed rounds. The same rule applies to the trash cans and utilities of Litchfield Park's 3,000 homeowners. Everything goes underground. Power lines. Telephone lines. The works.

Land that sold 60 years ago for as little as \$25 an acre brings up to \$50,000 today, this for a lot facing the fairways. In the beginning, vacationers came to escape the freezing temperatures of Minnesota, Illinois, Colorado and Missouri. They came by horse and buggy over potholed paths from Phoenix. By the '20s and '30s, sidewalks were being paved and telephone lines were strung from Phoenix. A community was taking shape. A drugstore, a bank and a school. What it lacked, though, was a church. This became the personal campaign of Paul W. Litchfield, president and chairman of the board of Goodyear, and the person for whom Litchfield Park was named. At the same time, the manager of The Wigwam sought permission to open a bar. His guests were thirsty and The Wigwam was dry. Litchfield fussed. He fumed. He swore by all that was holy that the burgeoning town would have a church, but not a bar. In the end he compromised. The Wigwam got its bar and Litchfield got his church. Its bell still tolls the hour for guests of the resort. And the bar? It pours for whom the bell tolls. ■



G.E.R. "Star" Awards

Lodge secretaries will present "Star" seals, which will be distributed by the Grand Secretary's office, for membership cards. Lodge secretaries will request the "Star" lapel pins from their Grand Lodge Activities Committee Member. (Refer to the list of Lodge Activities Committee of Grand Lodge members for 1980-1981.) A form will be furnished to Lodge secretaries for use in requesting the lapel pins.

Presentation of "Star" lapel pins to members should be made at a well publicized Lodge meeting to assure maximum attendance and proper appreciation for the extra effort expended to achieve this honor.

Qualifications for "Star" Awards are as follows:

For Members

"Star" Seal for his card for:

- (A) Proposing one new member; or
- (B) Procuring one reinstatement; or
- (C) Passing the Officers Training Course; or
- (D) Providing one National Foundation Participating Member, or National Service Committee membership with a record of continuous service.

"Star" Lapel Pin for:

- (A) Proposing 3 new members (including reinstatements); or
- (B) Proposing 2 new members and providing a National Foundation Participating Member; or
- (C) Proposing 1 new member and 2 National Foundation Participating Members; or
- (D) Proposing 2 new members and record of participation in National Service Committee activities; or
- (E) Designation as Elk Of The Year—Issued by the Grand Secretary.

We ask each Lodge secretary to check his records and submit the names of those who qualify as soon as possible.

Let us reward their "Extra Effort" as we "Reach Out With Elkdome."

Richard J. Stropes, Chairman
GL Lodge Activities Committee



1981: Better Times?

(Continued from page 23)

lack of a national housing policy on the part of whichever administration is in power and the obvious lack of affordable housing for the huge demand that already exists is certainly a concern, too." Housing starts are simply not keeping up with the demand, he continues. "Once Americans start buying again, the available supply of homes will be snapped up, causing prices on existing homes to increase to even higher levels. S&L executives are concerned about getting the saver back into their buildings. Their saving deposits are necessary if S&L is to remain in the mortgage lending business. This is why for one of a number of reasons, that the Bank Board gave Savings and Loan establishments new asset powers in the hope that they can bring in new business through other means, rather than just savings."

What will be the most serious issues facing small business proprietors in the months ahead?

"While government spending and interference are most often blamed for our less than ideal conditions," says Emery, "they are also the most convenient scapegoats. Reduced productivity, in my opinion, has substantially contributed to our declining ability to compete. Public confidence is also important . . . there has to be confidence that government will cope with inflation and that our business community will be able to modernize and increase productivity."

Reagan's presidency, McCully maintains, is an important factor. "With the Republicans in office, I would predict a more favorable attitude toward small business . . . more de-regulation is a possibility, less government involvement, a pulling back from stringent regulations of OSHA, ERISA and the many other sectors of the bureaucracy. These actions would provide a more favorable climate for business which could, in turn, create an improved economy."

The major question about Ronald Reagan, Prof. Avery believes, is how close he adheres to conservative economic views. "In any event, I don't expect real economic change during the first six months. There are too many long term lags for a president to change the major thrust of the economy quickly. It is possible that investors will take the Reagan election as a signal of a lower inflation rate and reduced government spending. This might spur long term investment spending and also reduce inflation component of long term bond rates."

Friedman lays the nation's inflation troubles on the Federal Reserve's doorstep. "Inflation is caused in Washington by the government and nowhere else. The talk that inflation is caused by the oil problem is an excuse and not a reason. The Fed has the authority and capability to slow the quantity of money," he insists. "The solution is the Fed's behavior."

Yet, while economists offer somber assessments and analysts won't take bets on Reagan's ability to turn the economic climate to prosperity, business leaders around the country haven't lost their enthusiasm for better days and

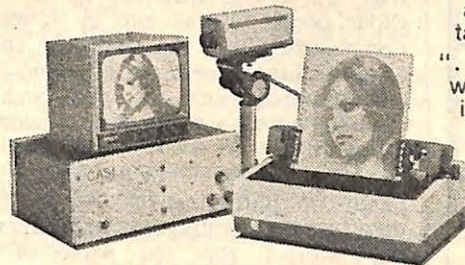
the power of positive thinking. The Conference Board, a business research group, took a survey of 1,600 chief executives throughout the country recently and discovered that while no one is buoyant about the future, confidence in the future of the economy is the best it's been in two years.

Nor have proprietors' spirits wavered. A Heller-Roper Small Business Poll noted that there was renewed optimism toward the final days of 1980. Forty-five percent of those surveyed expected sales to be higher this year. That's seven percent higher than those polled on the same subject six months earlier. ■

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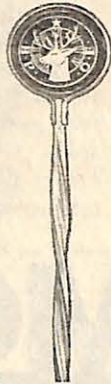
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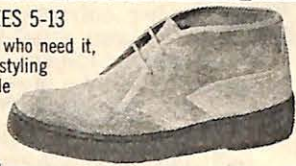
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IT'S YOUR BUSINESS

FEAR OF CRIME

Are we over-reacting to the fear of crime?

That discussion came up, believe it or not, during a pre-election campaign in New York last October.

The question shocked many who heard it. Few people over 40 could believe that anyone would suggest that crime should be put on the backburner during the campaign. Yet, some actually believed that crime was distorted as an issue. Older people, I was told by a youthful campaigner, have the view that vandals and marijuana users are offenders along with criminals such as rapists and murderers, and as a result, fear of crime is exaggerated.

The argument didn't get beyond campaign committee talk because the candidate had the common sense to know that the subject was too explosive. The question remained, however.

The irony is that while the economy, the hostages and national defense dominated many national and district elections, few candidates focused on a report issued in late September that gave every campaigner ample evidence that the public was, and is, most concerned about crime.

The Figgie Report on the Fear of Crime, sponsored by A-T-O Inc., discovered that 40 percent of a national random telephone survey are highly fearful that they will be victims of violent crime, and 25 percent fear going to familiar neighborhood places because of their uneasiness about possible assault.

"Fear of crime is slowly paralyzing American society," says Dr. John Crothers, director of research for Research and Forecasts Inc., which compiled and analyzed the data. "Yet, for all the problems confronting the nation, this fear is perhaps the least appreciated and the most dimly understood." Americans, he concluded, "have today become afraid of one another."

What was the purpose of the report? According to A-T-O Executive Officer Harry E. Figgie Jr., the project was started with the feeling that "telling the truth about how fear of crime has affected our lives may awaken the public to the urgent need to do something about it."

You don't have to look far for evidence to support Figgie's comment. You don't even have to fear crime to know that it belongs up there with inflation as the country's number one dilemma. Media

bombard us with assorted facts about crime each month. An Associated Press story some months ago, for example, noted that a study documented that each time a teenager takes a \$2 lipstick from the five and dime store, the retailer writes off the loss to the consumer and the bill is currently \$200 a year per household and rising.

"We are subsidizing shoplifting," says Dan Robertson, director of marketing at Georgia State. Part of the reason is that we aren't taking such crime seriously. Retailers believe that two-thirds of the shoplifters who are caught are juveniles and such crime, for lack of a concerted effort to stop it, will increase.

Of the juveniles arrested and interviewed for the study, 35 percent said they lifted items "because they did not have the money." Twenty-seven percent did it on a dare and another 27 percent said it was done "for kicks."

"Almost half told us they have shoplifted, and six out of seven who told us they shoplifted indicated they were not caught," Robertson continued.

But that's only the tip of the iceberg really. A recent study by United Security Systems based upon 341 retail businesses showed that pilferage forced 40 percent of the companies—primarily supermarkets and convenience stores—to adopt radical security measures in order for them to survive financially. Other stores surveyed said they had been forced to the brink and were considering selling out.

The overwhelming number of those questioned in the Figgie Report worried understandably about violent crime, but what about formless fear of loss of physical property that can, and possibly will, drive more and more American small business persons from their livelihoods?

It's just as real and frightening as the concern over violence for the estimated 10.5 million small businesses and the welfare of more than 100 million workers who directly or indirectly work for them.

Government figures reveal that approximately 4 million shoplifters are caught each year, but statistics indicate that a thief is caught in only one of 35 incidents. The *Journal of Insurance* reports that more than 140 million shoplifting incidents take place every 12 months, and the thefts are committed by

(Continued on page 30)

Annie Oakley

(Continued from page 8)

steads; the bad men were dead or living relics. But the memories of this Frontier were so vivid that people flocked by the thousands to see play-acted Wild West Shows.

Annie Oakley had always been a top drawing card for many circuses of which the Wild West Shows were more or less offshoots. During 1884, Annie was playing with a circus in New Orleans. Buffalo Bill's Wild West Show happened to be a rival attraction in the city. Frank and Annie had friends among its performers and began visiting with them.

Something entirely natural followed in the odd destiny of the Ohio country girl. What greater attraction for a Wild West Show than the greatest female shot in the country. Particularly if she were matched with Chief Sitting Bull, now a member of Buffalo Bill's entourage.

So reasoned that astute showman, Buffalo Bill, otherwise known as Colonel William F. Cody. His partner and business manager, Nate Salisbury, agreed. Annie's mate and agent, Frank Butler, gladly yielding her the limelight, also agreed.

Annie and Frank joined the Buffalo Bill Show at Louisville, Kentucky, during the latter part of 1884. Soon, except for gaudy Buffalo Bill himself, she was the star attraction of every performance.

Hundreds of thousands of paying customers flocked to the show at every stop, drawn by Annie Oakley. They were as charmed by Annie's graciousness as they were awed by her mastery of firearms.

Long before the day of the movie queens, Annie Oakley became America's sweetheart. Babies were named for her; her picture appeared on little cards handed out as advertisements by manufacturers of candy and tobacco and chewing gum.

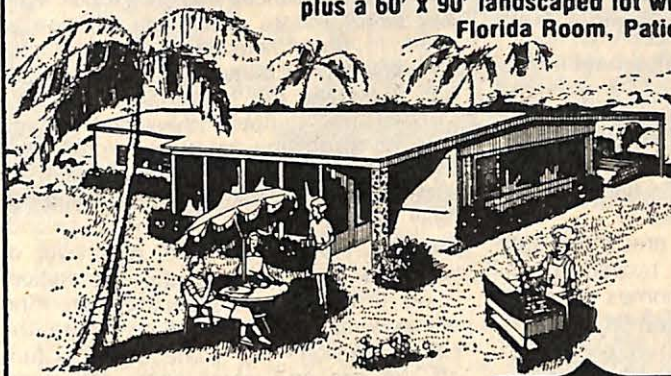
Women lost some of their innate fear of guns when they saw her handle weapons as casually and safely as they wielded brooms. Other girls began trying their luck with targets. Over the years, many markswomen would arise in America. Annie Oakley blazed the trail for all of them.

Yet, none of the people who admired Annie so much in her performance realized the secret always eating at her soul—her aversion to using the gun for killing—especially the killing of animals. Stories, unverified, assert that she made anonymous contributions to humane societies and other groups which tried to stem the destruction of animals. Still

(Continued on page 31)

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You and Retirement

(Continued from page 10)

policies as you clean out your files; they may, even if they've been allowed to lapse, retain some cash benefits.

Review your medical insurance carefully, too, especially if you're covered under an employer's group plan. How much time will your survivor have to convert to individual coverage? Will conversion be the best bet? Or should alternative plans be considered?

Take a look at your will and make sure it's up to date. If you've moved to another state, if you own homes in more than one state, or if family circumstances have changed, it may mean that your will should be changed as well.

Don't stop now. Use this review day to share other information your spouse will need in the days ahead.

One of you, after all, understands the workings of the lawnmower. One of you

knows where the key to the safe deposit box is kept. One of you knows which appliance repairman can be counted on to come when the washing machine fails. One of you balances the checkbook each and every month. There's a division of labor in most households, an assumption of responsibility for all the details that make life run smoothly.

What will happen when one of you dies? Beyond the grief and loneliness, beyond the necessary paperwork, will the survivor also have to cope with all those daily details? Now is the time to smooth the way. Now is the time, whichever of you does what, to share the information.

Go through the house together. Find out how appliances function, where the circuit breakers are located, how to turn off the gas and water lines. Ask questions. How often must the furnace filters be cleaned? Is there a maintenance schedule for the car? a service contract on the air conditioners? Must a lint filter on the clothes dryer be removed and cleaned

after every cycle? Where are coats stored for the summer?

Swap jobs, too, so you'll get the actual feel of what your spouse does. Make the morning coffee, if you've never done so, and you'll see which part of the coffee-maker gets the water, which the coffee. Take the car to be washed, or wash it yourself. Pay the bills, balance the checkbook, and keep a record of stock dividends.

Being prepared will pay off. You'll reap a greater sense of togetherness today, peace of mind in the days ahead. For more information write:

© *The Days Ahead*, a pamphlet available for 25¢ from the Film Librarian, Aetna Life & Casualty, 151 Farmington Ave., Hartford, CT 06156.

© *Your Retirement Widowhood Guide*, available free (single copies only) from the American Assn. of Retired Persons, P.O. Box 2240, Long Beach, CA 90801. ■

National Patriotism Week

When Lori Cox was 15 years old and a junior at the Coronado High School in Scottsdale, AZ, she had a profound devotion to the flag of the United States. When she expressed her feelings to the school principal, Lori and her classmates were denied the right to Pledge Allegiance to our Flag. This occurred on June 14, 1974. Since that day, and for over six years, Lori has single-handedly waged a battle on behalf of patriotism and the right of American students to express their feelings about their country in the school environment.

A year later, Lori succeeded in having the Arizona state law changed to permit the Pledge of Allegiance during classtime. Unfortunately, and to her amazement, many students rebelled. At that time it seemed to be very popular to be anti-everything.

However, the rebellious students gave her an idea. When it came down to the facts, Lori felt that the students had no true understanding of what our American symbols represent. This revelation led to her drive for a "National Patriotism Week," a period devoted to learning about our country and to developing an appreciation for it.

With the assistance of President Ford, Lori succeeded in having Congressman John Rhodes and Senator Barry Goldwater introduce legislation for a National Patriotism Week. Lori toured the country, inspiring millions of Americans with her idea; and she was successful in gaining the willingness of many congressmen and senators to co-sponsor the bill.

The Order of Elks, being the first national organization to adopt her program, supported Lori in her efforts to accomplish her goal. The bill was passed and signed by President Carter on September 29, 1980.

National Patriotism Week, starting on February 16, 1981, will be especially appreciated by all Elks and their families. By coincidence, on this day we will be celebrating the legal holiday birthday of our first President, George Washington, as well as the birthday of the fraternal Order of Elks.

Yubi G. Separovich, Chairman
GL Government Relations Committee

It's Your Business

(Continued from page 28)

such ordinary folks as grandmothers, housewives and businessmen as well as teenagers.

Car theft, furthermore, has grown about as rapidly as shoplifting. According to a State Farm Insurance *Backgrounder*, such crime is rampant. "The theft total has hovered around one million since 1974 and surpassed that mark in 1975 and 1979 when it climbed to 1.1 million. Auto theft represents nearly one out of every 10 crimes reported in the country," State Farm says.

The crime costs the public \$4 billion a year, said Sen. Charles H. Percy, Illinois, in 1979 Senate hearings on proposed anti-theft legislation he is sponsoring. Insurance companies are picking up \$3 billion of the losses in claim payments and expenses, he said.

Why is such theft taken lightly?

The comment that insurance agents and law enforcement officials frequently hear is that insurance pays for stolen cars and only the insurers get hurt. The attitude is that big business can take the loss.

The answer, however, is totally different. "The people who buy insurance foot the bill for the theft losses," says the State Farm report. "Insurers pay claims from premiums they collect, and most adjust their rates to reflect losses."

Paul L. Gilliland, president of the National Automobile Theft Bureau, believes the average individual can take action because nearly half of all auto theft attempts are committed by amateurs.

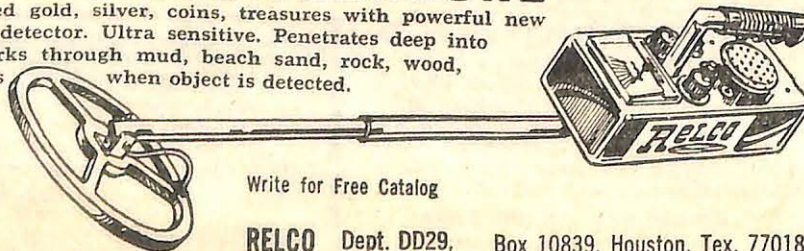
Is there a solution?

If politicians and judges follow the advice of those interviewed by Figgie Report callers, the answer is quite clear. The study noted that the public wants punitive measures taken against offenders. What's more, 84 percent of those queried have high confidence in the police and more than half would be willing to pay higher local taxes in order to provide more money for police protection.

That's not overreacting; that's merely common sense! ■

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Annie Oakley

(Continued from page 29)

another legend says that she would never eat turkey meat but found polite excuses to decline when it was offered her.

In the Buffalo Bill Show, her closest friend was the man who had never killed animals for sheer sport, but only for the necessities they provided. That man was Chief Sitting Bull.

Originally, they were to have been contending performers in the matches intended to swell the box office receipts. The plan fizzled since, all the stories to the contrary, the old chief was not very handy with a gun.

As it was, Sitting Bull, the fabled Sioux warrior, proved to be a pathetic figure in this whole stunt ensemble of Buffalo Bill. The food of the cook tent wreaked havoc with his stomach which was used to tribal cuisine. Trying to accept the white man's way, he learned to read and write just a little. Audiences lamenting Custer would often jeer at him as he made his entrance into the arena.

But Annie's kindness toward the beaten old man kept him with the show. She sensed how he felt about being an entertainer for palefaces, parodying the epic battles he'd fought to save his people, accepting the ignominious role only because it meant money that he could send back to help feed them. Annie knew how it felt to have a hungry family on one's hands.

Anybody in the show who treated Sitting Bull disrespectfully got a tongue lashing from Annie. The Chief made her a full adopted member of the broken Sioux Nation and spoke of her as "my blood sister, Little Miss Sure Shot."

Next to Frank Butler, Sitting Bull probably understood more than anyone else Annie's aversion to killing animals. He had witnessed a few years earlier the wholesale destruction of buffalo on which his people depended for their very life. From the wings of the big tent, he watched her shoot, every day. And every day, Little Miss Sure Shot managed some time for him.

Meantime, Annie had worked out astonishing new acts with Frank Butler's help. She would stand in the arena with her gun shattering glass balls thrown from every direction, never missing a ball nor a turn. Holding her guns backwards over her shoulders she would shoot, hitting targets easily. Often she would drop her rifle to the sawdust, throw a couple of balls into the air, then pick up the weapon and shatter both balls before they could fall.

In the spring of 1887, the Buffalo Bill Show sailed on the steamer *State*

(Continued on page 34)

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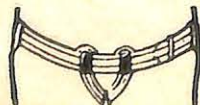
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MEDICINE & YOU

by Larry Holden



NEW DISCOVERIES

⊙ A natural substance that's produced by the human kidneys is being touted by some medical researchers as the miracle drug of the decade. The substance—L-carnitine—has already been credited with spectacular life-saving victories.

"Benefits from L-carnitine range from helpful to life-saving," notes Dr. W. K. Engel at the National Institute of Neurological and Communicative Disorders in Bethesda, Maryland. European researchers working with the substance report that L-carnitine has cured uremia, decreased blood cholesterol and was useful in the treatment of heart ailments. They even found it worked better than insulin in diabetic animals.

L-carnitine has been used successfully in curing two muscular diseases. It completely cured a 23-year-old woman of a muscular disorder that brought her close to death. Kept alive by a respirator, she made a remarkable recovery after taking L-carnitine. She is now in good health—and she plans to have a baby soon. The substance also helped a 15-year-old boy who had been crippled for a year and a half by a severe muscle weakness. The boy can now walk, run and climb stairs again.

⊙ A team of New York scientists have discovered an incredible bacteria that speeds the healing of wounds by an amazing 300 percent—and the discovery was a medical accident! While testing a new type of electrically heated scalpel, the scientists placed several kinds of bacteria onto wounds made in laboratory animals. The tests were to determine if the new scalpel increased the risk of infection. The team members were stunned to find out that one type of bacterium—found in the nose and throat areas of humans—actually speeded up the healing process.

"An increase in the rate of normal wound healing of this magnitude has not been reported for any nutrient, drug or other chemical," states Dr. Stanley M. Levenson, one of the discoverers of the bacteria's unusual capabilities. Dr. Levenson and his colleagues at the Albert Einstein College of Medicine in the Bronx, Dr. John Molnor, Charles Gruber, Dorine Gruber and Dr. Eli Siefert, made the breakthrough discovery.

By speeding the healing process in humans, the recuperation time required after surgery and accidents could be dramatically reduced. Dr. Levenson points

out that the next step is to isolate whatever it is in the bacteria that accelerates the healing process and then test it on humans.

⊙ New use of a brain hormone has succeeded where morphine and other drugs have failed—in eliminating the excruciating pain of cancer sufferers. Just a single spinal injection of the hormone, beta-endorphin, provides patients with fast relief from cancer-caused pain.

"It's a breakthrough!" declares Dr. Nicholas Ling, who refined the drug at the famed Salk Institute for Biological Studies in La Jolla, California. In Japan, where the drug was tested on 14 cancer patients, "all showed incredible freedom from pain," notes Dr. Ling. "The 14 had unmanageable pain that other drugs had not completely suppressed." The pain was so bad the patients couldn't sleep, but beta-endorphin relieved the pain so quickly that most fell sound asleep.

"Beta-endorphin is much better than morphine or any of the narcotic drugs because they produce relief for only four or five hours—and then it is not complete relief," explains Dr. Ling. In the Japanese experiment, the pain relief from a single spinal injection of beta-endorphin ranged from 22 hours to an unbelievable 73 hours.

Tests on humans are continuing in Japan. The first tests on humans in the U.S. "could begin within a year," according to Dr. Ling.

Note: This drug is still in the experimental stage and not available to the public.

⊙ A tiny valve implanted into the eye of a glaucoma patient is making sight-saving history. The valve can stave off blindness by siphoning off the fluid that builds up sight-destroying pressure.

Dr. Theodore Krupin of the University of Washington School of Medicine in Seattle is a pioneer in the new technique. Dr. Krupin reports that the valve implant was successful in 68 percent of some 40 patients ranging in age from 19 to 68. All of the patients suffered from advanced glaucoma that resisted every other type of medical treatments.

⊙ If you became ill during this just-passed Yuletide season, your Christmas tree could be the culprit. It's been determined that many people are allergic to the mountain cedar, a member of the juniper family and a native to numerous southwestern states.

Dr. Timothy Sullivan, head of the Allergy Division of the Department of Internal Medicine at the University of Texas Southwestern Medical School in Dallas, is a prime researcher into the materials in mountain cedar that provoke allergic reactions. Allergic reactions to mountain cedar usually follow the classic symptoms of hay fever—redness, itching, burning and watering of the eyes, and most often a runny nose. Some people have eye and nose involvement, plus asthma. Some only have asthma as a response. Reactions range from mild to severe, with a rare occurrence of death from asthma.

Dr. Sullivan is investigating why so many people are allergic to mountain cedar and why reactions can be so intense. Our bodies' immune systems are constantly being bombarded by pollen, dust, mold spores and animal danders. Normally, our immune systems will not react. "Pine pollen, for example, is in the air a lot, but practically no one is allergic to it," says Dr. Sullivan. But the noted medical researcher states that a significant number of people are allergic to mountain cedar. So, he explains, there's something about mountain cedar that provokes people's immune systems.

The mountain cedar allergy problem is not limited to those individuals who happen to use the tree at Christmas. During the months of December and January, and sometimes lasting into the spring, pollen from the male trees can be carried for miles. ■

Departed Brothers

PAST DISTRICT DEPUTY Harvey R. Pearson of Moline, IL, Lodge died December 12, 1980. Brother Pearson served as District Deputy Grand Exalted Ruler for the Northwest District of Illinois in 1968-69.

PAST DISTRICT DEPUTY John Stavast of Pueblo, CO, Lodge died October 26, 1980. Brother Stavast served as District Deputy Grand Exalted Ruler for the South District of Colorado in 1953-54.

PAST DISTRICT DEPUTY James "Bud" Winger of Mason City, IA, Lodge died November 1, 1980. Brother Winger served as District Deputy Grand Exalted Ruler for the Southeast District of Iowa in 1940-41.

PAST DISTRICT DEPUTY M. Wendell Caister of Saginaw, MI, Lodge died November 28, 1980. Brother Caister served as District Deputy Grand Exalted Ruler for the East Central District of Michigan in 1956-57.

PAST DISTRICT DEPUTY I. Joseph Camilli of Hawthorne, CA, Lodge died September 15, 1980. The news of his passing reached this magazine only recently. In 1975-76, Brother Camilli served as District Deputy Grand Exalted Ruler for the South Central Coast District of California.

Exalted Rulers 1981-82 Committee Appointments

As the incoming Exalted Ruler of your Lodge, you will have to appoint several committees who will determine the success of your year as Exalted Ruler. These appointments must be made at the next regular session after your installation, so it is important that you begin as soon as possible to consider the brothers you will select to help you. Be sure to contact each one personally before you make him a member of any committee and secure from him his consent and interest so you will have functioning committees. Try to involve brothers who do not hold office. The officers all have their own responsibilities, and additional committee membership becomes a burden. It also deprives the Lodge of the services of other members who could become potential officers in the Lodge through service to the Order. Discuss the committees with your officers and ask them for their suggestions, as they may know of brothers whom you do not think of as committeemen. Listen to all suggestions.

The Auditing Committee has the responsibility of selecting a public accountant to audit all financial records of the Lodge.

The Visiting Committee is a most important means of keeping members. When one is ill, a visit from a member of the committee serves to keep him aware of his Lodge and its interest in him personally.

The Relief Committee is designated by Grand Lodge Statute and consists of the four chair officers, the secretary, and the treasurer.

The Social and Community Welfare Committee is important in carrying out the work of the Lodge in the community. It reports at each meeting and should keep the Lodge image before the public in community activities.

The Lapsation Committee assists the secretary in keeping dues of members current. It reports on delinquents at the first meeting of each month. Again, personal contact by these committeemen can often save members who otherwise might be lost through mail contact only.

The Youth Activities Committee is important in that many future members of the Order may first learn about Elkdom through participation in some of the programs sponsored by the committee. It has the responsibility for carrying out Grand Lodge programs for youth at the local level.

The Committee on Indoctrination is charged with setting up meetings at which candidates and their families are given the big picture of Elkdom. Unless the wives and families of Elks know and are enthusiastic about the programs, little support for them can be expected from the new members. The members of this committee should carefully prepare the sessions they conduct.

The Americanism Committee is often regarded as a no-work committee, but here is an opportunity for the Lodge to gain recognition through the work it does. Welcoming newly made citizens and sponsoring special programs to honor those who contribute to the glory of our country are ways this committee can add to the success of the Lodge year.

The Membership Committee is foremost, because without new members a Lodge will die. The members of this committee should be selected because they have wide contacts throughout the community and can judge those men who should become Elks.

The Memorial Day Committee has one task—to provide for suitable services on the first Sunday in December to honor those brothers who have died since the last Memorial Service. It must provide for contact with the families of the departed and see that all are informed of and invited to attend the services.

The Flag Day Committee is another one with limited responsibility—to see that the Lodge has a suitable Flag Day ceremony.

The National Service Committee supports one of the important programs of the Grand Lodge. It has responsibility for the Lodge's activities for veterans. It should also become involved in Veterans Day programs.

The Investigation Committee is essential to screen candidates, thus making sure they will become good Elks among us.

The great heart of Elkdom is the National Foundation, and the **National Foundation Committee** is charged with the responsibility for getting new Foundation members and otherwise obtaining contributions to the Foundation from the local Lodge.

Your Lodge may have other committees which you have to appoint. Be sure that you personally contact everyone you appoint and that they are ready, willing and able to support you and the lodge; and above all, that they know what they are supposed to do for you.

William F. Dobberstein, Member
GL Lodge Activities Committee

Annie Oakley

(Continued from page 31)

of Nebraska to England. There it drew such a rave response that the owners staged a command performance before Queen Victoria who was celebrating her Jubilee—the 50th year of her reign. Afterwards, the show toured Europe triumphantly. Annie Oakley found herself charming royalty as she'd charmed Americans back home.

At the end of the London engagement, Annie and Frank went on their own for a time. They settled in Manchester where she gave individual target exhibitions. Then they joined Pawnee Bill's Wild West Show and made a spectacular jaunt across America with it.

But Buffalo Bill was their closest friend, not his rival Pawnee Bill, though the two later merged their shows. When Buffalo Bill returned to the United States, the Butlers signed on again with him, this time for a continental tour of Europe.

The year was 1889. British theatrical performers had copied costumes of the colorful American girl. During a six-month period, the show took Europe by storm. Audiences in France, Spain,

Austria, Italy and Germany had never seen anything like the simulated cattle stampedes and Indian raids, the realistically staged prairie fire, the blood-curdling performances of the Custer Massacre, and Annie Oakley's shooting.

During an engagement in Barcelona, Spain, an influenza epidemic broke out. Annie suffered a slight infection. Her semi-hallucination was heightened by the minor physical illness. Her emotional condition became further aggravated after Sitting Bull, who had left the show, was murdered by reservation police on a false accusation of instigating the Ghost Dance Rebellion.

She managed to carry on, sometimes trembling on a dizzy precipice but, thanks to her understanding husband, never quite tumbling over.

Annie started presenting to her friends tin plates riddled with holes from her rifle. These plates were good for complimentary admission to the show. Soon, complimentary tickets to any event came to be known as Annie Oakley's and the phrase has slipped into our American slang.

Buffalo Bill's fortunes began falling while Annie's kept rising. When she wasn't performing for him, she was in demand by theaters all over the country. But her body began shaking with

chills from the nightmares about guns and dead animals. Eminent neurologists could offer her little relief.

At the age of 39 in 1899, her face was lined like that of a much older woman. Frank Butler saw that his wife's professional career was reaching its end. Two years later, the show train collided with a freight train in Washington. Although Annie's injuries were minor, Frank took this as the cue to withdraw her from the hard grind of the arena.

He took her on a long vacation trip, then helped her adjust to the tamer routine of private life. Annie recovered physically.

The two graying celebrities settled down in Annie's native Ohio. It is said that Buffalo Bill visited them frequently before his death in 1917. Because of her association with him, we think of Annie as being a Far Westerner rather than the Midwesterner she actually was.

Annie died at the home of a relative in Greenville, Ohio, on November 24th, 1926, at the age of 66. Frank, much older, lived but a few months afterward.

Each was cremated, and buried with their ashes was Annie Oakley Butler's torment. ■



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Brother Carl Occhiato (center) of Pueblo, CO, Lodge is congratulated for his fourth \$1,000 contribution to the Elks National Foundation by National Foundation Chm. Frank Rebar. Looking on are ER Randy Workman (right) and Esq. Ray Pearl.

Brother Robert Shore (center) receives an Honorary Founder's Certificate from ER David Olson of Lexington, MA, Lodge, as Esq. Robert Brothwell looks on. Brother Shore is the lodge's first \$1,000 donor.



At Phoenix, AZ, Lodge, Brother Paul Brewer (right) presents to PER John O'Neal (left), chm., National Foundation Committee; and Est. Lead. Kt. Richard Rohrbacher, a check for the purchase of an Honorary Founder's Certificate in memory of his wife, Della Brewer.



On Tour With H. Foster Sears



GER H. Foster Sears (center) attended the dedication of the new lodge building at Louisiana, MO. Other dignitaries present were (from left) ER John Weeks, Rule Campbell; VP Bernie Waters; SP Mel Carpenter; PGER Edward McCabe; Don Nemitz, Justice, Grand Forum; SDGER Paul Sibley; and Al Humphrey, member, GL Youth Activities Committee.



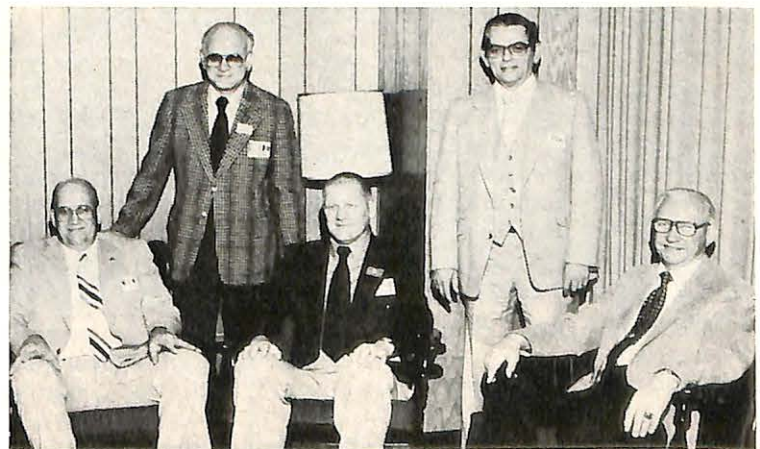
On his way to a dinner-dance at Pottstown, PA, GER H. Foster Sears was welcomed by the Pottstown Drill Team and numerous Elks dignitaries. From left are (first row) Past Grand Trustee A. Lewis Heisey, GER Sears, ER Richard Shenk, and SP Harold Sweeney; (second row) DDGER John Riggs, Chap. Spencer Lessig, and PSP Earl Case.



When GER H. Foster Sears (second from right) made his official visit to Rhode Island, he was greeted by (from left) SDGER Fred Quattromani, Grand Trustee Alfred Mattei and PDD Gene Gilligan.



At Fairfield, IA, GER H. Foster Sears (second from right) and his wife Marguerite (second from left) were presented with mementos of their visit by ER Frank Booth and his wife Patsy.



GER H. Foster Sears (right) relaxes during a visit to Johnstown, PA, Lodge. Also pictured are (from left) ER James Covalt, PSP and GL Committeeman Robert Mitchell, DDGER Charles Griffith, and SP Harold Sweeney.

NEWS OF THE LODGES

(Continued from page 16)



WASHINGTON, DC. Fred Hoffman, a member of Dearborn, MI, Lodge, met President and Mrs. Jimmy Carter at a White House reception. Brother Hoffman, a Dearborn city official, was a delegate to the 1980 Democratic National Convention and was extremely active in Mr. Carter's political efforts last year in his bid for reelection.



MESQUITE, TX. James O'Connell (left) of Austin, TX, Lodge, placed first in Inner Guard competition during the Texas Elks State Association Ritualistic Contest held in Mesquite. Brother O'Connell had been an Elk for four months and an Inner Guard for only two weeks prior to the contest. Presenting the award was Carroll Anderson, contest judge.



GALESBURG, IL. At the invitation of the Knox County Central Patriotic Committee, Galesburg Lodge participated in Veterans Day ceremonies. During the sounding of taps, ER William Arthur (left) and Veterans Service Chm. Kenneth Saul placed a wreath at the monument dedicated to veterans of all wars.

NORFOLK, NE. Lodge held its eighth Elks Youth Horse Show. Ninety-five horses and riders competed in 12 events. Pictured is Pam Huntley, daughter of PER Robert Huntley, winner of the English Pleasure class.



SHREVEPORT, LA. Lodge has a new lodge building, complete with a swimming pool and family center. Dedication ceremonies were attended by PGERs Willis McDonald and E. Gene Fournace.

DOLTON, IL. The local lodge held its annual Blood Drive, with 121 members each donating a pint of blood for the use of hospitalized veterans. In photo ER Lawrence O'Bryan receives a pin for his donation of one gallon of blood over a five-year period. At left is Samuel De Cero, Veterans Chm. of the Illinois Elks Association, and at right is lodge Veterans Chm. James Ciambone, who started the drives in 1975.



When the worst drought in 44 years hit Oklahoma, an old well driller found a new way to cash in on. . .

BACKYARD WATER WELLS

BILL HARRINGTON

I've been drilling water wells in Oklahoma for about 15 years.

When I first saw the ad that claims a man can drill his own water well with a Hydra-Drill, I was extremely skeptical. I thought to myself — how can that be? That's impossible. It takes a big engine, it takes a big rig to drill a water well. But my curiosity kept nagging me, so I sent off for the information.

My daughter's boyfriend is a well driller over in Arizona. I showed him the Hydra-Drill literature. His first reaction was "I don't believe it. I don't believe a 3 hp. drill can do the same thing my 100 hp. drill does." But the more I studied it, the more it sounded like a good idea.

A WATER SHORTAGE

Another thing on my mind was the drought. We're having the worst drought here since the dustbowl days back in the '30s. A lot of towns around here all the way over to Tulsa are running short of water, and some of them have started water rationing. It's very hard on a lot of people, but business is good for well drillers. I'd been thinking about buying another drill and putting my son Robert in business. He's 18 years old, and he'd never worked on a drill before. I decided he could learn with a Hydra-Drill.

EASY SET UP

Now when I started out in the drilling business 15 years ago, I had a big drill that just about worked me to death. Later, I got a rotary drill. It was easier to operate, but it took a day and a half to set up and drill a well in this area. You can't imagine how I felt when they delivered our Hydra-Drill. It was so compact, very simple. Robert and a young friend of his took it out and set it up in just a few minutes.

OUR FIRST HYDRA-DRILL WELL

The day we went out to drill our first well with the Hydra-Drill, I was all fixed to work with the boys and give them plenty of advice. However, it was a very hot day — about 100 degrees — and once they got started drilling I could see they didn't need me standing right there, so I went over and sat down in the shade of a tree. In about an hour, they came over and I asked them if they were taking a break, and they said no, they had just finished drilling the well.

It was amazing. They had drilled down forty-seven and a half feet and hit a layer of beautiful, coarse sand — the kind that produces good water and a lot of it. They had drilled that well in less time than it takes me just to set up my big drill.



PHOTO BY TONY JACOBY

Later, I figured they had drilled that well with less than one gallon of gas. My big drill would burn up at least fifteen gallons of gas for that job!

MAKES MONEY

The next day we drilled a well 115 feet deep through rock, and it went fast too. The Hydra-Drill really takes the hard work out of it. It's fast and economical, and that's what it takes to make money drilling wells.

Also the Hydra-Drill is so portable we can set up and drill anywhere. In the past, I've lost out on some jobs because people were afraid my big drill would tear up their yard. With the Hydra-Drill, we can drill without tearing up anything or making a mess. This is a big selling point to my customers.

I'm just grateful to have this Hydra-Drill. I've got my son started in a good business he can make some money with. If I had bought another big drill, it would cost thousands of dollars, and that is just ridiculous because the Hydra-Drill does the job just as good. In fact, I figure we earned enough to pay for the Hydra-Drill the first week. From here on, we're in the blue chips.

GOOD, PURE WATER

I believe anyone can drill a well with a Hydra-Drill. Even if they just wanted to drill their own well, they'd save money. It's simple and it's easy if they just read the instructions. And the best part about it is that you get good, pure water without all those chemicals in it, and the water costs you, say 5 cents for a thousand gallons. You certainly can't buy city water for that. And it's a great feeling to have all the water you want even when

the city is rationing water to everyone else.

The man who invented the Hydra-Drill really knew what he was doing. Modern technology is a wonderful thing, isn't it?

NOTE: Elks readers can get a big, fully illustrated information kit on the Hydra-Drill including a booklet, "How to Drill Your Own Well." The information kit is available free, without obligation. Requests should be addressed to Deep-Rock Mfg. Co., 5276 Anderson Rd., Opelika, AL 36802.

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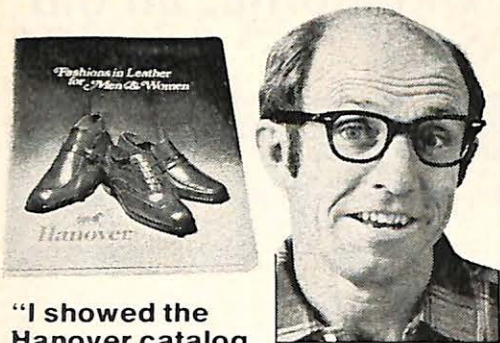
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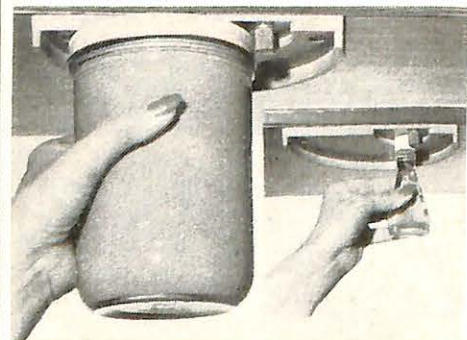
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Tom Sexton, Vice President
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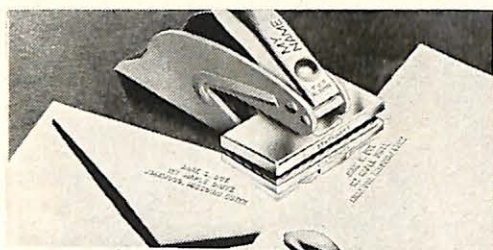
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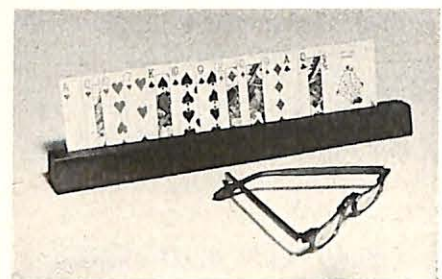
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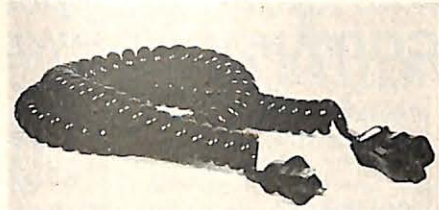
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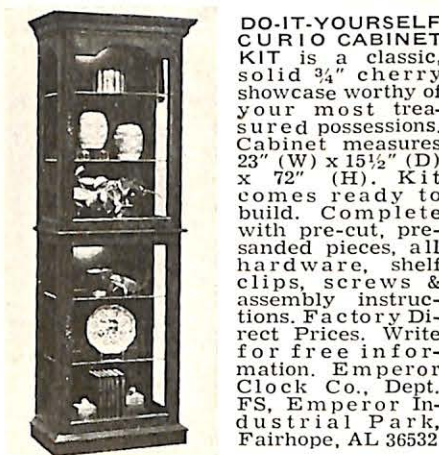
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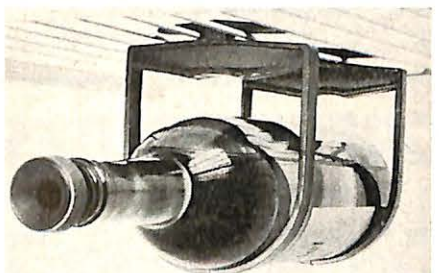
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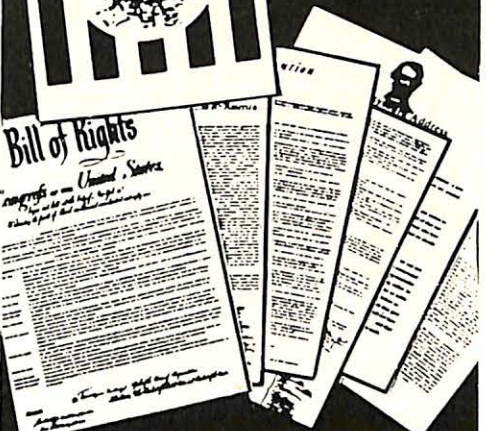
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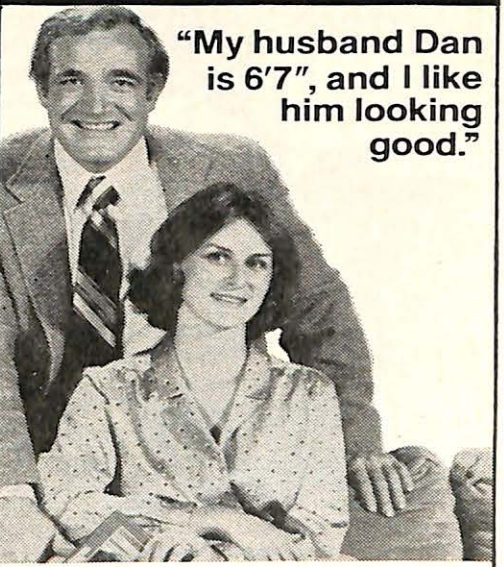
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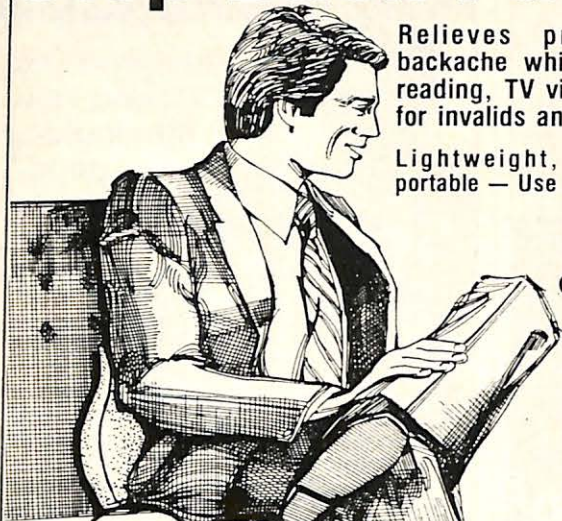
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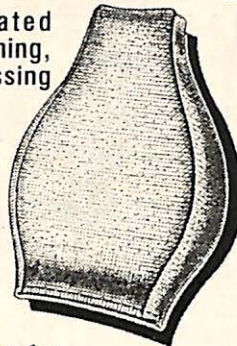
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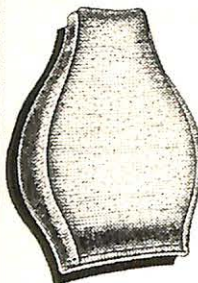
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Elks Family Shopper consumer/news

Readers of *The Elks Magazine* are advised to be extra cautious when contacted by RCA Service Company representatives regarding the purchase of service policies on video cassette recorders. We have received reports that RCA's telephone salespeople have been booking service policy orders and billing customers when, in fact, no authorization has been given by the consumer.

One of the best ways to learn about what is happening in **education** is to get a subscription to the U.S. Department of Education magazine, *American Education*. Published ten times a year, it has in-depth articles about new and effective school programs, new regulations, and notes on funding sources for programs. To get your subscription to *American Education*, send your name and address and \$12.00 to the Consumer Information Center, Dept. 215H, Pueblo, CO 81009.

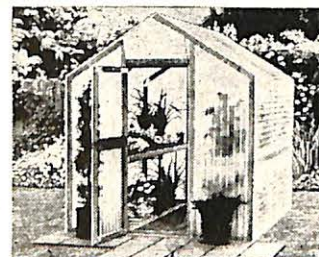
A recent article talked about the changes the Boston school system has undergone as a result of busing and the decision to improve the schools at the same time.

Another article describes a librarian in a public school who is helping third, fourth, and fifth graders learn to read by helping them make quilts that illustrate what they have read.

(Continued on page 42)

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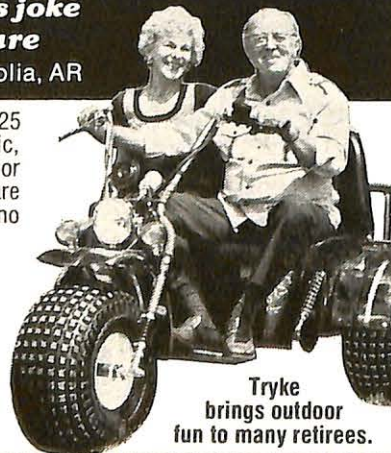
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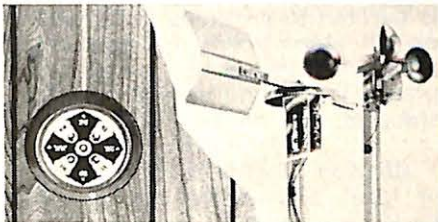
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ELKS EMBLEM RING. Handsome onyx ring bears the Elks emblem and is elegantly polished, 10 K. Gold-filled and a great gift idea for Elks. Send ring size (6 to 13). A good buy at only \$39.95 ppd. Mrs. E. Mills, 3519 E. 69th St., K.C., Mo., writes: "I Like It." STADRI-3760 Inverrary Dr., Lauderhill, 2A, Fla. 33319

Windmills on your mind?

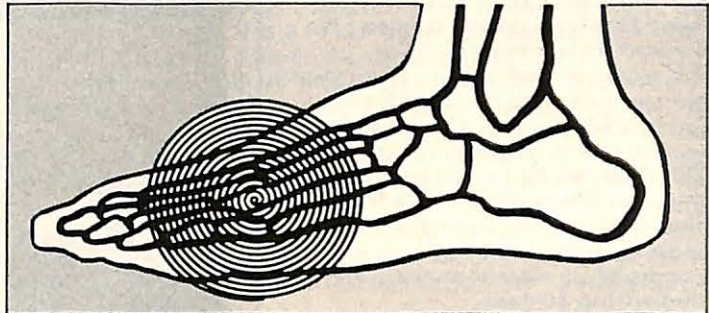
Uniquely beautiful ornamental windmills. 4½ to 10 ft. high to perfect scale. Ideal for yard and garden.

FREE BROCHURE

Write to:
HOLST, INC. Dept. EK-281
1118 W. Lake, Box 370
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My Feet Were Killing Me...Until I Discovered the Miracle in Germany!

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



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

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

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

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

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

Over a quarter million Americans including those who have retired—many with foot problems far more severe than mine—have experienced this blessed relief for themselves.

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

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

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

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

WHAT PEOPLE SAY ABOUT THE MIRACLE:

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

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

"I have checked your corporation with (A Consumer Protection Agency), and received an excellent report." H.S.H./Louisville, Kentucky

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13100 Stone Avenue, North,
Seattle, Washington 98133

FEATHERSPRING INTERNATIONAL CORPORATION

13100 Stone Avenue North, Dept. E021
Seattle, Washington 98133

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

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Address _____

City _____

State _____

Zip _____

When in Seattle visit the Featherspring building.

DISNEY ON STAMPS

For only 25¢, get all your favorite characters on seven colorful Postage Stamps. We'll also send you information on how to get a different collection of Disney Stamps - FREE. Plus selections to examine. Buy any or none, return the balance. Cancel our service anytime.

Send 25¢ to: **GARCELON STAMP CO., Dept. EM2D Calais, Maine 04619**

Indian Penny Set

Like the real American Indian, this beautifully designed coin has now all but faded from our national panorama. First introduced in 1859, the last Indian Penny was minted in 1909. This set, all three with different dates, makes a perfect gift of historic and esthetic value.

\$3.97 PP

5 PC. BUFFALO NICKEL SET

Minted from 1913 to 1938 with the American Indian on one side and the Buffalo on the other, the excitement of Early America is surely remembered. Contains four different dates displayed in an attractive display case suitable for gift-giving.

\$3.50 PP

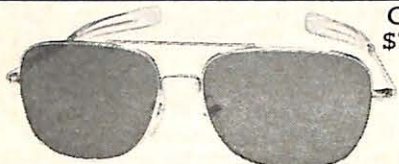
14K GOLD JEWELRY CO.
Box 62, Glen Cove, N.Y. 11542, Dept. E-2

DIRECT FROM U.S. OPTICS QUALITY SUNGLASSES AT FACTORY PRICES

Each pair features: Impact resistant lenses • Handcrafted • Polished glass lenses • Hardened metal frames • No non-sense guarantee.

FREE—limited time only—deluxe velour lined case with each pair of glasses ordered (a \$3.00 value). Credit cards accepted. Dealer inquiries invited.

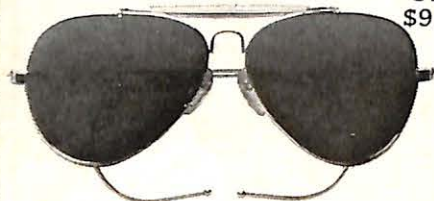
NOTICE: Don't be fooled by cheap imitations. These glasses are made exclusively for U.S. Optics. To make sure you get the best, order now and if not completely satisfied return for refund within 30 days.



Only \$7.95

World Famous Pilot's Glasses

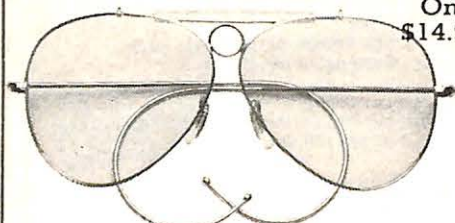
These precision flight glasses are now available to the public for only \$7.95. If you could buy them elsewhere, they'd probably cost you over \$20.00. #20P available in gold or silver frame. A \$20.00 value only \$7.95. Two pairs for \$14.00.



Only \$9.95

Aviator Teardrop Flight Glasses

Flexible cable temples. #30A gold frame only. A \$30.00 value only \$9.95. 2 pairs for \$18.00.



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Professional Driving & Shooting Glasses

Wide angle amber lens brightens visibility. #30D gold frame only. A \$30.00 value only \$14.95. 2 pairs for \$28.00.

To order send check or money order to U.S. Optics, Dept. 741, P.O. Box 14206, Atlanta, Georgia 30324. Credit card customers please fill in card # and Exp. date

QUANTITY	MODEL #	GOLD	SILVER	PRICE
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	30A	X		
	30D	X		

Add Postage, Handling, and Insurance \$1.00 per pair

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Elks Family Shopper consumer/news

Do you have math-phobia? Teachers are working with young children in one elementary school to prevent this fear and to help them learn to enjoy math. And, if you already suffer from math-phobia, professors at Stephens College are helping adults overcome the "fear of figuring."

Seniors in high school are taking a course in street law. The course teaches them not only how the law works and how it affects them, but also gives them research and debate skills, so they can participate in a mock court. Taught by law students from a local university, this program has proven to be one of the most popular senior courses.

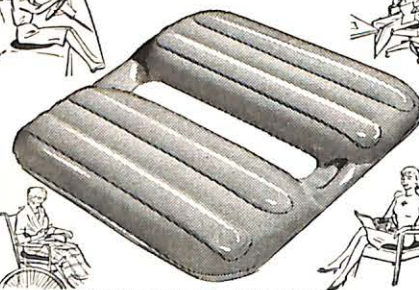
And every year, a complete issue is devoted to providing information on all Department of Education programs including educational grants, loans, and scholarships for students.

Can you imagine being in Greece or Japan and not having to come back because your all too short vacation has ended? Or do you yearn
(Continued on page 44)

THE PEN THAT TELLS TIME!



This quality digital time pen is a stylish example of Micro-electronics. The attractive brushed chrome plated body contains a miniature electronic LCD 5-function watch. Shows continuous hour/minute display; also month & date, seconds. Retractable pen accepts standard U.S. refills and watch batteries. Attractively gift boxed with refill and batteries. Six month warranty—\$23.95 + \$1.75 shipping. Ct. residents add 7½% Sales tax. **C & L MARKETING CO.,** P.O. BOX 2267, DEPT. K., VERNON, CT. 06066.



COMFORT CUSHION

New Twin-Rest Seat Cushion gives blessed relief to sensitive areas. Fights fatigue and soreness. Avoids side-rocking and maintains balance because each half inflates separately with contact-free center space. Unlike embarrassing "ring cushions", it fully supports each thigh independently. Deflates for travel. Ideal for car, home, office, sports, wheelchair. Handsome vinyl 16x17"—\$8.95 Green percale zipper cover—\$3.39 extra. Add 50¢ pos age & handling. NJ residents add 5% tax. We ship promptly.

Send Check or Money Order to — **Better Sleep Inc.** MONEY BACK GUARANTEE QUALITY PRODUCTS SINCE 1951
Box ER, New Providence, NJ 07974

Small Connecticut Firm's New Golf Ball Flies Too Far; Banned by U.S.G.A.

GOLFERS LOVE IT

"No more par 5's?"

NORWALK, CT.—All golf balls are not created equal. At least not any more. A small Connecticut company has introduced a controversial new ball it guarantees will out-distance all legal balls, including Hogan, Top Flight, Maxfli and Titleist. The new ball is so "hot" it threatens to pull the rug on par, as we know it, and that might have the United States Golf Association worried.

For thirty-eight years the U.S.G.A. has strictly enforced the rule that a golf ball may not exceed a velocity of 250 feet-per-second off the club head. Without this and other restrictions, high-powered super balls would soon outmode most golf courses. Par fives could disappear, and even an average player could regularly blast 300-yard drives. So far major U.S. manufacturers have observed this speed limit and other U.S.G.A. rules designed to keep all balls created equal.

But now, a little-known company called H & L Labs is distributing a ball that violates nearly every rule in the book, and the result is a ball that flies down the fairway like a Ferrari on the run.

The ball has provoked heated controversy because it looks, sounds, and feels exactly like a regular ball. H & L refuses to release the ball's name to anyone but a buyer—they simply call it "The Hot One"—so about the only way another player can tell he's playing against one is to keep a radar set in his bag.

And while golf prides itself on being a gentlemen's game, it

seems that more than 40,000 gentlemen—and ladies—are carrying these innocent-looking buzz bombs in their bags. Some say if the U.S.G.A. ever approved the engineering in this ball, pros might start shooting in the 50's.

What's special about the illegal ball? John McGuire, the director of H & L told me this: "We've doctored up the ball's aerodynamics so that it has less drag than conventional balls. You can tell the difference with your first drive. What's more, the special design could help keep tee and fairway shots straight down the middle . . . 'bites and sits' with more authority . . . putts with a steadier roll . . . and is virtually cut-proof." McGuire believes that more money is going to change hands with this little white bandit than all the tournament purses put together.

So far most pro shops don't dare carry it, but if you want to "test drive" the world's longest ball, H & L will send you one FREE. Just order a dozen balls and they will send you thirteen. They ask you to use the extra ball for a few holes. Tests against the best legal balls on the market prove you could add as much as 22 yards to your tee shots. If you don't, return the remaining dozen for a prompt refund. The free ball is yours to keep in any case—for fun or profit.

And if you ever cut one of these super balls in normal play, H & L will replace it free. You pay only the return postage, about 25¢.

A dozen hot balls cost \$19.95 (plus \$1.75 postage and handling). Two or more dozen cost just \$18.00 each and H & L pays all shipping costs. The address is: H & L Labs (Dept. HO 70), 18 Lois Street, Norwalk, CT 06851. You can send a check or charge it, but be sure you give them your card's account number and expiration date.

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Available in your choice of Beige, Red or Yellow. A super value at just \$19.95 + \$2 each postage & handling. (Res. of AZ, CA, CO, FL, IL, NY, PA, VA, VT, WI add applicable sales tax.)

Send payment (state color desired), or to charge Visa, Master Charge, American Express or Diners Club, give name of card, account number and expiration date.


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- Copy for Emblem _____
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Price includes one 1-color emblem sewn on front of cap. (MINIMUM ORDER — 72)

72	144	288	432	864	1728
\$3.65 each	\$3.10 each	\$2.95 each	\$2.85 each	\$2.75 each	\$2.65 each



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- Modern 155mm Cannon, 25" Long, 8 Tractor Wheels . . . \$33.95
- 17" World War I Cannon (shown) 2 cast iron wheels . . . \$24.95
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 Call 215-947-8855 24 hrs. a day. Charge card orders accepted.

This is the last pair of socks you'll ever buy -- in your lifetime (Unless You Lose 'Em)

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



6 pairs only \$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.

Send check or money order.
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 6 pair \$10.99 + \$1.50 postage
 12 pair \$18.50 + \$2.00 postage
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- #4306 3 pair \$8.50 + \$1.25 postage
 6 pair \$14.99 + \$2.00 postage
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- #685 5 pair \$7.99 + \$1.25 postage
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- #168 5 pair \$9.98 + \$1.25 postage
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- #670 5 pair \$8.99 + \$1.25 postage
 10 pair \$16.50 + \$2.00 postage
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- #157 4 pair \$8.99 + \$1.25 postage
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 Satisfaction guaranteed Copyright 1979

- Here are some other fine styles we carry in stock:
- #4050 EXECUTIVE LENGTH SOCKS, over the calf, 100% nylon, lifetime guarantee, stretch 10 to 13. 3 pair \$5.99 + \$1.25 postage, 6 pair \$10.99 + \$1.50 postage, 12 pair \$18.50 + \$2.00 postage. Black, brown, asst. dk. colors.
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 - #168 WHITE CUSHION THRU-OUT TUBE SOCKS, over the calf, 80% cotton, 20% nylon, 2 years guarantee, stretch 9 to 15. 5 pairs for \$9.98 + \$1.25 postage, 10 pair \$18.98 + 2.00 postage.
 - #670 TUBO HI-BULK CREW ANKLE HI-SOCK. 75% orlon, 25% nylon, Sanitized deodorant socks, resist perspiration odor, 2 years guarantee, 5 pairs \$8.99 + \$1.25 postage, 10 pair \$16.50 + \$2.00 postage. Black, white, brown, olive, navy and grey.
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Elks Family Shopper

consumer/news

to have the time to explore another foreign country and really get to know its customs and its people? Well, you may be able to fulfill this dream and at the same time earn educational credit or be gainfully employed.

To help you do this, the U.S. Department of Education has a handbook that provides detailed sources of information and assistance about educational activities overseas, including study, research, teaching, work, and travel. For your copy of *Study and Teaching Opportunities Abroad*, send \$3.00 to the Consumer Information Center, Dept. 216H, Pueblo, CO 81009.

When you are checking out an overseas program, it is very important that you know the sponsor. Any reputable organization offering a study-travel tour wants to keep its reputation, and will be glad to answer any inquiries from prospective clients. Sound basic advice is: be skeptical; ask questions; and don't enroll or pay a deposit until you are satisfied.

Find out how long the organiza-
 (Continued on page 46)

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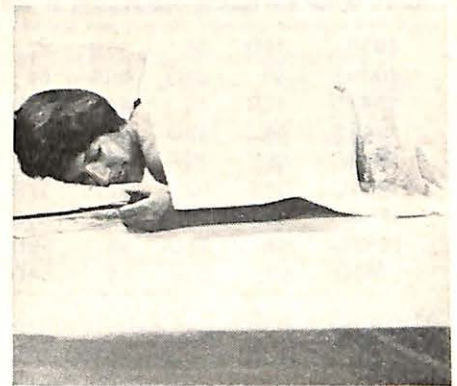


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TMM Felony Fighter, Dept. E-2
 Box 9569, Church St. Sta., New York, N.Y. 10249
 Rush new Felony Fighter™ at only \$9.98 each (plus 85¢ post. & hdg.) Satisfaction guaranteed or money back. Also include my FREE Security Decals.
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For years medical authorities have known moist heat offers temporary relief from muscular soreness, minor aches and pains, backaches, sinus or congestion due to colds.

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BATTLE CREEK EQUIPMENT
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1945S	46	46D	46S	47	47D	47S	48
1948D	48S	49	49D	50	50D	50S	51
1951D	51S	52	52D	52S	53	53D	53S
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Elks Family Shopper consumer/news

tion has been offering study tours, the amount of direct supervision it exercises over the program abroad, and who is on its board of advisers. Request clarification of any vague statements or claims in the advertising literature. You can get a great deal of reliable information by writing to the educators or advisers named in the advertisements and to previous participants, group leaders, and chaperones.

Also be sure to ask if the study tour organization has an official base in the United States that would be legally responsible.

Teachers can find numerous opportunities abroad. One example is the Fulbright exchange program for elementary and secondary school teachers, college instructors and assistant professors. To teach in a foreign school, an applicant must have at least a bachelor's degree, be a U.S. citizen, and have 3 years of successful full-time teaching experience, preferably in the subject field and level for which the application is made. Arrangements exist under this program for direct exchange of a foreign teacher with a teacher from the United States. ■

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See Advertisement Inside Front Cover

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Yes! Please send me _____ pairs of these shoes, for which I enclose \$ _____ plus \$1.50 towards shipping.
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COLOR	How Many	What Size	What Width
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GUARANTEE: I understand that if upon receipt I do not choose to wear the shoes, I may return them within 30 days for full refund of every penny I paid you. **724-407**

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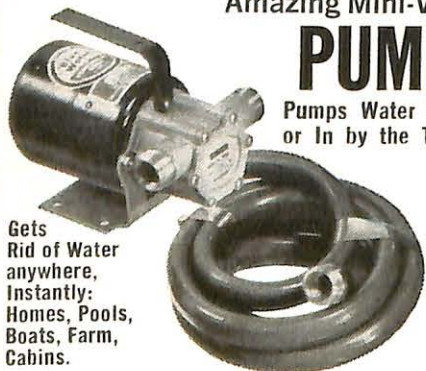
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Gets Rid of Water anywhere, Instantly: Homes, Pools, Boats, Farm, Cabins.

Pumps up to 350 gallons (1 1/2 tons) per hour... lifts water 20 feet... pushes water 35 feet high. Just plug into any electrical outlet and it's ready to use. It will drain or empty flooded basements, boats, pools, sumps, tanks, silt pits etc. Or in reverse it will water gardens, fill pools, fill a boat's water supply, etc. Everything complete in one kit. Built to commercial professional standards. Instant self-priming pump, stainless steel wear plates, glass fiber reinforced case, rock rubber impeller. System includes air cooled motor, six-foot heavy-duty ground cord, two suction and discharge hoses, brass strainer, etc. Ten year replacement plan. **UL Listed.** plus \$4.50 pp. and hdg. **\$54.97**

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1000 gummed economy name and address labels printed in black with ANY name, address, zip code. Up to 4 lines.
Order S717 Set of 1000 Economy Labels (boxed) . . \$1.00

FREE HANDY BOX

250 Self-Stick GOLD FOIL LABELS \$1.98

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

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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

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Colorado Springs, CO 80940

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ADDRESS _____
CITY & STATE _____ ZIP _____

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____ P6128 Gold Foil Labels @ \$1.98 each \$ _____
____ P6030 White Gloss Labels @ \$1.98 ea \$ _____
Add 20¢ per set for postage & handling \$ _____
SATISFACTION GUARANTEED Total \$ _____

Garden Tiller Users!

Torture!

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

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TROY-BILT® Roto Tiller-Power Composters
Dept. A-615 102nd St. & 9th Ave., Troy, NY 12180

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

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 Mrs. _____
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Because
Carol loves
this house.

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

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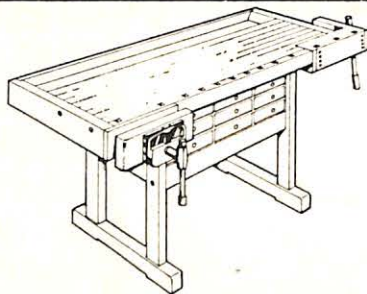
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2-81

See Advertisement Back Cover

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SAVE MORE! Order two pairs for just \$38.00 plus \$5.00 postage and handling on same money-back guarantee.

_____ prs Black (M271981B) Size _____ Width _____
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CHARGE IT:

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

Now! You Can Start Your Own "Million Dollar" Zoysia Lawn!



**FREE
UP TO
900
PLUGS!**

Lakeland's *Famous*® 30-Below-Zero Zoysia Takes Wear, Tear, Cookouts, Children's Games . . . After 30 Below Zero Winters, It Bounces Back Green, Thick, And Beautiful! Closest Thing to An Indestructible Lawn You Have Ever Seen!

ZOYSIA LAWN WASN'T MOWED FOR A MONTH! NOT A WEED IN SIGHT!

If your family is like mine, you're squeezing every dollar to make sure you have enough to go around. And it looks like things are going to stay that way.

One way to cut expenses is to cut the costs, and work, of lawn care. For example, a woman wrote about her zoysia lawn that she had mowed it only twice ALL SUMMER. She hadn't spent a cent on weed-killers. Not one cent for fertilizers. Yet her lawn was as green and weed-free as a pile carpet.

Weed-killing chemicals are NOT NEEDED for a weed-free Famous® Zoysia Lawn

How is it possible that Famous Meyer Z-52 Zoysia stays weed-free without using expensive, risky chemicals? It grows so thick that crabgrass (weed) seeds don't get enough light to germinate!

Has Cut Mowing To Once A Month

Zoysia grows sideways, not just up like ordinary grass. It forms a thick, interwoven carpet of turf that keeps its well-groomed look weeks longer. It cuts your mowing by half, 2/3 or more!

ZOYSIA LAWNS STAY GREEN THROUGH HEAT AND DROUGHTS

Let the scorching sun burn lawns around you into hay—your zoysia stays fresh and green, an emerald isle of beauty. I have yet to water my own zoysia lawn. One day I saw that my sprinkler had gotten cobwebs! In Iowa, a zoysia lawn was declared the area's "Top Lawn—nearly perfect." Yet this lawn had been watered only once that entire summer!

Cut YOUR water bills. Save the work of lawn sprinkling. Start a Famous Zoysia Grass lawn now.

No-Reseeding—Not Ever!—With Lakeland's Famous® Zoysia

Plug in Lakeland Zoysia and never buy grass seed again. Zoysia lawns don't grow old; they just grow better. They sparkle under 100° heat . . . stay green through droughts. They resist diseases and insects which ruin ordinary grasses. After sharp frosts, they only give up their green color, then green up better than ever each following Spring. Famous Zoysia gives you the closest thing to an indestructible lawn you have ever seen.

Ends Washouts on Steep Slopes Perfect Where Other Grasses Do Poorly

Deep-rooted zoysia holds soil in place, stops it from washing away from slopes. It's your perfect answer for worn out or weedy areas, too.

In a typical newspaper article I read (quote): "upgrading your current lawn" requires the right selection of grass seed plus "regular applications of fertilizer (and lime where needed)." This article also said you need, "weed, insect and disease control." Sound familiar? Of course!

Why not forget all that work and expense, and plug in Famous Meyer Z-52 Zoysia? To upgrade your lawn with zoysia, don't dig it up. Just set plugs into holes in the soil a foot apart more or less. Let those plugs spread toward each other to form a carpet of solid turf. Growth is so vigorous it chokes out old growth you want to get rid of, WEEDS INCLUDED.



From Coast to Coast People Write to Mike Senkiw

From Hudson, N.Y., E. La-Roche writes how he planted plugs "in the worst possible place—clay with weeds and gravel . . . It formed a 4" thick carpet of grass. Not children, dogs, cats, rabbits, extremely hot sun or drought could kill it."

From Sacramento, Calif., Jack Morse writes how he bought our Zoysia "for a weed infested spot—it took care of the problem."

From Indiana, M.A. Low, Sr. writes how he visited a physician friend in Albert Lea, Minn. where he saw a "whole back yard was entirely in zoysia and it was beautiful . . . a deep green."

The success of many thousands of delighted Famous® Zoysia owners awaits you. Prove it to yourself today.

Poor Soil? No Problem!

Our Famous Zoysia plugs are so vigorous we guarantee them to grow whatever your soil—from heavy clays to sandy sub-soils. You cannot lose.

IT'S SO EASY AND INEXPENSIVE TO START A MAGNIFICENT ZOYSIA LAWN

Start your own magnificent, perennial zoysia lawn with as few as 100 plugs. Just let your plugs establish solid turf. Then take up transplants and plug in other places to your heart's desire. Plugged areas grow right back into solid turf. Your supply of plugs is endless.

Prices and Bargains

If you plant more grass that sits there and struggles—or dies on you—you may not miss your work and money. It's the time you cannot recover! So please don't confuse Lakeland's 30-Below-Zero Zoysia with any ordinary turf offered as a "bargain." If our plugs cost a little more in the beginning, they remain, in the long run, the only true bargain for your lawn.

Order guaranteed *Famous*®

zoysia plugs now, for delivery from our nearest shipping point. Your order will be sent at the earliest proper time to plant in your area.

Orders not accepted from Wash. or Ore. States.

Meyer Z-52 Zoysia Grass was perfected by the U.S. Govt. and released in cooperation with the U.S. Golf Association.

"Same Day Fresh"

The day we cut your plugs is the day they are on their way to you. Because freshness counts, Lakeland has 2 shipping points, one in the Midwest and one in the East. Your plugs go out from the nearest point "Same Day Fresh" and ready to grow, shipping charge collection the most economical way. On credit card orders, the shipping cost will be prepaid by us and billed to your account.

Lakeland's Total Guarantee

- Heat Won't Kill It • Cold Won't Kill It • Diseases Won't Kill It

Even though we don't know your soil, we guarantee EVERY plug of Famous Z-52 Zoysia to live and grow in it. No ifs. No buts. Should any plugs fail to grow, just let us know within 60 days. We refund or replace them FREE. That guarantee clearly means that Famous Zoysia has to do everything we say—and more! Otherwise there's no way we could give you such unique protection.



LAKELAND NURSERY SALES
Dept. NL-1539, Hanover, Pa. 17331

Please send me the certified and guaranteed Famous® Zoysia plugs checked. (please print)

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

I enclose check or m.o. for \$_____ (KS & AL res. add sales tax)

To avoid delay in delivery to Rural Routes & Box No., you may include your day phone number (Area Code) _____

CHARGE TO MY: Master Charge Diner's Club Carte Blanche American Express VISA

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100 PLUGS (L000927Y) + 30 FREE PLUGS
Value \$7.64 Only \$5.88 You Save \$1.76

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Value \$234.27 Only \$72.00 You Save \$162.27

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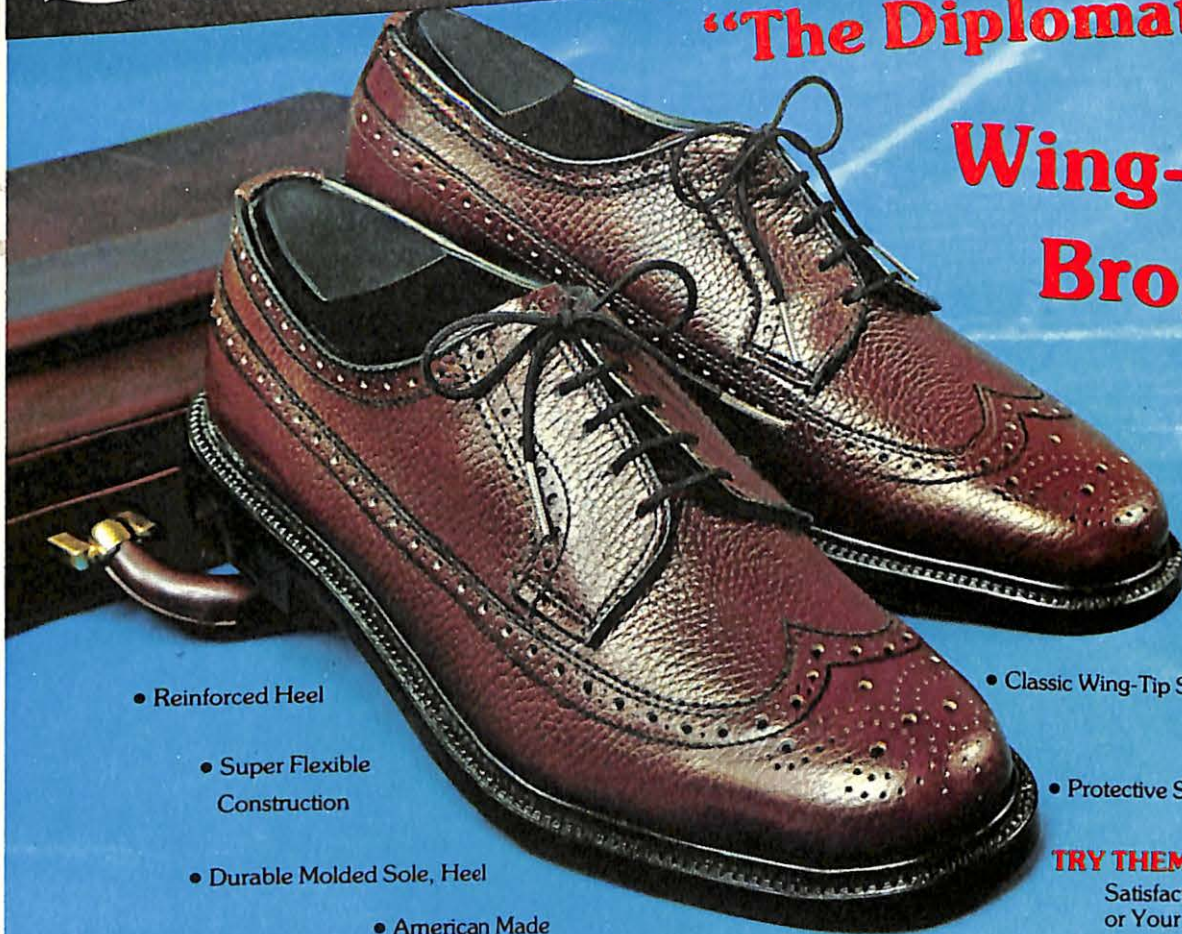
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PLUG IN *Famous*® Z-52 ZOYSIA

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Due to the soaring cost of GENUINE LEATHER, we cannot hold this price much longer. Order now!

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• Reinforced Heel

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• Durable Molded Sole, Heel

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This husky, handsome favorite never looked better! The quality and comfort are built in for years of easy walking! All at far less than the prices charged by fancy men's shops! Just check all these features! The textured leather upper fits your foot like a glove... perfs and wing-tip stitching make it a classic. Strong, flexible molded composition sole and heel cushion every step. Heel's reinforced for support and durability; storm welt adds extra protection. Nylon laces resist soil, acid, oil. Cobbler crafted in the U.S.A. Step on it... don't miss out on the shoe value of the year!

Men's Sizes: 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 12. **Widths:** C, D, E. **Colors:** Brown or Black



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Hanover, Pa. 17331

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SAVE MORE! Order two pairs for just \$38.00 plus \$5.00 postage and handling on same money-back guarantee.

_____ prs Black (M271981B)

Size _____

Width _____

_____ prs Brown (M271999B)

Size _____

Width _____

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