

the
Elks
magazine
June 1981



Flag Day - June 14

LAS VEGAS

National Convention July 12-16, 1981



Pros
and
cons
of
being
smart

Sale! **LAST TIME AT THIS PRICE!**

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

The World's Most Comfortable Shoe!

The Famous
CosmoPedic™

Not \$50

Not \$25

Here Only

\$14.88

Genuine Leather Smooth or Sueded

NOW! BLISSFUL COMFORT MORNING TO NIGHT! The closest thing to going barefoot! Handsomely-styled CosmoPedic shoes are the ultimate in comfort... and quality-crafted with features you'd expect to find in a \$50 or \$25 shoe! Luxurious genuine leather uppers in deer-tanned smooth or sueded leather are incredibly soft, yet amazingly shape-holding. The unique CosmoPedic arch support assures comfort thru long hours of standing or walking. A stitched collar prevents annoying chafing around the ankles. And for that walking-on-air feeling... cushioned insoles and crepe soles pamper your feet from heel to toe! In Tan or Black smooth leather: Brown or Sand sueded leather... just \$14.88!



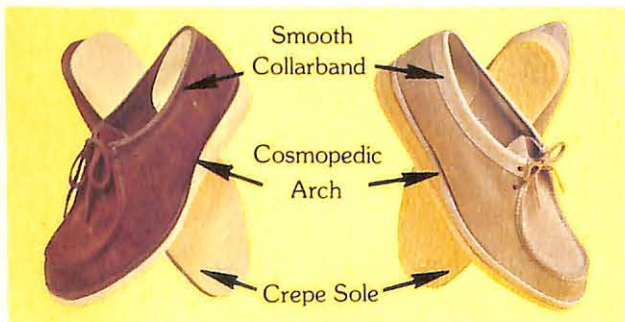
Tan Smooth Leather

for Men and Women

MEN'S SIZES
6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12, also 13
WIDTHS: C, D, E, EE, EEE

WOMEN'S SIZES
5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10; ALSO 11
WIDTHS B, C, D, E, EE, EEE

FAMOUS 14 DAY COSMOPEDIC GUARANTEE
Latest fashions, finest quality, great value—accurately described and promptly shipped.
If these CosmoPedic shoes are not the most comfortable, the finest quality pair of shoes you've ever owned, simply return them within 14 days for a full refund of purchase price, no questions asked. Now that's a guarantee in writing.



Brown Sueded Leather

Sand Sueded Leather



OLD VILLAGE SHOP

Hanover, Pa. 17331

SATISFACTION GUARANTEED! MAIL TODAY!
OLD VILLAGE SHOP, Dept. VM-3413, 340 Poplar Street, Hanover, Pa. 17331
 Sure, I'll try the world's most comfortable shoes. Please send me:
MEN'S SHOE _____ prs. Men's Tan Leather (M242578B) Size _____ Width _____
 _____ prs. Men's Black Leather (M236802B) Size _____ Width _____
 _____ prs. Men's Brown Sueded (M242586B) Size _____ Width _____
 _____ prs. Men's Sand Sueded Leather (M233361B) Size _____ Width _____
WOMEN'S SHOE _____ prs. Women's Tan Leather (M203562B) Size _____ Width _____
 _____ prs. Women's Black Leather (M203687B) Size _____ Width _____
 _____ prs. Women's White Leather (M223693B) Size _____ Width _____
 _____ prs. Women's Brown Sueded (M223784B) Size _____ Width _____
 for just \$14.88 pr., plus \$2.90 per pr. postage and handling.
 SAVE MORE! Order TWO pair for just \$28.99 plus \$5.00 postage and handling.
CHARGE American Express Carte Blanche Master Charge
IT: VISA/BankAmericard Diners' Club Interbank # _____
 Enclosed is \$ _____ Acc't # _____ Date Exp. _____
 PRINT NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 Check here and send 50¢ for a year's subscription to our full-color catalog of fine gifts (VZ389965X). We ship within 48 hours! Any delays notified promptly. Delivery guaranteed within 60 days.
 © Old Village Shop 1981

A Message From The Grand Exalted Ruler

My slogan this past year has been REACH OUT WITH ELKDOM. You have done that and I am proud! You have also reached out to Marguerite and me when we came to visit your lodge, your town, and your state. We have seen thousands of new faces and talked with hundreds of new people we now call friends. My son and daughter-in-law have compiled a scrapbook of all our travels and included newspaper clippings and photos about you and your lodges.

Throughout my travels these words of Woody Guthrie's have gone through my mind many a time:

"This land is your land, this land is my land,
From California to the New York Island,
From the redwood forest to the Gulf Stream waters;
This land was made for you and me."



Final Message

It has been a joy to serve as your Grand Exalted Ruler from last July in New Orleans, to a July day in Las Vegas. (Don't get me wrong, there were problems, but between us we solved them or at least paved the way.) After a memorable year as your Grand Exalted Ruler I truly believe that Elks are really the Best People on Earth!

Marguerite and I sincerely thank you for the opportunity to serve.

Reach for the stars and all heaven will help you.

REACH OUT WITH ELKDOM.

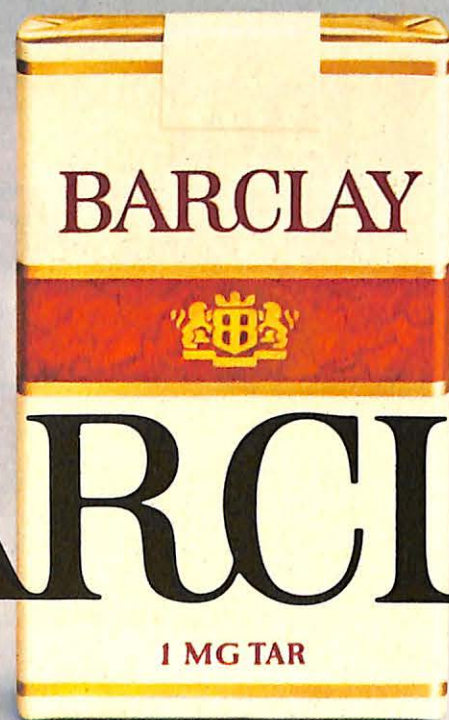
God bless you all.

Note: A letter of thanks and appreciation to GER Sears from Warren Christopher, Chief Negotiator involved in the release of the 52 hostages held captive in Iran, appears on page 8.

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

H. Foster Sears

*The pleasure
is back.*



BARCLAY

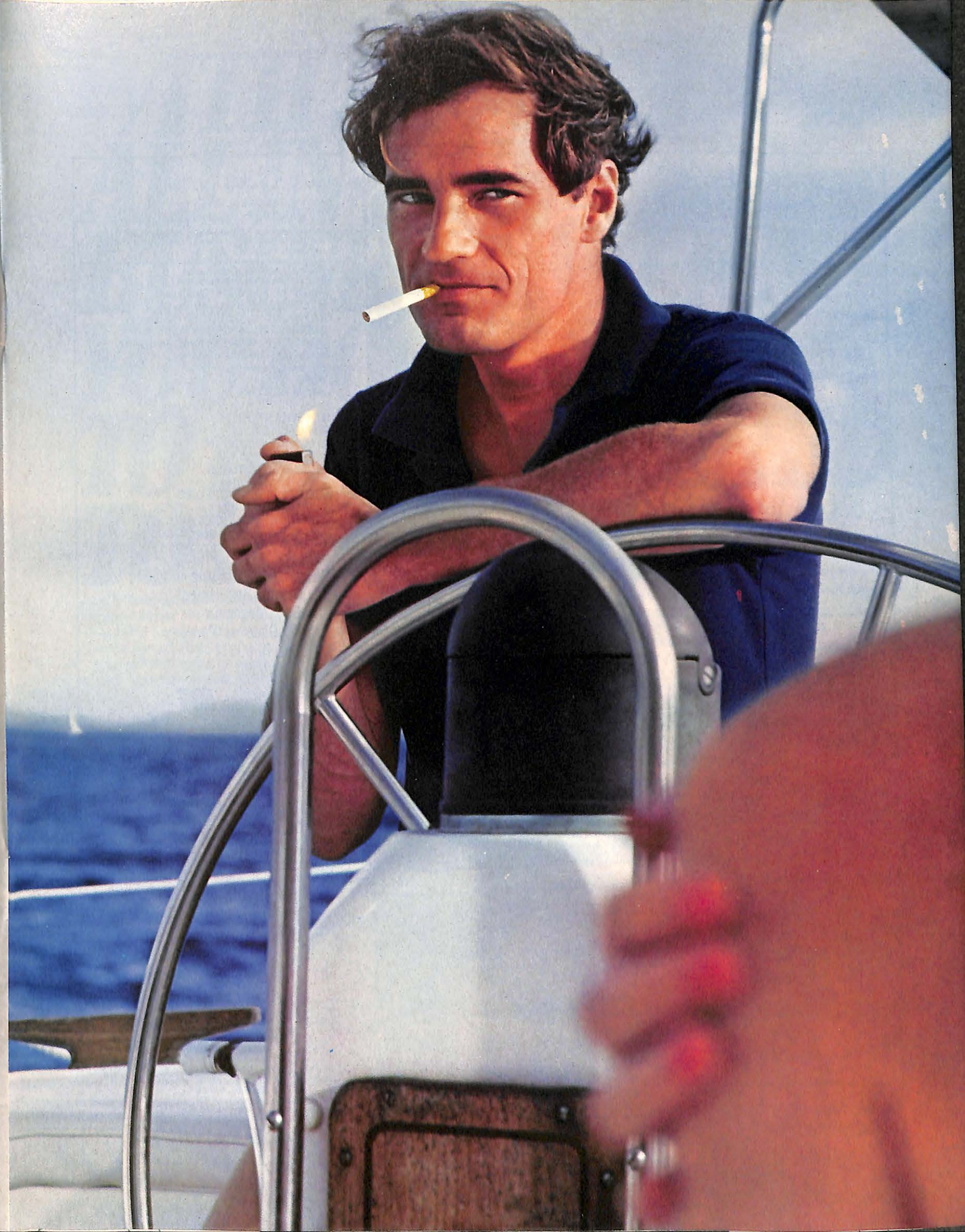
1 MG TAR

*Deeply rewarding flavor
99% tar free™*

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

*Also available
in 100's and Box*

Kings and Box, 1 mg. "tar", 0.2 mg. nicotine;
100's, 3 mg. "tar", 0.4 mg. nicotine
av. per cigarette by FTC method.



6 Your IQ: Pros and Cons of Being Smart

Intelligence rated by IQ tests is not a fixed quality, nor is it the only form of brain power we have.

Jean E. Laird

16 Bring Back the Heroes

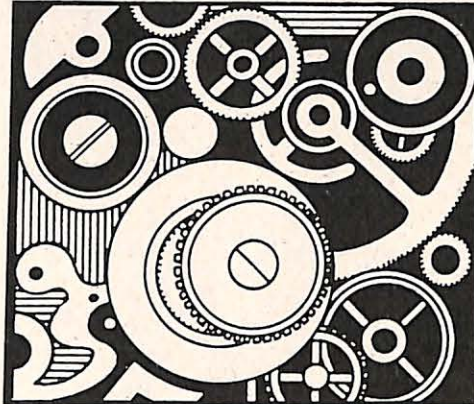
Many Americans today have adopted attitudes that dissolve heroism with scorn, distrust, and ridicule.

Florence T. Polatnick

24 Las Vegas

A travel guide to Las Vegas, site of the 117th Elks Grand Lodge Convention.

Jerry Hulse



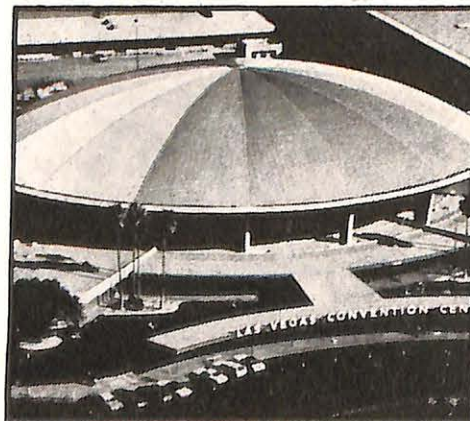
6



10



16



24

VOL. 60 NO. 1/June, 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.

The Elks National Memorial and Publication Commission

WADE H. KEPNER/Chairman
R. LEONARD BUSH/Vice-Chairman
RAYMOND C. DOBSON/Secretary
EDWARD W. McCABE/Treasurer
ROBERT E. BONEY/Asst. Secretary and Asst. Treasurer

Staff

JOHN R. RYAN
Publisher/General Manager
DONALD STAHL
Managing Editor
CHARLES T. COFFIN
Associate Editor
SHIRLEY STERLING
Advertising Manager
MALCOLM B. CROFFORD
Circulation Manager
EDITORIAL OFFICES, 425 W. Diversey Pkwy., Chicago, IL 60614

ADVERTISING OFFICE

Direct all advertising inquiries to:
Advertising Department
The Elks Magazine
425 W. Diversey Parkway
Chicago, IL 60614
(312)528-4500



THE ELKS MAGAZINE, Volume 60, No. 1, June, 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.

The word, **Elks**, is a registered trademark of The Benevolent and Protective Order of Elks of the United States of America.

Copyright, 1981, by the Benevolent and Protective Order of Elks of the United States of America.



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.

Departments

- 1 Message
- 10 News of the Lodges
- 14 Convention Welcome
- 15 Letters
- 20 Convention Greetings from the Mayor and Governor
- 21 Convention Program
- 22 Medicine and You: Caffeine
- 27 It's Your Business: American Know-How.
- 28 On Tour With H. Foster Sears
- 30 Elks National Foundation/ Joy of Giving
- 31 Did You Know?
- 32 You and Retirement: Exercise
- 33 Elks National Service Commission
- 36 Elks Family Shopper

Cover: Your IQ.

Illustration by Jim Lavengood.

WITH AETNA'S ALL-IN-ONE BUSINESS POLICY, YOU DON'T HAVE TO BE SMOTHERED TO BE COVERED.

Tired of being buried in umpteen insurance forms? You'll appreciate Aetna Life & Casualty's simplified Business Owner's Policy.

Just pick the single form tailored to your business — manufacturing,

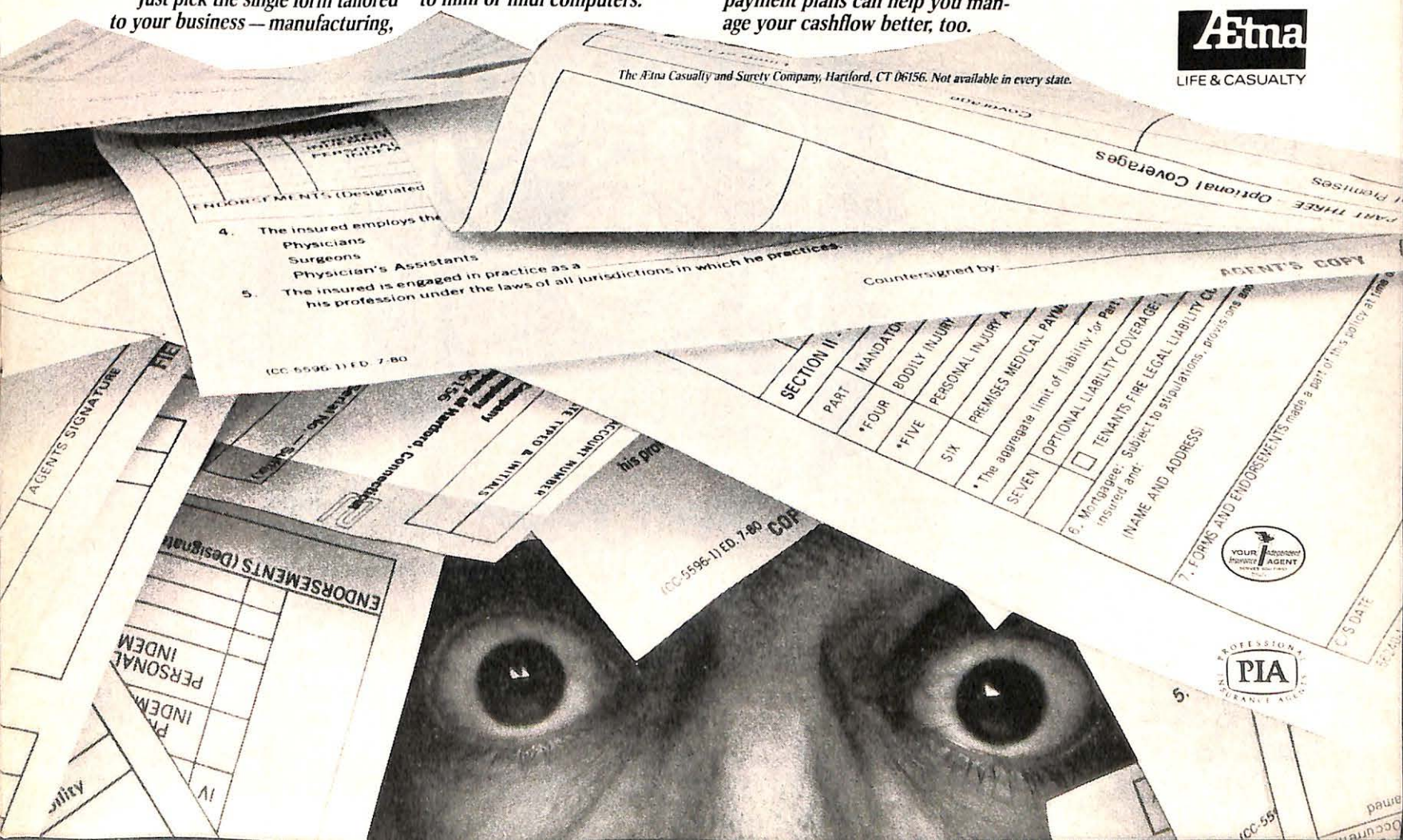
contracting, wholesaling or retailing. Then answer a few quick questions and **all** your bases are covered. From accounts receivable to mini or midi computers.

You can get an on-the-spot quote that's probably less than your current clutter of policies. While our monthly, quarterly, or annual payment plans can help you manage your cashflow better, too.

Call your nearest Aetna agent. And start devoting more time to your business and less to insuring it.



The Aetna Casualty and Surety Company, Hartford, CT 06156. Not available in every state.



by Jean E. Laird

Bill Bowen told the psychologist, "My life is plain boring. During the day I work at the local glove factory. Nights are mostly spent in front of the television. Some mornings I wake up and think: 'Today is going to be different. I won't allow it to be just like yesterday.' Then the repetition begins and the very thought of each day being just like the next is driving me up the wall."

Bill barely scraped through high school. "I never really got math or history," he says. "My counselor said my IQ wasn't high enough to make a college student. He said my best bet would be to go out and get a job working with my hands—something that didn't require a lot of brain power. My low IQ, you know. . ."

Bill's bleak existence—seemingly due to low intellect—would once have been considered a sad accident of birth with

no hope of change. However, we now know that intelligence rated by conventional IQ tests is not a fixed quality—nor is it the *only* form of intelligence we have.

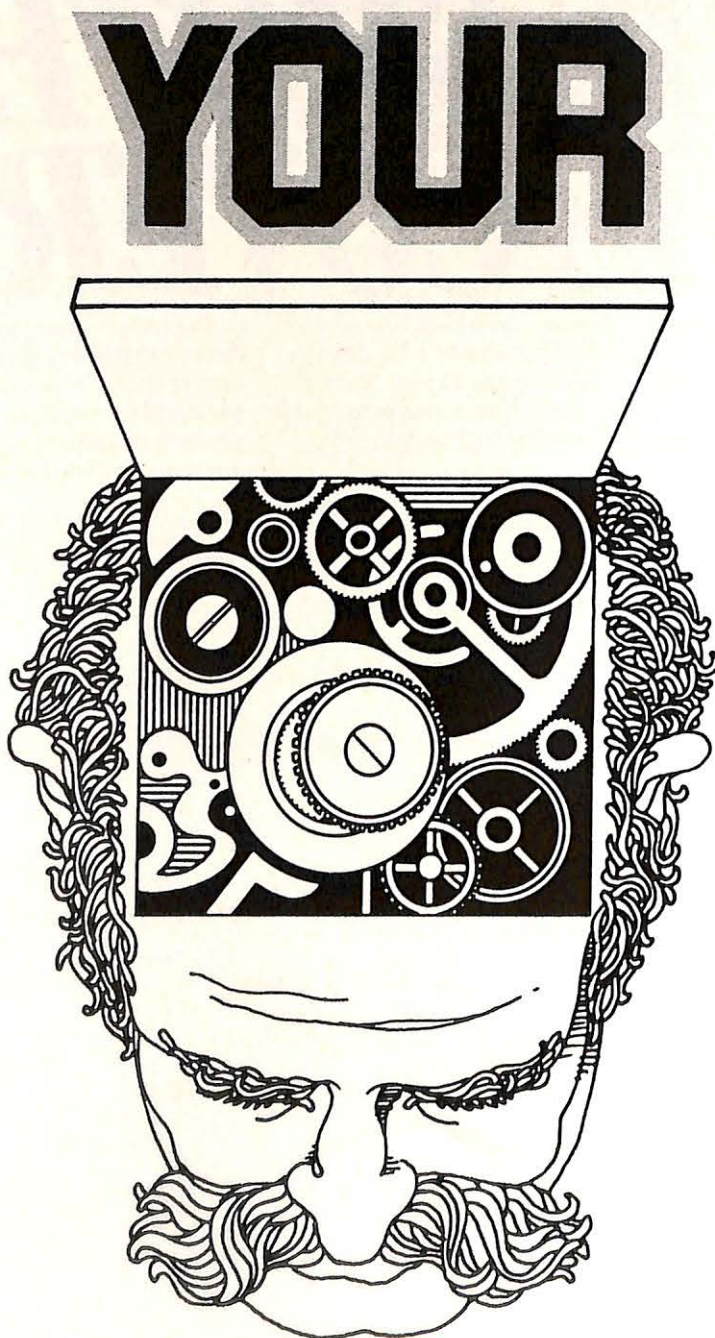
Special new tests showed that while Bill's IQ was not high, he rated *very high* in other areas. These tests, in the hands of psychologists and vocational counselors, are already guiding many toward the best use of their intelligence.

In Bill's case, it was found he not only had a high aptitude for mechanics, but had the type of analytical, probing mind, and the ability to get along with people that soon put him in a supervisory capacity for a diesel engine company. Since Bill also scored highly in his ability to get along with people, he enjoys his new job so much he springs out of bed each morning with enthusiasm he never thought could be possible.

Recent studies at the University of California examined the relationship between IQ and success in life, and found that a high IQ has been vastly overrated. They say, "A high intelligence quotient, or IQ, may be important for getting good grades, winning degrees, working in the laboratory, or living alone in an ivory tower, but for making one's way in the world it is social intelligence that counts. Being able to get along with other people helps a person get and hold a good job. Social intelligence, the ability to understand others, is not measured by IQ tests."

There are many popular myths surrounding high IQ's these days. For instance, that walking encyclopedia who spends his days at the drafting board in the office is also a whiz at mathematics, but does his family find him hard to understand?

Some women insist that men who ex-



cel in sports are usually not "playing with a full deck" because the ones with all the brawn are always short on brains. Could this possibly be true?

Perhaps you are afraid your daughter isn't going to be very successful in the romance department because she has a very high IQ, and, after all, many fellows think this is as big a stumbling block as if she were equipped with size 15 shoes.

How about these analyses? Are they right or wrong? How intelligent are *you* about the intelligent? With the help of experts, we are going to explode some popular myths about the brainy:

Are people of superior intelligence easier to get along with than those with average IQ's? No. Repeated research shows people with high IQs are socially just as popular as others, up to the IQ range of 160 and 170. The small number of individuals in this extremely high range usually have trouble com-

municating with other people.

University of California studies show that the "brains" are independent thinkers. They are not influenced by the majority. They do not blend in with the wallpaper. You always know they are there, and they will sometimes be very stubborn in their convictions and rock the boat rather violently. But this is only because they are individualists.

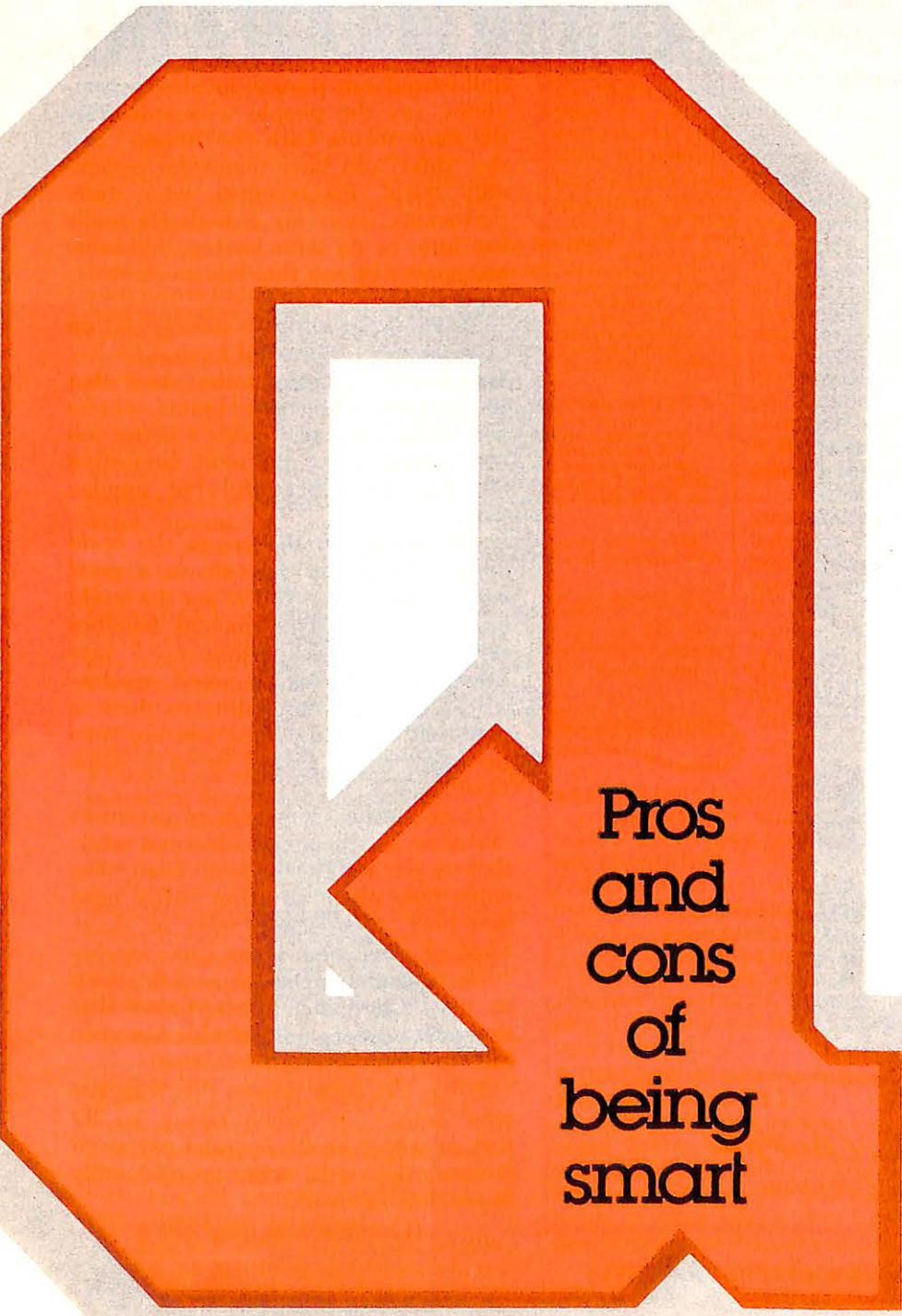
Psychologists at San Jose State University also studied men and women whose IQ scores indicated they were exceptionally bright. Personality tests showed them to be more impulsive, outspoken, more independent, more excitable, more irritable and more easily angered than their contemporaries.

Do intelligent women make better wives than those less blessed in the brain department? Yes. The experts say, "Intelligent women usually make wonderful wives. A truly intelligent woman is able to help her husband by

correcting him, offering him constructive criticism about his dress, morals and behavior. She is likely to inspire him with a dynamic type of nagging, instead of whining and complaining."

Do the brainiest actually live the longest? Yes. Westminster College researchers tell us that they have conducted a study of almost 10,000 men and women who had in some way distinguished themselves in mental ability. This group had a comfortable lead over the rest of the population when it came to life span.

Do smarter people tend to be egotistical and think only of themselves? No. Even on the high school level, when one would expect immaturity might be an excuse for the smarter people to think only of themselves, National Merit Scholarship studies show that the "brains" have a far greater interest in people than do the average students, and are usually more at ease in the



Pros
and
cons
of
being
smart



company of others. As we get older, the smarter-than-average person also has less feelings of inferiority and depression, say the psychological studies. These are the outgoing, easy-to-talk-to people who

always have something interesting to say.

If men had their choice between brains and beauty, would the majority pick the gorgeous dolls with the empty heads? No. Surveys show beauty just isn't enough any more. Most men look for an "all-ingredient dish."

Is it true that as a rule, the "brains" have no interest, and are not good in sports? No, not necessarily so, say the experts. Truly brainy individuals may be too preoccupied with "think" projects to take an active part in sports, but the possessors of high IQs usually are interested in a wide range of things, including sports.

Does physical exercise do anything to improve the I.Q.? Yes. Researchers

at one college persuaded faculty members to join a program of physical exercise and conditioning as part of a program to improve health through exercise. In a few weeks some professors said they now thought more clearly. Tests showed IQ scores had actually risen for some. Similar results have been found in conditioning programs for executives.

Do your eating habits affect your mental ability? Yes, say the medical authorities. A most important fuel for the brain is blood sugar. When this sugar is low, you think less clearly. So it is never wise to skip a meal because you want to work out a difficult problem. An hour after you eat, your blood sugar will be restored and you will think better.

Is it true that the higher the IQ a person possesses, the less he trusts his fellowmen? No. The shorter people are on brains, the more apt they are to be suspicious and distrustful. The Seton Psychiatric Institute tested people from various walks of life, and

found that people who assume a suspicious and distrustful attitude actually decrease their own ability to reason and think. So if you know someone who is always suspecting ulterior motives, have pity. He is putting a "limited" sign on his own thinking power.

If you have a high IQ, is it true that you may as well forget a successful love life? No. Dr. Paul C. Glick, noted sociologist, tells us the most successful people in choosing the right mate and staying happily married are the people with above-average intelligence. Other studies back this up by showing that disappointments in love and marriage most often occur with persons of limited education and lesser intelligence quotients. (The latter marry earlier and maturity could well be a strong factor here.) Studies also show men usually mature mentally at a slower rate of speed than do females, which might also be an important aspect of earlier marriages that do not succeed.

The higher the content of gray matter, the more dynamic runs the personality? No. Both the sharpies and the dull-witted can possess lovable personalities, say the people who know. By the same token, both the "thinks" and the "finks" can have obnoxious personality traits. Psychologists who study personality traits say a high IQ really has little to do with having a likeable personality or one that has an electrifying quality.

Do the beautiful girls usually end up with the most successful husbands? No. Matrimonial statistics today show that the women who have brains, charm and wit catch a man with a better job and enjoy a better and more interesting life than their beautiful-but dumb-sisters.

Are you much sharper in the brain department when you are in a good mood? Yes. "When you've got the world on your string, your mental faculties are at their peak performance," says David Harold Fink, a noted psychiatrist. Likewise, your ability to think is really on the skids when you are worried, depressed, fearful or in a black mood.

In one study, hundreds of inventors said they got their best ideas not while they were really thinking hard, but while they made no effort. After hard searching, they would relax or sleep. Most of their best ideas came during such relaxation or as they fell asleep or woke. Researchers concluded that the mind best crystallizes what has gone into it when left unstimulated.

It has also been proven that someone who "tenses up" when taking an IQ test, or whose health is under par, even temporarily, will score considerably lower than he should.

(Continued on page 19)

WARREN CHRISTOPHER

611 WEST SIXTH STREET
LOS ANGELES 90017
(213) 620-1120

1800 M STREET, N.W.
WASHINGTON, D.C. 20036
(202) 457-5300

March
16th
1981

Mr. H. Foster Sears
Grand Exalted Ruler
Grand Lodge
B.P.O.E.
Box 278
Macomb, Illinois 61455

Dear Mr. Sears:

Now that I am back in private life, I want to express my deep though belated appreciation for your very thoughtful note about the Algiers negotiations.

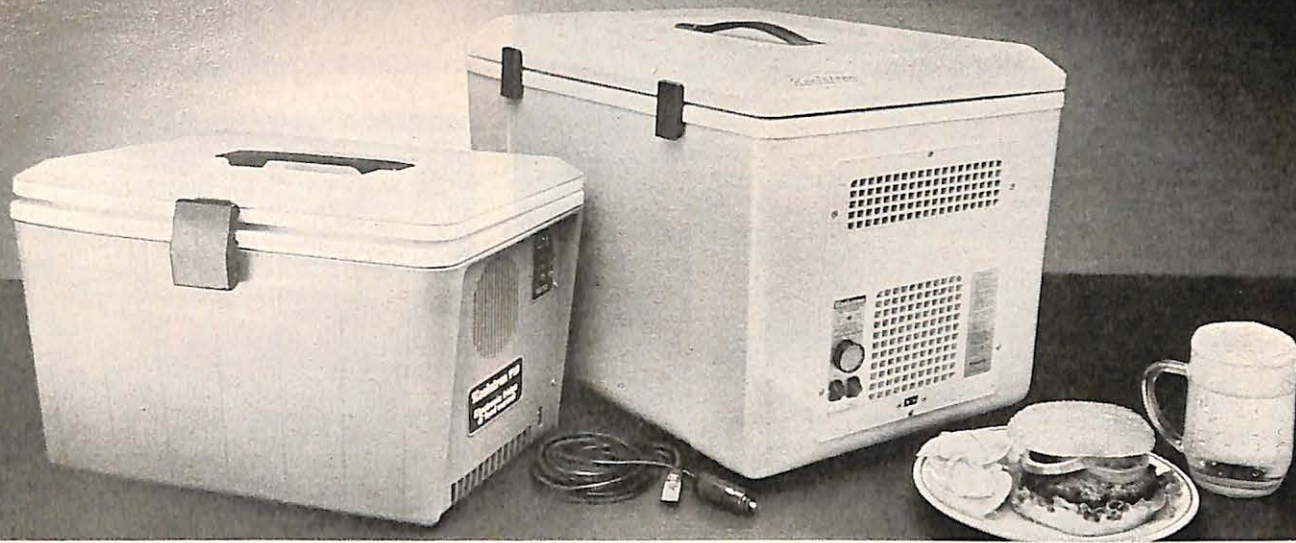
Many able people were involved in this endeavor, under President Carter's close direction. I was fortunate to have had an opportunity to play a role, and deeply thankful that the long nightmare is over.

All through the negotiations, especially when success seemed so remote, I found reassurance in sensing that we had the support of people like you throughout the nation. I shall always be grateful.

With regards.

Sincerely,

Warren Christopher



500 MILES FROM NOWHERE, THEY'LL GIVE YOU A CHILLED BEER. OR A WARM BURGER.

Recognize the ice chests in this picture?

Surprisingly enough, there aren't any. What you see instead are two Koolatrons, an invention that replaces the traditional ice chest—and its many limitations—with a technology even more sophisticated than your home fridge. And far better suited to travel.

What's more, the innocent looking boxes before you are not only refrigerators—they're also food warmers.

Refrigerator from outer space.

Because of space travel's tough demands, scientists had to find something more dependable and less bulky than traditional refrigeration coils and compressors. Their research led them to discover a miraculous solid state component called the thermoelectric module.

This electronic marvel has no moving parts to wear out or break down; it's not affected by tilting, jarring or vibration (things that can cause conventional fridges to fail). No bigger than a matchbook, it actually delivers the cooling power of a 10 lb. block of ice.

And thermoelectric modules are the heart of every Koolatron!

From satellites to station wagons.

Thermoelectric temperature control has now been proven with over 20 years of use in some of the most rigorous space and laboratory applications. And Koolatron was one of the first to make this magic available to families, fishermen, boaters, campers and hunters—in fact, anyone on the move.

Sophisticated controls also enable the two Koolatron models shown to do something no ordinary refrigerator can

do: keep your food warm (by totally reversing the thermoelectric process with the flick of a switch). Now you can refrigerate home cooked food and beverages while travelling—and eliminate costly ice, spoiled food and expensive restaurant meals. Or in winter, switch to heating and serve yourself hot burgers and casseroles while skiing or ice fishing. Even chill wine for your next party. In less than a year, your Koolatron can easily pay for itself—the convenience is a bonus.

A little energy goes a long way.

Koolatron plugs into the cigarette lighter in your car, boat, camper or plane with its detachable 9' cord. With the engine on, it can be operated indefinitely with no battery drain (with the engine off, the low battery indicator on models P10 and P34A alerts you when it's time to restart your engine).

And just how efficient is a Koolatron? It keeps food hot or cold using less energy than a single car taillight. A thick wall of urethane insulation helps maintain selected temperatures hours after the unit is turned off.

Koolatron also works at home or in the office, and for only pennies a day. The new optional AC adapter lets you plug it into any wall outlet—even in your hotel room.

A lifetime of convenience. For as little as \$139.

All Koolatrons are not created equal. Some, like the \$139 P10, give you both cooling and heating—with economy. Others give you even more room, or more luxury. (For full product description, see diagram above.)

And all are virtually maintenance free. In fact, the only moving part—a

small fan—provides many years of trouble free operation with

normal use. If necessary, you can replace it yourself—with just a screwdriver. And the thermoelectric module should last a lifetime (but just in case, we've got major service centers in New York, Arizona and Canada).

Each unit comes with full instructions, convenient service-by-mail information, and one year warranty. Not to mention a full three weeks to enjoy it at our risk—before making your final decision.

For quickest delivery, call us collect using the number below (please mention dept. number shown in coupon). Or mail the coupon itself, with check, money order, or credit card number.

ORDER COLLECT.

0-705-737-0842

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

Please send me:

- Koolatron P10 @ \$139. (\$149. in Canada)
- Koolatron P34 @ \$179. (\$189. in Canada)
- Koolatron P34A @ \$199. (\$209. in Canada)
- 110 volt A.C. adapter @ \$39.95 (same in Canada)

Please add \$9.00 per unit for handling and delivery (adaptor shipped free if ordered with unit; \$3.00 delivery by itself). Plus sales tax in N.Y., Ont., and Que.

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

- Check or money order enclosed for the amount of \$ _____ or charge it to my
- Visa Mastercharge American Express

Acct. # _____

Date Expires _____ Send brochure only.

Signature _____
(necessary to send merchandise)

NAME _____

ADDRESS _____

CITY _____ STATE _____

ZIP CODE _____ PHONE _____

Koolatron

Koolatron Industries Ltd.
56 Harvester Avenue, Batavia, New York 14020
Canada: 230 Bayview Drive, Barrie, Ont. L4N 4Y8
Dept. 1709 SGAF

Three Models

P10. (Shown above left). Heats and refrigerates; normal cooling or maximum cold; when warming, maintains contents at approx. 150°F; keeps food refrigerated even in temperatures up to 95°F; low battery indicator, blue case, weighs 10 lbs.; outer dimensions: 16"L x 11"H x 11"W; 4 cu. ft. capacity. (Holds 17 - 12 oz. pop cans.)

P34A. (Above right). Top of line, holds 3 times contents of P10; heats and cools; totally adjustable temp. controls from super cold to wine setting to hot; maximum cold 32°F, maximum heat 125°F; low battery indicator; beige, 17 lbs.; outer dimensions: 21"L x 16"W x 16"H; 1.2 cu. ft. capacity. (Holds 48 - 12 oz. pop cans/40 lbs of food.)

P34. Same size as P34A with cooling only; 2 settings—normal (42°F) and maximum cold; beige, 17 lbs.

Home Adapter. New optional 110 v. AC power unit lets you plug any Koolatron into any standard wall outlet. Completely solid state. UL and CSA approved. 5"L x 5"W x 3"H; only 20 oz.





WHEELING, WV. PGER Wade Kepner (center) is presented with his third Honorary Founders Certificate from the Elks National Foundation. Presenting the award are GL Committeeman Lester Hess, Jr. and then-ER Gerald Padfield. The \$1,000 donation was made in Brother Kepner's name by the West Virginia Elks Association.

WESTWOOD, NJ. Seven-year-old Jennifer Ruh, the Area 2 Crippled Children's Poster Child, was honored at a special dinner-dance at Westwood, NJ, Lodge. The lodge presented Jennifer with a \$1,000 Savings Bond and many other gifts.

WADENA, MN. The local lodge sponsors a youth hockey team in the Wadena Hockey Association. Over the past two years the team has lost only one of approximately 40 games played.

Gilroy, CA.

Huron, SD.

NEWS OF THE LODGES

GILROY, CA. Little Jason Stabb, clutching his fluffy pet, was the honored guest of Gilroy, CA, Lodge at its annual charity pancake breakfast. Jason is a recipient of Major Project therapy provided by the California-Hawaii Elks Association. He is shown with then-ER Frank Gonzales.

LOS ANGELES, CA. Robert Garrick, PER of Los Angeles, CA, Lodge, has been appointed by President Reagan to serve under Counselor to the President Edwin Meese as Deputy Counselor to the President.

HURON, SD, Lodge has the unique dis-

tion of having a lodge number (444) which is the same number of days the American hostages were held in Iran. On the occasion of the official visit of SP El Roy Robish, the lodge decided to honor the former hostages. Included in the program was an awards presentation to the Elks-sponsored Americanism speech contest winners. In photo from left are then-ER Larry Greff, award winner Robert Muthiah, SP Robish, award winner Dave Calligher, and PGER Francis Smith. The yellow ribbon symbolized the lodge's concern for the welfare, health and safety of the hostages during their long ordeal in captivity.





Wheeling, WV.

the Metropolitan District of Oregon was held by Portland, OR, Lodge. In attendance were past Elks of the Year from the following lodges: Portland, Beaverton, Multnomah, Oregon City, Milwaukie, Gateway, and Gresham.

Special recognition was given to Charles Lamb of Beaverton Lodge, who celebrated his 91st birthday on this special occasion.

HOLLYWOOD, FL. A year ago Hollywood, FL, Lodge undertook the task of building a \$100,000 addition to its lodge building. This necessitated the issuing of that amount of bonds. Recently, lodge officers were able to burn more than \$50,000 worth of those bonds.

SEBRING, FL. The Harry-Anna Crippled Children's Hospital in Umatilla,

Founders Certificate. Dignitaries on hand included State National Foundation Chm. Cal Horman and SP Bill Smith.

DELRAY BEACH, FL. A fund-raising Country-Western Evening, sponsored by Delray Beach, FL, Lodge, was held to aid youthful cystic fibrosis patients.

The proceeds of \$3,500 will be used for Sunny Shore Sea Camp, Key Largo, FL. This is a special camp for youth afflicted with cystic fibrosis who cannot afford to attend a regular camp. Volunteers working at the camp include doctors, nurses, and therapists.

The lodge's PER Association originated the camp project and determined that it was up to the Elks to carry out their credo of "service to the community," according to then-ER Walter Gies.



Albany, NY.



Bedford, VA.

ALBANY, NY. Members of the New York State Elks Association appeared on the United Cerebral Palsy Telethon to talk about their Home Service Program for CP patients. From left are Sasha Hoavk and Mary Guerro, Home Service Directors, United Cerebral Palsy Association; John Frey, public relations, New York State Elks Association; Louis Doodian, then-ER, Colonie, NY, Lodge; Jack Smith; and Floyd Laurenty, State Capital District VP.

DOTHAN, AL. Each year, the Alabama Elks Association holds a Cadillac raffle, with the proceeds going to the Alabama Elks Memorial Center, the state Major Project. This year the raffle raised \$57,000 for the center. The drawing was held during the association's midwinter convention at Dothan.

PORTLAND, OR. An evening dedicated to past Elks of the Year from

FL, received a gift of \$2,700. This gift was made possible by donations from Sebring Lodge golfers and a partial return of green fees from Sun 'N Lakes golf course in Sebring.

ROCKVILLE, CT. A class of 31 candidates was initiated by Rockville, CT, Lodge in honor of SDGER Arthur Roy and his many years of service to Elkdom.

WARRINGTON, FL. Lodge recently contributed \$1,050 to the Escambia Search and Rescue Unit, Inc. The money was raised through the efforts of the lodge's "Turkey Shoot" Committee.

BALLARD (SEATTLE), WA. During Ballard Lodge's annual Elks National Foundation Night, Brother James Cole was presented with his Honorary

BEDFORD, VA. The Virginia State Procedure-Protocol Seminar was held at the Elks National Home in Bedford, VA. From left are Doral Irvin, executive director of the home; Alex Harman, Jr., Home Member of the Board of Grand Trustees; PGER Robert Pruitt; SDGER Bill Scott, and Henry Self, first vice-president of the Virginia State Elks Association.

PANAMA CANAL ZONE (BALBOA) Lodge presented to the Helen Keller Blind School, in the Republic of Panama, a new water cooler-fountain during its annual party for 100 blind students.

DEARBORN, MI. The local lodge hosted veterans from the Allen Park and Ann Arbor Veterans Hospitals. Forty-three veterans were bussed in for an evening of fun, food, and entertainment.



Wrangell, AK.

NEWS OF THE LODGES

WRANGELL, AK, Lodge and its Emblem Club held a Roaring '20s charity ball to benefit Wrangell General Hospital. In photo, Secy. Bob Smith and his wife Noel (right), in their Roaring '20s regalia, present a check to Mrs. Emma Evy, hospital director. The donation was designated for the hospital's cardiac care equipment fund.

LINCOLN, NE. Over 35 Eagle Scouts, their parents, and leaders were honored at a luncheon at Lincoln, NE, Lodge. The featured speaker was Nebraska Secretary of State Allen Beerman. GL Americanism Committeeman Vincent Collura was the MC for the luncheon. (Brother Collura is the founder of the Eagle Scout Recognition Program in Nebraska.)

KERN RIVER VALLEY, CA. California-Hawaii Elks Association President Bill Brunner and his wife Marie were greeted by land, water, and air on a recent visit to Kern River Valley, CA, Lodge.

The Brunners were welcomed into the valley by VP Garland Rice and then-ER Richard Coleman and escorted in style by the Elks Motorcycle and Drill Team to a spot on Isabella Lake. There the Elks Boat Club took over and conducted the guests on a tour of the lake. On the following day, a squadron of airplanes took the party on a tour of 100 miles over the jurisdiction of Kern River Valley Lodge.

It is believed that this is the first vis-

itation by a dignitary to be conducted by land, water, and air.

PENDLETON, OR, Lodge and the community as a whole are proud of Brother Robert Mooers. He took it upon himself, in the name of Elkdom, to design, provide material for, and complete a stained glass window for the chapel at the Eastern Oregon Hospital and Training Center.

Brother Mooers teaches stained glass classes, does custom work, and then donates the proceeds to the lodge for such worthy causes as youth baseball, scholarships, and the Elks National Foundation.

SAN LUIS OBISPO, CA. The Youth Activities Committee of San Luis Obispo, CA, Lodge held a pancake breakfast for the Sea Hawks Swim Team. The proceeds from the breakfast are being used to improve the program and help the youth of the community. Over 100 young swimmers are participating in this program.

The lodge also sponsored a breakfast for the local chapter of the Future Farmers of America to help with the scholarship program and also with needed work on their project farm at San Luis Obispo High School.

PLANTATION, FL, Lodge held its 13th Annual Community Awards Banquet. Awards were given in the following categories: policeman of the year, fireman of the year, citizens of the

year, good guy of the year, newspaper of the year, and teenager of the year. Also honored were local finalists in the Elks National Foundation Most Valuable Student Contest.

POUGHKEEPSIE, NY. Mrs. Doris Glusenkamp, wife of Ronald Glusenkamp, chm. of the board of trustees of Poughkeepsie, NY, Lodge, raised \$1,557 for a Valentine's Day program at the Castle Point, NY, VA Medical Center.

Mrs. Glusenkamp presented to the veterans 215 gifts and Valentine cookies. She spent \$1,131 on gifts and needed supplies for the veterans, donated \$200 to a special hospital bed fund, and donated \$226 toward two picnics to be held at the center later this year.

Poughkeepsie Lodge also held a dinner-dance "Honoring Our Vets," at which 23 disabled veterans from Castle Point were entertained.

EVERETT, MA. On its annual Law and Order Night, Everett, MA, Lodge was proud to honor two young men in the community for services rendered to their fellowman.

During an attempted robbery of a local pharmacy, Ralph Salasi and Donald Stokes gave aid to the pharmacist and held the suspect until police arrived. Both men received citations from Everett Lodge and also from the Massachusetts State Elks Association.

ALMA, MI. During a recent visitation to the Saginaw, MI, VA Medical Center, Alma Lodge presented the hospital with a much-needed electric bingo board and blower system. Then-ER Richard Vliet presented the equipment to Kathy Stuart, chief of voluntary services for the hospital.

BETHLEHEM, NY. For the last seven years, Bethlehem, NY, Lodge has sponsored veterans' bowling as well as many other functions. Recently, a dinner was held to honor 20 of the veteran bowlers.

SAUGERTIES, NY. The Elks' Ladies of Saugerties, NY, Lodge presented an Eleventh Hour Ritual Clock to the Lodge. The presentation was made by Emily VanVoories, president of the Elks' Ladies to then-ER Al Brooks. The clock was purchased through donations collected by the ladies from members, friends, and the family of Al and Dorothy Brooks.

(Continued on page 31)

FREE With Every Order
Panthenol Shampoo Soap
 More Manageable hair for
 men & women

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

This offer expires June 30, 1981



Only Mail Order Makes Them Possible...

Bob Lee

MY LOW VITAMIN PRICES!

They're so low they're hard to believe. And these are the power vitamins you want for the whole family! Count on professional quality and personal service, too. Send your order today while these low prices are in force.

VITAMINS BY MAIL FROM LEE NUTRITION

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	Neutrants (ANTI-ACID) TABLETS 100 TABLETS 1.25 500 for 5.49	10 GR. 1200 MG. HI-POTENCY LECITHIN 100 CAPSULES 1.09 500 for 4.95
---	--	---

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

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. 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-Aminobenzic Acid; 50 mcg. each of B12, d-Biotin; 100 mcg. Folic Acid.
 50 Caps **1.79** | 100 Caps **2.69** | 500 Caps **10.59**

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
--	--	--

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

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

Acidophilus CAPSULES 100 CAPSULES 1.79 500 for 8.75	DOLOMITE & BONE MEAL The ideal combination 100 Tablets 59¢ 500 for 2.49
--	--

HERBAL LAXATIVE 100 TABLETS 85¢ 500 for 3.49	595 MG. Potassium GLUCONATE 100 Tablets 95¢ 500 for 4.29	Therapeutic with Minerals — same potency and formula as Squibb's Theragan — M* 100 Tablets 1.98 500 for 9.49
---	---	---

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	98¢	1.89	2.99	7.89
500	4.85	8.99	14.69	37.98
1000	9.49	17.59	28.49	69.85

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 6/30/81
 B543 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 B . . . 30 IU
 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 JUNE 30, 1981

MAIL YOUR ORDER TO:
 Lee Nutrition
 290 MAIN ST.
 CAMBRIDGE, MASS. 02142

MASTER CHARGE and VISA accepted on orders over \$10.00. Give card number and expiration date.

QUANTITY	SIZE	NAME OF PRODUCT	TOTAL PRICE

WE PAY POSTAGE on orders of \$10 or more! On orders under \$10, please add \$1.00 for postage and handling.
 Handling charge (Disregard if order exceeds \$10.00) \$1.00
 SATISFACTION GUARANTEED TOTAL AMOUNT

If you check this box and mail your order before June 30, 1981 we will include in your order **PANTHENOL SHAMPOO SOAP FREE**

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

Planer Molder Saw

3 Power **TOOLS** in **1**
Feed



Now you can use this ONE power-feed shop to turn rough lumber into moldings, trim, flooring, furniture — ALL popular patterns. RIP-PLANE-MOLD . . . separately or all at once with a single motor. Low Cost . . . You can own this power tool for only \$50 down.

30-Day FREE Trial! SEND FOR EXCITING FACTS
NO OBLIGATION—NO SALESMAN WILL CALL
RUSH COUPON BELSAW POWER TOOLS CO.
TODAY! 9321 Field Bldg.
Kansas City, Mo. 64111

BELSAW POWER TOOLS
9321 Field Bldg., Kansas City, Mo. 64111

YES Please send me complete facts about PLANER—MOLDER—SAW and details about 30-day trial offer.

Name _____
Address _____
City _____
State _____ Zip _____

Underground Homes

The Primer To Earth Sheltered Living — 24 Page Booklet gives basic information on underground homes — advantages, site selection, planning, financing, building tips, construction and landscaping. \$3.50 ppd.

Plans For The Future — 44 Page Book features full color renditions of 25 different underground home designs, plus floor plans. Blueprints available. \$7.95 ppd.

Order Today! Satisfaction Guaranteed.
Underground Homes • Dept. EM6
700 Masonic Bldg. • Portsmouth, OH 45862

COME VISIT THE EXCLUSIVE ISLAND BEACH CLUB ON THE FLORIDA GULF COAST.
Luxury two-bedroom Gulf front apartments with private patios, fully equipped kitchens, wall-to-wall carpeting, central AC/Heat, color TV, heated pool and 300-feet of private beach. Swim, fish and sail in the blue waters of the Gulf of Mexico. A unique island resort on Florida's tropical West Coast. **Special Low Rates for Elks, Months of September thru December.** Island Beach Club, 31st Street on the Gulf, Holmes Beach, Florida 33510 Telephone: 813/778-7323.



Horace R. Wisely



R. Leonard Bush



Gerald Strohm

WELCOME TO LAS VEGAS BROTHER ELKS AND THEIR FAMILIES

HOWDY PARDNERS!

Welcome to the West. You can travel farther than Las Vegas but you cannot get more Western. We and the Elks of Nevada are delighted that Las Vegas has been chosen as the site of the Grand Lodge Convention and will do everything possible to make your visit memorable.

Whether the trip is profitable financially is up to you. But you are alerted to the fact that all business establishments, such as casinos, are in business to make money. Risk only what you can afford to lose.

But aside from the lure of the casinos, you will find outstanding entertainment, excellent food at remarkably low prices and a warm welcome, not only from the fellowship, but from the July weather.

There are other attractions, of course. Hoover Dam and Lake Mead are among the most visited of America's sightseeing attractions. And for those who have some additional time, it is close to the many tourist attractions in nearby California and Arizona for pre- or post-Convention visits.

We know you will have a good time. We know you will leave the better for having attended.

LETTERS

• I'd like to tell you how much I enjoyed "The Natchez Trace—Footpath of History" (March, 1981) by Henry N. Ferguson. I took that trip a few years ago, which I still remember as one of the most enjoyable. It's a trip to be taken slowly by those who enjoy nature and the peace and quiet of God's country.

Our two nights' stay off the Parkway was comfortable and reasonable. The Rangers were most friendly and helpful. Anyone wishing to get away from it all should drive the Natchez Trace.

V. A. Kuery
Jacksonville, IL

• John C. Behrens' column, "It's Your Business" (March, 1981), on insurers accurately summarizes the intense pressures confronting the independent insurance agent today. That's why we have established the Insurance Consortium of America, the nation's first insurance franchise. Franchised business accounts for one-third of the retail business volume in the U.S., and franchising can provide the leverage to reassure the survival of the American agency system.

Alfred D'Avino
Vice President, ICA
Stratford, CT

• Regarding your column on insurers: If there is an adult over 30 who hasn't been peeled like an orange by your pitied insurance companies, he is a rare bird, indeed. Certainly we all pay higher premiums because of false and dishonest claims—the companies make very sure we do. Which doesn't alter the fact that falsehood and dishonesty have been part and parcel of the insurance industry for as long as the memory of man.

When have you seen a policy that could be read and understood without a magnifying glass and an attorney? How many people have purchased policies for a given purpose—and when they went to collect, found that their policy didn't cover? In all fairness, you should do another article listing any efforts the insurance companies have made to police their own industry and clean up their act.

W. S. Vickerman
Ellensburg, WA

• My goodness! Who would have thought that an article about Annie Oakley (February, 1981) would have drawn so much criticism? And who'd have thought so many Elks were authorities on the life of Dear Old Annie?

Frank B. Godeke
Olney, IL

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

10 one-week vacation opportunities for **Elks:**

Discover a different Caribbean island almost every day, and save \$600 per cabin.*

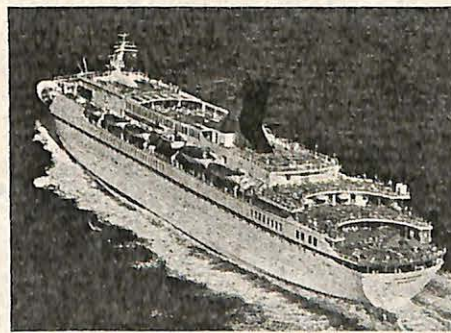
Cruising is today's fastest-growing vacation concept. And a one-week cruise on your choice of the world's two newest floating resorts—Cunard Countess or Cunard Princess—offers you more for your money than anything else in the Caribbean.

The ultimate vacation.

You pay one price for virtually your whole vacation—including four sumptuous meals daily, night-club, casino and disco. At sea, you enjoy more open deck space, an outdoor cafe, a restaurant with sweeping ocean views. In port, you explore different beaches, sights, cultures. And take your choice of tennis, golf, sunning, swimming and more.

Sample the best of the Caribbean.

In 7 days, see 6 fascinating islands



Cunard Countess and Cunard Princess, identical sister ships, are the world's two newest floating resorts.

on Cunard Princess: San Juan to Tortola, Martinique, Antigua, St. Maarten, St. Thomas. Or choose Cunard Countess, identical sister ship: 6 exciting ports—including South America—San Juan to Caracas (LaGuaira), Grenada, Barbados, St. Lucia, St. Thomas.

10 sailings to choose from in 1981.

Take your pick from these convenient Saturday departures:

Cunard Countess	Cunard Princess
June 6	Oct. 31
July 11	Nov. 14
July 18	Nov. 28
August 29	Dec. 5
Sept. 26	Dec. 12

Special airfare savings.

Save \$300 per person on your airfare to San Juan. This represents completely free airfare from selected cities. Special rates for Elks, including roundtrip airfare, 4 meals daily and entertainment are from \$855 to \$1,782*.

For reservations and information, call Mr. Les Kertes—collect—at (516) 466-0335 or (212) 895-7062. Or mail the coupon.

CUNARD PRINCESS

Registered in the Bahamas

CUNARD COUNTESS

Registered in Great Britain

*Prices are per person, double occupancy, and depend on dates and point of departure.

CUNARD Mr. Les Kertes, Hartford Holidays
277 Northern Blvd., Great Neck, NY 11021

Please send me more information about Cunard's special Caribbean Cruise opportunities for Elks and their families.

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

DAYTIME PHONE E151521G84



BRING BACK THE HEROES



by Florence T. Polatnick



Take a pencil and a piece of paper. When I ask the question, jot down quickly any names that come to mind. Ready?

Who are your heroes and heroines?

That's a question I put to my ninth grade Social Studies students a few years ago. It was the second week in September, and I thought the answers would give me some insights into their concerns, their values, and their aspirations. Did it ever!

At first no one wrote. "What do you mean?" someone asked.

"You know—heroes, heroines," I explained. "People you'd want to be like when you get older."

They looked at each other. Some shrugged their shoulders. Others rolled their eyes heaven-ward. Could it be that these 14 and 15 year olds were completely without role models?

"No talking, no consultations. It's what you alone think," I admonished.

A few began to write. Others chewed the ends of their pencils and thoughtfully scribbled one or two names. That was the first surprise—the paucity of ideas. Most of the students had no one in particular to whom they looked up. It was only when I began to list their first suggestions on the blackboard that a few blank minds were triggered into action.

The Fonz and (Welcome Back) Kotter got the most votes. Almost as popular were Wonder Woman and the Bionic Man. Grotesque rock stars Alice Cooper and Sid Vicious of the Sex Pistols were favored by many, as was a local boy who made good, Billy Joel. Once the category of athletes was opened up, there was strong sentiment for Reggie Jackson and O.J. Simpson among the boys and for gymnast Nadia Comaneci among the girls. Young Long Islanders are fanatical ice hockey fans, and so Mike Bossy, popular wing of the Islanders team, made the list.

"Anyone else?" I prodded. "Perhaps another field of interest . . ."

They threw the Social Studies teacher a sop. "What about Abraham Lincoln?" someone volunteered.

"What about him?" I asked.

"He was cool."

"Farah Fawcett-Majors," a boy in the back of the room shouted amid loud guffaws. I raised an eyebrow. "She's cool, too," he explained.

In succeeding years I repeated my survey. The latest teen-age idols, I am sad to report, have changed little—Jerry Garcia and the Grateful Dead; Roger Daltrey of The Who; all of The Kiss, a musically deficient but loud group who wear weird makeup, spit fire, and smash guitars on stage; new sex symbol Bo Derek (I'm still wondering how they got in to see an R-rated movie); and Benji, the TV dog who helps humans.

After one of these surveys, I asked, "What qualities should a hero or heroine have?" They considered this for a few seconds.

"He should be popular."

"He should be tops in his field."

One girl finally came through for me. "She should set a good example for teenagers."

"Does Alice Cooper set a good example?" I was thinking of his threatening stage get-up and depraved behavior. They were thinking of the money he makes and of his crazed, adoring following.

"How many of the girls here would take Farah Fawcett-Majors as a model?"

"If I could look like her, why not?"

I was stunned by both the blank responses and the shallow level of heroes and heroines offered. As I brooded over the results of that interchange, I was disturbed to realize that most adults today have adopted attitudes that dissolve heroism with scorn, distrust, and ridicule. Whatever the reasons, many adults have contempt for politicians, foreigners, different social and economic classes, and even human life itself. As a result, we have lost the psychological uplift of inspiring examples worthy of respect.

After I debated with my classes for several days, I accepted the challenge to define heroism. I thought hard and came up with these criteria: a concern for betterment of humankind; persistence in pursuing worthwhile goals, even in the absence of recognition; daring the unknown; overcoming handicaps which could have excused inactivity; representation of the great moral qualities which have been defined over the course of human experience—integrity, compassion, and unselfishness, to name a few.

Wonder Woman works to make the world a better place, they pointed out. I told them I was distressed that so many of their choices were not real people in a real world.

At that point I was challenged to list my heroes and heroines. Here was the real test. Without time for lengthy consideration and in no particular order of preference I wrote the following names on the board:

Albert Einstein
Norman Borlaug
Mahatma Gandhi
Harriet Tubman
Simon Wiesenthal
Abraham Lincoln
Fridtjof Nansen
Susan B. Anthony
Franklin D. Roosevelt
Moses
George C. Marshall
George Washington
Prometheus
Esther and William Tambor

I hesitated over Thomas Jefferson because of the slavery issue, but finally wrote in his name.

"Who are Esther and William Tambor?" someone asked.

"My parents. How come not one of you named a mother, father, or grandparents?" Someone made a rude noise.

Of course, at the age of 14 I would not have included my parents, but as I became a mature adult and learned more about them, they were added to my list. Leaving family and friends on a farm in Hungary as a teenager, my father had to find his way to a port of embarkation and face weeks in the steerage of a ship bound for America. Without education or skills or knowledge of English, he built a life in an unfamiliar urban setting. My mother's story, if anything, was more difficult, since she was a woman. Yet despite the obstacles and the great deprivation they suffered during the Depression, they sent three daughters to college at a time it was considered not necessary to educate girls.

"Surely my parents qualify," I said, and they agreed. As a result of this discussion, I made a note to plan a unit on oral history and expand the immigration unit to be studied in December. It proved a very successful addition to the academic curriculum, but even more important was the immediate effect. As some students began to interview adults in their extended families, they were forced to consider their roots and see their parents, grandparents, aunts and uncles in a new light. Some students even admitted that a few of their relatives had heroic qualities.

Norman Borlaug intrigued them. "Please tell us who he is," they kept nagging.

"Look him up," I retorted. "I'll leave the list up on the board for a few days."

“
He should be popular.
He should be tops in his field.
She should set a good
example for teenagers.”



BRING BACK THE HEROES

If you're curious, go to the library and write a report. What qualifies any of these people to be a hero or heroine? At least three references, only one of which may be an encyclopedia—and don't forget proper bibliographical form. First student on each subject will report to the class orally."

I wasn't sure whether any of them would respond to the challenge, but the reports began to come in. Almost all of the students in the class chose one hero or heroine on the list. Many did two or more reports and expressed great interest and satisfaction.

"How come we never learned about General Marshall if he was so important in the war and then the Marshall Plan afterward?" A lively debate followed on our responsibility for the freedom and well-being of other countries.

"Wisenthal is no James Bond, but he's for real," was another comment. "He's pretty good for an old man." We considered whether people are obliged to follow orders blindly? Should we let bygones be bygones, let sleeping dogs lie, or should we continue to track down World War II criminals?

One student unearthed Thomas Jefferson's request that his epitaph list the accomplishments of which he was most proud—the Declaration of Independence, the Virginia statute of religious freedom, and the founding of the University of Virginia. Why did he rate these above being President of the United States?

There is always ample material in the daily newspapers to reinforce the teach-

ing of values through the examples of heroes and heroines. Today's protestors against nuclear plants are using Gandhi's tactics of non-violence and civil disobedience. The women who are fighting for equality are carrying on Susan B. Anthony's struggle. In these days of budget cutting and concern over the cost of Social Security, FDR's belief in an active government role to guarantee the welfare of its people needs re-examining.

Some years ago there was great interest in using biography as a springboard for the study of history. The life of a person can illuminate the significant issues of his or her time, and there are always present-day parallels—Christopher Columbus and Neil Armstrong, Teddy Roosevelt's handling of the Perdicaris incident as compared with Jimmy Carter's handling of the Iranian takeover of the American Embassy and its personnel.

All through the school year the class considered the many moral issues involved in studying our own and other histories. Teachers often debunk the historical greats—Grant was a drunkard, Washington may have padded his expense accounts, FDR was unfaithful to Eleanor, Gandhi had strange views on sex. This is not a plea for cosmetic surgery, but for perspective. Cromwell summarized it well. A portrait painter asked if he should include the wart on Cromwell's nose. "By all means," Cromwell replied, "but don't make my nose a wart." We often evaluated leaders by means of a "report card." Did they measure up to the criteria for heroism?

It is not altogether fair to compare a ninth grader's heroes and heroines with those a more mature person might choose. Therefore, I tried to remember myself as a high school student. Many of the names on my adult list were unknown then, but I would have chosen most of those who remain. I would

undoubtedly have added Miss Bring, my brilliant, imaginative, no-nonsense English teacher, and Mr. Greenberg, my dynamic, witty, inspiring American History teacher. How is it that not one teacher was mentioned by my students some 40 years later? They were wild about John Belushi in *Animal House*. I would have listed Gary Cooper, not so much as a screen star, but as Mr. Deeds, the embodiment of civic virtue. Another of my teen-age heroes was the author Richard Halliburton, who instilled in me a love of travel as I followed his global adventures. Why is it my students did not come up with a single author they admired?

I am convinced that we as educators and parents are to blame. We have failed to hold up role models who reinforce the values we seek to instill in our children. Children learn by example. They need to know about ordinary people doing extraordinary things. They must become acquainted with human beings of ideas and ideals, who are self-reliant and life-enhancing, who dedicate themselves to excellence in its many forms, who are worthy of admiration, and who could and should serve as role models. It will not be easy to overcome the challenge of TV and its plastic people, or the lure of hard rock and acid rock and punk rock, or the movie portrayal of sex as sordid or trivial. Are we heroic enough to tackle this job? Can we smash these idols—the pied pipers of transitory trash—and put George Washington, Albert Einstein, and Miss Bring back on their pedestals? ■

New Hope for Men with Prostate or Bladder Problems!

The amazing zinc-fortified MultiVitamin—MultiMineral



If you're experiencing more frequent, painful, or delayed urination, or the feeling that your bladder is always full, ask your doctor about supplementing your diet deficiency with zinc. ProstaZinc is the first multivitamin specifically formulated with the potency of zinc for the adult male's diminishing nutritional needs, in combination with vitamins A, D, E, C, B-1, B-2, B-6, and known effective minerals. The therapeutic value of zinc has long been established in the normal function of the prostate, general growth development of reproductive organs and sexual maturation. A free brochure describing the use of zinc in various prostatic problems, hardening of the arteries, various blood vessel problems, body growth, smell and taste, is included with each order. Send \$8.95 (postpaid) for 75-day supply, or \$9.95 for 50-day supply of super potent ProstaZinc Forte to: **BIO-VIM LABORATORIES**, Department A-1, 4099 Tamiami Trail No., Suite 311, Naples, Florida 33940. (No Cash, Please.)

Community Service Winners

Winners in the 1980-81 Community Service brochure contest have been announced. They are:

Lodges with less than 301 members

1. Greenwood Lake, NY
2. Brandon, FL
3. Murfreesboro, TN

Lodges with 301 to 600 members

1. Ridgecrest, CA
2. Willcox, AZ
3. Fulton, NY

Lodges with 601 to 1,000 members

1. Lynbrook, NY
2. Alma, MI
3. Wadena, MN

Lodges with 1,001 to 2,000 members

1. Warren, OH
2. Anderson, IN
3. Wheeling, WV

Lodges with more than 2,000 members

1. San Mateo, CA
2. Lake City (Seattle), WA
3. Clawson-Troy, MI

Your IQ

(Continued from page 8)

If you are really smart, are chances pretty good that you will always be misunderstood? Yes. University of California studies show the real "brains" are also original thinkers. They will give in to impulse more readily than "Average Annie" or "Slow Joe." The "brain's" personality is usually complex, and he gets his kicks by dealing with complexities. If the project is simple, he wants no part of it. If it will take many hours of work or many moments of frustration, he tackles it. Hard to understand him? You bet.

Do tall women tend to be brainier than the pint-sized models? Yes. University of Aberdeen's Dr. A.M. Thompson, made a study of women in every social and economic bracket. He found that the women who towered 5 feet 6 inches and taller, do the following: They manage to snare the men who have excellent career prospects. Their IQs run higher than that of the little ladies. And they seem to land the best jobs. So even if it means looking right over the top of a man's head, don't scrunch yourself down. There is a superior place in this world for the tall gal.

Is it true that brains and brawn just

don't go hand in hand? No. Many studies, including the National Merit Scholarship surveys, show that the real brains are usually stronger, taller, healthier, and heavier than the men with lower IQs. So unless a fellow has had his brains dented in the ring, chances are he is as smart as he looks.

Are only the really smart, superior students interested in furthering their educations beyond high school these days? No, say the educators. Most people realize that education is an essential in this modern world, and they strive to get as much as they can.

If you are very intelligent, is it true that you don't have to give a second thought to decreasing mental ability when you are old, it just won't happen? No second childhood for you, and senility is out? Yes. If you are afraid your mental abilities will decrease as old age descends upon you, you will be interested to know that studies conducted by the University of California show this is definitely not the case with people of above-average intelligence. This, of course, would not pertain to cases of arteriosclerosis (hardening of the arteries) or other physical problems that hasten senility.

One researcher says, "Intelligence is like a set of muscles. Using it, we strengthen it. We can select the stronger or weaker areas for improving. Even

such simple tasks as crossword puzzles serve this need—anything at all that will make your mind work. Ordinarily, we tend to avoid the hard work of thought."

That IQ can, indeed, grow—or shrink—has now been well-established. "Most shrinkage, through disuse, belongs to old age. The less use the mind gets the lower its level of use, the earlier and faster such breakdown occurs. With use, our minds should be as good at 85 as at 25," say the experts.

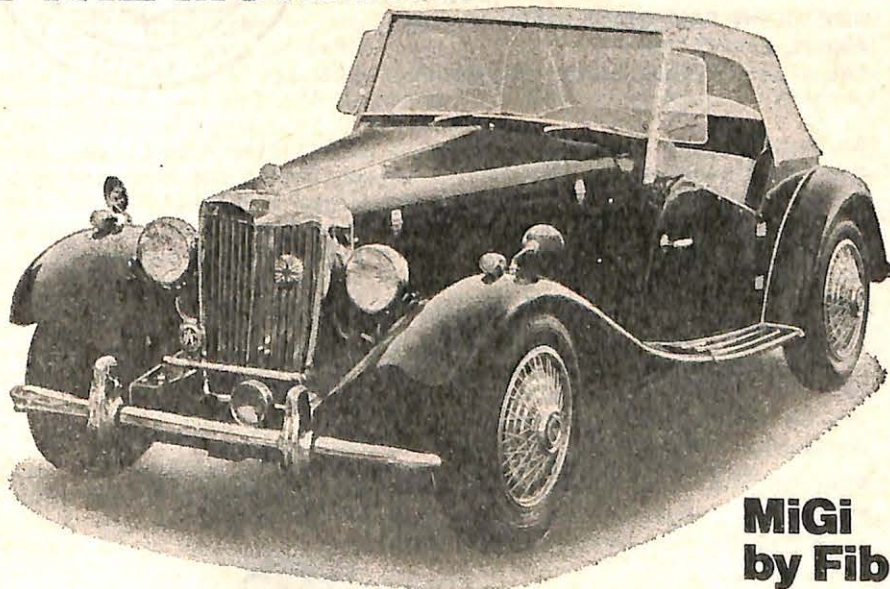
Can you tell when a person is really thinking deeply by watching his eyes? Yes. The pupils get larger when one is thinking intensely. Researchers at the Harvard Center for Cognitive Studies have shown that the more intense the mental effort, the more difficult the problem a person is given to solve, the more his pupils dilate.

Is intelligence a single quality which can be accurately measured by an IQ test? No. Intelligence is now considered a large number of independent functions, only some of which can be partially measured by IQ tests.

Are there ways you can raise your IQ considerably? Yes. Dr. Milton Swebel, of New York University School of Education, says, "I am optimistic about the possibilities of increasing the intellectual level of the entire population."

(Continued on page 23)

"TENSION HEADACHE? BUILD A MiGi AND CALL ME IN THE MORNING"



**MiGi
by Fiberfab**

MiGi: The VW based sportscar kit you build. Assembling your own sportscar is a truly relaxing and rewarding experience. While it's true you can't build one in a night, assembling one yourself in a few

weekends is as much fun as driving the completed car. It won't cure everything, but the MiGi is the perfect way to relieve the little pains of daily living.

CALL TOLL FREE 1-800-328-5671

Coupon must be completely filled out to receive information.

Or mail to:
FIBERFAB
 1000 Turners Crossrd.
 Minneapolis, MN 55416

EL-6 Name _____ Age _____
 Address _____ City _____ State _____ Zip _____
 Home Phone (____) _____
 Business Phone (____) _____
 Account No. _____
 Expiration Date _____

Enclosed is \$2 for color brochure.
 Enclosed is \$20 for assembly manual.
 Charge to my _____

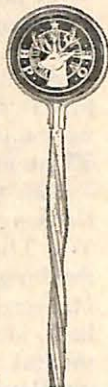
VISA
 American Express
 Carte Blanche

MasterCard
 Diners
 MiGi



**Starlite Drive Markers
Heavy Duty Staff**

Decorator designed, extruded aluminum staff with twin 3" blue reflector lens and yellow Elks emblem, encased in a beautiful aluminum bezel. Guide your car safely and surely all year round, helps snow removal, just stay within boundaries of markers. The beauty and weather resistance of aluminum will give years of service. Overall length 36" E-3104



Singly .. \$3.15 48, ea. .. \$2.55
24, ea. .. 2.75 96, ea. .. 2.35

Prices FOB Chicago

RH RUSSELL-HAMPTON CO.
Dept. E, 2550 Wisconsin Avenue
Downers Grove, Illinois 60515
(A Chicago Suburb)

THERAPEUTIC HAND EXERCISER



Won't fall out of your hand.

Approved, recommended by doctors, therapists for exercising painful, ailing hands and fingers. Helps to restore circulation, release tightened muscles. Foam rubber cylinder has adjustable strap to prevent exerciser dropping from your hand. Specially manufactured.

\$2.95 ea. + 50¢ handling,
continental US. Send check or money order to:

EJW Sales Co, Dept EM, PO Box 326, Lititz, PA 17543.

JOKES FOR SPEAKERS!

Topical Joke-Bulletin with approx. 100 funny one-liners, stories and roast-lines. Created by top Hollywood comedy writers. Ideal for Business and Club meetings, Banquets, etc. Humorize your speech for any audience; any occasion. Current issue, \$6.50. Send check or m.o. to:

JOKES UN-LTD.

1357 Miller Dr., Dept. E-9, Hollywood, Calif. 90059



WALK ON WATER

20 Ga. inflatables that fit your water skis. Pat. No. 3952353. Sensational in swimming pools. Make super swim rafts when used without skis. Introductory offer \$34.85 + \$3.15 shipping & handling. Free brochure. Central Mfg. Co., P.O. Box 876, Frankfort, Kentucky 40602.

*** HEARING AIDS ***

**From \$89.50—30 Day Trial
GIGANTIC SAVINGS ON BATTERIES**

**Write For Free Gift Offer
and Brochure Today**

ELECTRONIC PRODUCTS

Box 2005-E, Pinellas Park, Florida 33565

\$UCCESSFUL COLLECTIONS

an 80 pg. book to collect receivables. Author has 27 years success. A must for every business. Send \$7.95 (Plus 95¢ p.&h.) check or MO to **ALLIED FINANCIAL** 1094 Stillman Ave., Eugene, OR 97404



The State of Nevada
Executive Chamber

Robert List
Governor

Capitol Complex
Carson City, Nevada 89710

Dear Friends:

On behalf of the entire State of Nevada, I would like to welcome the members of the Benevolent and Protective Order of Elks to Las Vegas.

As you gather together for your national convention, each of you can take a great deal of pride in the accomplishments of the Elks during the past year.

As the largest fraternal organization in the country, the Elks have been deeply involved in charitable works and community service throughout the country.

I am confident that you will enjoy a meaningful and productive stay in Nevada.

You have my best wishes.



Sincerely,

Robert List
ROBERT LIST
Governor

OFFICE OF THE MAYOR

WILLIAM H. BRIARE

"BENEVOLENT PROTECTIVE ORDER OF ELKS"
ANNUAL CONVENTION
LAS VEGAS, NEVADA, JULY - 12 16TH



As Mayor of the City of Las Vegas, I am privileged to extend a warm welcome to the 1981 Annual Convention of the Benevolent & Protective Order of Elks. Las Vegas offers unrivaled accommodations, superb meeting and banquet facilities, unequalled entertainment and some of the world's most friendly people to host your convention.

Las Vegas has proven to be a great convention city. In the last eight years, more than 3,000 conventions were held here -- 59.8% of these were repeat conventions with 17% of the groups here five or more times. We are proud of our performance record and assure you of our fullest cooperation to make this the best Elks Convention ever.

Plan on joining us in Las Vegas WHERE YOU GET MORE DONE AND HAVE MORE FUN!

Sincerely,

William H. Briare

William H. Briare



THE
LAS VEGAS
CONVENTION

PROGRAM

117th Session Grand Lodge, B.P.O. Elks
Las Vegas, Nevada, July 12-16, 1981

REGISTRATION

SATURDAY, JULY 11, 9:00 AM and continuing daily during the Convention. Representatives (Exalted Rulers), Grand Lodge members, visiting Elks and ladies—The Las Vegas Convention Center, Paradise Road, Las Vegas, Nevada. This is the Information Center for delegates, their families and visitors. The first obligation is to register so that all concerned will be properly informed about the Convention and the facilities offered by the City of Las Vegas, recommended restaurants . . . ladies information, sightseeing tours, etc.

REGISTRATION HOURS

Saturday, July 11 9:00 AM to 5:00 PM
Sunday, July 12 9:00 AM to 4:00 PM
Monday, July 13 8:00 AM to 3:00 PM
Tuesday, July 14 9:00 AM to 3:00 PM
Wednesday, July 15 9:00 AM to 3:00 PM

GRAND LODGE SESSIONS

All held at the Las Vegas Convention Center as follows:

SUNDAY, JULY 12, 8:30 PM—Official Grand Lodge Opening Ceremonies. Addresses of welcome by local dignitaries and Hon. Gerald Strohm, Past Grand Exalted Ruler, who will preside. Principal address by Grand Exalted Ruler H. Foster Sears.

MONDAY, JULY 13, 9:00 AM—Opening Grand Lodge Business Session. Election of Grand Lodge Officers for 1981-82. Report of Americanism Committee.

MONDAY, JULY 13, 10:00 AM—Special Ladies Entertainment. Location to be announced.

MONDAY, JULY 13, 2:00 PM—District Deputies-designate—photos as per advance notification and schedule.

TUESDAY, JULY 14, 9:00 AM—Grand Lodge Business Session. Following business session at 1:00 PM Grand Exalted Ruler-elect's personal conference with Exalted Rulers and State Presidents in which the Grand Exalted Ruler-elect will outline the Grand Lodge program for the coming year—Las Vegas Hilton Hotel.

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

WEDNESDAY, JULY 15—Open Session of Grand Lodge. Reports and awards by Elks National Foundation, Elks National Service Commission and Youth Activities Committee.

11:00 AM MEMORIAL SERVICE

(Ladies invited and expected to attend Wednesday morning Session and Memorial Service.)—Las Vegas Convention Center.

WEDNESDAY, JULY 15, 12:45 PM—State Association Presidents' and State Secretaries' Reception and Luncheon in Las Vegas Hilton Hotel, followed by personal Conference with Grand Exalted Ruler-elect.

WEDNESDAY, JULY 15, 9:00 PM—Grand Ball—Las Vegas Hilton Hotel honoring all Exalted Rulers and their families. All Elks and Ladies invited. Admission by badge. Refreshments available. Local laws prohibit carry-in beverages.

THURSDAY, JULY 16, 9:00 AM—Final Grand Lodge Business Session. Installation of newly elected Grand Lodge Officers (11:00 AM). Induction of District Deputies. A 100 percent attendance of Exalted Rulers is expected. Ladies invited to attend.

FRIDAY, JULY 17, 7:00 AM—Breakfast followed by District Deputies Indoctrination by Conference with Grand Exalted Ruler, State Association Presidents invited. Las Vegas Hilton Hotel. This session will conclude at approximately 1:00 PM. Advance return reservations for those involved should be determined by this mandatory schedule.

RITUALISTIC CONTEST

SATURDAY, JULY 11, SUNDAY, JULY 12, MONDAY, JULY 13—All contests at Las Vegas Convention Center.

WEDNESDAY, JULY 15—Finals. Las Vegas Convention Center. Details of schedules will be available in final printed program of the Convention upon registration.

EXHIBITS

Display of activities by Grand Lodge Committees and Commissions, in addition to State Associations and others—Registration area—Las Vegas Convention Center.

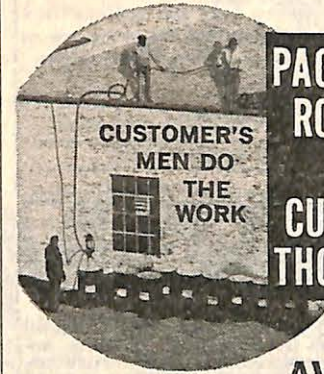
LAS VEGAS CREDIT REQUIREMENTS

Nevada gaming laws require advance credit arrangements with each hotel. Use of traveler's checks, however, is acceptable and recommended. Credit cards can be used for room charges only. They will not be accepted for check cashing.

MAKE BIG MONEY

selling  **Pace**
PRODUCTS INC.

SENSATIONAL SEAMLESS SPRAY



**PAGE 1-COAT
ROOF CARE
SAVES
CUSTOMERS
THOUSANDS!**

**ONE
AVERAGE
SALE
or more!**


PAYS \$1,000

Seamless Spray — the fast, money-saving way to repair roofs — is creating big income sales for men with no experience in maintenance products—many who'd never sold anything before! With Pace one-coat process, you show schools, motels, plants, shopping centers how to save thousands of dollars on roof repairs, using their own men and Seamless Spray equipment we furnish free. They repair, waterproof and insulate with just 1 coat. No costly roofing contractor. No delays. One average order pays you \$1,000 or more! BIG SALES, BIG INCOME FOR YOU!

1 SALE PAID


\$1,831.84

to

Gus Dethlefs 


\$2,458.40

to

Ray Wells 

\$1,666.21

to

John Napier 

PACE "LIVE SELLING" CLOSES BIG SALES IN YOUR OWN COMMUNITY

In just 3 minutes, your customer proves to himself how Pace 1-coaters work. With our LIVE SELLING demonstration, he cuts a hole in a sample roof felt, then brushes on Seamless Spray for the fast 3-minute repair! You take Pace LIVE SELLING to any big building in your community — hospitals, warehouses, factories — every place that has an old roof. See how fast your convincing proof makes the sale and your big commission! And PACE's Maintenance Policy providing continuous product service is your final clincher! PLUS the big savings they can't pass up. See for yourself how fast you can be in Pace big-sale earnings! Mail the coupon for quick, free information.



Dick Rogers
Pres. Pace
Products Inc.

**I'LL SHOW YOU HOW
TO MAKE \$1,000 A
WEEK PART TIME!
FREE FACTS BY MAIL
NO SALESMAN WILL CALL**

MAIL COUPON NOW

Dick Rogers, President
PACE PRODUCTS, INC. Dept. EL-681
81st & Indiana, Kansas City, Mo. 64132



PLEASE RUSH BY MAIL all the facts about making big money with Pace. I am under no obligation. No salesman will call.

Name _____

Address _____

City/State/Zip _____

See Advertisement Inside Front Cover

SATISFACTION GUARANTEED OR MONEY BACK
OLD VILLAGE SHOP, Dept. VM-3413,
340 Poplar Street, Hanover, Pa. 17331

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

MEN'S SHOE
 ...prs. Tan Leather (M242576B) Size _____ Width _____
 ...prs. Black Leather (M236802B) Size _____ Width _____
 ...prs. Brown Sueded (M242586B) Size _____ Width _____
 ...prs. Sand Sueded Leather (M233361B) Size _____ Width _____

WOMEN'S SHOE
 ...prs. Tan Leather (M203562B) Size _____ Width _____
 ...prs. Black Leather (M203687B) Size _____ Width _____
 ...prs. White Leather (M223693B) Size _____ Width _____
 ...prs. Brown Sueded (M223784B) Size _____ Width _____
 for just **\$14.88** pr., plus **\$2.90** per pr. pstg. & hdlg.
SAVE MORE! Order Two pair for just **\$28.99** plus
\$5.00 postage and handling.

CHARGE IT
 AMERICAN EXPRESS
 BANKAMERICARD - VISA
 CARTE BLANCHE
 DINERS' CLUB
 MASTER CHARGE Interbank No. _____

Acc't No. _____ Date Expires _____

Enclosed is _____

NAME _____ (please print)

ADDRESS _____

CITY _____

STATE _____ ZIP _____

See Advertisement Inside Back Cover

ADAM YORK/UNIQUE PRODUCTS
340 Poplar St., Hanover, Pa. 17331
Dept. UZ-5714

Please send (Qty.) _____ set(s) of 4 **Coat-of-Arms Tankards** (Parchment Certificate included) with the names I have indicated below. Each Set (Z 934646D), **\$29.50** plus **\$2.00** shipping, handling and insurance. Pa. residents add appropriate tax. (Note: same surname on all 4 mugs per Set. If gifts, tell us where to ship.)

Surname _____

Surname _____

Surname _____

Check or M.O. enclosed.
 Charge Credit Card:
 American Express VISA/Bank Americard
 Diners Club MasterCard
 Carte Blanche Exp. Date _____

Signature (if a Credit Card order)

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

HEARING AIDS

SUPER SAVINGS! Newest, Finest. All types. Buy **DIRECT** & save up to **HALF!** No salesmen. Sold by **AIR MAIL** on **HOME TRIAL FREE** Catalog. Write: **MONETSAVERS**, Dept. EK-6, 9530 Langdon Ave., Sepulveda, Cal. 91343. Not Sold in California.

SAVE 1/2!

FREE CATALOG — WRITE!



AMERICAN ELK T-Shirts

BEAUTIFULLY SILK-SCREENED

Choose from: **Bugling Bull** or **Six-pointer Bust**

\$7.95 ea. or 2 for \$14.95

.50/shirt for post. & hdlg.

Adult sizes S M L XL • Children's sizes (6-8) (10-12) (14-16)

Also available in sweatshirts \$13.95 ea. • .75 ea. post. & hdlg.

henri pumpkin™ co. inc. • Dept. A
 P.O. Box 5072 • Poughkeepsie, N.Y. 12601

REMBRANDT DID IT IN OILS...

Let us do it in BRONZE PLAQUES

FOR ALL OCCASIONS

Write for Free Catalog E23
 Engraved Plaques E21

INTERNATIONAL BRONZE TABLET CO., INC.
 150 W. 22nd St., N.Y., N.Y. 10011 212-WA 4-2323



KODAK FILM 49¢

any size, prints or slides. Package offer includes enlargements, double prints, low priced, high quality processing.

Take **MORE PICTURES** For **LESS MONEY**

details 25¢. Horizon Discount Photo
 Box 155A, Sennett, New York 13150

MEDICINE & YOU

by Larry Holden

CAFFEINE: THE UPS AND DOWNS

Caffeine is one of those things most of us have always taken for granted as relatively harmless. But this "legal upper" is coming under closer medical scrutiny these days, both as a boon and a bane.

We all know that caffeine is in coffee. Probably fewer of us realize that it's in a variety of substances far removed from the bean, such as chocolate, soft drinks, over-the-counter cold medicines and pain killers.

Still fewer consumers are aware that caffeine has been taken off the U.S. Food and Drug Administration's "generally regarded as safe" list of food additives. The removal was initiated pending further FDA testing.

For a long time, heavy caffeine consumption has been associated with jitters or sleeplessness. Of late, however, caffeine has been investigated as a known culprit in some stomach disorders and as a possible cause of birth defects. Both negative conditions are generally associated with high intakes of caffeine, such as the amount a person would get from drinking six or seven cups of coffee a day.

Caffeine stimulates the heart, the central nervous system and acid secretions in the stomach. It also acts as a diuretic (water loss) agent and a relaxant for smooth muscles, such as those found in the intestines.

But caffeine isn't all bad, although no one is touting it as a wonder drug. It certainly does not cure some dread disease. Nor does it cause instant and painless weight loss while allowing you to eat twice as much as normal. It most assuredly does give you an early morning boost, and now it's being studied as an aid to athletic performance.

Dr. Donald L. Cooper, director of Student Health Services and team physician of varsity sports at Oklahoma State University, reports that caffeine has been shown to aid athletes in endurance sports. "Through a mechanism not completely understood, caffeine produces a glycogen sparing effect and allows the body to burn free fatty acids," notes Dr. Cooper. What that means is that caffeine can help the body use stored fat sooner and slow down depletion of carbohydrate (glycogen) energy. This tandem condition enhances endurance.

The positive effects of caffeine are

best realized for competitions requiring about two hours, explains Dr. Cooper. It doesn't help much in "routine sports," which do not require sustained activity. Caffeine can be beneficial for distance runners (10 kilometers or further), cross-country skiers and rowers. But if you're a golfer, tennis player or baseball/softball jock, your lucky shirt or cap will do just as well in improving your performance.

If you are looking for an athletic boost, the recommended dosage is 2 mg per pound of body weight. If you choose coffee as your caffeine agent, that means two to three cups, depending on a person's size. Two cups of coffee (approximately 150 mg caffeine per cup) is adequate for a 150-pound runner. It should be ingested an hour before competition.

But, warns Dr. Cooper, athletes shouldn't make the mistake of thinking that if a little caffeine is good, a lot is great. When a person ingests one gram of caffeine—the amount in six to seven cups—insomnia, excitement, ringing of the ears, restlessness, rapid or irregular heart rate and quickened respiration are often experienced. Gastric irritation, such as diarrhea, and in cases of prolonged intake, ulcers may occur.

Of course, caffeine and pregnancy are another serious matter. The stimulant effect of caffeine increases the amount of the hormone adrenaline in the bloodstream, which directs the blood flow away from the uterus and placenta. That can rob the fetus of oxygen and nutrients from the mother's blood.

Another problem with caffeine is that the caffeine in the mother's bloodstream also enters the fetus. The stimulant effects on the fetus could be multiplied because of its small size. In the area of birth defects, caffeine is being studied as having a possible mutant effect.

And if you're an athletic type looking for increased performance, talk to a physician about the use of caffeine. Be aware that there really is a Caffeine Controversy. The substance is a blend of good and bad effects.

For information concerning the effects of caffeine in relation to athletic performance, contact:

Dr. Donald L. Cooper,
 Director of Student Health Services
 Oklahoma State University
 Stillwater, OK 74074

Your IQ

(Continued from page 19)

The IQ score is not a fixed, unchangeable factor as was once believed. For instance, favorable or unfavorable environments can drastically raise or lower a child's IQ score. Also, a University of Iowa study shows good or poor schools can make a difference in IQ of 10 points or more. But a stimulating or unstimulating home life yields a difference up to 25 points.

When doing mental work under frustrating conditions, is a person with a high IQ likely to do better than a person of average intelligence? No. In studies at Hunter College, students were separated into two groups; those with high IQs and those of average intelligence. Each group was given mental tasks to perform.

Under normal conditions, the students in the high-intelligence group showed superior mental ability. But when influences calculated to cause frustration were introduced by the psychologists, the mental performance of the high IQ group fell to below the average performance of the other group. The performance of the students of the lower IQ group was scarcely affected by the frustration.

Does a higher IQ mean it is easier for you to solve problems? No. The University of Michigan Bureau of Industrial Relations found that the best problem solvers are likely to have only average intelligence scores. The study further suggested, "The high-IQ person's sheer brainpower may often be a hindrance to effective problem solving." Instead of concentrating on the essential factors which bear directly

on the solution to the problem, the person with the high IQ may complicate things by trying to deal with all the complicating factors involved—all because he enjoys the exercise of mental gymnastics.

Is a child's intelligence more closely related to his mother's than to his father's? Yes. Researchers believe this is because a youngster has more environmental contact with his mother than with his father.

What actually is I.Q.? Intelligence tests were devised about 70 years ago by Alfred Binet and others in France as individual tests for classification of re-

tarded children. They were broadened at Stanford University to include all ranges of intelligence. The IQ compares chronological age with mental age, and a score of about 100 is considered average. IQ tests roughly measure only how well a person will do in school. This is its major purpose. It does not measure native intelligence. Nothing has been developed that does. Authorities further agree that "The IQ score is just one indicator of learning ability and is neither a complete nor an exact measure of true potential."

Does the IQ score give a pretty good
(Continued on page 29)

MAKE MONEY

CAN YOU IMAGINE OWNING A BUSINESS
WITH NO SELLING—JUST PEOPLE WAITING IN LINE
SCRAMBLING TO BUY FROM YOU

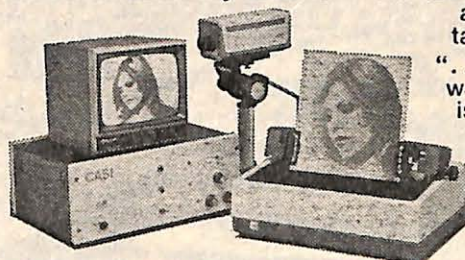
Here's what others say about it:

"This is a TRAFFIC STOPPER. We had a line at all times. We were so busy we couldn't take a break!" Mr. William S., L.A., Calif.

"... we no longer concern ourselves with watching each dollar. What I mean to say is that we watch each dollar fall into our pockets. What a great change..."

Ms. Jessica S., New York, N.Y.

"The CASI system is my second, follow-up after purchase is beyond the call of duty." Ms. Peggy J., Illinois



COMPUTER PORTRAITS BY CASI™ — PHENOMENAL MONEYMAKERS IN BLACK & WHITE OR LIVING COLOR!

According to Entrepreneur Magazine, many of those who climbed aboard are making it big in some locations. It takes a small cash outlay which comes back fast. And profits are big. It's the Computer Portrait business. Don't worry about computer know-how. You don't need it.

Imagine a business that's all cash, and delivers profits in healthy gulps. No franchise fees or restrictions. Portable. Ready to go without expensive installations. Ideal for full time, part time, or week-ends. An excellent family business. Just right for absentee ownership. There's no need to quit your present job.

With this system, you "take" someone's picture with a T.V. camera and instantly print it out with a computer! Don't flinch about a camera and computer. You switch on your T.V. without being an engineer. It's so push-button simple that a child can operate it. But the profits aren't kid stuff.

You can print a person's portrait on T-shirts, calendars, and tote bags. Then sell those—for cash—at an enormous profit. Print greetings, slogans, names. And personal biorhythms, too!

You set up anywhere, anytime. At shopping centers, malls, department stores, fairs, conventions, flea markets—wherever there's traffic. And get set to have that traffic pour in on you—waiting in line—scrambling to buy!

You need a lot more facts and figures. You need to know more about us, and hear more about successful operations. You might want to see them in action.

Speak to us directly—at one of our offices—call us TOLL FREE at 800-221-7660. Let's hear every question, every doubt, every uncertainty. We'll give you every answer, every fact and figure you want and need. You'll see for yourself that the CASI Computer System offers a remarkable opportunity to make an impressive income.

Being in the right place—at the right time—
and getting in on the ground floor—can make you rich!

MAIL THE COUPON, OR CALL: TOLL FREE 800-221-7660 -Ext. EL2

CASI
COMPUTER
AMUSEMENT
SYSTEMS, INC.
Corporate Office
915 BROADWAY,
NEW YORK, N.Y. 10010
in New York
Call Collect
212-929-8355.

Send To: CASI, Computer Amusement Systems, Inc., Dept. EL2
915 Broadway, New York, N.Y. 10010

Name _____

Address _____

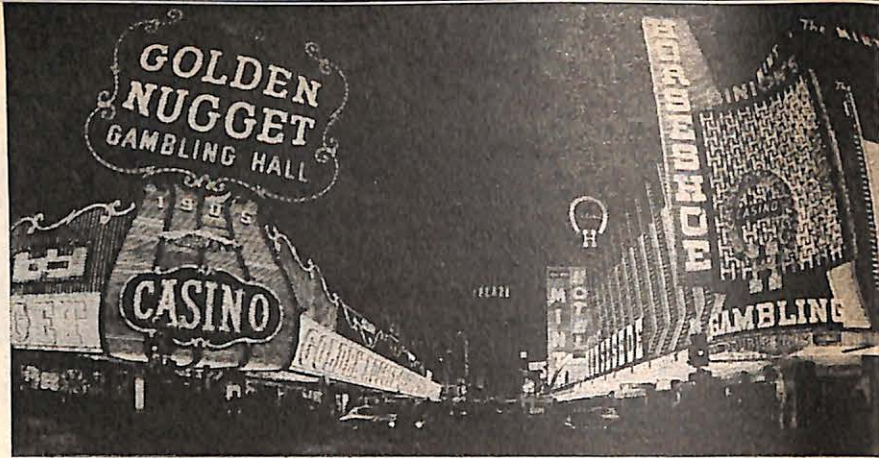
City _____ State _____ Zip _____

Phone _____ Bus. Phone _____

State Association Conventions

State	Date	Place
CO	9/10 to 9/12	Boulder
CT	6/5 to 6/7	Hartford
GA	6/11 to 6/13	Jekyll Island
ID	6/11 to 6/13	Burley
IN	6/4 to 6/7	French Lick
MD, DE & DC	6/26 to 6/28	Marlow Heights, MD
MA	6/12 to 6/14	Bretton Woods, NH
MN	6/18 to 6/20	Albert Lea
MT	7/22 to 7/25	Billings
NV	6/18 to 6/20	Tonopah
NJ	6/4 to 6/7	Wildwood
NC	6/5 to 6/6	Wilmington
ND	6/14 to 6/16	Minot
RI	6/12 to 6/13	Providence
SC	6/18 to 6/20	Florence
SD	6/5 to 6/6	Watertown
TX	6/18 to 6/20	Austin
VT	6/5 to 6/7	Jeffersonville
VA	6/26 to 6/28	Portsmouth
WA	6/19 to 6/21	Pasco
WV	8/6 to 8/8	Morgantown

Las Vegas



Casino Center in Downtown Las Vegas is the most brightly-lighted three-block area in the world.

BY
JERRY
HULSE



The Las Vegas Convention Center has 785,000 sq. ft. of meeting room and exhibition space.

It's known as the Entertainment Capital of the World and it's been called the Bargain Spot of the West (sumptuous buffets for under \$2 and four-course breakfasts for \$1.50), but more important it's a vacation attraction for all seasons. The town in question is Las Vegas, which this year, of course, happens to be your convention destination.

For those of you who will be making the journey (figure on temperatures near the 100 degree mark), you'll be following in the footsteps of millions of conventioners and vacationers who've visited Las Vegas since the forties.

(Merv Griffin fans are thoroughly familiar with the town's entertainers by way of Griffin's television shows emanating from this desert resort.) Annually some 12 million visitors pour into Las Vegas. To paraphrase Samuel Johnson, *when a man is tired of Las Vegas, he is tired of life*, for in Las Vegas there is nearly all that life can offer. Las Vegas is a combination of the old and the new: towering Strip hotels and outlying ranches, elegant restaurants and exciting lounges. There's a rhythm, a beat. It's a mixture of sights and sounds, of earthy characters and worldly celebrities, of flashing

neon and the voice of the wind.

Las Vegas changes constantly. It never dozes, it's never dull, never the same. To legions of visitors the real heartbeat of Las Vegas is The Strip. To others it is Glitter Gulch—downtown Las Vegas. Only recently Las Vegas celebrated its Diamond Jubilee. The scene today, though, is hardly the setting a group of Mormons discovered when they rolled into the valley in the 1850s to found a town they called Bringhurst. The Mormons built a fort and established a mine. But this was still the Wild West, with Indians, shoot-outs, sandstorms and a relentless summer sun that

scorched the earth and turned the earth brown. As a result, the Mormons pulled up stakes and returned to Utah, leaving behind a ghost town. In their place came ranchers, explorer John C. Fremont and the railroad. Soon, Las Vegas was a whistle-stop on the railroad's Los Angeles-Salt Lake City run.

On May 15, 1905, while dust devils spun like tornadoes across the Nevada desert, a land auction was held in what is now the heart of Las Vegas. In the course of a single afternoon, Union Pacific sold off 1,200 lots for a total of \$265,000—parcels that today are worth as much as \$2 million apiece. Following this land steal came the saloon-keepers and a sprinkling of speculators. But it wasn't until the '40s that Las Vegas came into its own. El Rancho Vegas was Las Vegas' first big hotel. It was followed by the Last Frontier and the Flamingo. After that came others: the Dunes, the Sahara, the Riviera, the Tropicana, the Hacienda, the Desert Inn, Caesars, Circus Circus, the Aladdin, the Stardust, the Mint, the Hilton, the MGM Grand.

At the original town site, a mock

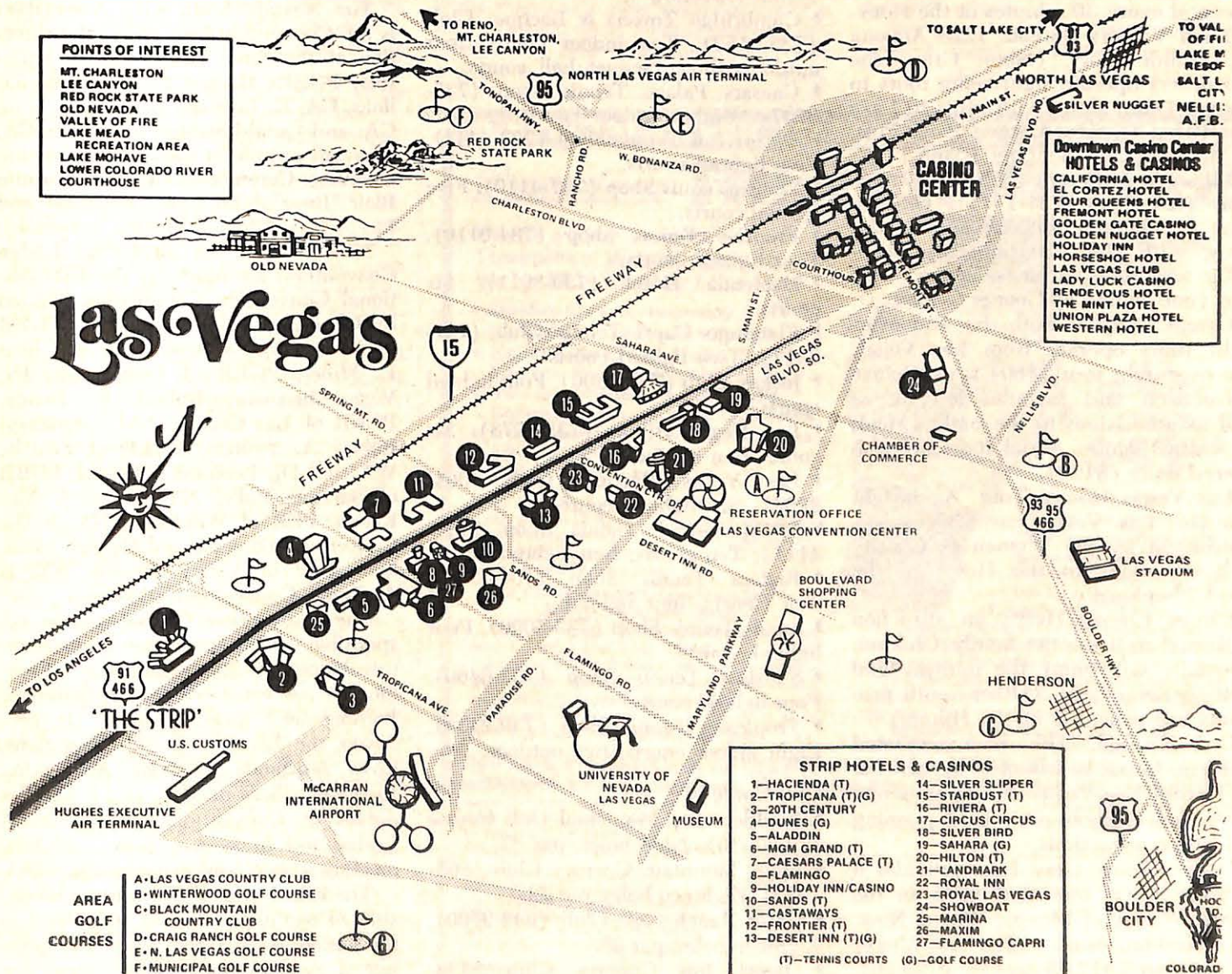
land auction was staged a year ago as the Jubilee celebration hit high gear. On the same day, Union Pacific sent a steam train puffing into town loaded with celebrities. Standing by were a lineup of antique cars and local citizens gussied-up in turn-of-the-century garb. After parading down Fremont Street, the entire entourage joined block parties and took part in a fireworks bonanza at the Union Plaza.

So much for the Jubilee. With all the growth, Las Vegas recently acquired a new \$3.5-million international arrivals and customs building at McCarran Airport. Big 747 charters carry visitors from as far away as Hong Kong and Korea. With all the action, the big hotels compete strenuously. They're still talking about the publicity stunt one hotel pulled by loading seven hundred gallons of martinis into a cement mixer and pouring them free for guests in the parking lot. Outpromoting one another is the name of the game. One hotel still advertises a 99-cent dinner, and brunch at another is up for grabs for only \$3.49.

At the other end of the scale, the

Aladdin boasts a \$1,500-a-day suite complete with billiards room and a spiral staircase leading up to its bedrooms. A sign at the entrance reads: "It ain't much but it's home." Your convention hotel is the Las Vegas Hilton. When it opened in 1969, the Hilton bowed in with 1,500 rooms, making it the biggest hotel in Vegas. Later it added 1,283 rooms. It is doubtful if another hotel in Las Vegas—in deed in all the world—can match the Hilton's recent electric bill, a mite over \$150,000. And that was for only one month. Thirty stories high, the Hilton contains a ballroom big enough for a pro bowl game, dozens of shops and eleven restaurants, including the Benihana Village, a Disney-like assortment of gardens and streams combined with man-made thunder and do-it-yourself rainstorms. On the roof, guests sunbathe alongside the town's biggest swimming pool, play tennis on six courts and doodle away the hours on a pitch-and-putt course.

Again, Las Vegas changes constantly. Just as Miami and Manhattan and dozens of other convention towns do. In



Las Vegas

half a century it has grown from a sleepy village to a metropolis known the world over. During that time the town's features have changed: From a secluded desert village, Las Vegas has become a major entertainment capital for both conventioner and vacationer. The Strip is lined with towering neon-lit marquees flashing the names of its celebrities: Wayne Newton, Robert Goulet, Liberace, Bill Cosby, Kenny Rogers, Mac Davis and dozens more. But Las Vegas is more than hotels and celebrity shows. Here for your sightseeing pleasure are a handful of the entertainment capital's attractions as well as others close by:

© Hoover Dam, without precedent, the greatest engineering feat of its day. Visitors are taken inside the dam to inspect its inner workings. Admission for adults is \$1, with children under 16 admitted free. Guided tours depart from the top of the dam regularly throughout the day, 8:30 a.m. to 7:15 p.m. In addition to the tour, a free film portraying the construction is screened every 30 minutes at the Hoover Dam Visitors Bureau, 1228 Arizona St., Boulder City. (Note: Gray Line and others operate sightseeing tours to Hoover Dam, along with visits to Lake Mead that feature Arizona Paint Pots, Castle Reef and Sentinel Island.)

© Liberace Museum, 1775 East Tropicana (telephone 731-1775). On display: A collection of classic automobiles along with the entertainer's million-dollar wardrobe and a collection of pianos (one owned by George Gershwin).

© Grand Canyon. Both day and overnight tours operate from Las Vegas. The overnight tour (\$60) is via deluxe motorcoach and includes lodging as well as admissions to the park. (Meals are extra.) Note: Aerial tours are also offered daily (\$129).

© Las Vegas Homes Tour. An insight into the Las Vegas few visitors see. Conducted by the Women of Charity with donations to the Home of the Good Shepherd.

© Circus Circus. Here's an attraction dedicated to the entire family. Children especially will enjoy the midway and exciting circus acts. (Other youth programs are provided at the Hilton.)

© Old Nevada. This is a recreated Western town 30 minutes by car (or bus) from Las Vegas: a wax museum, opera house, shoot-outs, gold panning and other attractions.

© Desert Tour: Gray Line provides a 6½-hour desert tour that takes in the Garden Valley of Moapa, Wayne Newton's Arabian horse ranch and Upper Lake Mead (\$17.75 including lunch).

© A number of nightclub tours are of-

ferred by tour companies. Contact the bell desk in your hotel or call:

- ▶ Gray Line, 384-1234.
- ▶ Transportation Unlimited, 873-6000.
- ▶ American Sightseeing, 384-1230.
- ▶ Cultural Focus Tours, 382-7198.

Dining Guide

The following hotel restaurants offer fair to excellent cuisine: The Delmonico Room at the Riviera Hotel, the Pavilion Room at the Sands, the Bacchanal at Caesars Palace, Cafe Gigi at the MGM Grand, the Quarterdeck at the Mint, Benihana Village at the Hilton, Diamond Jim's Cabaret at the Frontier, Hugo's Rotisserie at the Four Queens, Dome of the Sea at the Dunes, House of Lords at the Sahara, Da Vinci's at the Maxim, Lillie Langtry's at the Golden Nugget, Top Brass at the Silverbird, Mademoiselle's at the Marina and Carson City at Circus Circus.

Besides these, dozens of other restaurants serve round-the-clock in these hotels and elsewhere along the Las Vegas Strip. For details on dining (as well as sightseeing) contact the News Bureau at the Convention Center.

Tennis Directory

- ▶ Cambridge Towers & Racquet Club (735-8153). Ten indoor courts, four outdoor, three racquet ball courts.
- ▶ Caesars Palace Tennis Shop (735-6797). Eight outdoor courts.
- ▶ Desert Inn Tennis Shop (733-4444). Five lighted courts.
- ▶ Dunes Tennis Shop (737-4110). Five lighted courts.
- ▶ Frontier Tennis Shop (734-0110). Four lighted courts.
- ▶ Hacienda Hotel (739-8911). Six courts.
- ▶ Flamingo Capri Tennis Club (731-3311). Two lighted courts.
- ▶ Jockey Club (736-8800). Four lighted courts.
- ▶ Las Vegas Hilton (732-5278). Six courts, four lighted.
- ▶ Las Vegas Racquet Club (361-2202). Six lighted courts.
- ▶ MGM Grand Tennis Shop (739-4111). Ten courts, four lighted.
- ▶ Riviera Tennis Shop (734-5110). Ten Courts, four lighted.
- ▶ Sands Tennis Shop (733-5000). Four lighted courts.
- ▶ Stardust Tennis Shop (732-6460). Four lighted courts.
- ▶ Tropicana Tennis Shop (739-2439). Eight indoor courts, two outdoor.

Golf Guide

- ▶ Boulder City Municipal Golf Course (293-3536). Nine holes, par 37.
- ▶ Black Mountain Country Club (565-7933). Eighteen holes, par 72.
- ▶ Craig Ranch Golf Club (642-9700). Eighteen holes, par 68.
- ▶ Desert Inn Country Club (733-4444). Eighteen holes, par 72.

- ▶ Dunes Country Club (737-4110). Eighteen holes, par 72.
- ▶ Las Vegas Municipal Golf Course (878-4665). Eighteen holes, par 72.
- ▶ North Las Vegas Community Golf Course (649-7171). Nine holes, par 27.
- ▶ Paradise Valley Country Club (451-2106). Eighteen holes, par 72.
- ▶ Sahara-Nevada Country Club (735-7070). Eighteen holes, par 72.
- ▶ Tropicana Country Club (739-2579). Eighteen holes, par 70.
- ▶ Winterwood Golf Club (452-8314). Eighteen holes, par 71.

The primary purpose of the Annual Elks Convention is to conduct the business of the Grand Lodge. Grand Exalted Ruler H. Foster Sears of Macomb, Illinois presides. Officers for 1981-82 are elected. Grand Lodge Committees and District Deputies are appointed. An attendance of over 18,000 is expected in Las Vegas.

Morning business sessions permit afternoon and evening free time for social activities. The sessions analyze progress reports of the various Grand Lodge Committees and plans for further achievement are formulated.

The Nevada State Elks Association is the Convention host under the direction of the three Grand Lodge Sponsors: PGERs Horace R. Wisely of Salinas, CA; R. Leonard Bush of El Toro, CA; and Gerald Strohm of Fresno, CA, who will preside at the Sunday evening Opening Ceremonies. Grand Esquire Blair "Buzz" Jollif heads the State and Las Vegas Lodge's hosting program.

Arrangements for all Grand Lodge Conventions are made by the Elks National Convention Commission headed by Chairman Robert G. Pruitt, PGER of Atlanta, GA. Others include: Glenn L. Miller, PGER of Logansport, IN, Vice Chairman; Robert E. Boney, PGER of Las Cruces, NM, Secretary; Robert A. Yothers, PGER of Seattle, WA, and Dr. Leonard J. Bristol, PGER of Saranac Lake, NY. Bryan J. McKeogh, PER of Woodside, NY, is the Convention Director and George Malekian, PSP of Valley Stream, NY, is Assistant Convention Director.

The Convention Commission is responsible for site inspection and recommendations of cities which can accommodate our extensive requirements for housing and meeting space. It processes the housing of all delegations, gives assistance to State Association functions where needed, and it handles details at Convention Center, Grand Lodge and State Association exhibits, meeting rooms, equipment and supplies.

The Elks National Convention is considered one of the largest of its kind in the nation. As a consequence, the number of available cities which meet our requirements is limited. ■

IT'S YOUR BUSINESS

by John C. Behrens

AMERICAN KNOW-HOW

Good old American know-how. The Allies counted on it during World War II. The United Nations counted on it during the Korean War. And President Lyndon Johnson counted on it when he made a famous speech defending his policies on American intervention in Vietnam.

He told us in effect we could have guns and butter because of the strength of the American economy and the American worker. He might have been hard-pressed to support such a statement in 1981.

The reason? For the past two years, the American laborer produced less than he did the year before. In 1979, the decline was almost one percent. Last year, it was .04 percent.

A Congressional Budget Office study offers a number of reasons for the decline. Workers haven't gone soft, the budget office planners say, changing demographics and inexperienced children of the baby boom are creating less efficiency. Translating that, young adults are flooding the labor market, and there is increased pressure to fill slots even though they are less productive or less trained than experienced older workers.

The budget office also noted that productivity in the United States has been hampered by the lack of modern, efficient tools and facilities. The average plant, for example, is 20 years old.

At the same time, research and development, which hovered about three percent of the Gross National Product in the early 1960s, is currently 2.2 percent and declining.

The bad news doesn't stop there, either. Economic observers point out that government regulations, inflation and the rising cost of energy have taken a toll, too.

President Reagan, of course, struck a nerve in recent discussions about the American worker and unemployment as he tried to defend one part of his cuts in government spending. According to the president, a reduction of 25 percent in vocational education funds—a cut that would slice approximately \$100 million from federal spending—is needed because there are actually jobs available.

"How does a person in . . . skills justify calling themselves unemployed when there's a fellow spending money advertising and saying 'I've got a job—come fill my job?'" the President asked after

looking through the classified pages of the *New York Times* and the *Washington Post*.

He was quickly attacked by some economists and educators because they felt he was too general in talking about a complicated subject and the continuing search for solutions.

But was he? Perhaps it's simplistic to look at the classifieds and wonder; but then he might have been recalling his discussions earlier this year with Prime Minister Margaret Thatcher of Great Britain. She arrived for a visit at the White House at a time when her country was experiencing its highest post-war unemployment rate (2.5 million) and was thought to be losing 5,000 jobs a week.

Perhaps he had read the shocking report released by a legislative study commission in New York which said that vocational education in that state frequently trained students for jobs that didn't exist.

The study commission reported that secondary school systems in the state had spent \$569 million in federal, state and local monies on vocational education in 1977, and only two-thirds of the graduates of the programs had found any jobs by mid-1979. The price? According to the commission, \$1,262 a year per student.

The chairman of the study group, Assemblyman Arthur Kremer, said the training programs seemed to concentrate on occupations in which there was a labor surplus. A student graduating in automotive services, to illustrate, "only has a one-in-six chance of obtaining full-time employment," Kremer explained, because the field is saturated.

The bigger problem, a number of educators and business people concede, is the lack of motivation among workers to perform tasks perceived as functional and not challenging. There has been a growing demand by younger persons to enter the job market on their terms. The prospective employee seeks higher paying, decision-making positions, or actually remains unemployed until his golden opportunity arises.

Why has American productivity tumbled? A number of small businessmen (Continued on page 33)

A SPECIAL OFFER TO ELKS BROTHERS ONLY!

Presenting THE ELK WATCH!

Here's a Fine Swiss-Crafted Timepiece Worthy Enough for an ELK Brother Like You!

- Quality Quartz Accuracy (to within 5 seconds a month)
- Beautifully Crafted with Top-Grain Leather Band • Jeweled Crown
- Sweep second hand for Split Second Accuracy • ULTRA-THIN
- 1 year service-by-mail guarantee
- 30-Day No-Risk Trial
- Gift Box included



Similar Quality Sold Nationally for \$120

ELK QUALITY ONLY \$49⁹⁵

As an ELK, You live your life with Honesty, Integrity and Dedication. You deserve only the best . . . and here it is. The ELK watch—dependable—incredibly accurate—and beautifully styled in ELKS tradition.

The ELKS Watch is Truly a Classic—Just Look at the Quality

With no fancy buttons or gimmicks to get you to buy. The ELK Watch is a classic timepiece, that will always give you accurate—dependable time. Quality quartz craftsmanship accurate to within 5 seconds a month. And never needs winding. Finish in a Gold-tone case, and top-grain leather band

Can you think of a more thoughtful present?

Act Now for Special Introductory Offer

Anyone can expect to pay up to \$150 for a specially designed quartz watch like this. And

we're offering this stunning watch to you for an incredible \$49.95. But you must act fast to take advantage of this truly low price.

To order simply fill out the coupon below. Or to save time call Toll Free 800-835-2246 Ext. 36 and use your Master Card or Visa.

MERGER 61-20 Grand Central Parkway
MARKETING Forest Hills, N.Y. 11375 - Suite A106

Use Your Master-Card or VISA Call Toll Free: 800-835-2246 (Ext. 36)
Kansas residents, Toll Free 1-800-362-2421 (Ext. 36)

Send Today to: Merger Marketing
61-20 Grand Central Parkway,
Forest Hills, N.Y. 11375, Suite A106

Yes! Send me _____ ELKS WATCHES. I understand I may return this watch within 30 days for full money-back guarantee. Enclosed is \$49.95 for each watch plus \$2.90 each postage and handling. Total enclosed \$ _____ (N.Y. residents add 5% sales tax).

Check or money order enclosed. Master Card VISA

Credit Card No. _____ Exp. Date _____

Name _____

Address _____

City _____ State _____

Zip _____ Lodge # _____

On Tour With H. Foster Sears



At the Georgia Elks Association spring meeting in Atlanta, GER H. Foster Sears and his wife Marguerite (right) were the guests of honor. Others in photo are (from left) VP Andy Anderson, Sue Whitaker, SP Doug Whitaker, Ruby Pruitt, PGER Robert Pruitt, Joyce Sexton, and PSP Toby Sexton, meeting chm.

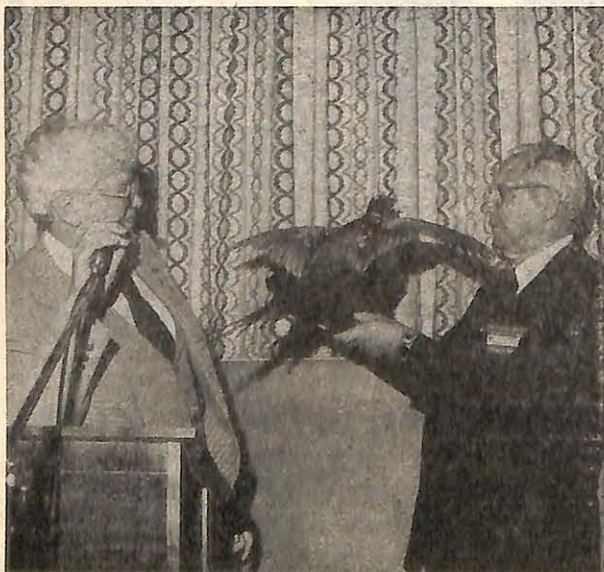


GER H. Foster Sears is shown with one of the residents of the Elks Aidmore Children's Home in Conyers, GA. GER Sears toured the 110-acre facility, which is the Major Project of the Georgia Elks Association.

GER H. Foster Sears (center) made his official visit to Alabama at Tuscaloosa Lodge. In photo from left are Bernard Rosenbush, PDD, PSP, lodge secy.; Garland Tanner, PDD, PSP; PGER Robert Pruitt, GER Sears; SP Harry Erdberg, PDD; then-ER Argie Johnson; and GL Committeeman Robert Grant.



At McCook, NE, Lodge, GER H. Foster Sears (right) was presented a stuffed pheasant by then-ER James Underwood.



During his visit to McCook, NE, Lodge, GER H. Foster Sears (center) displayed Nebraska's winning entry in the Americanism contest. From left are Vincent Collura, GL Americanism Committeeman; PGER George Klein; GER Sears; Donald Frick, state Americanism Committee chm., and Max Broderson, Est. Loyal Kt. and Americanism chm. of McCook Lodge.

Your IQ

(Continued from page 23)

indication of native intelligence? No. It does not measure qualities such as imagination, insight, creativity and original thinking. In fact, Edward Chittenden, a research psychologist at Educational Testing Service, a nonprofit educational measurement and research organization that administers and evaluates school tests, says the tests are slanted *against* original thinking, because they tend to favor students who quickly recognize conventional answers. He adds that the test measures only how well a student can cope with the questions, rather than how well he can construct or produce new solutions.

Can the brain tire, actually making us brain-weary? No. Scientists have found no evidence that the brain actually gets tired. It seems to operate at the same level day and night. Muscles get tired, but since the brain contains no muscle, what probably passes for brain fatigue or mental fatigue is the result of tense emotions as we try to solve mental problems.

Does a high IQ assure success in life? No. Intelligence is useful in many fields and essential in some, but it is not the most desirable characteristic. It has now been revealed that the intelligence that is rated by conventional IQ tests is not the only form of intelligence we have. Instead, we have been found to have many kinds of intelligence. So far, 70 separate kinds of intelligence have been isolated by the Aptitudes Research Project at the University of Southern California, and 50 more are being worked on. Only a few of them are measured by standard IQ tests. And as tests have been developed to measure the others, they have come up with a few surprises.

For example, consider "social intelligence," which in one form gives us the ability to understand the feelings and wishes of others. Politicians and salesmen who often show very mediocre conventional IQ scores, often show very strong social intelligence of this kind. A similar aptitude belonged to a TV producer who flunked out of college but had a genius for choosing what would entertain people. Actresses might lack this particular aptitude, but score high in a mirror image of it, as they are superb at projecting their own moods so the audience can understand them.

It is a shame that IQ ranking should make sensitive people feel inferior, when many of them have other aptitudes which no one can measure. Because of drawbacks of IQ testing, many schools today are beginning to rely more heavily on achievement tests, soon making IQ a thing of the past. ■

Departed Brothers

PAST DISTRICT DEPUTY Clyde M. Betts of Decatur, IL, Lodge died February 9, 1981. In 1975-76, Brother Betts served as District Deputy Grand Exalted Ruler for the East Central District of Illinois.

PAST GRAND LODGE COMMITTEEMAN Clyde K. Dial of Decatur, IL, Lodge died January 3, 1981. He was a member of the GL Lodge Activities Committee in 1974-75.

Brother Dial served as District Deputy Grand Exalted Ruler of the East Central District of Illinois in 1965-66 and was president of the Illinois Elks Association in 1972-73.

PAST DISTRICT DEPUTY J. Spencer Woodworth, Sr. of Robinson, IL, Lodge died January 31, 1981. Brother Woodworth served as District Deputy Grand Exalted Ruler for the Southeast District of Illinois in 1946-47.

PAST SPECIAL DEPUTY Roy C. Heinlein of Sisterville, WV, Lodge died March 6, 1981. Brother Heinlein served as Secretary and Special Deputy to then Grand Exalted Ruler Wade Kepner in 1945-46. He was also a past president of the West Virginia Elks Association.

PAST DISTRICT DEPUTY Howard L. Berry of Park City, UT, Lodge died March 9, 1981. Brother Berry served as District Deputy Grand Exalted Ruler for the North District of Utah in 1963-64.

PAST DISTRICT DEPUTY Manson W. Cowan of Littleton-Westford, MA, Lodge died December 6, 1980. The news of his passing was received by this magazine only recently. Brother Cowan served as District Deputy Grand Exalted Ruler for the East Central District of Massachusetts in 1970-71.

PAST GRAND LODGE COMMITTEEMAN A. Carl Dwire, Jr. of Oxnard, CA, Lodge died April 3, 1981. He was a member of the GL Lodge Activities Committee during 1960-62.

Attendance Contest Winners

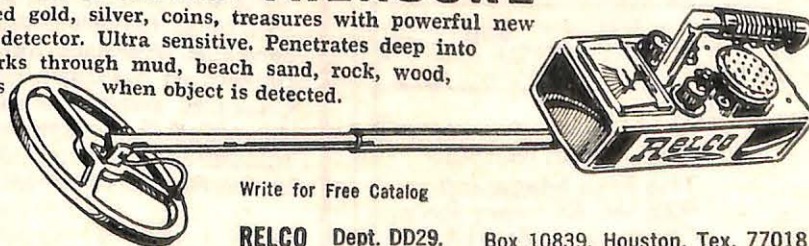
The winners in the Attendance Contest by membership classification are:

	Members	Average Attendance	Percent of Members
Lodges with less than 301 members			
1. Green Valley, AZ	234	64.25	.2735%
2. Randolph Area, TX	48	12.5	.2604
3. Lehigh Acres, FL	170	43.2	.2540
Lodges with 301 to 600 members			
1. Brooksville, FL	335	112.25	.3350
2. Cobleskill, NY	334	49	.1467
3. Princeton, NJ	353	49	.1388
Lodges with 601 to 1,000 members			
1. Mountain Home, AR	609	89	.1461
2. Chicago (North), IL	604	84	.1390
3. Indio, CA	721	91	.1262
Lodges with 1,001 to 2,000 members			
1. New Hyde Park, NY	1,009	164	.1625
2. Aberdeen, WA	1,943	261	.1343
3. Lancaster, CA	1,759	216	.1228
Lodges with more than 2,000 members			
1. Long Beach, CA	4,541	506	.1114
2. Bordentown, NJ	2,085	198	.0901
3. Pueblo, CO	3,490	286.5	.0821

Plaques will be presented to the Exalted Rulers of the above lodges on Tuesday morning of the Grand Lodge session in Las Vegas.

FIND BURIED TREASURE

Find buried gold, silver, coins, treasures with powerful new electronic detector. Ultra sensitive. Penetrates deep into earth. Works through mud, beach sand, rock, wood, etc. Signals when object is detected.



Write for Free Catalog

RELCO Dept. DD29, Box 10839, Houston, Tex. 77018

DENTURE PAIN?

When emergency relief of denture irritation pain is needed, get on-the-spot relief with Orajel/d. Orajel/d contains an analgesic, anesthetic and antibacterial...so it works 3 ways...to relieve pain, help heal and prevent infection.

And if your dentures are new, Orajel/d will help relieve denture discomfort during the break-in period.

Orajel/d provides on-the-spot relief until you can see your dentist. Use as directed.

orajel/d

FREE SAMPLE

Arizona Honeybee Pollen
ELK'S BEST FOOD

Write C C POLLEN - Suite ES

7000 East Camelback - Scottsdale, Arizona 85251

PIPE SMOKERS

Just released. "Pipe Shop Directory" Helps you discover over 1,500 pipe and tobacco shops - those quaint, well-stocked family run stores - often hard-to-find places. Ask for East, South, Mid-West & Rockies, or West editions. It's free.



Change of Address

The Elks Magazine postage fees have skyrocketed!

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

Be sure to include lodge and membership number or an address label from the magazine.

Notice should be sent 6 to 8 weeks before your move.

ATTACH ADDRESS LABEL HERE

New Address:

Name _____

Address _____

City _____

State _____ Zip _____

Lodge No. _____

Member No. _____

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

6-81

THE JOY OF GIVING

Elks National Foundation
2750 Lakeview Avenue - Chicago, Illinois 60614



N. Stuart



J. Varenhorst



The Board of Trustees of the Elks National Foundation announces the retirement on June 1st of the Executive Director of the Elks National Foundation, Nelson E. W. Stuart, after more than 14 years of service.

PGER William A. Wall, elected Chairman of the \$47,000,000 benevolent trust fund to succeed John L. Walker, who resigned due to ill health, said that: "Nelson Stuart brought the Foundation through the transition years, when the official offices were moved from Boston to the Elks National Memorial Headquarters Building in Chicago. In those 14 years, the Foundation has tripled in Principal Fund assets, and the staff has grown from six employees to 16."

The Board of Trustees has named James C. Varenhorst to succeed Stuart. Varenhorst has been with the Foundation for the past year as the Assistant Executive Director.

Stuart, a native of Cleveland, OH, has been a member of the Order since 1934, retaining his membership in his home Lodge No. 18 in Cleveland. He is a Past Exalted Ruler of the Lodge. He was made an Honorary Life Member in 1956, only the fourth member of Cleveland Lodge No. 18 to hold that honor. He served the Ohio Elks Association as its President in 1950-1951, and was serving on the Board of Grand Trustees at the time of his appointment as the first Executive Director of the Foundation in January, 1967.

When the Foundation moved its offices from Boston to Chicago in 1967, the complicated and difficult switch was accomplished with an absolute minimum of problems and with no interruption in operations.

The major changeover at the Foundation occurred six years ago with the conversion from manual bookkeeping processes to the computerized system.

The Chairman of the National Foundation, PGER William A. Wall, said of Stuart: "The Foundation Trustees are deeply indebted to Nels Stuart and his wife, Helen, for their dedication and devotion to the operation and advancement of the Foundation, and wish them well in their retirement years."

Wall added, "We have every confidence that Jim Varenhorst will carry on the fine traditions and practices of the Foundation and will, in due time, introduce new procedures that will streamline the operation of the Foundation and offer greater assistance to the lodges and patrons to the Foundation. He has a great advantage in having worked as a Lodge Secretary for ten years and knows firsthand what some of their needs and requests are."

"Varenhorst came to us just one year ago as the immediate Past President of the Michigan Elks Association and resigned his position of Chief Executive of the Ludington Area Chamber of Commerce to accept the Foundation position."

Varenhorst is married to the former Mary Nell Rath, and they have three daughters, Theresa, Diane and Anne, two sons, Thomas and James II, and three grandchildren. Anne and James made the move with Mary and Jim to the greater Chicago area last June.

He is an Honorary Life Member of Ludington, MI, Lodge No. 736, having served as Exalted Ruler in 1969-1970.

Other changes include the election of Horace R. Wisely of Salinas, CA, Lodge, formerly Board Secretary to the office of Vice-Chairman, Willis C. McDonald of New Orleans, LA, Lodge, as Secretary; E. Gene Fournace of Newark, OH, Lodge remains Treasurer; Robert A. Yothers of Seattle, WA, Lodge continues as Assistant Secretary; Glenn L. Miller of Logansport, IN, Lodge remains as Assistant Treasurer; John L. Walker, though resigning as Board Chairman, remains a member of the Foundation Board of Trustees; and Alice "Pat" Kavanaugh, who moved from Boston when the Foundation offices transferred to Chicago, has been given the new title of Auditor/Controller as the Foundation moves into another new era.

News of the Lodges

(Continued from page 12)

NEW HYDE PARK, NY. At the Past Exalted Rulers' Night at New Hyde Park, NY, Lodge, the guest of honor was Bryan McKeogh, PER of Queensborough, NY, Lodge and presently serving as director of the National Convention Commission.

Past Grand Treasurer Judge George Balbach and Past Chief Justice of the Grand Forum William Steinbrecher paid tribute to Brother McKeogh for his 42 years in Elksdom and his untiring efforts in conducting the national conventions.

MONTEREY, CA, Lodge held its annual charity ball, which raised over \$1,100. This amount was added to the more than \$9,000 raised during the past year for local and statewide programs to aid the handicapped.

LAKE WORTH, FL. As a major part of their continuing program to support

the Harry-Anna Crippled Children's Hospital, Lake Worth, FL, Lodge members raised over \$7,600 through two dinner dances. Comedian Ralph Romano, himself recovered from deafness and blindness, headlined the second affair.

WATSONVILLE, CA. Members totaling 816 years of service to Elksdom were honored by Watsonville, CA, Lodge at Past Exalted Rulers' and Old-Timers' Night.

TROY, NY, Lodge netted over \$4,200 from a Cerebral Palsy Auction and Bowlathon.

DAYTON, OH, Lodge supported the annual Cerebral Palsy Telethon with time, talent, and money. The telethon was carried locally by station WDTN. Thirty-four members and their wives manned telephones, checked pledges, and served in an auditing capacity from 11 p.m. to 7 a.m.

(Continued on page 34)

did you know.



gun salute was authorized when there were only 21 states in America. Yet another answer is that the 21-gun salute stemmed from the firing of all guns in honor of the person being saluted, because the guns could not be reloaded quickly and the salute meant disarming.

Do you have an answer concerning the origin of this traditional salute? If so drop us a line and let us know.

When the Grand Lodge Convention first became migratory, most cities tried to outdo each other in making the Elks welcome. For instance, in 1910 when the Grand Lodge Session was held in Detroit, MI, they not only rolled out the red carpet but built a huge arch of welcome as well. The arch, similar to those in Paris and Rome, was adorned with handsome Elks emblems and figures, with the word "Welcome" across the top. The arch spanned Detroit's Woodward Avenue, and the Elks paraded beneath it over the giant red carpet.

For the first time in history, the Elks Grand Lodge Session will be held this year in Las Vegas, NV. The days of Elks parades are apparently over, but Las Vegas officials have indicated that the red carpet will be rolled out when the Order convenes there July 12-16.

This month, along with the rest of the nation, Elks pay tribute to the Flag of the United States of America on Flag Day, June 14. In connection with this, Newcomerstown, OH, Lodge began to question the origin of the famed 21-gun salute. To their surprise, answers ranged from the salute being a token of the disarming of weapons for heads of state, to being a symbol of the historic year of 1776.

According to one source, the 21-gun salute is not fired with regular intervals between each shot. Instead, one shot is fired, then a pause, followed by two seven-shots and finally a six-shot. The pattern is thus 1-7-7-6, commemorating the American Revolution.

The county library near Newcomerstown, however, says the 21-gun salute is a British custom. A ship was permitted to fire seven guns (a symbolic number), while shore batteries fired three times that number. The difference was due to the fact that powder easily spoiled aboard ship.

Another source claims that the 21-

Work on an expansion of the Idaho Elks Rehabilitation hospital in Boise is nearing completion. The \$2.3-million, 50-bed nursing wing and enlarged physical therapy department will help ease the hospital's waiting list. Funding contributions came from Elks and lodges throughout Idaho. In addition, funds also came from corporations, foundations and the general public. The Elks Rehab Center is the only hospital exclusively for the physically handicapped of all ages.

Talk about Reaching Out With Elksdom . . . Idaho Elks contribute not less than \$3 per member per year to this philanthropy.

The major project of the New Mexico Elks Association is the treatment of and assistance to cerebral palsy patients. Estimated expenditures for the year are \$158,600.

Some of the equipment provided includes electric wheelchairs, lifts, suction machines, developmental supplies, walkers, crutches, canes, mats, exercise balls, potties, toilet bars, wheelchair parts and modification, posture chairs, trans-a-chairs, standing tables, prone standers, crib water beds, hearing aids, eyeglasses, and many other items.

In addition, New Mexico Elks provided a grant of \$3,000 to the New Mexico State University for their speech and hearing clinic. Now there's a bunch of Elks who care.

It is our sad duty to report that Herman Piel of Wapakoneta, OH, Lodge, who would have been 107 in April, has passed away. Mr. Piel was proud to be an Elk for 72 years.

An error appeared in this column (April, 1981) in the lodge affiliation of prominent sports figures. Yogi Berra is from St. Louis, MO, Lodge and Lou Boudreau from Harvey, IL, Lodge.

Public Image Contest Winners

The winners of the 1980-81 Public Image Contest have been chosen from entries received by James Roberson, a member of the GL Lodge Activities Committee. The contest has revealed many and varied community service programs conducted by the lodges during the year which have improved the image of Elksdom in the eyes of the community. The top three winners in each of the five membership divisions are listed here:

Lodges with less than 301 members

1. Greenwood Lake, NY
2. Big Spring, TX
3. (None, only two entries received)

Lodges with 301 to 600 members

1. Opelousas, LA
2. Parker, AZ
3. Margate, FL

Lodges with 601 to 1,000 members

1. Show Low, AZ
2. Plainfield, IN
3. Oceano/5 Cities, CA

Lodges with 1,001 to 2,000 members

1. Gouverneur, NY
2. Watervliet, NY
3. Farmington, MI

Lodges with more than 2,000 members

1. Vallejo, CA
2. San Mateo, CA
3. Carmichael, CA

YOU & RETIREMENT

by Grace W. Weinstein

EXERCISE TO GOOD HEALTH

A 75-year-old West Virginia woman, happily self-sufficient in a comfortable apartment, was suddenly forced to her bed by illness. Neighbors helped out, but it soon appeared that a nursing home would be the only long-range solution. Today, Mrs. T. is still in her comfortable apartment and, once again, self-sufficient. What staved off the nursing home? Exercise. A planned program of exercise made independence possible.

Another woman, her hands crippled by arthritis, was unable to pick up a piece of paper. Today, thanks to regular exercise, she can peel potatoes and handle pinking shears.

And a man, now 75, reports that he had been too stiff to take a T-shirt on and off before he began an exercise program eight years ago.

All of these West Virginia residents were helped by a program called Preventicare, a program of "low level" exercise designed for the fit and not-so-fit. Developed by Lawrence Frankel, a fitness crusader who is himself 75 years old, Preventicare groups are spreading to other states. If you live in New York, Virginia, Kentucky, Ohio, Pennsylvania or North Dakota you may find a group program near you. If you don't, or if you prefer to go it alone, by all means take a look at a new book called *Be Alive as Long as You Live*. Written by Lawrence J. Frankel and Betty Byrd Richard, the book is subtitled "The Older Person's Complete Guide to Exercise for Joyful Living." It is published by Lippincott & Crowell, in comfortably large type, and sells for \$12.95.

The "low level" exercises in the book are designed for the fit and for the infirm, for the active and for the bedridden. Frankel conducts the program in hospitals and nursing homes and senior citizen centers. You can follow the program with a group of friends, moving in time to the music suggested in the book. Or you can exercise alone, in the privacy of your own home.

If you can get down on the floor and stretch, this book will show you how to do so in the best possible way. If you're confined to a chair, this book still has exercises just for you. Even if you're bedridden, you'll find exercises which will help you regain mobility.

There's the shoulder rotation, for example, complete with pictures and step-by-step instructions for performance on the floor, in a chair, or lying flat in bed. This simple exercise is performed exactly the same way in each position: slowly shrug your shoulders up toward your ears, then rotate them forward, down, back, and around. Repeat five times. Then do the same exercise five times in the reverse direction, shrugging shoulders up toward your ears, then back, down, forward, and around.

Arm circles, for those who can stand or sit, are performed like this: extend the arms horizontally outward, palms down; stretch the arms out, away from the body. With head straight and without bending elbows, rotate arms from the shoulders in very small circles and moving very slowly. For the bedridden, arm circles go like this: start with arms fully extended and wrists crossed over the abdomen, then raise both arms above your head and continue circling slowly in opposite directions; then reverse and circle both arms the other way.

There are similar exercises for the hand, for the neck, for the thighs, and for just about every part of the body. There are also interval training exercises for endurance, for the physically fit who have secured doctor's approval. And there are special supplementary exercises. Some, such as "walking" your hand down a broomstick, will improve finger dexterity. Some are designed to strengthen your grip. Others will enhance balance and coordination.

All the exercises are designed to be performed without strain. All will help you to retain mobility. Exercise, says Frankel, will keep you physically fit—and "older people who keep physically fit not only enhance their self-image and sense of independence, but also are more stimulated mentally and invariably enjoy life more. The quality of their lives improves in direct proportion to the increased fitness of their bodies."

Consistent exercise, in fact, can help to slow down the aging process, improve flexibility and the range of motion for bones and joints, enrich the blood with oxygen and improve circulation, restore muscle firmness, strengthen heart and lungs, and prevent bone deterioration. What more could anyone want?

Perhaps you are physically fit but

FLORIDA'S

**Most Desirable
Mobile Home
Community**



From only \$29,900 at Vero Beach you'll find a paradise on the beautiful Atlantic Coast, the Florida you've dreamed of and at Village Green you can retire on a sensible budget in an adult lakefront community of luxurious mobile homes.

Find out how to fully enjoy your Florida retirement. Phone TOLL FREE 1-800/327-2824 (in Florida 1-800/432-2811) for brochure package and information on our visitation program. Or fill out the coupon.

MAIL TO VILLAGE GREEN, Dept. 3703
P.O. Box 6037, Vero Beach, FL 32960

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____ / _____

VILLAGE
GREEN

At Vero Beach / A Lakefront Community
of Discriminating
People

lacking in energy. Or your energy level is satisfactory but it doesn't seem to match that of your spouse or your friends. Are you stuck with the level of energy you seem to have? Or is there something you can do about it?

There's a lot you can do about it, starting with understanding your own natural energy rhythms. *Living Alive!*, a new book by science reporter Flora Davis (Doubleday, \$12.95), will help you analyze your own energy level and improve it if you so desire. Davis describes food, sleep patterns, reactions to weather . . . all in terms of effect on individual energy level. She shows how to improve eating habits, for instance, to enhance energy. She describes weather-sensitivity, not because it can be changed in those who have it in any marked degree, but because it helps to understand what affects your own energy level. If you understand your energy peaks and valleys, you can structure your life to make the most of them.

Davis describes "larks" and "owls," people you may know as day people and night people. She also describes what happens when they are married to each other . . . and what happens when frequent shifts are made from one pattern to another. Self-induced jet lag is one way of looking at frequent shifts in sleeping patterns, a jet lag that can be severely debilitating. It's easier to adjust to a new pattern and stay there than it is to continually shift.

If you're having trouble getting to sleep, in other words, try a consistent bedtime hour night after night.

Living Alive! contains other tips as well: how to improve endurance, eat for maximum energy, cope with stressful situations, get along with other people, and make the most of your own energy potential.

What would you like to know? Address your questions and comments to Grace W. Weinstein, The Elks Magazine, 425 West Diversey Parkway, Chicago, IL 60614. Individual questions cannot be answered, but topics of general interest will be discussed in a forthcoming column. ■

It's Your Business

(Continued from page 27)

and proprietors won't quote statistics or studies, but they'll tell you that they simply can't find people with know-how or willingness to acquire skills who will stay long enough to make their employment worthwhile. "In another day, we took what was available and considered ourselves lucky to be working. Today, many looking for work are choosy, arrogant and unreliable. We keep saying it's the 'sign of the times,' but it is really the sinking of our economy," said a businessman who attempts to recruit young workers.

Yet some businesses and corporations are finding ways to alleviate the problems of locating good employees and improved productivity. Their answer? Communication. The Japanese discovered its impact and the method is making its way west.

A number of U.S. corporations, for example, are encouraging face-to-face communication between management and labor, and the fallout has affected productivity, quality control, absenteeism and labor and management relations.

A good example was a quality of work-life program instituted at the General Motors plant in Tarrytown, NY. The program not only boosted productivity but it may have saved the plant from closing. In 1972, the plant had one of the lowest efficiency ratings among GM's installations. It had seven percent absenteeism, a high employee dismissal rate and 2,000 grievances by employees against management. In four years of the worklife program, absenteeism had dropped by 4.5 percent and the number of grievances bottomed out at 30.

The communication plan was tried with a group of 30 windshield installers. Then body shop workers got together and found that they had ideas to share in the way they performed their duties. By the time the plan was expanded to the plant's 3,800 employees, 95 percent were willing participants.

Is American know-how dead? No! It merely needs transfusions and plenty of shots of revitalization. ■

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."



In its annual donation to the VA Medical Center in Washington, DC, Prince Georges County, MD, Lodge included a check for the Volunteer Service Coffee Fund in memory of deceased Brother Joe Dooley, the long-devoted liaison between the lodge and the VA. Pictured are from left (front row) A. A. Gavazzi, medical center director; and Iva Jean Dooley; (back row) Imogene Murray, chief of voluntary service; Brother John Lieb, veterans liaison officer, BPOE; and Mrs. Lieb.



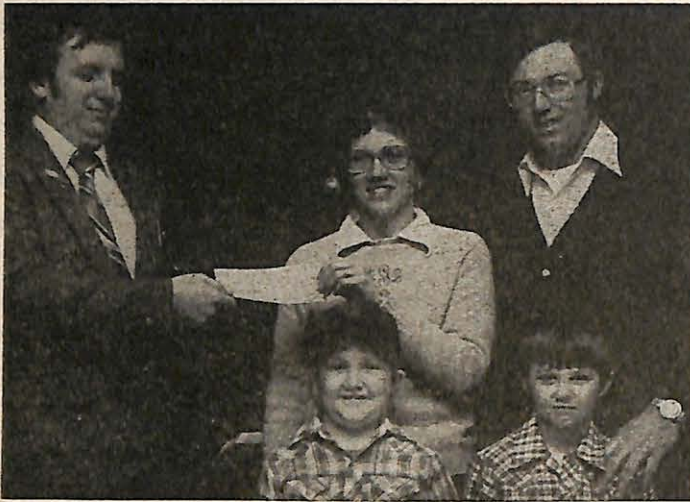
William McClintock (center), National Service Chm. of New Port Richey, FL, Lodge, presents a check to Lee Brown, chief of voluntary services, and Martha Hamil, recreation chief, of the Bay Pines, FL, VA Medical Center. The check was intended for the purchase of a photo enlarger for recreation therapy and many other items.



Officers of Wheeling, WV, Lodge delivered more than 2,500 books, 70 decks of playing cards, and \$100 in cash to the Veterans Hospital in Clarksburg, WV.

NEWS OF THE LODGES

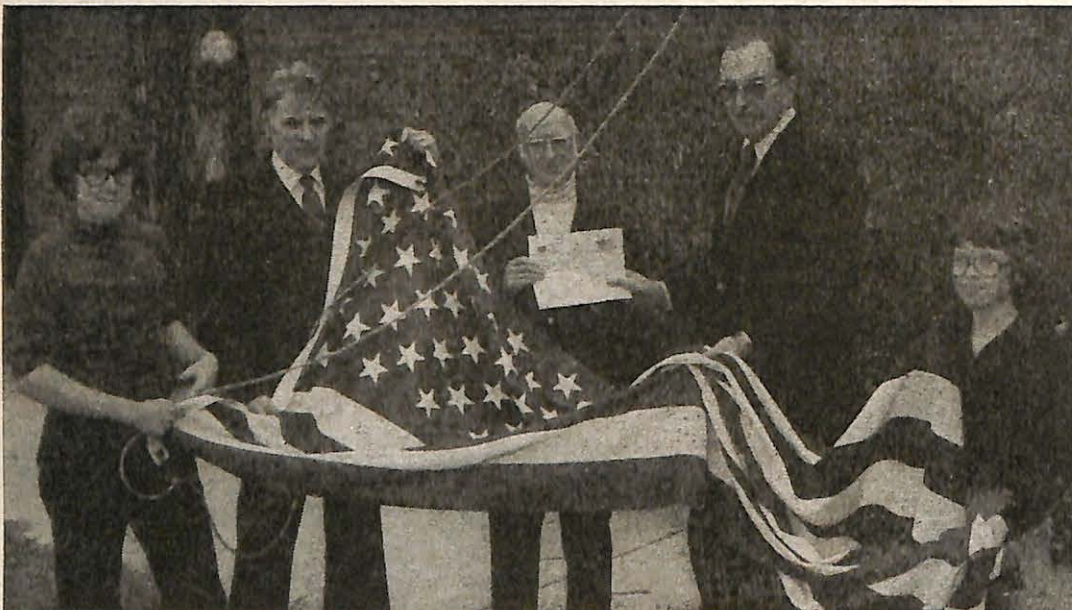
(Continued from page 31)



BOWLING GREEN, OH. David Sumersett (left), then-ER of Bowling Green, OH, Lodge, presents a check for \$2,100 to Mr. and Mrs. Robert Green. The check was intended to assist with medical bills for Danny Green (in cap), who has had leukemia since he was three-and-a-half years old. Standing next to Danny is his brother Robbie.



BROWNSVILLE, TX. ER Bill Quick (left) of Brownsville, TX, Lodge and immediate-PER Benny Miller presented a birthday cake to the Girl Scouts of the area in honor of Girl Scout Week. The cake was presented at the lodge's 25th annual Father-Daughter Banquet.



SOUTHFIELD, MI, Lodge presented to St. Bedes School in Southfield a flag that had flown over the nation's capitol. From left are student Chris Jannot; N. Philion and H. Rumohr, co-chm. of the lodge Americanism Committee; Principal Allan Young, receiving the certificate testifying that the flag flew over the capitol, and student Tom Powers.

CENTRALIA, IL. Emery Carlile (left), ER of Centralia, IL, Lodge, presents an Elks emblem desk set to PER Ben Kaelin, as Mrs. Kaelin watches. Brother Kaelin was initiated into Centralia Lodge in 1911 and served as ER in 1918-1919. He is thought to be the oldest living PER in the United States.



BENTON, IL. John Gordon (third from left), chm. of the Crippled Children's Committee of Benton, IL, Lodge, presents a check for \$5,700 to Robert Steinhour, director of the Illinois Elks Crippled Children's Commission. The money was contributed by Elks and other residents of the area during the annual Kangaroo Kourt sponsored by the lodge. Also pictured are some of the Elks who aided in the fund-raising. From left are Dennis Minor, Paul Rose, William Kovach, Dennis Frailey, Bill Joiner, and Fred Hunter.



EAST HILLS IS A NEW WAY TO RETIRE...

YOUR WAY.

We know you have specific requirements in mind for the retirement lifestyle you choose. That's why we asked 18,000 people of retirement age in Iowa and Nebraska about these requirements when we planned East Hills Lutheran Retirement Community. Your ideas formed the basis for planning East Hills...

East Hills, right down to peep holes in every door, and emergency call buttons in every apartment.

**HEAVY
HOUSECLEANING
AND MAINTENANCE
SERVICES PROVIDED.**

A LOCATION CLOSE TO FAMILY AND FRIENDS.

East Hills is located on 70 acres of rolling land, just east of Council Bluffs. There's easy access to the cities of Omaha, Council Bluffs, and surrounding communities. But our site also offers the charm of country living.

A WIDE SELECTION OF FLOOR PLANS.

To assure everyone the home that's right for them, we're offering five styles of apartments and four styles of cottage apartments. You can also choose the decor color scheme you prefer from five options.

THE CHOICE OF COOKING IN YOUR OWN KITCHEN OR BEING SERVED IN AN ELEGANT DINING ROOM.

Each East Hills apartment and cottage has a complete kitchen in it. We will also provide three meals a day in the East Hills Dining Room, served in an elegant, friendly atmosphere.

PROFESSIONAL, YET INEXPENSIVE HEALTH CARE AT THE COMMUNITY.

We're offering a separate Medical Wing right on site, so you'll never be asked to leave the community for health reasons. More importantly, our fee structure sets up a fund to cover catastrophic medical costs, so health care is relatively inexpensive.

A SECURE, FRIENDLY, SOCIAL COMMUNITY.

Naturally, the community will become a fun, active neighborhood with social opportunities and activities as diverse as the people who live there. We'll provide the facilities for your recreational pursuits like woodworking, fishing, gardening, painting, cards and billiards. We're also designing a complete security system for

East Hills will be expertly maintained by a full-time maintenance crew, so you can always take pride in your community. We'll provide maintenance and heavy housecleaning services for inside your apartment or cottage home.

ALL OF THESE SERVICES PROVIDED AT A REASONABLE PRICE.

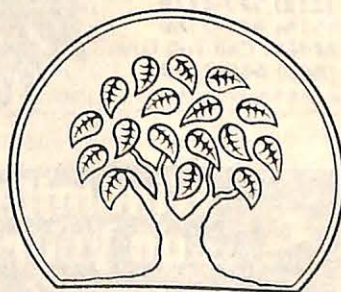
Our extraordinary range of services does not allow us to be the lowest priced retirement community in the area. But our fees are structured to assure you of a good value. Our monthly service fees start at \$533.00 and range to \$1238.00, based on the type of living unit you select and the number of people occupying it. And, we're currently offering a special charter membership discount on our initial membership fee, that saves you \$3500.00 per person, if you apply now.

EAST HILLS IS WHAT YOU'VE BEEN LOOKING FORWARD TO...

Just as you expressed many more requirements for an ideal retirement community, East Hills offers many more services. We'd like to tell you about them.

Simply stop by our Information Center at Midlands Mall, Monday through Friday from 8:30 to 5 or Sunday from 1 to 4 pm.

Or fill out the enclosed coupon and mail it to us.



EAST HILLS
LUTHERAN RETIREMENT COMMUNITY

269 Midlands Mall, Broadway at Main
Council Bluffs, Iowa 51501
712/322-0557

Name _____

Address _____

City _____

State _____

Zip _____

Phone _____

ELK 6/1/81

TILLER USERS...

Can your machine do all of this?

Save
\$159.80
NOW

- ★ Handle with just ONE HAND.
- ★ EVENLY break, turn & till soil.
- ★ Shred vegetation without tangling.
- ★ Leave NO WHEELMARKS or FOOTPRINTS.

The TROY-BILT® ROTO TILLER-POWER COM-POSTER can do all this and more! That's why serious gardeners consider it the finest tiller available. See for yourself! For complete details, OFF-SEASON SAVINGS, and FREE 24-page booklet clip this and mail today to:



TROY-BILT® Tillers
102nd St. & Ninth Ave.,
Troy, N.Y. 12180

TROY-BILT® Roto Tiller-Power Composters
Dept. A789
102nd St. & 9th Ave., Troy, N.Y. 12180

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

Mr. _____
Mrs. _____
Ms. _____
Address _____
City _____
State _____ Zip _____

© 1981 Garden Way, Inc.

Celebrate July 4th & ALL Special Events CARBIDE CANNONS



Mammoth cannons shoot with terrific boom! Celebrate July 4th & all special events. The larger the cannon the louder the bang! Rugged cast iron. Lasts a lifetime. Authentic design. Handsome decor when not in use. Uses carbide. Hundreds of shots for few cents. Machined brass mechanism for easy loading & firing. Modern cannons have heavy-duty rubber tractor wheels. World War I cannons have large cast iron wheels. Not sold in Mich. Send check or money order or phone your order. Master Charge or Visa accepted by mail or phone (313) 791-2800. Give card no. & expiration. Money back guarantee.

BIG BANG
\$15.95 UP

Modern 60mm Cannon, 9" Long, 2 Tractor Wheels . . . \$15.95
Modern 155mm Cannon, 25" Long, 8 Tractor Wheels . . . \$33.95
17" World War I Cannon (shown), 2 cast iron wheels . . . \$24.95
25" World War I Cannon, 2 cast iron wheels . . . \$33.95
Carbide Ammo, about 300 shots . . . \$1.50, 3 packs for \$3.95
ADD \$3.50 SHIPPING & HANDLING EACH CANNON
Johnson Smith Co., 35075 Automation Dr.
Dept. 736, Mt. Clemens, Mich. 48043

FIX LAWN MOWERS

FOR FUN & PROFIT! Fascinating REVISED Handbook by F. Peterson gives you the knowledge skilled mechanics learn. Completely updated. OVER 125 ILLUSTRATIONS show how to trouble shoot, repair carburetors, engines, balance and sharpen blades, etc. Exploded drawings are extensively used. INSTRUCTIONS COVER reel, rotary and rider mowers, preventive and routine maintenance, how to identify brand names, where to obtain replacement parts. How to buy and use a lawnmower. TRY the HANDBOOK OF LAWN MOWER REPAIR, REVISED EDITION. Rush only \$9.95 plus \$1.10 handling on 10-day money-back guarantee. EMERSON BOOKS, Inc., Dept. 763-F, Buchanan, NY 10511

Elks Family SHOPPER

Useful and unique new products for indoors and outdoors



NEW GOLF BAG STAND

- Less than 1 pound
- Clamps to rim
- Inside bag support
- Right shoulder carry
- No straps
- Parts guaranteed 1 year
- Anodized aluminum legs
- Spring-tensioned legs flip in or out

\$19.95 Plus \$2.00 Postage & handling

Personal check or money order enclosed
 Master Charge No. _____ Exp. _____
 Visa No. _____ Exp. _____

Name _____
Address _____
City _____ State _____ Zip _____

OTTOSTAND 7321 Corregidor Road
Vancouver, Wash. 98664
Satisfaction or 30-day purchase price refund

TUXEDOS

BUY DIRECT FROM MANUFACTURER
Black Peak Lapel Call Or Write For Complete Catalog

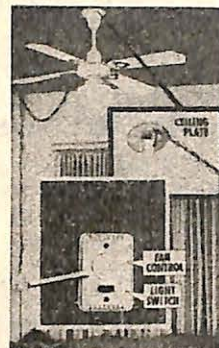
\$109.95
Matching Vest \$18.95



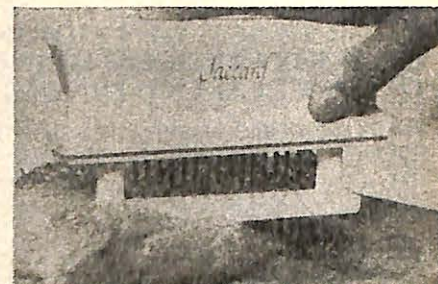
Master Charge & Visa
Mail & Phone Orders Accepted
(212) 527-4110
(516) 872-6360
Out of N.Y. Call Toll Free:
(800) 645-2220



588 W. Merrick Rd., Valley Stream, N.Y. 11580



A NEW SWAG KIT PROVIDES A VARIETY of installation options for Automaire Ceiling Fans. Kit allows the fan to be located anywhere on the ceiling. Golden chain with decorative ceiling hooks carry a three-wire cord to the fan control. Provides independent operation of fan and light. All components packaged in one container which includes complete do-it-yourself instructions. Offered by Wolverine Fan Co., 150 W. North St., Jackson, MI 49202



MINI MEAT TENDERIZER . . . essential for preparation of all cuts and grades of meat, including large roasts. A no-chemical way to more flavor and tenderness. Dishwasher safe, and easy to maintain. Comes with protective cover and replacement parts are available. \$18.95 + \$2.00 shpg. WA residents add 5% sales tax. G. Market, Dept. MTHH, P.O. Box 341, Toppenish, WA 98948

Windmills on your mind?

Uniquely beautiful ornamental windmills. 4 1/2 to 10 ft. high to perfect scale. Ideal for yard and garden.

FREE BROCHURE

Write to:
HOLST, INC. Dept. EK-681
1118 W. Lake, Box 370
Tawas City, Mich. 48763

MY GUARDIAN ANGEL

G.S.G.-P.O. BOX 1814
CLEVELAND, TEXAS 77327



18K. Gold-Plated on Sterling Silver with or without .01 Genuine Diamond (set in Angel's Heart). 18" Gold-Plated Chain included. **Reduced Size**

Check Money Order Master Charge Visa
Exp. Date _____ Card # _____
Name _____
Address _____

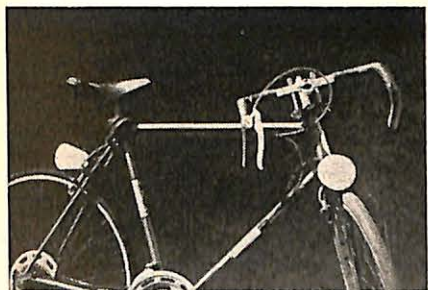
City _____ State _____ Zip _____	
<input type="checkbox"/> Without Diamond	\$19.95
<input type="checkbox"/> With Diamond	29.95
Texas Residents Add 6% Sales Tax	
Postage and Handling	1.40
TOTAL	



CART CLIP™ HOLDS YOUR SHOPPING LIST and makes shopping easy. Sturdy 6"x9" clipboard mounts quickly and securely on handle of shopper's cart and keeps shopping list handy for easy reference. 30 pre-printed shopping lists & pen included. \$4.95—2 for \$9.50, add 50¢ shpg. Barrett Technology, Inc. P.O. Box 2096, Sunnyvale, CA 94087 Dealer Inquiries Invited.



BATTERY DISCONNECT SAFETY SWITCH—Instantly disconnect battery power on cars, trucks, farm equipment, boats, R.V.'s. Stop battery drain on idle equipment. Avoid shorts and fires. Prevent theft. Heavy copper and brass. Test to 750 amps. For all voltage systems. \$18.95 + \$1 shpg. Holst, Inc., Dept. EK-81, 1118 West Lake, Box 370, Tawas City, MI 48763



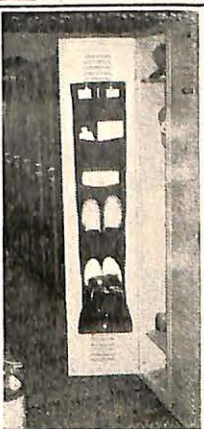
A NEW TYPE OF BICYCLE LIGHTS makes use of space age materials and features a set of front and rear lenses. Each provides 4 square inches of illumination and both are powered by same re-chargeable source. Front lens is white; the rear, red. Easily installed and removed. For further info, contact: Abe Friedman, Lifelite Products, Inc., 59 New York Avenue, Westbury, N.Y. 11590

LOCKER BUDDY

by Bud's of Pasadena
H-A-N-D-Y CATCH-ALL FOR ALL GOLFERS—

100% heavy cotton canvas dimensions 11½ X 54

Send \$12.95 for **LOCKER BUDDY** by check or money order. Price includes tax, postage and handling. Indicate choice of Black, Brown, Red, Blue or Green. **BUD'S OF PASADENA**, P.O. Box 4496, Pasadena, CA., 91106.



ELKS WATCHBAND

Approved Elks emblem centered on identical cast curved links, hand-polished, hand-finished.

This durable, handsome **WATCHBAND** is designed to fit any standard watch.

Available in heavy 14K Gold or Silver* Electroplated finish.

\$25.00

Includes shipping & handling.

*Rhodium

WAYNE MARKETING, INC.

P.O. Box 2968, EL CAJON, CA 92021

NAME _____ PLEASE PRINT
ADDRESS _____
CITY _____ STATE _____ ZIP CODE _____

SPECIFY GOLD SILVER

Price includes Shipping & Handling

QTY at \$25 each
Calif. resident add 6% sales tax
Total amount _____

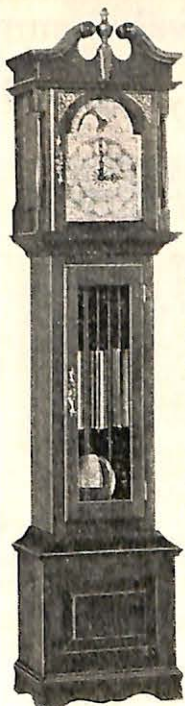
Send check or money order Sorry, no CODs

FREE COLOR CATALOG

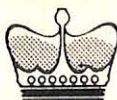
Build Your Own Grandfather Clock
Prices Starting Under **\$250**

(including movement and dial)

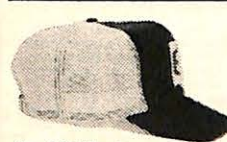
- Do-it-yourself case kit, parts pre-cut
- Finished clocks
- Solid 3/4" hardwoods: black walnut, cherry, oak
- Heirloom quality
- Factory direct prices
- Solid brass West German chiming movements
- Money back guarantee
- Prompt shipment



MASTERCARD and VISA ACCEPTED



EMPEROR® CLOCK COMPANY
WORLD'S LARGEST MANUFACTURER OF GRANDFATHER CLOCKS
Dept. 800, Emperor Industrial Park
Fairhope, Alabama 36532



No. 524 Mesh



No. 518 Polyester



No. 526 Cotton (Lined)



No. 527 Blue Denim

ADJUSTABLE CAPS

WITH EMBLEMS USE FOR:

Safety awards, incentive for production goals, product promotion, advertisement, conventions, company picnics, trade shows, attendance awards.

Choose the cap that fits your need. Send us a copy of your logo or a rough pencil sketch and we'll do the rest. Your emblem expertly made and sewn on the best caps available.

Please furnish the following information:

- Style No. _____ How Many _____
 - Copy for Emblem _____
 - Color _____ Royal Blue, Navy Blue, Red, Black, Orange, White, Gold, Kelly Green, Brown.
- Price includes one 1-color emblem sewn on front of cap. (MINIMUM ORDER — 72)

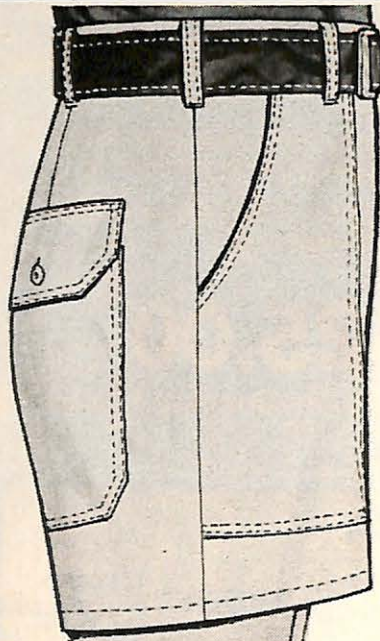
72	144	288	432	864	1728
\$3.90 Each	\$3.35 Each	\$3.15 Each	\$3.05 Each	\$2.95 Each	\$2.85 Each

CARDINAL™ CAP & JACKET CO.

HIGHWAY 460-92 BOX 275 TOLL FREE
GRUNDY, VA 24614 800/336-0551

ALASKA, HAWAII and VIRGINIA
CALL COLLECT 703/935-4545

Mountain Shorts



You don't climb mountains?

Most of us don't! But we do spend a lot of time at the beach, boating, hiking, touring or just plain hammocking. Here's the most comfortable, most practical pair of shorts to come along in years, from Haband — the Surprising Savings Company in Paterson, N.J.

HUGE POCKETS! HUGE SAVINGS!



These are the real thing, with the full 12" deep front pockets, tough reinforced double track stitching, big 8 x 7 inch cargo type buttoned flap back pockets, the works — Even the heavy, deluxe "Kilimanjaro Cloth" No-Iron polyester and cotton.

Great fitting, great feeling masculine shorts, in colors Desert Tan, Slate Blue, and Loden Green, or Country-Club Burgundy. Even waist sizes 30 thru 54 IN STOCK!

HABAND 265 N. 9th St., Paterson, N.J. 07530

Mountain Shorts 2 pairs for **19.95**
3 pairs 29.75

HABAND — Executive Division
265 N 9 St., Paterson, NJ 07530

Please send me the shorts specified for which I enclose \$ _____ + \$1.25 toward shipping

Available in Sizes 30 thru 54 (Sizes 46 thru 54, add \$1.25 ea. pair)

Or Charge To: VISA MasterCHARGE

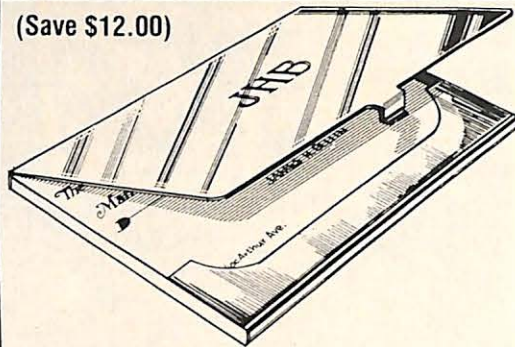
Acct # _____	Exp. <u> </u> / <u> </u> / <u> </u>	Colors	Qty.	Size
If on receipt I do not choose to wear them, I may return the shorts within 30 days for full refund of my remittance. 72C-056		TAN <input type="checkbox"/>	A	
		BLUE <input type="checkbox"/>	B	
		GREEN <input type="checkbox"/>	D	
		Burgundy <input type="checkbox"/>	E	

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

HABAND for MEN

Look-alikes
Sell For ~~\$28~~ **Now!** **SALE PRICED** at \$7.98

(Save \$12.00)



The Top-Brass CARD HOLDER

What a classy impression you'll make — drawing your business cards, credit cards, or ID's from this elegant, efficient case! Keeps cards clean . . . neat . . . together. Handsomely covered in status satin brass, with the option of your initials engraved for the final prestige touch. Slim 2 1/4" x 3 3/8" to fit in pocket or purse. Sensational gift, too! Order today! **Engraved cases (#422):** State your 3 initials and add \$2.00 to below prices for each holder engraved. **Plain cases (#430):** 1/\$7.98 + \$1.25 postage and handling; 2/\$14.88 + \$1.75 p/h; 3/\$21.97 + \$2.25 p/h; 4/\$28.97 + \$2.75 p/h; 5/\$35.95 + \$3.25 p/h; 6/\$41.97 + \$3.75 p/h. NJ residents add 5% sales tax. MC/Visa welcome (Card #, exp. date), 201 - 546-5507. **SATISFACTION GUARANTEED**

DORSAY MARKETING, Dept. CH1097
142 MacArthur Ave. • Box A • Garfield, NJ 07026
© 1980 Dorsay

Elks Family Shopper consumer/news

Home buyers today are often surprised at the amount of immediate, up-front cash they need to take title to a piece of property. More is involved than just the down payment. **Settlement costs** can be charged by the lending institution, the seller, local governments, and a variety of associated service companies.

Find out what to expect in a booklet by the U.S. Department of Housing and Urban Development. *Buying a Home? Don't Forget the Settlement Costs!* is available free from the Consumer Information Center, Dept. 643J, Pueblo, CO 81009.

Some of the largest initial costs are imposed by lending institutions. They often make you pay an origination or initial service fee, usually about one percent of the total amount of the mortgage. They can charge you loan discount fees, too, which are called "points." Each point you're assessed also costs you one percent of the amount of the loan.

Taxes are another potentially big drain on your checking account. Many states and localities charge (Continued on page 40)

Now You Can Wear The Authentic Cap Of America's Astronauts and WW II Naval Commanders

Only **\$2.99**

- Attractively crisp authentic military styling. Features the traditional gold braid, embroidered pattern and button on your choice of four bright colors: red, white, blue, and black.
- Functional design with generous visor will protect your eyes and skin from glare of sun. Air vents will ensure your comfort.
- Perfect for men and women. Adjustable tab offers perfect fit, regardless of your size!
- You'll want to wear it on the golf course, beach, boat, ball field, garden, hiking trail . . . everywhere!



UNCONDITIONAL MONEY-BACK GUARANTEE. ORDER TODAY!

STERLING HOUSE, Dept. CAP-3019, Sterling Building, Garnerville, N.Y. 10923

Yes! I've always wanted to own this authentic COMMANDER'S CAP! Please rush the following:

<input type="checkbox"/> One for only \$2.99 + 80¢ P&H.	Color _____ Qty. _____	Color _____ Qty. _____
<input type="checkbox"/> SAVE! Two for only \$5.49 + \$1.50 P&H.	Red _____ Blue _____	
<input type="checkbox"/> SAVE MORE! Four for only \$10.49 + \$3.00 P&H.	White _____ Black _____	
<input type="checkbox"/> CHARGE ORDERS OF 4 OR MORE: <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa Expires _____	Card # _____	Enclosed is \$ _____
Name _____	Address _____	
City _____	State _____	Zip _____

Zucchini Cookbook

Great Gift for Gardeners!

Everything from zucchini mar-malade to zucchini raisin pie; with over 250 recipes. Lots on canning, freezing, storing, RECIPES for all kinds of winter and summer squash, too. Now, you'll actually love all that zucchini! Only \$3.95 (2 for \$6.95) plus 80¢ postage and handling. Send to: Garden Way Publishing, Dept. A737, Charlotte, VT 05445.

Need Help Getting Up?

"try a
CUSHION-LIFT®
chair"

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



Now you can get up at the touch of a button — easily, securely, and without pain or effort. No more waiting for help... you can be independent again. Full line of lift chairs in all price ranges — including power recliner.

Toilet-Lift and Bath Lift also available.

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

Call toll free 1-800-558-2151

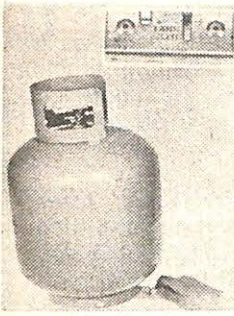
Wisc. call collect (414) 542-6060



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

Name _____
Address _____
City _____ State _____
Phone _____ Zip _____

DON'T RUN OUT OF GAS ANYMORE

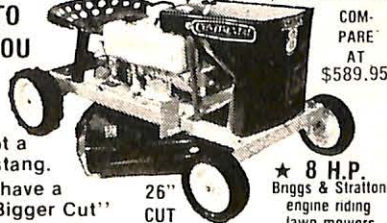


NEW GAS BOTTLE GAUGE that will register, full-half or empty. Fits 10, 20, 30 lb. tanks. For BBQ Grill and Campers. Fast-easy-SAFE. 5 Year guarantee. Order now. \$6.99 plus \$1.00 handling. CT. residents add 7½% tax.

C & L Marketing Co. P.O. Box 2267-Dept. E,
Vernon, Conn. 06066.

Selling Direct!

FACTORY TO YOU \$369.95



"Not a Mustang. We have a 2" Bigger Cut"

26" CUT

★ **8 H.P.**
Briggs & Stratton engine riding lawn mowers.

All Attachments Available ★ **WE BUILD IT** ★
Order now or send for free brochure while they last!

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

- Ideal for:**
- Display Shelf
 - Executive Desk
 - Mantel
 - Boudoir



OUR GUARANTEE: You must be absolutely delighted with the beauty, quality, and fine craftsmanship of your genuine, heavyweight Solid Brass Unicorn. If not, simply return for full, prompt refund of purchase price.

Old Village Shop Hanover, Pa. 17331

A Collector's
Fantasy-Come-True!

SOLID BRASS UNICORN

Marvelous, Magical
Wonder Horse... Captured in **\$19.99**
Lustrous, Heavy Brass!

The stuff that dreams and songs and legends are made of... a magical unicorn, captured in gleaming, solid brass. This mythical creature, discovered in a long-ago, far-away garden, symbolizes purity and innocence—and good fortune to anyone who catches one. Distinctive elegance in rich, heavy brass—unique collector's item... an unforgettable gift! Magnificently detailed metal sculpture... so real, you can almost hear him breathe. An enchanting objet d'art for display shelf, executive desk, mantel, boudoir... Splendid gift for collectors of things bright and beautiful. A majestic 8" tall with protective felt base.

Z503193.. Brass Unicorn Only **\$19.99**

SATISFACTION GUARANTEED—MAIL TODAY!

OLD VILLAGE SHOP, Dept. VZ-7352
340 Poplar Street, Hanover, PA 17331

Yes! Please rush my Solid Brass Unicorn(s) (Z503193) as indicated below, on Full MONEY BACK GUARANTEE.

- One Unicorn only \$19.99 plus \$2.00 P.&H.
- 2 Unicorns for just \$38.00 plus \$3.50 P.&H.
- 3 for only \$49.95 plus \$5.00 P.&H.
- Enclosed is \$_____ (check or money order.) (PA residents please add sales tax.)

CHARGE IT: American Express Diners Club
 Carte Blanche VISA MasterCard
Acct. No. _____ Exp. date _____

PRINT NAME _____

ADDRESS _____

CITY _____ STATE _____ & ZIP _____

We ship within 48 hours; delays notified promptly. Delivery guaranteed within 60 days.

© Old Village Shop, 1981

Genuine 1 Point Diamond and Crystal Heart



Shown actual size. Looks like it cost a fortune!



Magnified to show you the brilliant clarity, dramatic depth, exquisite craftsmanship!

This Dazzling Value For Only **\$9.95**

- Genuine 1 point diamond
- 32% full lead Austrian crystal... perhaps the most brilliant crystal in the world
- Precision-cut facets capture and disperse brilliant rainbows of light
- Sterling Silver chain is a generous 18"

UNCONDITIONAL MONEY-BACK GUARANTEE

Order today! You may never find a more impressive piece of jewelry, at so affordable a price.

STERLING HOUSE, Dept. DC-3017
Sterling Building, Garnerville, N.Y. 10923

This is a dazzling value!
 Please send me one Genuine Diamond and Crystal Heart for only \$9.95 plus 1.50 P.&H. (Includes a presentation box and insurance.)

MAKES AN IMPRESSIVE GIFT. ORDER MORE THAN ONE NOW, AND SAVE!

- Two for only \$18.95 + \$1.50 P.&H.
- Three for only \$27.00, includes P.&H and insurance.

Enclosed is only \$ _____

CHARGE IT: Visa Master Charge

Card # _____

Expires _____

Name _____

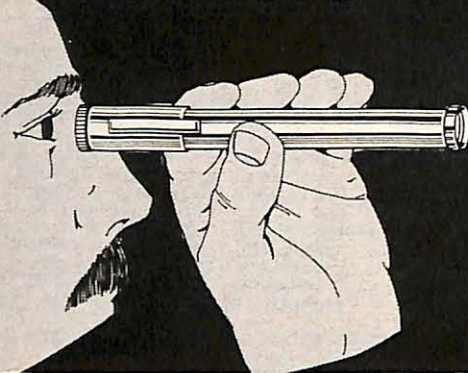
Address _____

City _____

State _____ Zip _____

Whopping!
SALE! Now **\$1.98** ~~3.88~~ **Almost 50% BELOW**
nationally advertised price!

Tele-Micro



**SPYSCOPE
SEES UP
TO 50 MILES
AWAY!**

It's one powerful telescope that PULLS IN FARAWAY

- People • Houses • Sports
- Beach happenings
- Wonders of nature

Why buy \$25 binoculars when you can carry our mighty powerful, mighty compact 6" telescope right in your pocket? Ready to investigate suspicious people blocks away, watch beach fun (even save a life!), see up-close sport action, theater, opera — even spy on birds in the sky. On a clear day you could see West Point from the World Trade Center observation deck — a distant 50 miles away!

So have a grand ol' time, even play secret agent! Order at our low, low \$1.98 sale price. Now!

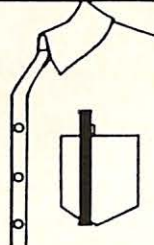
DORSAY MARKETING, 142 MacArthur Ave., Box A • Garfield, NJ 07026

30-Day MONEY BACK GUARANTEE

FREE

Powerful built-in microscope enlarges objects not visible to naked eye!

Clips neatly into pocket!



DORSAY MARKETING, Dept. PS1173, 142 MacArthur Ave. • Box A • Garfield, NJ 07026

Yes! Please send one Tele-Micro Spyscope (#353) @ \$1.98 each plus 80¢ shipping & handling.

SAVE! Order two (2) for only \$3.87 plus \$1.40 shipping & handling.

SAVE AGAIN! Order four (4) for only \$7.49 plus \$2.00 shipping & handling.

Enclosed is \$_____ (NJ residents add 5% sales tax.) I must be satisfied or I may return it (them) in thirty days for a full refund of purchase price.

Name _____
Address _____
City _____ State _____ Zip _____

© 1980 Dorsay

Lodge Bulletin Contest Winners

The winners of this year's Grand Lodge Bulletin Contest were selected from 229 entries submitted to Grand Lodge Activities Committeeman Olley G. Anderson. The competition was keen and difficult to judge due to the editorial talents of the bulletin editors. All entrants are to be congratulated for compiling such a fine selection of bulletins—even though it was disappointing to note that 33 Lodges were not judged due to not submitting their membership status signed by their Secretary.

Instruct your Exalted Rulers to stop by the Grand Lodge Activities Booth in Las Vegas to pick up your entry. If you have any questions concerning your Bulletin, contact Olley G. Anderson at the Booth.

Lodges with less than 301 members

1. New Paltz, NY
2. Simi Valley, CA
3. North Houston, TX

Lodges with 301 to 600 members

1. Plano, TX
2. Margate, FL
3. Norwalk, CA

Lodges with 601 to 1,000 members

1. Los Gatos, CA
2. Kern River Valley, CA
3. Pomona, CA

Lodges with 1,001 to 2,000 members

1. Harlingen, TX
2. Englewood, CO
3. South San Francisco, CA

Lodges with more than 2,000 members

1. Palo Alto, CA
2. Muskegon, MI
3. Yakima, WA

Elks Family Shopper
consumer/news

property transfer taxes. And if the sellers have paid the normal property taxes for the full year in which you're buying, they'll probably want you to reimburse them for the portion of the year that they won't be the owners.

You'll pay for a title search, and probably also for title insurance. And on top of these expenses, you may have to foot the bill for a report on your credit history, a professional appraisal of the property, a property survey, a termite inspection, or any number of other services.

Your lending institution is required to give you what's called a "Good Faith Estimate" of these charges within three days after you submit a loan application. But the amounts you'll be charged are not all carved in stone—and there are some things you can do to reduce them.

If it's an older house, you can buy title insurance from the same company that wrote the policy of the seller. "Re-issue rates," as they're called, are usually cheaper. If you need a property survey, you may be able to use one performed when the seller bought the house, plus the seller's affidavit that no significant changes have been made. You can also arrange to split transfer taxes, escrow fees, and points with the seller.

And when you're shopping for a lender, consider more than just interest rates. Two lending institutions may charge you the same interest, but one may add points or an origination fee. And it makes a difference what they call their charges. Points can be deducted from your income tax; an origination fee can't.

Suppose the drycleaner loses your hundred dollar coat, and then tells you all he's willing to give you
(Continued on page 42)

See Advertisement Back Cover

MESH SHOES
HABAND CO.,
265 N. 9th Street,
Paterson, N.J. 07530

3 Pairs for 1995
Only

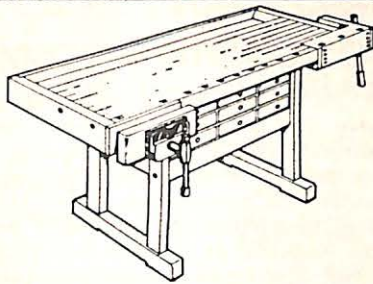
Please send me _____ Mesh Shoes as specified.
I've enclosed \$ _____ plus \$1.25 toward p&h.
GUARANTEE: If upon arrival I do not choose to wear them, I may return them within 30 days for a full refund of every penny I paid Haband.

COLOR/STYLE	QTY.	SIZE
Brown Loafer w. Jute trim G		
Bone Loafer w. Jute trim F		
Tan Oxford H		
Lt. Blue Loafer K		
Navy Loafer J		

OR CHARGE IT: VISA Master Charge
Acct. # _____ Exp. Date _____/_____/_____
72B-476

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

WOODWORKERS!



This fine Cabinetmaker's Workbench is just one of the 70 projects that have appeared in the past 6 issues of

The Woodworker's Journal.

Whether you're a novice or a veteran woodworker, you'll enjoy the detailed drawings and instructions for building all types of practical projects including Early American and Contemporary furniture, toys, clocks, gifts, and much more.

In addition to plans, each issue contains shop-tips, money-making ideas, antique repair tips and cabinetmaking techniques.

Subscribe now to the project magazine that features 70 plans each year.

1 YEAR (6 bimonthly issues)—only \$12.00
 2 YEARS (12 bimonthly issues)—only \$22.00
 Foreign Rates: 1 year—\$14.00; 2 years—\$26.00
 (Please make payment in U.S. Funds)

GUARANTEED: A full refund on all unmailed issues if not completely satisfied.

Send check or money order to:
THE WOODWORKER'S JOURNAL, Dept. K6
 P.O. Box 1629, 25 Town View Drive
 New Milford, CT 06776

6 issues—\$12.00 12 issues—\$22.00

Name _____
 Address _____
 City _____ State _____ Zip _____

Advertisement

Hearing Loss Is Not A Sign Of Old Age.

Chicago, Ill.—A free offer of special interest to those who hear but do not understand words has been announced by Beltone. A non-operating model of one of the smallest Beltone aids of its kind will be given absolutely free to anyone who sends for this free model now.

Send for this model, put it on and wear it in the privacy of your own home. It will show you how tiny hearing help can be. It is not a real hearing aid and it's yours to keep free. The actual aid weighs less than a fourth of an ounce, and it's all at ear level, in one unit.

These models are free, so we suggest you write for yours now. Again, we repeat, there is no cost, and certainly no obligation. All hearing problems are not alike and some cannot be helped by a hearing aid but many can. So, send for your free model now. Thousands have already been mailed, so be sure to write today to Department 4431, Beltone Electronics Corp., 4201 West Victoria Street, Chicago, Illinois 60646.

THE FLYSHOOTER™

DON'T SWAT 'EM—SHOOT 'EM

EASIER AND FASTER THAN A FLY SWATTER



- Kills flies without the mess.
- Safe, washable, durable.
- Tough polyethylene and polypropylene.
- Engineered for the right speed and range.

Send check or money order to
C & L MARKETING CO.
 P.O. BOX 2267-DEPT. B
 Vernon, Conn., 06066

\$3.99
 PLUS 60¢
 POSTAGE
 and
 HANDLING



Write It Down!

PADS to help you organize details and ideas that are easily forgotten. Each 2-color pad contains 100 sheets measuring 5½x8½. Available in a choice of backgrounds; golf, tennis, fishing, bowling, dog (poodle), cat or plain.

- MEMO
- THINGS TO DO
- TODAY—8 TO 5
- 10 PADS \$12.50
- ITEMS NEEDED
- SHOPPING LIST
- NOTES N REMINDERS
- 20 PADS \$21.00

Specify pad names and background choice. Allow 3/4 weeks delivery. Az. residents add 4% sales tx.

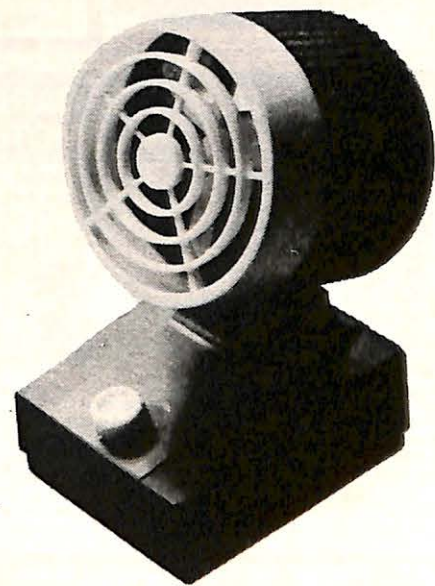
by DRURY, Box 1333, Sun City, Az. 85372

Keeps You Cool...Anywhere!

Porta-Fan

Only \$3⁹⁹

- No Cord! Runs quietly on 2 "D" batteries.
- Head Tilts — Aim the breeze where you want it.
- Safe...Protective Shield over blades.
- Only 5¾" High! Fits in the palm of your hand.
- Convenient "ON-OFF" switch.
- Great for desk, car dash, camper, home, travel.



Mail No-Risk Coupon Today!

YES! I sure would like to be guaranteed a cool breeze anywhere this summer. Before the heat sets in, please rush my

PORTA-FAN

- 1 for only \$3.99 plus 65¢ P & H.
- 2 for only \$6.99 plus \$1.00 P & H.
- 3 for only \$9.99 plus \$1.35 P & H.
- Enclosed is only \$ _____

SAVE. ORDER NOW FOR YOUR OFFICE OR CAR!

Money-Back Guarantee
STERLING HOUSE, Dept. PF-3020
 Sterling Building, Garnerville, N.Y. 10923

- CHARGE IT on orders of 3 or more.
- Visa Master Charge

Card # _____ Expires _____

Name _____

Address _____

City _____ State _____ Zip _____

.....

America's BEST Values!

greenhouses

.....

- Shatterproof fiberglass/California Redwood.
- Designed for the home gardener. Freestanding and lean-to models and accessories.
- Use my "guaranteed price" lay-away plan.
- Send \$1.00 (refundable) for my color catalog, plus a regular \$1.50 greenhouse growing booklet.

Peter Reimuller —The Greenhouseman®
 98017th Ave., Dept. 12-F, Santa Cruz, Ca 95062

.....

SUN AUTO SUN SHADES



RIDE UP TO 15° COOLER with SIDLES SHADES
 Custom made from durable aluminum to block out the sun's rays. Easily installed and instantly removable. Increases air conditioner efficiency and saves passengers and contents from the ravages of a blazing sun. For free information send year, make, series, model (sedan, station wagon, pickup, bus, etc.), and style (2 or 4 door), with your name and address to **SIDLES MFG. CO., INC., Box 3537E, Temple, TX 76501.** For questions and/or same day shipment on Master Charge/VISA/UPS COD phone orders, call TOLL FREE (800) 433-3101. In Texas call (800) 792-3030.

SEND FOR FREE CATALOG OF
Wright Arch Preserver® Shoes

Without cost or obligation, see:

- ✓ Wide style selection, AAA to EEE, 6½ to 16!
- ✓ All leather shoes of superb quality, with the special features that make WRIGHT ARCH PRESERVER SHOES unequalled in comfort.
- ✓ Handsome styles - immediate delivery
- ✓ GUARANTEED.



EXECUTIVE SHOES, Dept. 721, Box 488, Brockton, Mass. 02403
 Send FREE Catalog of WRIGHT ARCH PRESERVER shoes.

Name _____

Address _____

City _____ State _____ Zip _____

Have you worn WRIGHT ARCH PRESERVERS? Yes No

**WANT A WEED FREE GARDEN . . . WITHOUT HARD WORK?
 YOU START THE MOTOR . . . WE'LL DO THE REST!**



NOT SOLD IN STORES FREE BROCHURE WRITE TO:
 AGCO, PO Box 75 Southampton Pa 18966 Dept. E

Name _____

Street _____

City _____

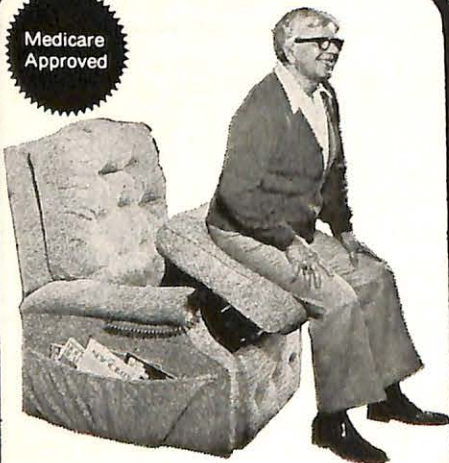
State _____ Zip _____

Call 215-947-8855 24 hrs. a day. Charge card orders accepted.

Why Shovel Or Hoe?

Use an AGCO
 Gives you bumper crops of fruits, vegetables & flowers . . . liberal warranties. 2 wk money back trial period from AGCO.
 1. High speed tiger tines till toughest grasses & clays.
 2. Weighs just 20 lbs. Easy to handle. Tills 6 to 8 inches deep. Weeds narrow rows 1 to 3 inches deep.

Medicare Approved



EASY-LIFT® Cushion Lifting Chair

- Power cushion gently lifts you to a standing position
- Full, power recline feature
- Simple switch control
- Runs off household current
- Variety of colors, models and fabrics

AMERICAN STAIR-GLIDE CORP.

4001 East 138th Street, Dept. EE-061
 Grandview, Missouri 64030

55 Different United States Stamps—Only 10¢

This special introductory collection includes old issues, commemoratives, high denominations, airmails, PLUS a desirable \$1.00 stamp as illustrated. To show range of our service, we'll also include a 60 page stamp catalog along with other stamps which you can examine and return without purchase. Cancel service at any time. No obligation. Offer to ADULTS ONLY.



Send 10¢ and coupon to: LITTLETON STAMP CO.
 Dept. RS-24, Littleton, New Hampshire 03561.

Name (Please Print) _____

Address _____

City _____ State _____ Zip _____

Littleton Stamp Company

Elks Family Shopper
 consumer/news

for it is 20 dollars—take it or leave it. Or what if your new aluminum windows start leaking a month after they're installed, and the window company won't do anything to correct the problem? Are you just out of luck?

Not if you can present your case in a **small claims court**. A new booklet by the U.S. Department of Justice tells how to do it. For a free copy of *Small Claims Courts and Consumer Complaints*, write the Consumer Information Center, Dept. 640J, Pueblo, CO 81009.

Small claims courts are convenient, prompt, and inexpensive. You pay only a small filing charge (usually no more than ten dollars), and you eliminate lawyers' fees by presenting your case yourself.

Taking somebody to court is, of course, serious business. Before you file your claim, write every letter and make every phone call that you think could make a difference. Just remember to keep records of the calls, and make copies of the letters. You'll be building your case. Finally, check with your local consumers affairs office. They may be able to resolve your problem without any need for formal legal action.

It's time to file a formal claim when it's clear that the other party won't budge. You can locate the appropriate small claims court in the phone book under the city, county, or state listings.



STAINED GLASS LAMP SHADES
ready to assemble
PRE-CUT GLASS

dia. - 11" ht. - 14" all materials & instructions lamp shade only
\$53.00



specify size and choice of color(s) send check or money order:
dia. - 9" **\$37.50**
dia. - 12" **\$46.50**
dia. - 16" **\$65.00**

Bill Free
570 Boxwood Lane
Carlisle, Pa. 17013

Pa. residents add 6% sales tax

SLEEP BETTER

WITH THESE SLEEP SHADE AIDS DAY OR NIGHT



The BEAUTY SLEEP® SHADE EYE MASK

- Fashioned from fine satin
- Insures total darkness and comfort

PASTEL & JEWEL TONES, ALL SATIN (State Choice) \$8.50
(PASTEL—Pink, Blue, Green, Yellow.

JEWEL TONES—Midnight Blue, Royal Blue, Forest Green, Burgundy, Crimson)

SLEEP SHADE® EYE MASK

- Comfortable and Easy to Wear
- Provides complete darkness for sound sleep

DELUXE ALL BLACK ACETATE SATIN...\$7.00
REGULAR, SATIN & SATEEN...\$6.00
Postage & Handling 75¢, each additional package 50¢

SLEEPWELL® EAR STOPS

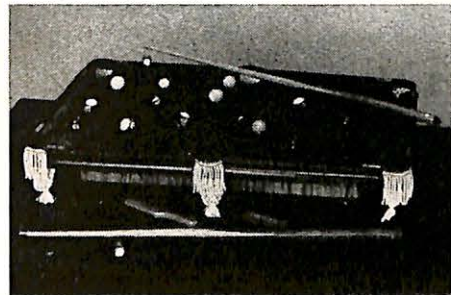
• Soft and Re-usable • Eliminate noise day or night
2 PAIR IN BOX...\$1.40 6 PAIR IN BOX...\$4.00
(Postage and Handling — 25¢)
(Each additional package — 20¢)

If your drug or department store cannot supply you we will mail immediately upon receipt of M.O. or check. California residents add sales tax.

SLEEP SHADE COMPANY

P.O. Box 968, 1089 Mission Street, Dept. E
San Francisco, CA 94101

MINIATURE POOL TABLE THE BEST GAME TABLE FOR ALL AGES
Table Size: 20" W X 36" L X 9" H



CONSTRUCTED IN SOLID WOOD FRAME WITH RUBBER CUSHIONS, TRADITIONAL GREEN TABLE CLOTH, FRINGED DROP POCKETS! Including accessories 36" cue stick-2 pcs. 1 1/2" Kelly Balls-1 set. Wooden triangle-1 pc. Chalk-2 pcs. Brush-1 pc.

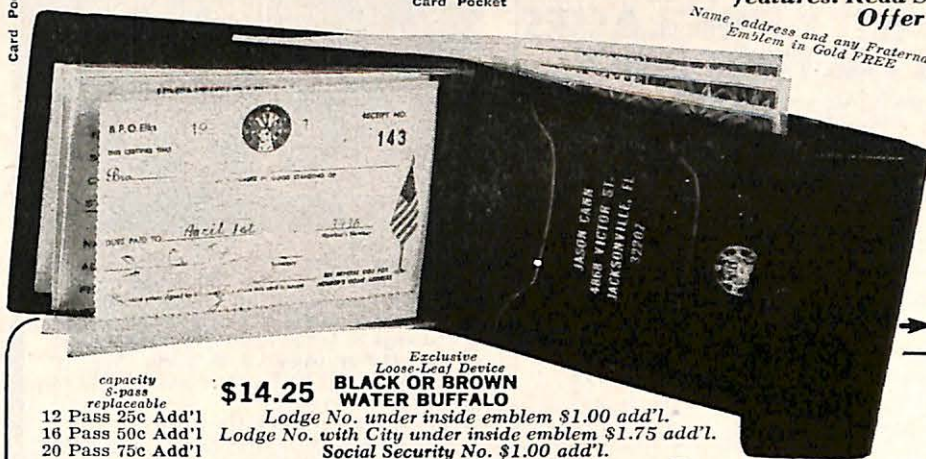
COMPLETE SET ONLY US\$89.00 PLUS \$10.00 SHIPPING AND HANDLING, DELIVERIES ARE LIMITED TO THE CONTINENTAL U.S.A. ADD 6% SALES TAX IF DELIVERED IN CALIFORNIA SORRY, NO C.O.D.'S PLEASE SEND CHECK OR MONEY ORDER TO: GOODS MANUFACTURERS INTERNATIONAL

801 SO. RAYMOND AVE., SUITE 34
ALHAMBRA, CALIFORNIA 91803
(213) 289-9860/283-0349

FATHER'S DAY! The Halvorfold

Loose-leaf Pass Case, Billfold Card Case. Note Exclusive features. Read Special Offer below

Billfold With Secret Money Compartment Card Pocket



Outside closing Flap means more Security

Exclusive Loose-Leaf Device
\$14.25 BLACK OR BROWN WATER BUFFALO

capacity 8-pass replaceable
12 Pass 25¢ Add'l Lodge No. under inside emblem \$1.00 add'l.
16 Pass 50¢ Add'l Lodge No. with City under inside emblem \$1.75 add'l.
20 Pass 75¢ Add'l Social Security No. \$1.00 add'l.

"CUSTOM MADE FOR ELKS"

"NOW in its 55th year"—The HALVORFOLD billfold, pass case, card case. Just what every Elk needs. No fumbling for passes, just unsnap the Halvorfold and each pass shows under separate transparent face, protected from dirt and wear. Ingenious loose leaf device shows 8, 12, 16 or 20 passes, cards or photos. Three card pockets, extra size bill compartments and secret flap to cover large bills. Only genuine leathers are used; tough durable but soft in texture. Nylon stitched.

Free Examination! Send No Money—Pay No C.O.D.

Means exactly what it says. No strings. Mail coupon. Halvorfold comes by return mail. Examine it carefully. Slip in passes and cards. See how handy it is. Show it to your friends and note their admiration. Compare it with other cases at more money. We normally ship parcel post. (Postpaid on cash orders) This takes up to 4 weeks for delivery. However if you wish faster delivery please note additional charges below. REMEMBER: Money back if not satisfied.

Halvorsen, P.C.M., 4868 Victor St., Jacksonville, Fla. 32207

Dept. 143

Send the HALVORFOLD with goldstamping as below. If I decide to keep it I will send check at once. If not, I will return it within three days for full refund. Goldstamped with name, address and any fraternal emblem free. If you send cash with order, we ship postpaid. Parcel Post.

- PLEASE CHECK HERE:**
- Black Buffalo \$14.25
 - Bro. Buffalo \$14.25
 - 12 Pass 25¢ Add'l
 - 16 Pass 50¢ Add'l
 - 20 Pass 75¢ Add'l
 - Elk Emblem Inside FREE
 - Elk Emblem Outside \$1.00 Add'l
 - Lodge No. Under Inside Emblem \$1.00 Add'l
 - Social Security Number \$1.00 Add'l
 - First class \$1.00 Add'l

Name: _____ 23K Gold Inside Emblem: _____
Please Print

Address: _____ S. S. NO. _____

PLEASE USE ZIP CODE



Now... A Professional Pedicure In Your Own Home!

Professional TOENAIL SCISSORS

Avoid ingrown toenails and trips to the doctor. Order Today!

NOW ONLY **\$3⁹⁹**

Mail no-risk coupon today

STERLING HOUSE, Dept. TN-3016
Sterling Building, Garnerville, N.Y. 10923
YES! I'd like to give myself a professional pedicure—and prevent ingrown toenails. Please send me this specially designed Professional TOENAIL SCISSORS.

- 1 for only \$3.99 plus 70¢ postage. SAVE. ORDER MORE THAN ONE NOW!
- 2 for only \$6.50 plus 95¢ postage.
- 3 for only \$8.95 plus \$1.25 postage.
- Enclosed is just \$ _____
- CHARGE IT. Visa Master Charge

Card # _____
Expires _____
Name _____
Address _____
City _____
State _____ Zip _____

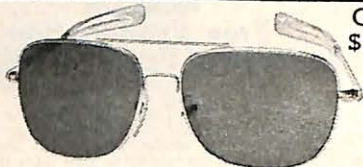
- Cut the Toughest Nails — Easily and Quickly.
- Precision Instrument in Surgical Quality Steel. Made in West Germany.
- Sure-Grip Comfortable Handles.
- Extra-Long Shank Gives You More Leverage.
- Special Design Tapered Blades for Perfect Control.

UNCONDITIONAL 1-YEAR MONEY-BACK GUARANTEE

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.

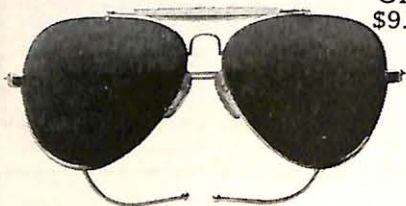
FREE—limited time only—deluxe velour lined case with each pair of glasses ordered (a \$3.00 value). Credit cards accepted. Dealer inquiries invited. NOTICE: Don't be fooled by cheap imitations. These glasses are made exclusively for U.S. Optics. To make sure you get the best, order now and if not completely satisfied return for refund within 30 days.



Only \$7.95

World Famous Pilot's Glasses

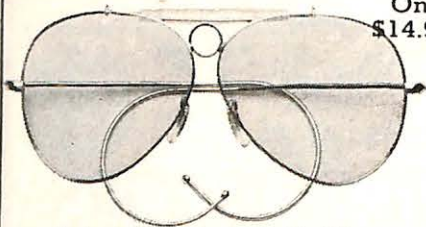
These precision flight glasses are now available to the public for only \$7.95. If you could buy them elsewhere, they'd probably cost you over \$20.00. #20P available in gold or silver frame. A \$20.00 value only \$7.95. Two pairs for \$14.00.



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.



Only \$14.95

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
	20P			
	30A	X		
	30D	X		

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

Total _____

Visa or Master Charge # _____ Exp. Date _____

Name _____

Address _____

City _____ State _____ Zip _____

FREE case with each pair.

T-SHIRTS from everywhere



Production overrun T-shirts printed for schools, teams, resorts, promotions and advertisers nationwide. All brand new, top quality T-shirts, all different, assorted colors. Package of 4: \$10.95 plus \$1.50 shipping Package of 8: \$20.95 plus \$2.50 shipping Specify size: (Adult) S M L XL 14 day money back guarantee. Send check or M.O. to:

American Mills Sportswear
P.O. Box 173-C, Winchester, MA 01890

FACTORY SPECIAL — \$369.95

MUSTANG



Direct from manufacturer to you fully assembled. Grass catcher and other accessories available. 8 HP. Briggs & Stratton engine.

1981 model with full factory warranty. Order now with check, Visa or Master Charge or send for free literature:

405-631-3669

M & M MFG. SALES-Dept. F.S.
929 SW 29TH ST. • OKLA. CITY, OK 73109

An Apple That Makes You LAUGH!



That's what people everywhere are saying when they receive The Petrified Elephant Apple. Mythical, of course. A fun, laughable, unique, one-of-a-kind gift to give someone who has almost everything. Wait 'til you read the story behind it. Act now. Order 1 or 100. We ship. Only \$6.95 (plus \$1.50 for postage and handling). Weighs an average of 4 lbs.

Mail to: Circus City Specialties
P.O. Box 123
Baraboo, Wisconsin 53913

Name _____

Address _____

City _____ State _____ Zip _____

Presenting... "Norman Rockwell" Collector's Plate

Faithful full color reproduction on gleaming white porcelain

Diameter measures a generous 6½"



SPECIAL
PRE-PUBLICATION
PRICE, NOW
ONLY

\$9.95

After publication date, the price of this plate will increase to \$14.95.

"Helping Mother"

This is your opportunity to own a genuine American collectible at a surprisingly affordable pre-publication price.

Norman Rockwell is the best-loved, most famous, and most widely collected American artist of all time.

Now, the Sterling Treasury proudly presents this faithful, full color reproduction of his glorious and touching work of art, "Helping Mother."

The bond of affection and respect between child and parent is a recurring theme in Norman Rockwell's works. None illustrates this subject with more warmth and beauty than "Helping Mother."

This beautiful painting of a boy offering his keen eyesight and steady hand to assist his mother speaks more eloquently of love, than any words ever could.

Warm earthtones of green, orange, brown and gold are strong and clear on gleaming white porcelain.

A serial-numbered certificate of authenticity comes with each "Norman Rockwell" collector's plate you order.

Your satisfaction is guaranteed, or your money back. Enjoy this exceptional value...order now!

CREDIT CARD CUSTOMERS CALL
TOLL-FREE 1-800-228-2028 Ext. 23, or mail to:

STERLING TREASURY, Dept. NR-3018
Sterling Building, Garnerville, N.Y. 10923
Yes, I would like to own this "Norman Rockwell" Collector's Plate at this special pre-publication price.

Please send me _____ plates at only \$9.95 each plus \$1.50 each for postage and handling.

Enclosed is \$ _____
CHARGE IT: Visa MasterCard

Card # _____

Expires _____

Name _____

Address _____

City _____

State _____ Zip _____

Entertain Royally...
with a Majestic 4-pc. Set of
**KING-SIZED
HEAVY CRYSTAL
TANKARDS**

**BANDED
IN 22K GOLD**

Emblazoned
with a Carefully
Researched

**Coat of Arms
of Your
Family Name.**



Honor thy family, refresh thy friends and recapture the feel of old-world camaraderie as you proudly hoist a lusty brew . . . poured with princely aplomb in authentic heavy crystal tankards banded with hand-burnished, 22K gold rims. Each stately mug is emblazoned with your own personal Coat of Arms; and each holds a generous 15 oz. of your favorite quencher. Heavy pedestal bases and sturdy man-sized handles make seeing or sipping pure pleasure. Your Coat of Arms is permanently reproduced on the glass, generously embellished with glowing golden accents. Rest assured that your crest is genuine . . . because it will have been thoroughly researched and guaranteed by the highly respected Sanson Institute of Heraldry. (We even include a hand-signed parchment document, suitable for framing, to authenticate the search of your surname.) A very personal way to dispense an after-sports, with-dinner or before-anything toast . . . a must for yourself . . . and a truly thoughtful gift.



FREE: Your documented Coat of Arms, suitable for framing, beautifully lettered on parchment by the famous Sanson Institute of Heraldry.

About Heraldry and the Sanson Institute:

The use of Heraldic symbols can be traced back to pre-Christian Nomadic Tribes . . . followed through the colorful Crusades of the Middle Ages . . . and finally pin-pointed to the 13th Century, when "family arms" were employed extensively. During this period, these crests were, for the first time, carefully recorded by scribes (or Heralds) and then later passed from generation to generation. In the mid-19th Century, a meticulous searching into the history and background of these same valuable "arms" began. The result of this research now forms the backbone of the Sanson Institute Library . . . where the documentation and rendering of over a half a million surnames (most likely, including yours) are stored.



4-pc. Tankard Set (#Z934646D) \$29⁵⁰

ADAM YORK/UNIQUE PRODUCTS Dept. UZ-5714
340 Poplar St., Hanover, Pa. 17331

Please send (Qty.) _____ Set(s) of 4 Coat-of-Arms Tankards (Parchment Certificate included) with the names I have indicated below. Each Set (Z934646D), \$29.50 plus \$2.00 shipping, handling and insurance. Pa. residents add appropriate tax. (Note: same surname on all 4 mugs per Set. If gifts, tell us where to ship.)

Surname _____

Surname _____

Surname _____

- Check or M.O. enclosed.
- Charge Credit Card:
 - American Express
 - Diners Club
 - Carte Blanche
- VISA/BankAmericard
- MasterCard

Account No. _____ Exp. Date _____

Signature (if a Credit Card order) _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Check here and send \$1.00 for year's subscription to our full-color catalogue of distinctive gifts, (Z999995X). Shipped direct from manufacturer; delays notified promptly. Delivery guaranteed within 60 days.

**OUR
GUARANTEE**

Unique ideas, unique quality, unique value—accurately described and promptly shipped. Plus a promise: you must be pleased with your purchase or your money back fast. That's a guarantee in writing!

COOL MESH SHOES

3 PAIRS FOR ONLY 19⁹⁵

TAKE YOUR CHOICE!



Navy Loafer Bone Loafer w. Jute Trim Lt. Blue Loafer Tan Oxford

ESCAPE from the SHOE PINCH!

Here's wonderful relief from today's impossibly high shoe prices. And equally comforting escape from today's hot, confining, year-round styles.

The tough-but-gentle open mesh nylon keeps its shape but let's feet "breathe" for better-than-barefoot comfort even during summer's hottest days. Long-wearing one-piece rubber heel and sole provides springy comfort with full, firm support. Luxurious pillow-soft foam cushion insoles provide even more comfort!

And style? You be the judge! Imagine these handsome, masculine slip-on and tie designs with your casual summer wardrobe. Imagine the cool, smart look of fresh summer colors. Imagine how great they'll feel as your favorite summer shoes for traveling driving, vacationing, or just lazy evenings on the patio!

NO RISK! Haband is a conscientious family business, serving American businessmen through the U.S. Mail since 1925. We will be proud to show you what we can do!

These are good looking, cool casual shoes that will feel very comfortable and save you money. And, you will be delighted with the service - **GUARANTEED!**

Mesh Shoes 3^{Pairs for Only} 19⁹⁵

HABAND Co., 265 N. 9th St., Paterson, N.J. 07530

Please send me _____ Mesh Shoes as specified.
I've enclose \$..... plus \$1.25 toward postage and handling.

AVAILABLE SIZES
6½-7-7½-8-8½-9-9½-10-10½-11-12-13.
D WIDTH ONLY

GUARANTEE: If upon arrival I do not choose to wear them, I may return them within 30 days for a full refund of every penny I paid Haband.

OR TO CHARGE IT:
 VISA Master Charge

Color/Style	Qty	Size
Brown Loafer w. Jute trim	G	
Bone Loafer w. Jute trim	F	
Tan Oxford	H	
Lt. Blue Loafer	K	
Navy Loafer	J	

Acct. # _____ Exp. Date ____/____/____
72B-476
Name _____
Street _____ Apt. # _____
City & State _____ Zip _____



Haband

265 N 9 St., Paterson, NJ 07530