

the
Elks
magazine
June 1981



Flag Day - June 14

LAS VEGAS

National Convention July 12-16, 1981



Pros
and
cons
of
being
smart

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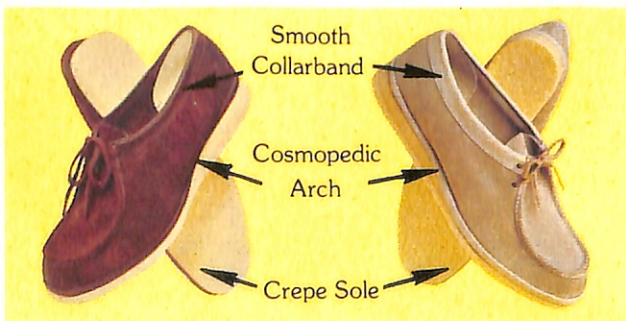
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for Men and Women

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WIDTHS: C, D, E, EE, EEE

WOMEN'S SIZES
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WIDTHS B, C, D, E, EE, EEE

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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.

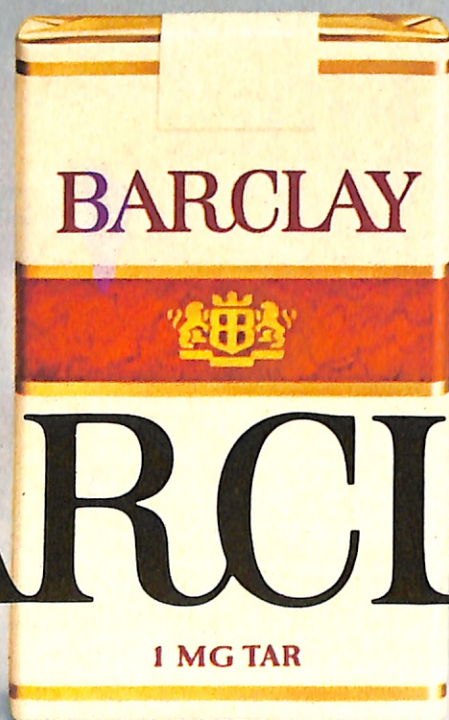
God bless you all.

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 dark ink that reads "H. Foster Sears". The signature is written in a cursive style.

H. Foster Sears

*The pleasure
is back.*



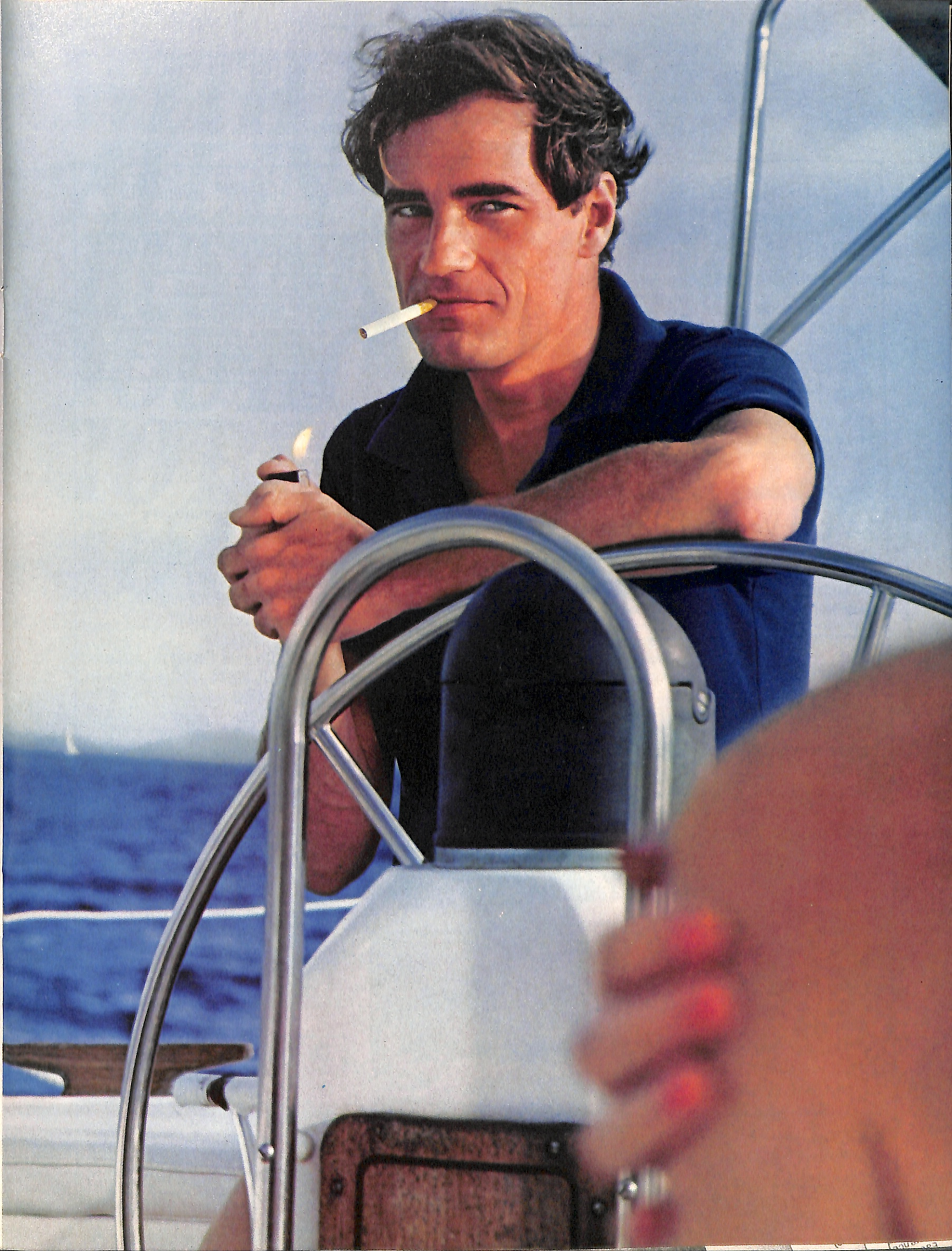
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6 Your IQ: Pros and Cons of Being Smart

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.

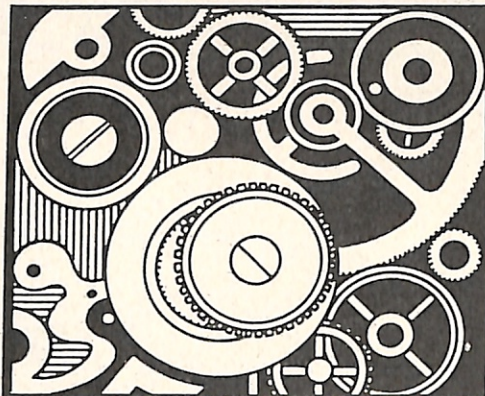
Jerry Hulse

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Cover: Your IQ.

Illustration by Jim Lavengood.



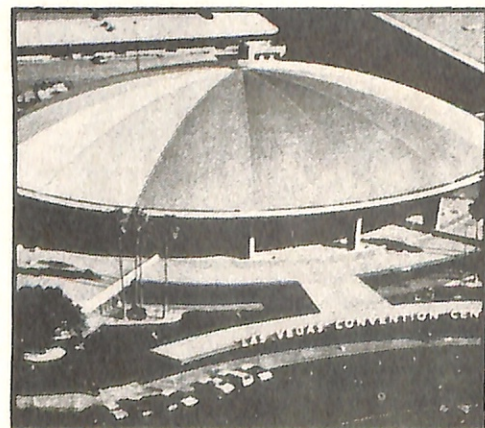
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Moving?

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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.

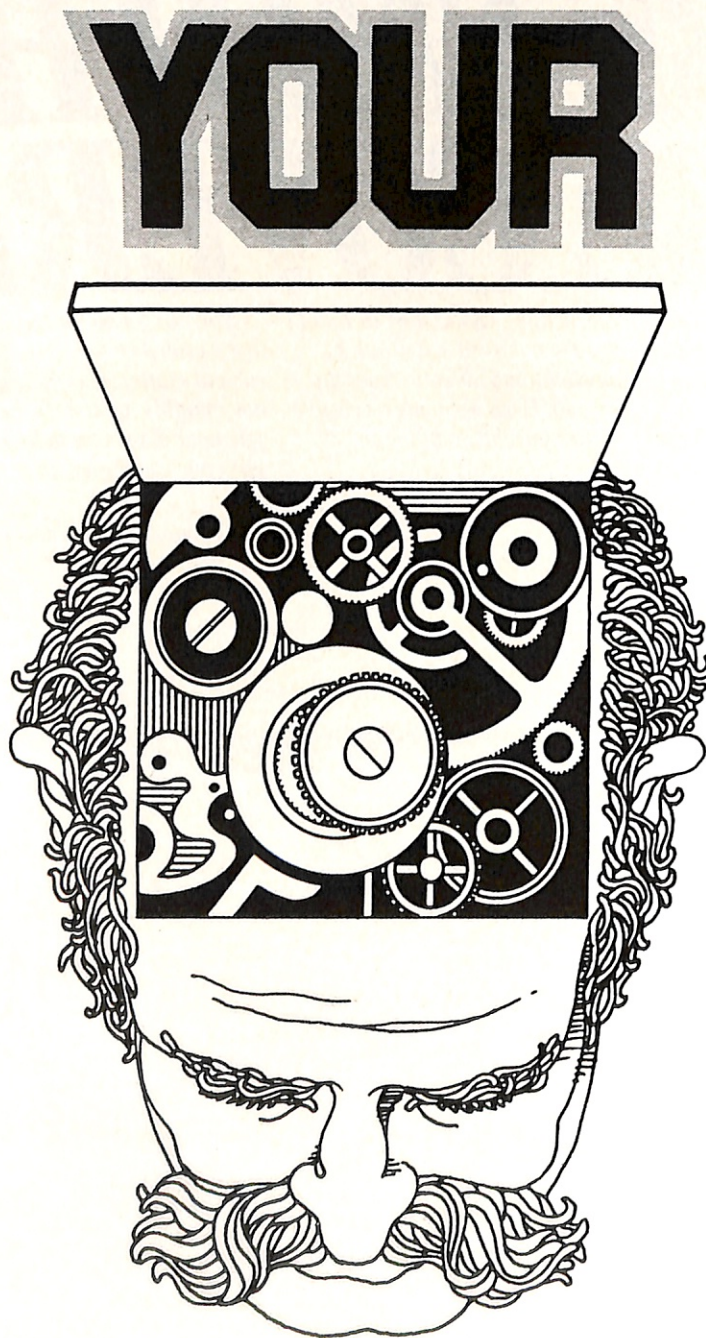
Special new tests showed that while Bill's IQ was not high, he rated *very high* in other areas. These tests, in the hands of psychologists and vocational counselors, are already guiding many toward the best use of their intelligence.

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.

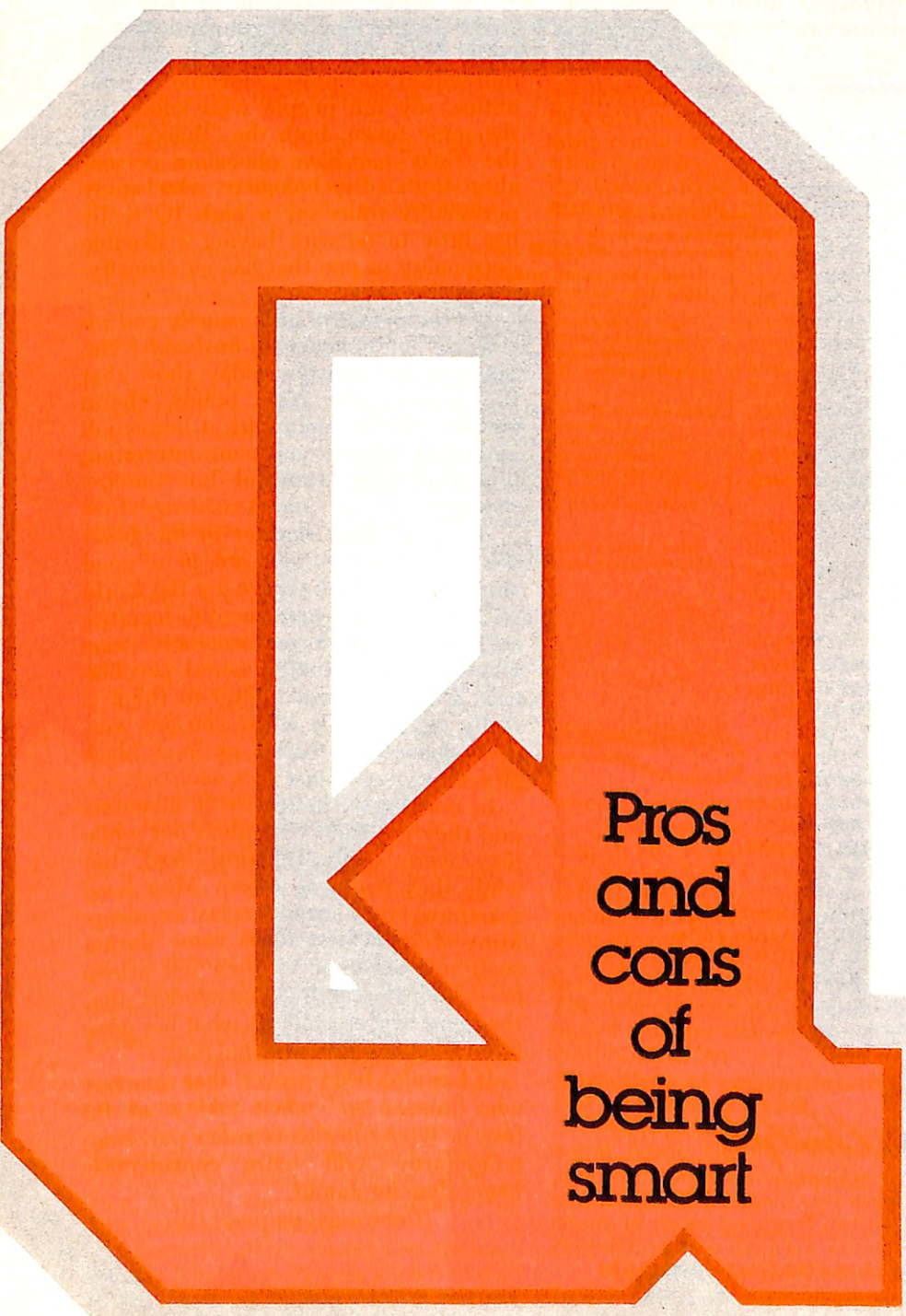
Psychologists at San Jose State University also studied men and women whose IQ scores indicated they were exceptionally bright. Personality tests showed them to be more impulsive, outspoken, more independent, more excitable, more irritable and more easily angered than their contemporaries.

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

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(213) 620-1120

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WASHINGTON, D.C. 20036
(202) 457-5300

March
16th
1 9 8 1

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.

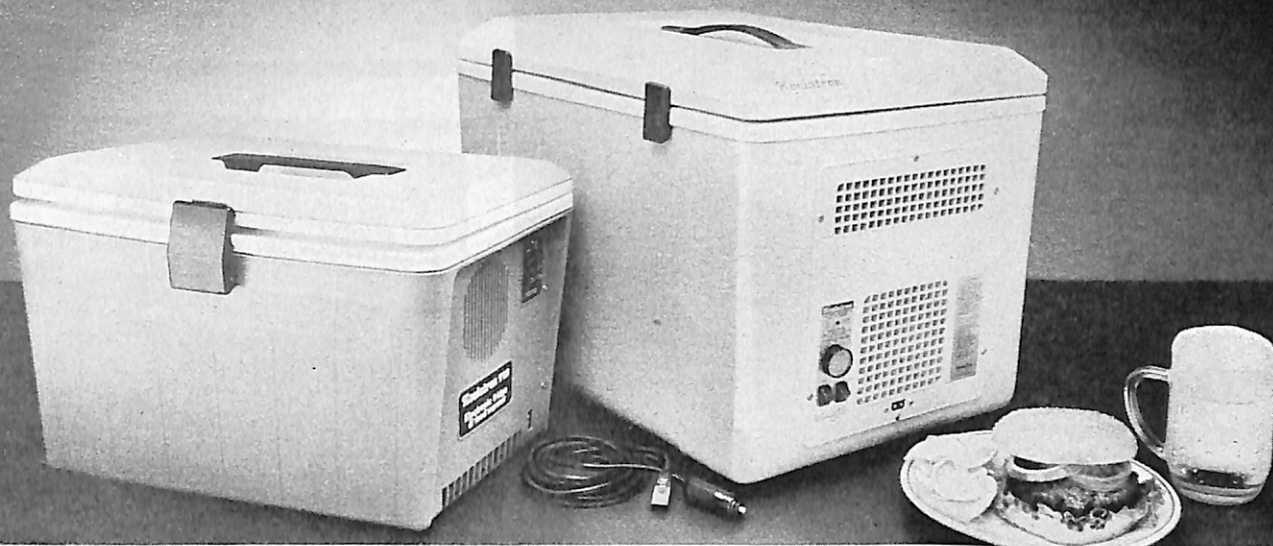
Many able people were involved in this endeavor, under President Carter's close direction. I was fortunate to have had an opportunity to play a role, and deeply thankful that the long nightmare is over.

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.

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Koolatron Industries Ltd.
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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
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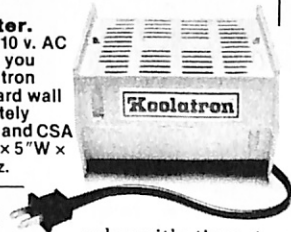
Three Models

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-

tinction 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)

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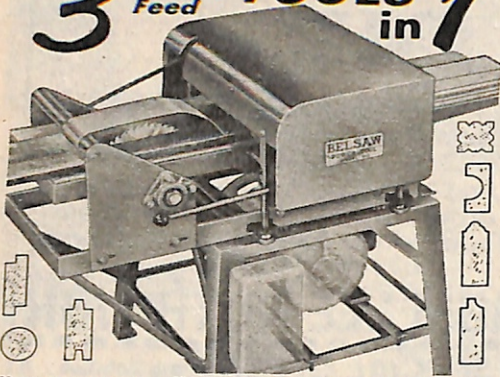
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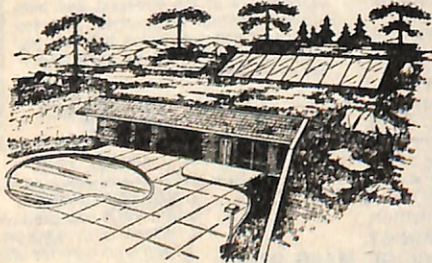
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But aside from the lure of the casinos, you will find outstanding entertainment, excellent food at remarkably low prices and a warm welcome, not only from the fellowship, but from the July weather.

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.

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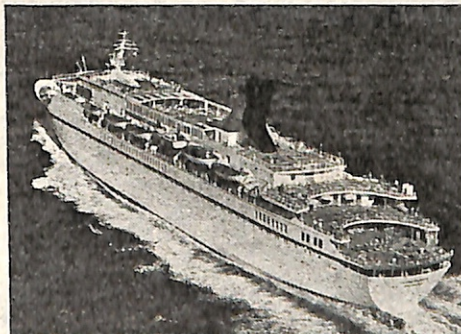
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BRING BACK THE HEROES



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?

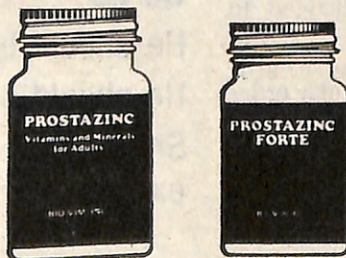
It is not altogether fair to compare a ninth grader's heroes and heroines with those a more mature person might choose. Therefore, I tried to remember myself as a high school student. Many of the names on my adult list were unknown then, but I would have chosen most of those who remain. I would

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? ■

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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.

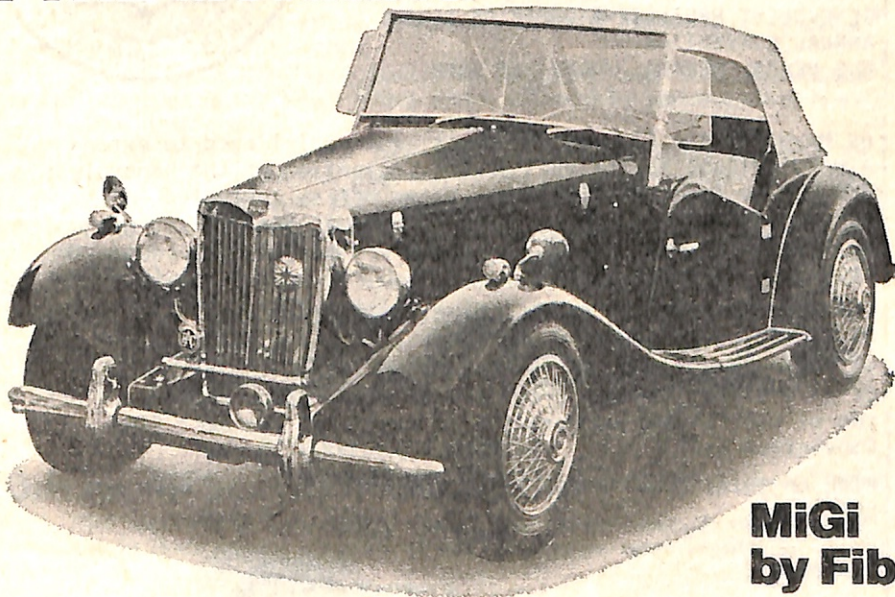
Can you tell when a person is really thinking deeply by watching his eyes? Yes. The pupils get larger when one is thinking intensely. Researchers at the Harvard Center for Cognitive Studies have shown that the more intense the mental effort, the more difficult the problem a person is given to solve,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

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Robert List
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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—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-

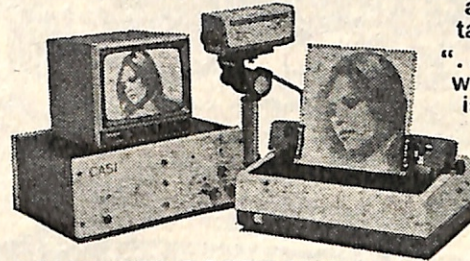
tarded children. They were broadened at Stanford University to include all ranges of intelligence. The IQ compares chronological age with mental age, and a score of about 100 is considered average. IQ tests roughly measure only how well a person will do in school. This is its major purpose. It does not 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)

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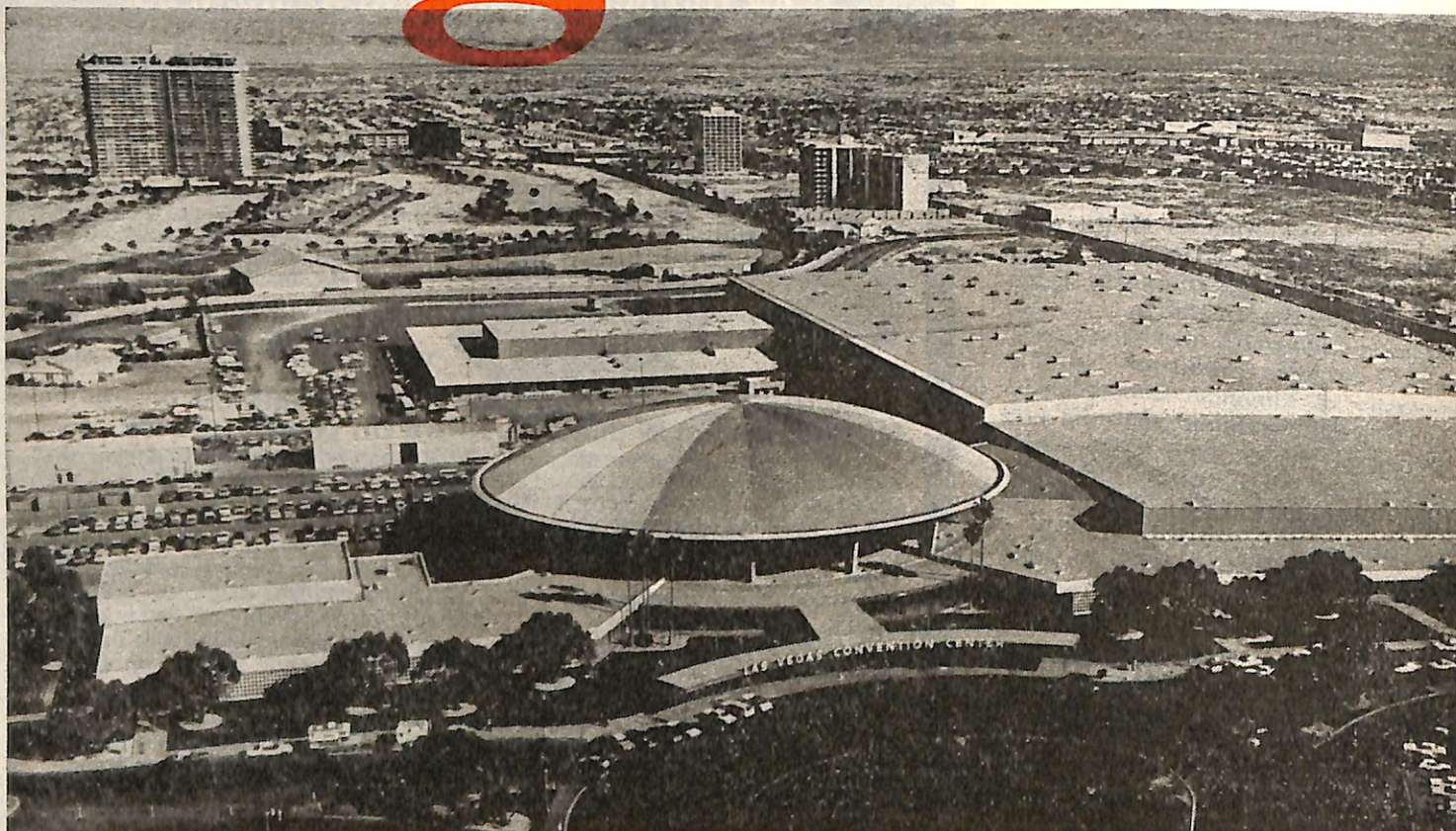
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Las Vegas



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BY
JERRY
HULSE



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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 Clitter 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 saloonkeepers 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

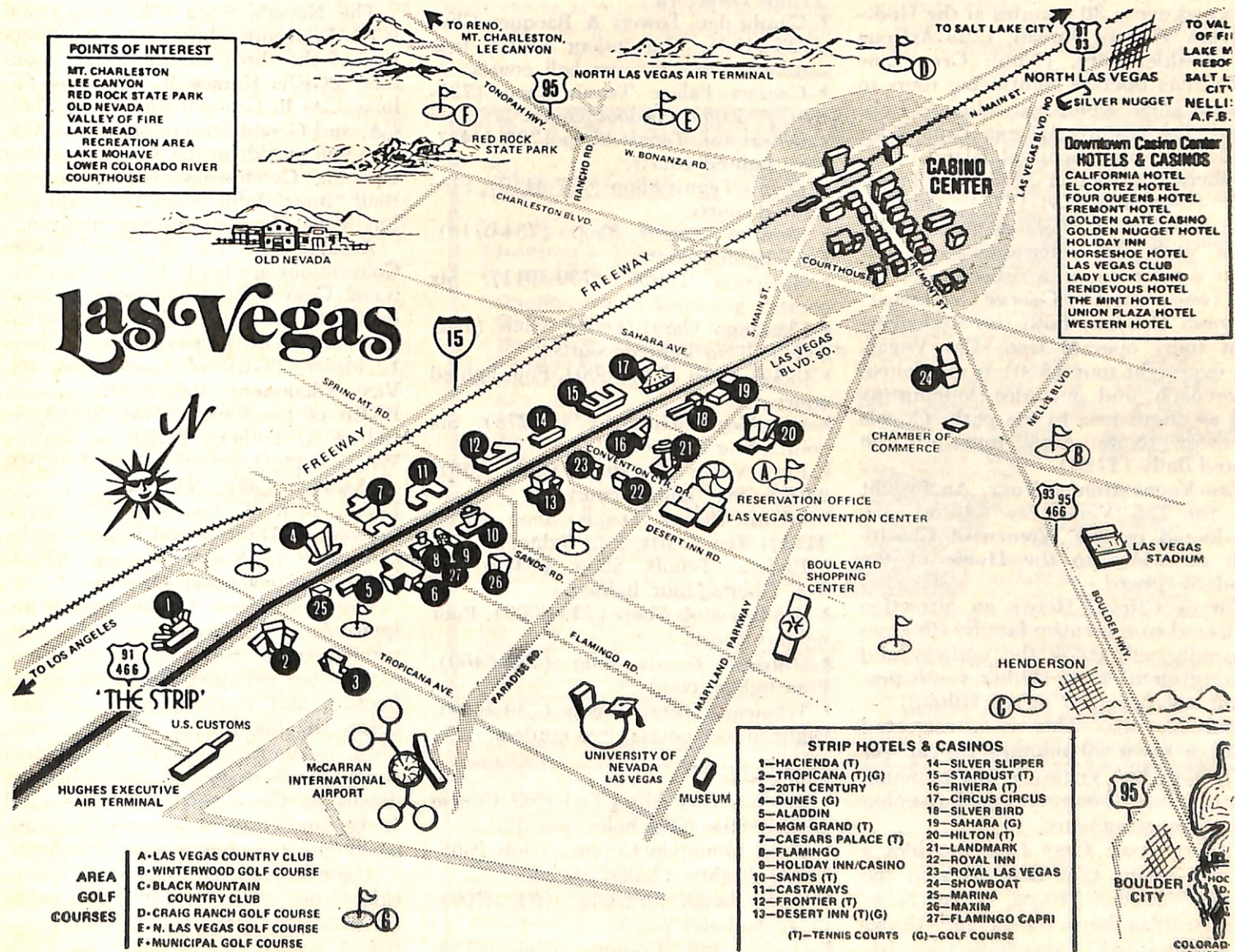
land auction was staged a year ago as the Jubilee celebration hit high gear. On the same day, Union Pacific sent a steam train puffing into town loaded with celebrities. Standing by were a lineup of antique cars and local citizens gussied-up in turn-of-the-century garb. After parading down Fremont Street,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

fered 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)

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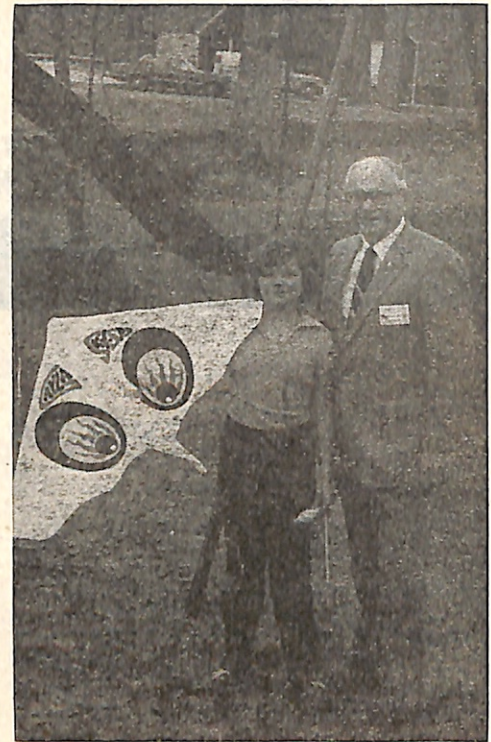
Name _____

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On Tour With H. Foster Sears



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.

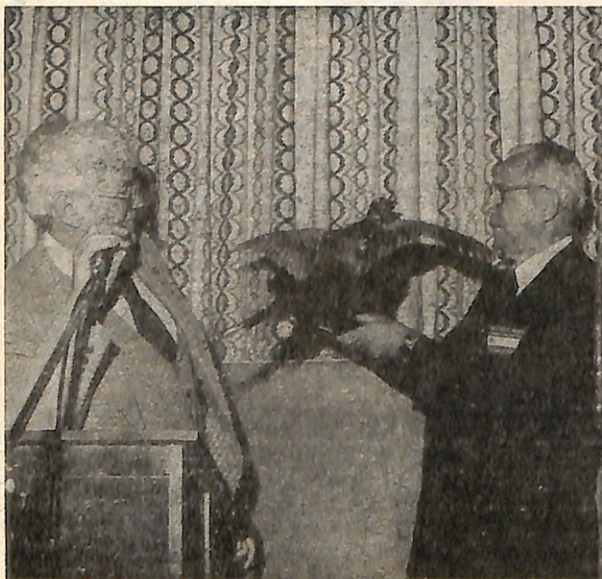


At the Georgia Elks Association spring meeting in Atlanta, GER H. Foster Sears and his wife Marguerite (right) were the guests of honor. Others in photo are (from left) VP Andy Anderson, Sue Whitaker, SP Doug Whitaker, Ruby Pruitt, PGER Robert Pruitt, Joyce Sexton, and PSP Toby Sexton, meeting chm.

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

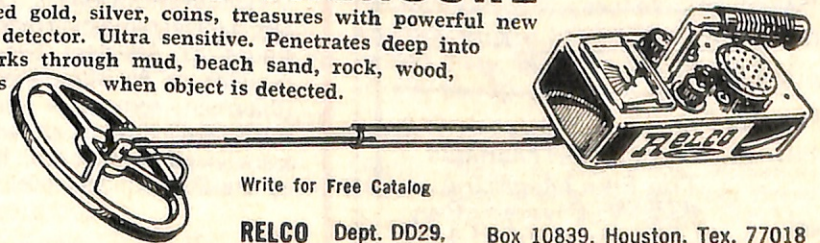
The winners in the Attendance Contest by membership classification are:

	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.

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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 Elkdom 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 Elkdom 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 Elkdom . . . 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 Elkdom 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 fingers, 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



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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)



FARMINGTON, NM. Twenty-six young men who attained the rank of Eagle Scout during the past year were honored at a recent banquet at Farmington, NM, Lodge. Each Eagle Scout was presented an American flag and a certificate of achievement from the lodge. In photo Eagle Scout Raymond Warniner accepts the flag from then-ER Dan Brack. It was a memorable evening for all of the Scouts and Elks who attended.



TUCSON EAST, AZ. Charles Serventi (left), then-ER of Tucson East, AZ, Lodge, presents a plaque of appreciation to Mrs. Pat Wallace, a Tucson bookstore owner, for her donation to the lodge of 100,000 paperback books during the last year and a half. Looking on is Ben Messer, lodge National Service Committee chm. The books were distributed by the lodge to VA medical centers in Arizona.



RIVERSIDE, CA. Five years ago, Riverside, CA, Lodge initiated an Easter Bunny program patterned after the Illinois Elks Association program. To date, the lodge's bunnies and aides have visited more than 3,000 persons. Pictured from left are Walter Shaidnagle, Lee Dunn, Bob Moon, and Millie Moon.



FORT COLLINS, CO. Gene Timmermans (left), then-ER of Fort Collins, CO, Lodge, presents checks totaling more than \$7,000 to state Major Projects Chm. Charles White at the recent quarterly meeting of the Colorado Elks Association. The donations were intended for the Elks National Foundation and for Elks Laradon Hall, the state Major Project.



SAN MATEO, CA, Lodge recently announced the winners in its Americanism essay contest. Then-ER Ed Moakler (left) presented a \$100 Savings Bond to first-place winner Darlene Broussard of Foster City, CA, as her parents looked on. Two hundred eighth-graders from schools in the San Francisco Bay Area competed in the contest. The subject of the essay was "My Responsibility to My Country."



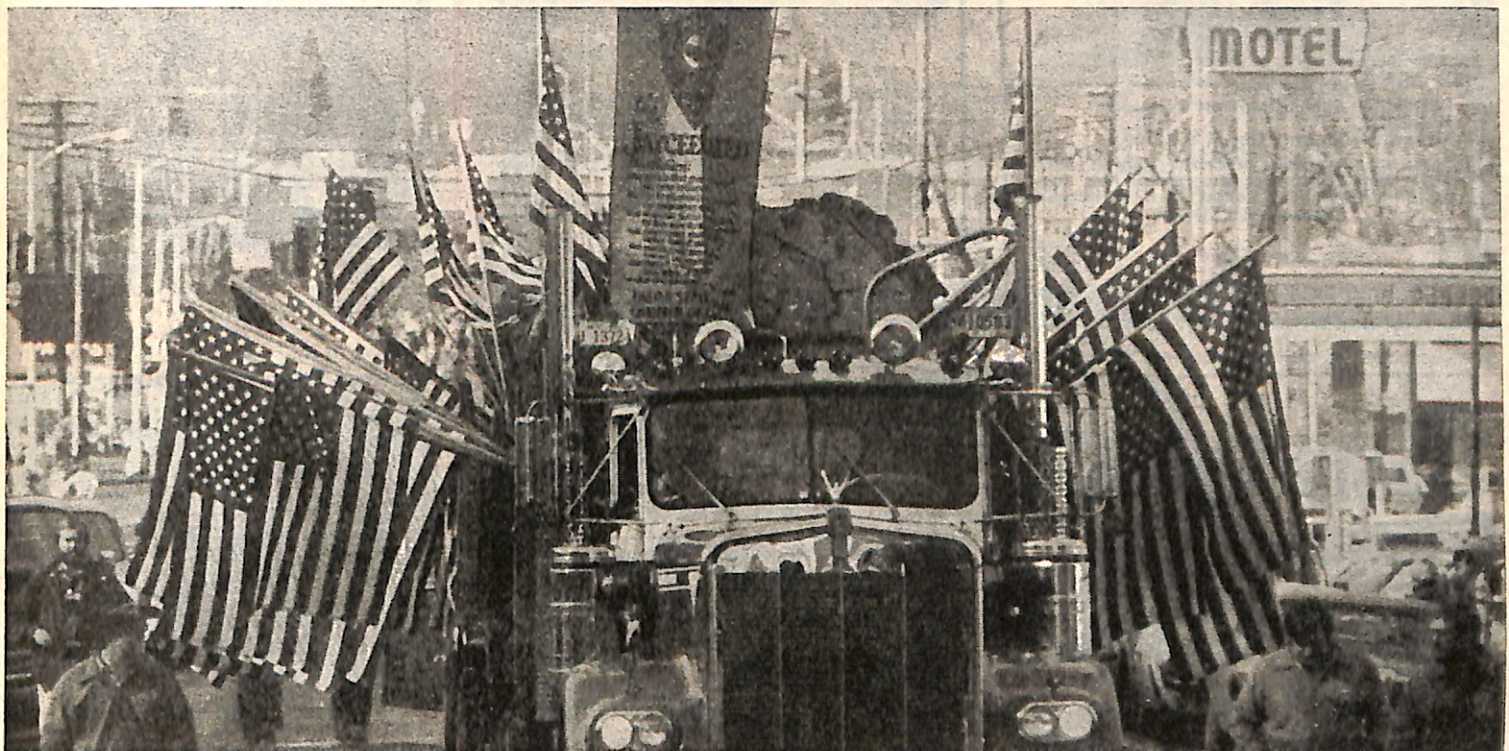
QUINCY, CA. The official visit of SP Bill Brunner to Quincy, CA, Lodge took on an interstate atmosphere when the Nevada SP and the ER of Reno, NV, Lodge paid a courtesy visit at the same time. In front row are Tom Jutte, then-ER of Reno Lodge; SP Brunner; and VP Gene Norman. In back row are Terry Reeson, chm., board of trustees; Billy Dedmon; Nevada SP; Loren Swaney, then-ER of Quincy Lodge; and DDGER Charles Casebeer.



LOS ANGELES, CA. At its annual Law Enforcement Night, Los Angeles, CA, Lodge presented \$1,000 to the YMCA, in honor of guest speaker Daryl Gates, chief of the Los Angeles Police Department. From left are Chm. Joe La Barge; Vern Huck, Past Grand Est. Loyal Kt., presenting the check; and Chief Gates.



PUEBLO, CO, Lodge's first annual Citizen of the Year Award was shared by Ronald Sniff (left) and Bob Andrew (center). The two men rescued a two-year-old boy who was trapped in a burning house. Presenting the awards was then-ER Randy Workman.



ROSEBURG, OR. To celebrate the return of the 52 former hostages from Iran, Roseburg, OR, Lodge co-sponsored a massive parade in which at least 1,000 persons participated. They walked,

marched, and rode almost three miles to the Douglas County Courthouse, where commemorative ceremonies were held. It was the largest parade anyone could remember.



PORTLAND, OR. Winners of the Northwest Regional "Hoop Shoot" Contest held in Portland, OR, are pictured with state and Grand Lodge dignitaries. In back row from left are Bill Smith, Washington SP; Thomas Jones, GL Americanism Committee; Robert Tancredi, Grand Trustee; C. J. Wilkins, GL State Associations Committee; Bob J. Bybee, Chm., GL Youth Activities Committee; Jud Huntington, Oregon VP; and PGER Frank Hise.



OAK HARBOR (NAV-AIR), WA. At the recent retirement of Master Chief Ted Andricos, after 30 years of naval service, three of his fellow PERS from Oak Harbor (Nav-Air), WA, Lodge acted as side-boys for the ceremony. From left are Brother Andricos; Master Chief Harry Bliven, PDD; Chief J.O. Riley; and Chief Perry Dushek, DDGER-designate.

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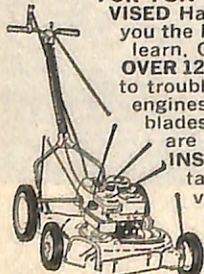
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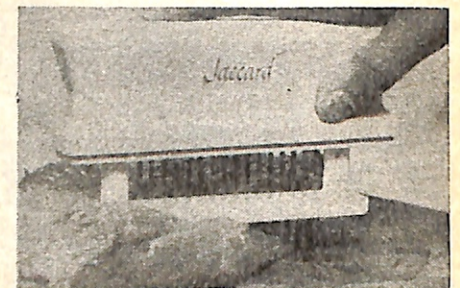
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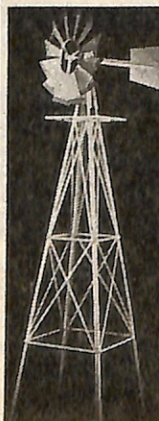
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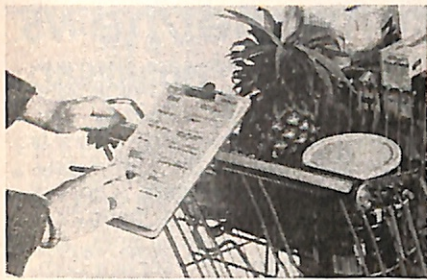
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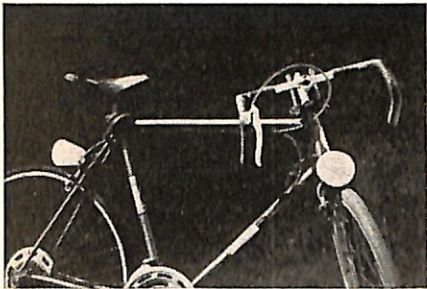




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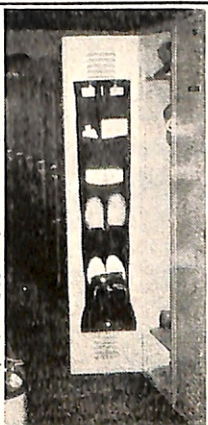
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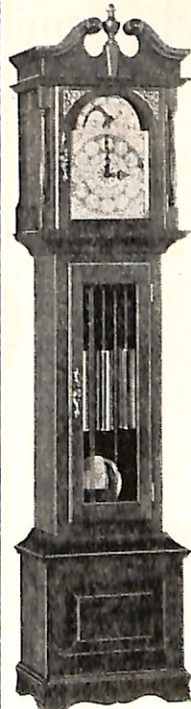
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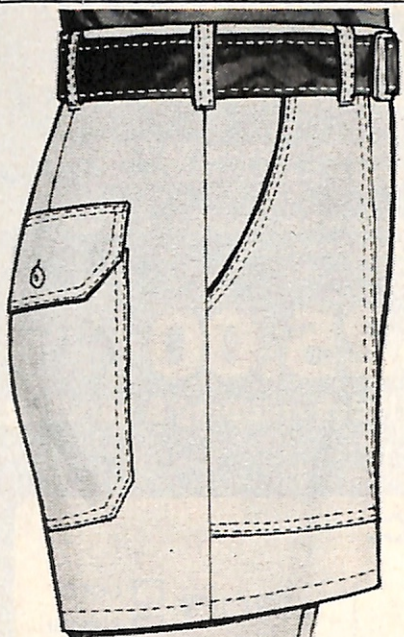
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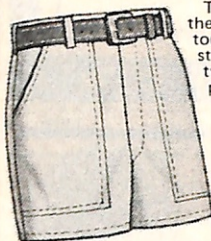
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Colors	Qty.	Size
TAN ^A		
BLUE ^B		
GREEN ^D		
Burgundy ^E		

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Street _____
City _____
State _____ Zip _____

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Look-alikes

Sell For

\$28

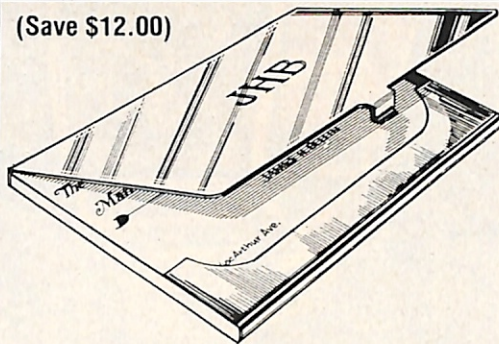
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SALE

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
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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!



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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.

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CUSHION-LIFT®
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- Ease painful joints
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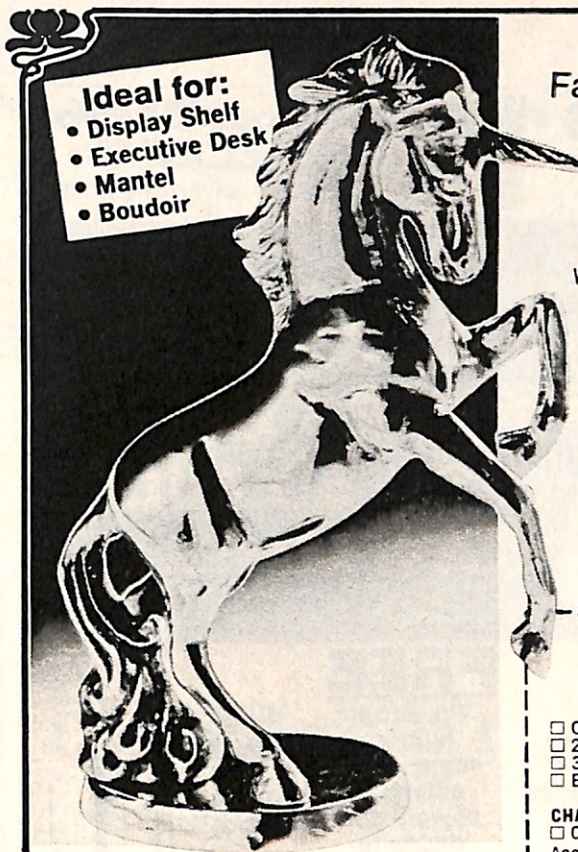
Call toll free 1-800-558-2151

Wisc. call collect (414) 542-6060



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• Display Shelf
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• Mantel
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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

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Fantasy-Come-True!

SOLID BRASS UNICORN

Marvelous, Magical
Wonder Horse... Captured in **\$1999**
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

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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.
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PRINT NAME _____

ADDRESS _____

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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.

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Genuine 1 Point Diamond and Crystal Heart

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

- 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"

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

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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 \$ _____

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Card # _____

Expires _____

Name _____

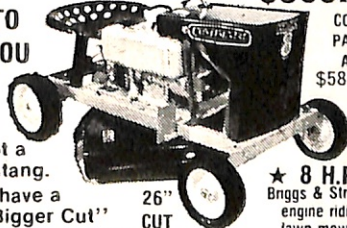
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Elks Family Shopper consumer/news

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 Only 1995

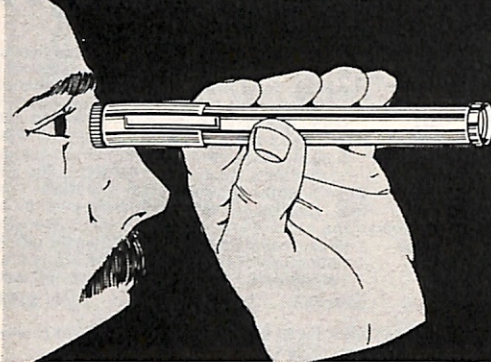
Please send me _____ Mesh Shoes as specified.
I've enclosed \$ _____ plus \$1.25 toward p&h.
GUARANTEE: If upon arrival I do not choose to wear them, I may return them within 30 days for a full refund of every penny I paid Haband.

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

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Tele-Micro



SPYSCOPE SEES UP TO 50 MILES AWAY!

It's one powerful telescope that PULLS IN FARAWAY

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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!

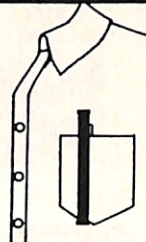
DORSAY MARKETING, 142 MacArthur Ave.,
Box A • Garfield, NJ 07026

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 _____
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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 more than 2,000 members

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

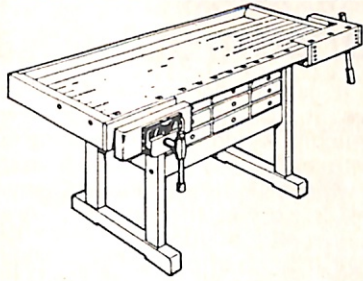
Lodges with 601 to 1,000 members

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

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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.

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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.

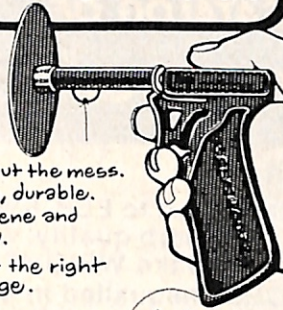
Send for this model, put it on and wear it in the privacy of your own home. It will show you how tiny hearing help can be. It is not a real hearing aid and it's yours to keep free. The actual aid weighs less than a fourth of an ounce, and it's all at ear level, in one unit.

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

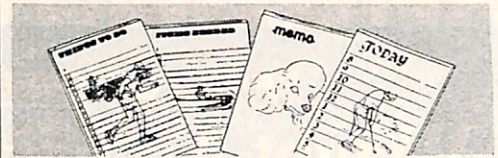
EASIER AND FASTER THAN A FLY SWATTER



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

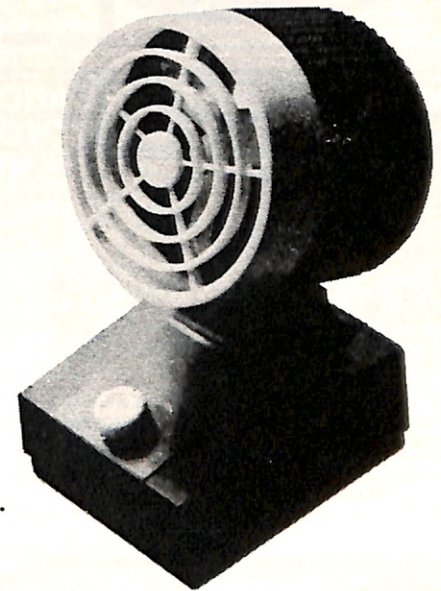
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Elks Family Shopper consumer/news

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. ■

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Postage & Handling 75¢, each additional package 50¢

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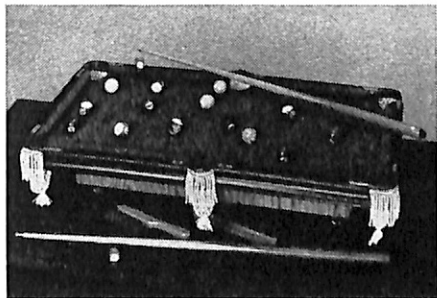
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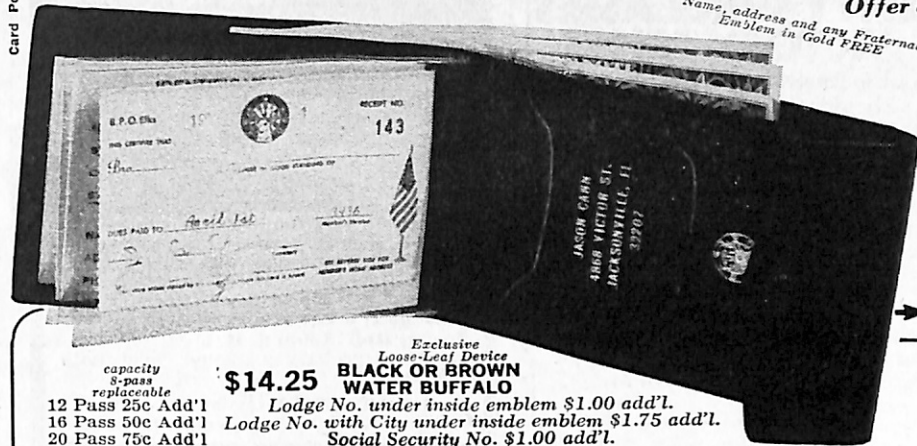
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FATHER'S DAY! The Halvorfold

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
16 Pass 50¢ Add'l
20 Pass 75¢ Add'l

Lodge No. under inside emblem \$1.00 add'l.
Lodge No. with City under inside emblem \$1.75 add'l.
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"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.

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Dept. 143

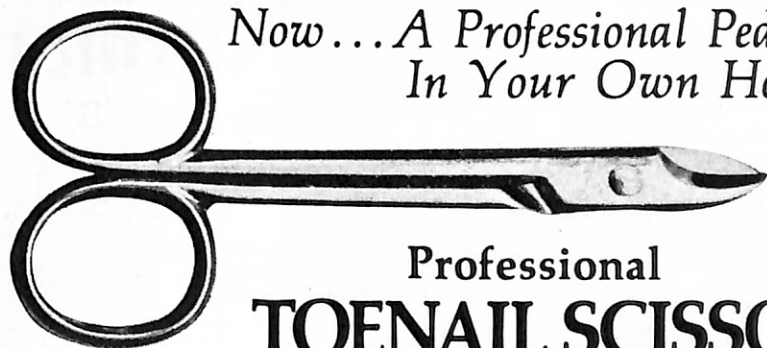
Send the HALVORFOLD with goldstamping as below. If I decide to keep it I will send check at once. If not, I will return it within three days for full refund. Goldstamped with name, address and any fraternal emblem free. If you send cash with order, we ship postpaid. Parcel Post.

- 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
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Name: _____ 23K Gold
Inside Emblem: _____
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S. S. NO. _____

PLEASE USE ZIP CODE



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In Your Own Home!

**Professional
TOENAIL SCISSORS**

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

NOW ONLY **\$3.99**

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

Card # _____
Expires _____
Name _____
Address _____
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- 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
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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.

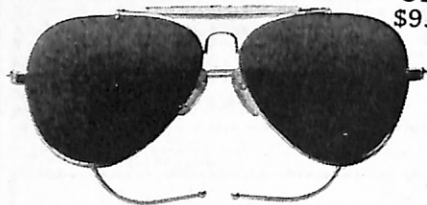
NOTICE: Don't be fooled by cheap imitations. These glasses are made exclusively for U.S. Optics. To make sure you get the best, order now and if not completely satisfied return for refund within 30 days.



Only \$7.95

World Famous Pilot's Glasses

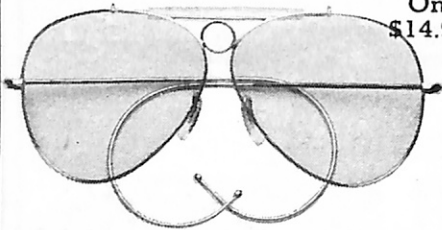
These precision flight glasses are now available to the public for only \$7.95. If you could buy them elsewhere, they'd probably cost you over \$20.00. #20P available in gold or silver frame. A \$20.00 value only \$7.95. Two pairs for \$14.00.



Only \$9.95

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



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Professional Driving & Shooting Glasses

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

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	30A	X		
	30D	X		

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Total

Visa or Master Charge #

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

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Diameter measures a generous 6 1/2"



SPECIAL
PRE-PUBLICATION
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\$9.95

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

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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."

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**KING-SIZED
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TANKARDS**

**BANDED
IN 22K GOLD**

Emblazoned
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3 PAIRS FOR ONLY 19⁹⁵

TAKE YOUR CHOICE!



Navy Loafer

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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.

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AVAILABLE SIZES
6½-7-7½-8-8½-9-9½-
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Color/Style	Qty	Size
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Bone Loafer w. Jute trim ^F		
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Lt. Blue Loafer ^K		
Navy Loafer ^J		

Acct. # _____
72B-476 Exp. Date ____/____/____

Name _____
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