

the  
**Elks**  
magazine  
February 1982

**The Assassin / How much do we owe our kids? / Pet Photography**







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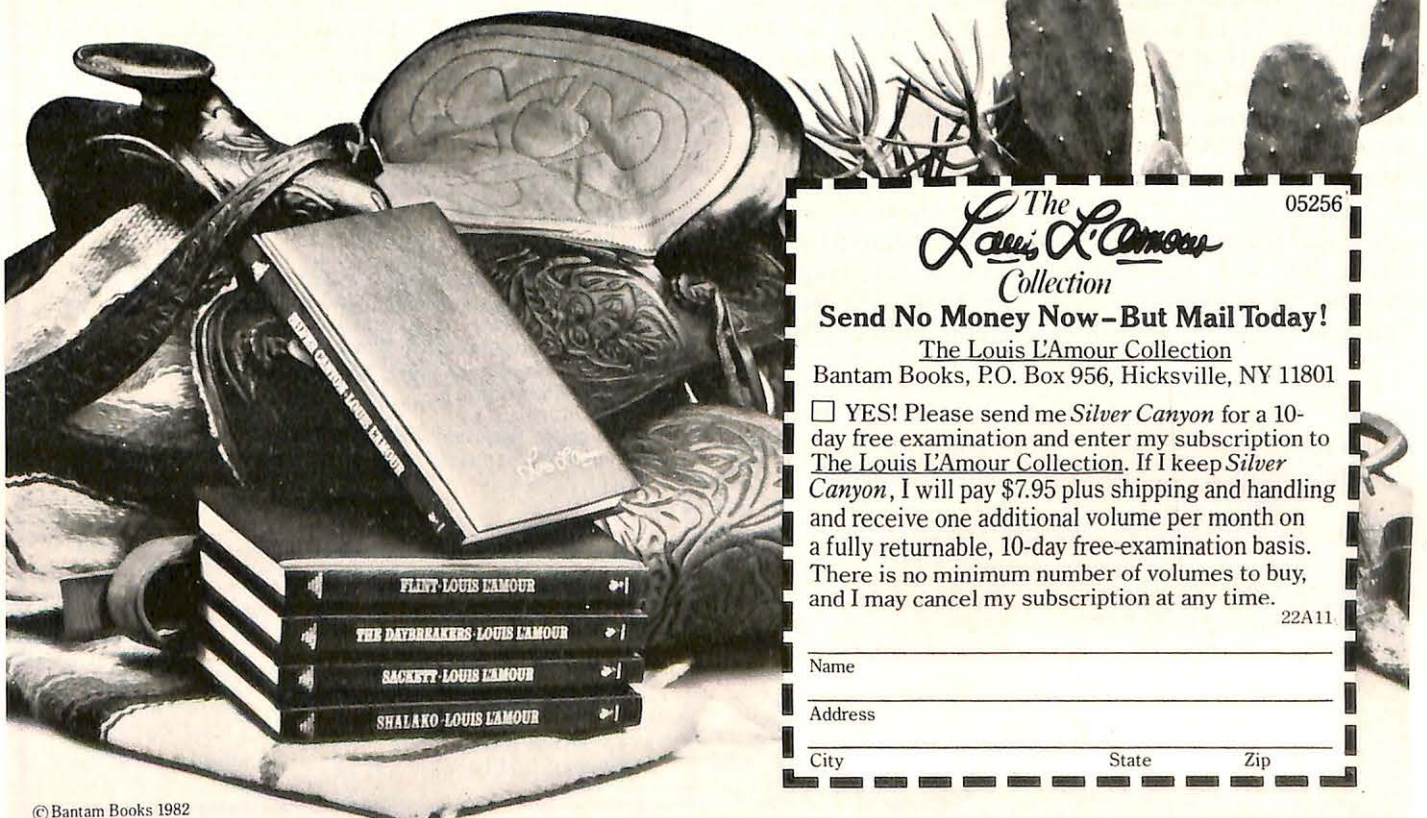
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A Message  
From The  
Grand Exalted Ruler



## Time To Remember

February is a month in which we celebrate the birthdays of men whose lives contained important and inspirational messages that have withstood the passage of time: George Washington, the Father of his Country, who laid his life on the line for the cause of freedom; and Abraham Lincoln, the Illinois rail-splitter, who gave his life to unify our nation. Each lived a life of patriotic love and service to his country, and each is remembered and honored on his birthday in February.

Again, in 1982, Congress has proclaimed the week of February 15-21 as National Patriotism Week. Within this week falls the 114th birthday of the Order of Elks. Elkdom was founded February 16, 1868, for these avowed purposes: "To inculcate the principles of Charity, Justice, Brotherly Love, and Fidelity; to promote the welfare and enhance the happiness of its members; to quicken the spirit of American patriotism; and to cultivate good fellowship." Elkdom has reached heights during the 114 years of our Order's existence not dreamed possible by our founding fathers. The basis of all of our progress lies within the tenets of our Order.

By practicing our teachings and adhering to the objectives of our founders, we will be serving our country, benefiting our community, assisting our lodge and, hopefully, fulfilling some of our personal needs.

To make the past more understandable, the present more meaningful, and the future more optimistic, adhere to the teachings of our founders as we TELL AMERICA ABOUT ELKDOM.

A handwritten signature in cursive script that reads "Raymond V. Arnold".

Raymond V. Arnold

### Letter From President Reagan

THE WHITE HOUSE  
WASHINGTON

December 18, 1981

Dear Friends:

It gives me great pleasure to commend the Benevolent and Protective Order of the Elks for their voluntary service to others.

For over a century, you have provided invaluable assistance to those in need. Your humanitarian work is legendary and the pride and love you have for our great nation and its people is evident to all who know of your good works.

Through your tireless efforts and gifts of time, special talents and energies, you have provided hope, inspiration and guidance to all who have sought your help. Our nation will always remain strong and vital because of people like you.

With best wishes and deep appreciation for being such caring and concerned individuals,

Sincerely,

A handwritten signature in cursive script that reads "Ronald Reagan".

Benevolent and Protective Order of the Elks  
c/o Raymond V. Arnold  
Grand Exalted Ruler  
2750 Lakeview Avenue  
Chicago, Illinois 60614



# when I planned to retire before fifty

this is the business that made it possible

a true story by John B. Haikey



Starting with borrowed money Duraclean gave me the opportunity for financial security... In eight years I sold out at a profit and retired.

"Not until I was forty did I make up my mind that I was going to retire before ten years had passed. I knew I couldn't do it on a salary, no matter how good. I knew I couldn't do it working for others. It was perfectly obvious to me that I had to start a business of my own. But that posed a problem. What kind of business? Most of my money was tied up. Temporarily I was broke. But, when I found the business I wanted I was able to start it for a small amount of borrowed money.

"To pyramid this investment into retirement in less than ten years seems like magic, but in my opinion any man in good health who has the same ambition and drive that motivated me, could achieve such a goal. Let me give you a little history.

"I finished high school at the age of 18 and got a job as a shipping clerk. My next job was butchering at a plant that processed boneless beef. Couldn't see much future there. Next, I got a job as a Greyhound Bus Driver. The money was good. The work was pleasant, but I couldn't see it as leading to retirement. Finally I took the plunge and went into business for myself.

"I managed to raise enough money with my savings to invest in a combination motel, restaurant, grocery, and service station. It didn't take long to get my eyes opened. In order to keep that business going my wife and I worked from dawn to dusk, 20 hours a day, seven days a week. Putting in all those hours didn't match my idea of independence and it gave me no time for my favorite sport — golf! Finally we both agreed that I should look for something else.

"I found it. Not right away. I investigated a lot of businesses offered as franchises. I felt that I wanted the guidance of an experienced company — wanted to have the benefit of the plans that had brought success to others, plus the benefit of running my own business under an established name that had national recognition.

"Most of the franchises offered were too costly for me. Temporarily all my capital was frozen in the motel. But I

found that the Duraclean franchise offered what I had been looking for.

"I could start for a small amount. (Today, only \$2,988 starts a Duraclean dealership. The full cash price is \$9,987). I could work it as a one-man business to start, and operate from my home. No office or shop or other overhead, no salaries to pay. Equipment would fit in my car trunk. (I bought the truck later, out of profits.) Best of all, there was no ceiling on my earnings. I could build a business as big as my ambition and energy dictated. I could put on as many men as I needed to cover my volume. And I could build little by little, or as fast as I wished.

"So, I started. I took the wonderful training furnished by the company. When I was ready I followed the simple plan outlined in the training. During the first period I did all the service work myself. By doing it myself, I could make much more per hour than I had ever made on a salary. Later, I would hire men, train them, pay them well, and still make an hourly profit on their time that made my idea of retirement possible — I had joined the country club and now I could play golf whenever I wished.

"What is this wonderful business? It's Duraclean. And, what is Duraclean? It's an improved, space-age process for cleaning upholstered furniture, rugs and tacked down carpets. It not only cleans but enlivens and sparkles up the colors. It does not wear down the fiber or drive part of the dirt into the base of the rug as machine scrubbing of carpeting does. Instead it *lifts out* the dirt by means of an absorbent dry foam.

"Furniture dealers and department stores refer their customers to the Duraclean Specialist. Insurance men say Duraclean can save them money on fire claims. Hotels, motels, specialty shops and big stores make annual contracts for keeping their carpets and furniture fresh and clean.

"Well, that's the business I was able to start with such a small investment. That's the business I built up over a period of eight years. And, that's the business I sold out at a substantial profit before I was fifty."

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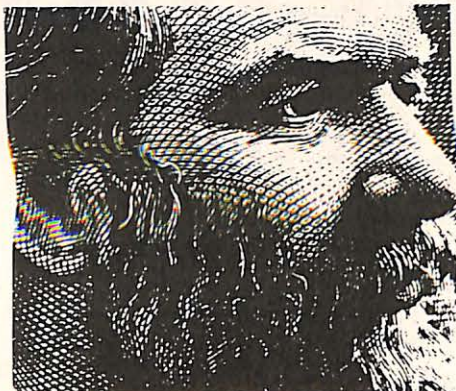
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## 6 The Assassin

A century ago, the first trial of a President's murderer offered frightening lessons for the future.

William C. Franz

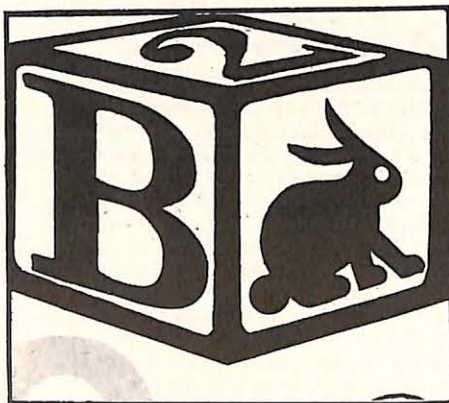


6

## 14 How Much Do We Owe Our Kids?

"Giving kids everything is a cop-out. You can't buy them. What's more, they have no respect for the parent who does."

Dorrine Anderson Turecamo



14

## 38 Pet & Wildlife Photography

Appealing pet or wildlife shots often are the most striking pictures in a photographer's collection.

Gordon A. Reims



29

## Departments

- 2 Message
- 10 Elks National Service Commission
- 12 Letters
- 18 News of the Lodges
- 20 Medicine and You: Newsbreaks
- 24 You and Retirement: Eating Right
- 28 Did You Know?
- 29 Travel: Bargains
- 34 It's Your Business: Headaches
- 40 On Tour with Raymond V. Arnold
- 42 Elks Family Shopper



38

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454

### Moving?

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Cover: Winter in Colorado  
 Photo by Josiah Davidson



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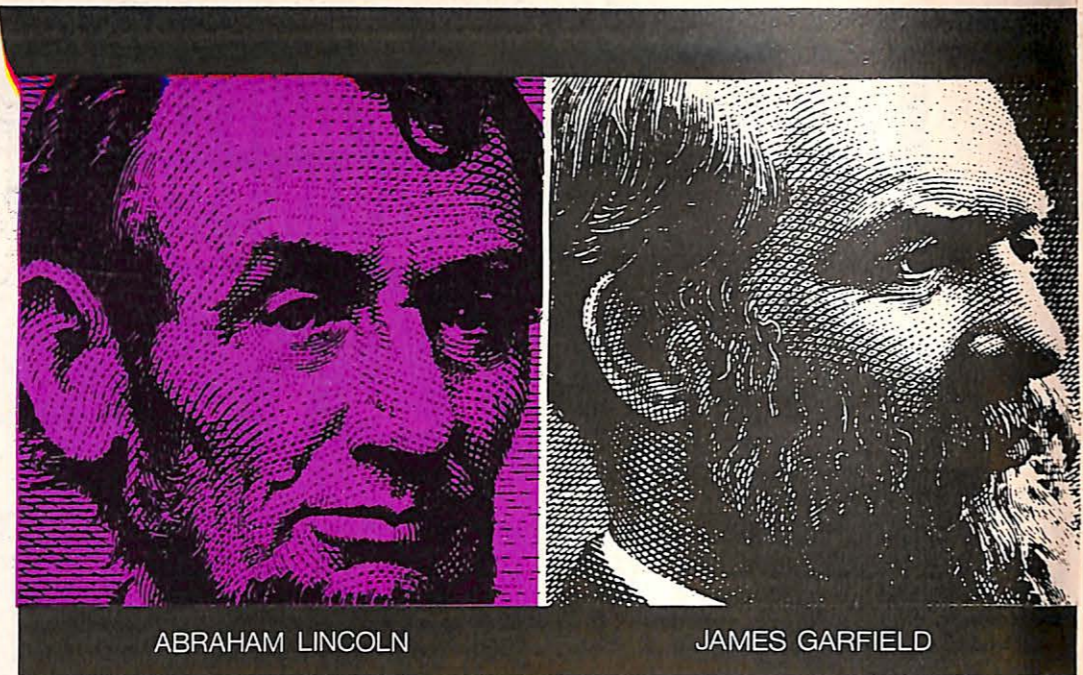
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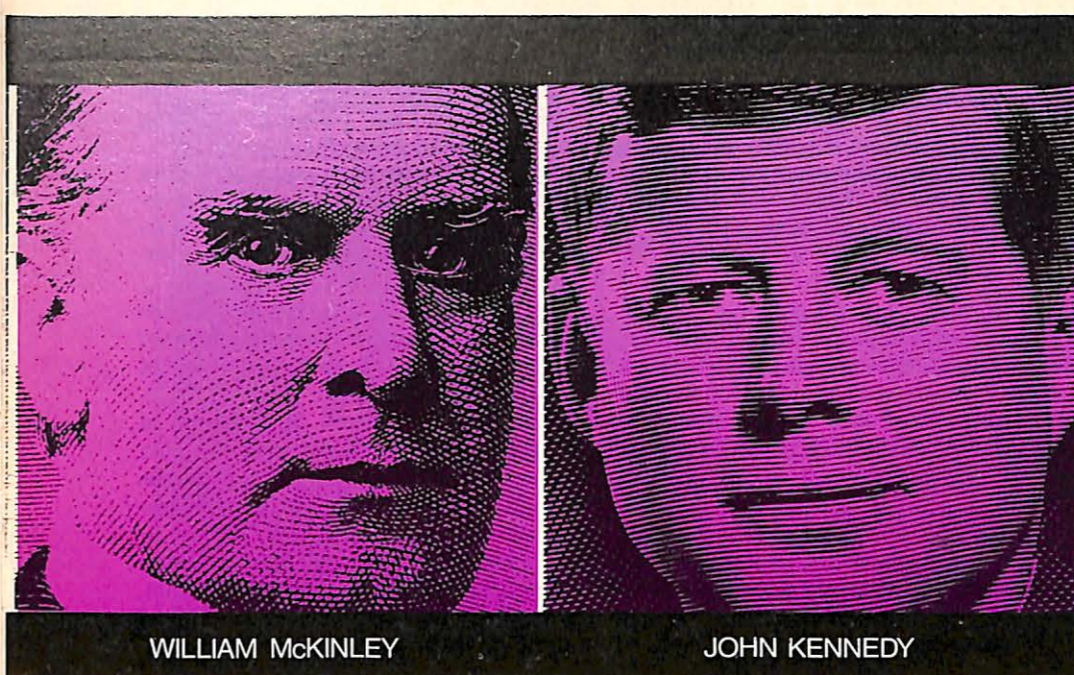
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ABRAHAM LINCOLN

JAMES GARFIELD



WILLIAM MCKINLEY

JOHN KENNEDY

by William C. Franz

Early on the morning of July 2, 1881, James Abram Garfield, twentieth President of the United States, was shot in the back as he walked through a Washington railroad station. At noon on June 30, 1882, Charles Jules Guiteau was hanged by the neck at a Washington prison for firing that shot.

The year between the two events was one of the most extraordinary in American history. For more than two and a half months a wounded president lingered near death while his nation remained virtually ungoverned. When Garfield finally succumbed, a bitter public turned its eyes toward the man on trial for his murder and saw revealed in 11 weeks of testimony the twisted workings of an assassin's mind, dark portents for the future.

There are people who believe that Garfield was as much the victim of a strange quirk of history as he was of Guiteau's hand—the remarkable fact that every president elected in a zero-year since 1840 has died in office. The so-called "twenty-year cycle," which one legend attributes to an "Indian curse" on the presidency, has occurred without fail for 120 years.

Elected in 1840, William Henry Harrison died after a month in office. Elected in 1860, Abraham Lincoln was assassinated at the beginning of his second term. Elected in 1880, Garfield was murdered. Elected in 1900 to his second term, McKinley was assassinated

in 1901. Elected in 1920, Warren G. Harding died after two years in office. Elected in 1940 to his third term, Franklin D. Roosevelt died in his fourth. Elected in 1960, John F. Kennedy was assassinated in 1963. Many of the same people view the unsuccessful attempt on the life of President Ronald Reagan in March, 1981, as a final "breaking" of the curse and an end to the ironic series of events.

But attributing the death of James Garfield, or that of any of our other three murdered presidents, to a superstitious belief in curses or to a historical "cycle" neglects the most important factor of all—the assassin.

At a time today when attempts on the lives of world leaders, whether presidents or popes, have become nightmarishly commonplace, we're confronted more than ever with the agonizing question of what drives men to such desperate, suicidal acts. In the trial of Charles Guiteau a century ago we saw the answer, perhaps more clearly than we have before or since.

We know more about Guiteau than about any other successful assassin. John Wilkes Booth was shot to death days after he murdered Lincoln and the trial of his co-conspirators produced only confusion and mystery. Leon Czolgosz, William McKinley's anarchist assassin, was promptly executed after an eight-hour trial. And, of course, Lee Harvey Oswald was shot to death in a Texas jail by Jack Ruby before he could

testify about his role in the assassination of John Kennedy.

Only Guiteau was afforded a platform from which to air his views and motives and, more important, the American people were given the opportunity to assess the kind of man he was, a lesson which would grow in importance during the years which have followed.

Guiteau exhibited what we now know to be the "classic" characteristics of a potential assassin, personality traits we've learned to recognize through sad experience—a "loner," suffering delusions of both grandeur and persecution, with a history of personal problems and minor brushes with the law, motivated by confused political principles and a messianic claim that some higher "power" controlled his actions. Like all American assassins, successful or not, he chose firearms as his method.

While this description might apply to Lee Oswald or James Earl Ray, Sirhan Sirhan or John Hinckley, Sara Jane Moore or Lynette "Squeaky" Fromme, long before any of these people walked the earth, it summed up Charles Jules Guiteau.

Born in Freeport, Illinois, in 1842, he was the son of a deeply religious man, Luther Guiteau, superintendent of the town's schools. His mother had died when he was seven and his father later remarried, a source of deep resentment to young Charles. Modern psycholo-

gists point to such a home situation as typical for a future assassin.

The elder Guiteau had become associated with a minister named John H. Noyes, one of many of that era involved in the establishment of utopian communities where a primitive kind of religious socialism was practiced. Noyes became Charles's hero and, during the Civil War when James Garfield was rising to the rank of major-general for his heroism, Guiteau was living in Noyes's agricultural "Oneida Community" where plural marriage, free love, and a belief in "divine inspiration" for men's actions were preached.

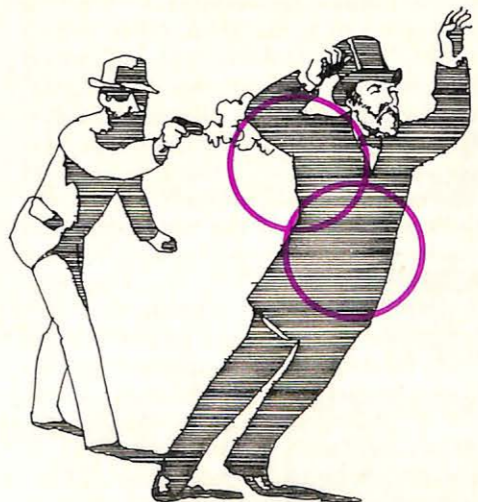
Eventually leaving Oneida, Guiteau began moving between Chicago and New York City in pursuit of some vague "religious mission." He failed at founding a newspaper and, instead, undertook a haphazard study of the law. He married 16-year-old Annie Bunn of Chicago, only to make her join him in a life of petty crime. Together they sneaked out of expensive hotels and boardinghouses without paying bills and constantly cheated merchants out of their goods.

In 1873, eight years before his fateful assault on the president, Guiteau started to suffer a series of personal setbacks which would help feed his feelings of persecution and vengeance. His wife was granted an uncontested divorce on grounds of adultery; he'd used her earnings to hire prostitutes for himself. In the process

he also contracted syphilis. The meager living he'd been eking out as a collection lawyer in Manhattan was destroyed when the *New York Herald* published an account of his illegal business practices.

These experiences may well have added directly to Charles Guiteau's future actions. As Dr. James Dobson of the University of Southern California School of Medicine points out, the typical assassin is trying desperately to avoid "drowning in a sea of feelings of personal inferiority."

For a few years Guiteau lived a hand-to-mouth existence preaching, writing and dabbling in law. Some of his income was derived from a series of religious lectures which he pub-



lished as a book called *The Truth, A Companion To The Bible*. But sales began to slacken along with attendance at his lectures. In an ironically modern twist, he'd later admit that part of his reason for shooting the president was to boost sales of his book.

Guiteau had harbored a lifelong interest in politics and, as the election of 1880 neared, he decided to jump into the fray, hoping to eventually secure himself an important appointment. He wrote a pamphlet supporting Ulysses S. Grant, who looked certain to be nominated for a nonconsecutive third term by the Republicans after their disappointment with reformer Rutherford B. Hayes.

But the GOP convention in Chicago instead turned into a bitter struggle between two factions, the "Stalwarts" and "Half-Breeds," who, after 36 ballots, finally compromised on a "dark horse" ticket of Senator-elect James A. Garfield of Ohio for president and political boss Chester A. Arthur of New York for vice-president.

The great factional debate didn't seem to matter much to Guiteau at the time. He merely made a few minor alterations in his pamphlet and marched into Republican headquarters offering his services. Party leaders would actually use him as a speaker at only one minor rally, but apparently Guiteau became a familiar figure around the GOP offices. For instance, he met with the

A CENTURY AGO THE FIRST TRIAL OF A PRESIDENT'S MURDERER OFFERED FRIGHTENING LESSONS FOR THE FUTURE

# THE ASSASSIN





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**THE ASSASSIN**

future vice-president, by Arthur's own sworn deposition at the trial, "ten, possibly as many as twenty times."

The election was among the closest in history. With few issues to separate them during that placid year of the "Gilded Age," Republican Garfield garnered 48.3 percent of the popular vote to 48.2 percent for his Democratic opponent, Winfield Scott Hancock. The GOP's "dark horse" had won, but only by 9,000 votes out of nine million. In fact, Garfield seemed rather lukewarm on the whole idea of becoming chief executive. At one point he said of the presidency, "My God! What is there in this place that a man should ever want to get in it?"

The reluctant president was a unique man. While Thomas Wolfe may have described the administrations between Lincoln and McKinley as a parade of "gravely vacant and bewhiskered faces," his generalization simply doesn't hold true for James Garfield.

The last president to truthfully claim birth in a log cabin, Garfield was a figure of complexity. He was a dedicated family man of high religious principles, self-made from a poor farm boyhood, a schoolmaster, a war hero, the "perfect embodiment of the Western Reserve," as one historian puts it.

Despite his well-deserved reputation as the best-read member of Congress, Garfield sometimes chose to become inexplicably involved in petty backroom politics of a kind that would lead to problems. Along with a number of other public figures, for example, he'd gotten enmeshed in a notorious affair known as the "Crédit Mobilier Scandal," which included bribery and stock manipulation. Although the Democrats had harped on it during the campaign, voters, however, didn't seem to care as they gave Garfield his narrow mandate.

From the day of the new president's inauguration, Charles Guiteau became a fixture at the White House, sitting for days in nearby Lafayette Park and occasionally entering the executive mansion to demand, as a reward for his "contribution" to the Republican victory, an ambassadorial post, preferably the consulship to Paris. On at least one of these visits he met personally with Garfield, thus acquiring the distinction of being the only presidential assassin to have conducted a face-to-face interview with his future victim.

But with increasing resentment, Guiteau found himself and his file shuffled from one part of the Washington bureaucracy to another. His letters to Garfield and to Secretary of State James G. Blaine grew more fre-

quent and abusive until Blaine finally shouted at him, "Never speak to me again on this Paris consulship as long as you live!"

By mid-May Guiteau was becoming desperate, and one evening the idea occurred to him that a presidential assassination might somehow prove an answer to his difficulties. Egged on by a renewed dispute in the newspapers between the Stalwart and Half-Breed factions of the GOP, in his own words, "I retired about eight o'clock . . . depressed and perplexed on account of the political situation . . . and the idea flashed through my brain that if the President was out of the way everything would go better."

Wrestling with himself for days over the concept of committing such an act, by June 1 Guiteau had finally resolved to go through with it.

"Two weeks after I conceived the idea my mind was thoroughly settled on the intention to remove the President. I then prepared myself. I sent to Boston for a copy of my book . . . and added one or two new chapters, put some new ideas in it and I greatly improved it. I knew that it would probably have a large sale on account of the notoriety that the act of removing the President would give me . . ."

On June 8, Guiteau borrowed 15 dollars and bought himself a .44-calibre revolver with which he stalked Garfield for the rest of the month. On several occasions he had opportunities to use the weapon, but decided against firing. Once he'd been in the same church with the president, but had feared he might hit innocent people. Another time he'd watched Garfield bidding farewell to his wife at the railroad station; sick with malaria, she was leaving on a convalescent trip to New Jersey. On that occasion, claimed Guiteau, he didn't shoot because he was touched by Lucretia Garfield's frail condition and the display of tenderness between the president and his wife.

But on July 2, Guiteau decided conditions were favorable. In a letter written before he left for his fateful rendezvous—shoes shined, suit cleaned, 20 cents in his pocket—he said, "The President's tragic death was a sad necessity, but it will unite the Republican Party and save the Republic."

President Garfield arose early that morning and climbed aboard his carriage at the main entrance to the White House. The last member of the staff to bid him farewell was Thomas Pendel, a black doorman who'd also been the last to see Abraham Lincoln off on his trip to Ford's Theater on Good Friday, 1865.

Just two days before, on June 30, Garfield had had a peculiar hour-long  
(Continued on page 22)



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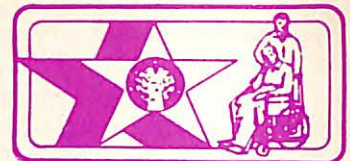
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"So long as there are disabled veterans in our hospitals, the Benevolent and Protective Order of Elks will never forget them."



A special bus for transporting wheelchair-bound patients has been donated by the Elks to the VA Medical Center at Salisbury, NC. The money to purchase the bus was raised by the Veterans Administration Volunteer Service and lodges of the West Central District of North Carolina. In photo Bus Committee Co-chm. Marcelle Williams (left) and Allen Arey (right) present the title and keys to the bus to Hospital Administrator Thomas Ayers.



Al Collier (left) and Tim Daley display two recliners donated by Porterville, CA, Lodge to the Veterans Hospital in Fresno for use by veterans who must rest upright.



The Elks of North Palm Beach, FL, on their recent visit to the Miami VA Hospital, delivered \$2,350 in clothing and books and presented \$600 in checks. From left are VAVS Mrs. Beulah Meier, Activities Director Rebeca Wilson, Brothers Al Law and Ed York, lodge National Service Chm. John Busby, Medical Center Director Thomas Dothery, VAVS Mrs. Holly, Chief of Occupational Therapy Mrs. Patricia Hillis, and Brother Art Fleenor.



Wheeling, WV, Lodge presented a TV set and hundreds of books, magazines and playing cards to the VA Hospital at Clarksburg, WV. Lodge Veterans Service Committee Chm. Joseph Competi (center) receives a plaque from State Hospital Chm. William Perri (left) as Hospital Administrator David Kilcoyne looks on.



Ed Vanaria (second from right), Veterans Chm. for Port Jervis, NY, Lodge, presents a check for \$600 to Michael Parrell of the Wilkes-Barre Veterans Hospital. Looking on are Est. Lead. Kt. Robert Lindkvist (left) and Al Prisco, Pike County Veterans Affairs.



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Many people think that making their own ALL NATURAL beer is dumb... too time consuming and the beer is flat and cloudy.

Well, I've got five dollars that says they're wrong. Dead wrong.

In fact, since the consolidation of the major American breweries, a beer drinker's revolution is starting in America. Quietly. But it's spreading fast. Our company alone has sold over 30,000 mini-breweries during the past 24 months. And over 180 dealers coast to coast have joined us to supply ingredients to their communities. It's happening very rapidly.

Give me five minutes of your time and I'll show you how to slash up to \$650.00 off your beer bill during the next 12 months.

Let me separate some myths from fact:

**MYTH** — "I remember my Dad used to make 'home brew' years ago. It was flat and cloudy."

**FACT** — Old fashioned 'home brew' is lousy. No argument. But we're not talking about old fashioned home brew. Our mini-brewery is TOTALLY different. It contains a professional brewer's fermentation tank... the finest hops in the world, imported from Bavaria... 100% PURE barley malt... and a superb lager yeast imported from England.

That's why I'm offering my crass \$5.00 FREE guarantee. I'm frustrated. I really am. Because I wish there was a way you could ACTUALLY SAMPLE this new beer. It's crystal clear with a thick creamy head. It has a zesty European flavor comparable to Carlsberg, Becks, Heineken, Dortmunder, Spatenbrau and other great European lagers. I ABSOLUTELY guarantee it.

**MYTH** — "Yes, but it takes too long... and it's complicated."

**FACT** — Using the Bierhaus mini-brewery, you can brew beer in just 27 minutes on a regular kitchen stove. If you want to make 6-8 cases of 12 oz. bottles, it may take 45 minutes. Let it remain in

the fermenter for seven days, pour it in bottles or keg it. You're done.

- No more late night trips to the carry out.
- No more lugging back empty beer cases in the trunk of your car.
- No more chemistry set taste.
- No more standing in line to pay \$8-\$10 per case of beer.

Just brew what you need once every month or two and that's it! For as little as 11-12 cents per bottle.

**MYTH** — "But, large commercial breweries with all their expertise surely produce the best beer in the world."

**FACT** — That's like saying because a cellophane wrapped pie in the supermarket is baked by a national bakery it's got to be better than a homemade apple pie fresh from the oven.

If you use our mini-brewery and follow the instructions carefully, your beer will be better than commercial beer. Because, by law, commercial breweries are allowed to use up to 52 different artificial ingredients... including tannin and enzymes, calcium disodium ethylenediaminetetraacetate (to prevent gushing), propylene glycol alginate (to stabilize the foam), and three coal tar dyes for artificial coloring.

Our new mini-brewery — unlike commercial breweries — uses NO ARTIFICIAL INGREDIENTS OF ANY KIND. Absolutely none. As a result, the beer has a fantastic pure taste not found in commercial beers. You have to TRY IT TO BELIEVE IT.

**MYTH** — "Beer made at home is so powerful it'll knock your socks off."

**FACT** — No way. You can now brew our Bierhaus Amber Lager with only 90 calories per bottle. And it doesn't taste like water, either. Even better, it contains just half the carbohydrates of many commercial beers. Best of all, it doesn't knock you on your tail after one or two bottles. Rest assured, our mini-brewery is capable of producing a great dark lager that's intended only for sipping — if you know what I mean. But you're the Brewmaster. You control the alcoholic content of the beer when you brew it.

We stock a wide range of ingredients. You can make any kind of beer you wish... including British ale and stout.

**MYTH** — "Making beer at home is illegal..."

**FACT** — House Resolution 1337, passed by Congress and signed by President Carter in February, 1979, allows households of two people 18 years or older to make 200 gallons of beer per year — tax free. Moreover, you don't need a Federal license of any kind.

The new Bierhaus mini-brewery contains an FDA food grade 7 1/2-gallon fermentation tank, complete with our special anaerobic lid, air lock and other equipment, including caps. Plus enough ingredients to make your first test brewing. The ingredients will be for a standard lager beer so you can compare it to your favorite American commercial beer.

### \$5.00 FREE!

Our guarantee is simple.

Order the kit and make the beer. Serve it to your family and friends and ask them to compare it to their favorite beer. You do the same. If everyone doesn't agree it's better — far better than commercial beer — simply return the unused portion of your kit. I'll pay the return postage. And I'll send you a check for your full purchase price of \$29.95 plus \$5.00 extra — total \$34.95. And I'll send the refund within three working days from the time we receive the returned kit.

If I'm wrong, you just made \$5.00.

But what if I'm right?

FOR EXTRA FAST service, call us at 814/833-7747 and order your mini-brewery with Master Card or VISA. Please call weekdays between 8:30 a.m. - 5:00 p.m. Eastern Time.

Or, send your check or money order for \$29.95 or MasterCard/VISA number and expiration date to: Mini-Brewery, Bierhaus International, Inc., Dept. 99, 3721 West 12th Street, Erie, PA 16505. Pennsylvania residents please enclose 6% sales tax.

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### Special airfare savings.

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# LETTERS

• Three cheers for John C. Behrens for hitting the pollsters' nail on the head with his October, 1981, column of "It's Your Business." As a technical writer I deal with readership, marketing and industrial surveys each day. These encounters are always taken with a grain of salt due to the sparse information provided about certain surveys. Mr. Behrens' point on space limitations in publications is well-taken. However, so are his questions on survey financing and reporter bias.

But don't misunderstand me. Polls are vital to all planning efforts. I simply feel that careful scrutiny is needed in order to effectively use the information provided.

Sonia A. Biscaro  
Utica, NY

• Contrary to what many pollsters would have the populace believe, polls often perform more of a disservice than a service. Their findings, shaky at best, often mislead the reader and the business community. The mass media regularly reports on "trends" disclosed by pollsters that are probably half as accurate as a Gypsy with a crystal ball.

John M. Caher  
Canandaigua, NY

• I read with great interest "The Chaw" (November, 1981) by Stewart Marsh, and got many chuckles. As a young man I carried a plug of McDonald's Chewing Tobacco in my hip pocket. When my father, a chewer himself to the last, discovered my habit, he destroyed the plug I'd paid my last dime for.

The author failed to mention the signs posted on street corners and depot platforms (we had wooden sidewalks then) warning ladies with long skirts to beware of trailing them through the big brown splotches. There was a \$10 fine for spitting on the sidewalk.

Art R. Beddome  
Riverside, CA

• "The Chaw" reminded me of an account of a food wholesaler being hauled into court for selling a shipment of figs infested with worms. After being ordered to destroy the whole lot, he asked the court's permission to sell it for use as an additive in chewing tobacco, stating that chewing tobacco was not a "food" and therefore worms would not be harmful.

The stony-faced judge pinned him down with a long stare, scored a bull's-eye in a nearby spittoon with a big gob of tobacco juice, and announced: "Motion denied!"

John Hammond  
Richland, WA

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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100 for **79¢** 500 for **2.99**

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In 1 cap daily 50 mg. each of Vit B1, B2, B6, Niacinamide; Pantothenic Acid. Choline, Inositol, 30 mg. Para-Aminobenzoic Acid. 50 mcg. each of B12, d-Biotin, 100 mcg. Folic Acid.  
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# How Much Do We Owe Our KIDS?





On July 16, 1963, Janet and George Nelson went on strike. No more cooking for meals. No more shopping for groceries. No more cleaning house. In fact, they didn't even get out of bed that morning.

About 7:00, a timid little seven-year-old peeked around their bedroom door. "I'm hungry," she said.

"Then I suppose you'll have to make yourself some breakfast," her mother answered, as she rolled over and pulled the blankets up to her chin.

At 10:00, when the parents sleepily shuffled into the kitchen, seven bewildered faces stared at them from around a meticulously-set table. Danny had left for basketball practice and Donna was talking on the telephone, but the remaining seven pairs of eyes followed their parents' movements as they prepared coffee, eggs and toast for only two. Their silence was testimony to the incredible scene.

"Are you sick, Mom?" Jerry asked.

"No, I'm not sick. I told you, if you didn't all snap to and do your chores right every day, we'd go on strike. Well, this is it. We've had it up to here! So you're on your own. Your dad and I aren't going to do anything but lay around in the sun or watch TV."

There were a couple of giggles, but a sharp kick under the table cut them short. The children drifted off to half-heartedly do their Saturday duties, but they soon forgot and joined their friends. True to their promise, Janet and George did absolutely nothing but for their own pleasure. There was no lunch. By 7:00, the clan was moping about the living room.

"Aren't we going to eat dinner, either?" nine-year-old Kenny was getting a little belligerent.

"I don't know," their mother answered from behind a magazine. "What did you buy to prepare?"

The strike lasted three and a half days. At that point, the oldest son asked the parents to join them for a conciliatory meeting. Only after each child had signed a statement that he or she promised to fulfill his particular responsibility every day, did their parents agree to call it off. In fact, in their eagerness, they added additional duties to their schedule. They had seen the chaos that could result when their parents gave as little as they did.

A family of four needs each member's concern and help as much as one of eleven does. Dr. Margaret Baker, chief psychologist at Philadelphia's Center for the Study of Adult Development, says, "Neglecting her own personal

needs, a mother feels guilty and upset because she's tired and cranky most of the time. She doesn't understand that when we sacrifice too much for someone, we become resentful of them. And because no one wants to feel that indebted to another, they begin to resent us. Deep down, we hate what we're letting them do to us."

Parents are angry. In her forthcoming book, *"The Coming Parent Revolution,"* Jeane Westin says, "Never in history have the young managed to generate so much bitterness and alienation in parents. In most cases, it's caring, middle class couples who have tried so hard to be the perfect parents." Whenever they get together—family gatherings, neighborhood parties, the supermarket—parents are sounding off. It's a rare family that's been spared a broken heart.

"What is happening to the home? Doesn't the family mean anything anymore?" they ask. In one generation, the world has seemed to have lost all sense of proportion. The media blames a complex society. This, they say, is why our children live strictly for their own pleasure. Looking ahead, many are declaring they want no part of the commitments of marriage or children. However, as one mother says, "My 23-year-old son has untied the apron strings, but he won't let me take off the apron."

In another case, a mother who suffered a major stroke several months ago and lies paralyzed in a nursing home, hasn't been visited by her daughter yet. "It depresses me to see sick people," she says.

Their universal goal is instant fun, instant satisfaction, with the young person as the center of the family, classroom or group. How did this happen—this generation of takers, who boast a denial of all authority? Gail Sheehy, in *"Passages,"* claims that much of the problem can be traced to the parents' lack of self esteem and their craving to be needed. Journalist Ellen Goodman says the current child-adult relationship, which she describes as one of hostility and fear, can be traced directly to the parents' own selfish motives. Many of us are still playing one upmanship with our own peers; our kids must have one better of everything than the neighbors.

Whatever the case, Earl Hamner, creator of TV's *"The Waltons,"* stands optimistic. "I believe families are learning once more to share responsibility for the care of the home and for each other's welfare. We see it in our very moving fan mail. It's a healthy thing

“giving kids everything is a copout. You can't buy them. What's more, they have no respect for the parent who does.”

when a deep respect develops naturally for each member's problems and contributions."

Hamner believes that children must learn at an early age that work must be done, whether we feel like it or not. The "he's too precious" attitude of many parents of the 50s and 60s has resulted in severe emotional problems for their sons and daughters when they have had to face the real world. And when conditions are difficult or one has a problem, every member must realize the need to support each other emotionally.

"If you feel guilty telling the family they'll have to make their own dinner when you're sick, you're robbing them of the pleasure of demonstrating their concern for you," says one expert.

Somewhere along the way we've lost sight of the traditional social contract that says, "We'll take care of you when you're young, you take care of us when we're old." A Yankelovitch survey of 23 million American families with kids under the age of 13 revealed that 67 percent believed children have no obligation at all to their parents. This is a complete turnabout to the feeling that we must strive to make our parents and relatives proud of us. Particularly in small towns, those of us growing up felt we were being watched and judged by our every move. There was a feeling of pride in our family and a sense of responsibility to this



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## How Much Do We Owe Our Kids?

unit. Now, it seems, parents are afraid of their kids and, rather than enjoying the benefits of reaching our standards, we're desperately turning cartwheels to make our kids like us. But how can they respect us if we don't respect ourselves?

Parents today seem to believe they owe their kids everything from a college education to an \$80,000 condominium. Tom Taylor and Ken Davis, two stockbroker fathers who co-authored the book, "Kids & Cash," say, "There seems to be enough insecurity on the part of parents that they'll do anything to avoid rejection by their children. They're afraid of their own kids and they'll buy them anything to keep them under control."

A shocking witness of many young people's attitudes is the medical student from New Jersey who made headlines and threatened a precedent when she sued her father for her tuition because "He can afford it, and I have it coming."

"My children think their rights are being violated if they are asked to participate in any family occasion," says a burned out, disillusioned mother. But she continues to firmly believe that the family offers the only workable solution to the anarchy of the youth culture. How can we free ourselves of the blackmail situation we, ourselves, have created?

In a study of how 50 prominent Americans (businessmen, journalists, politicians and actors) brought up their children, the parents of these outstanding people report they lavished love and attention on them, but they also made demands. The child was encouraged to do things for himself as soon as he was able. Most of the mothers expected the child to put his own things away by the age of five and to do his homework by age six. Kids need rules and the rules must be consistent.

"When my dad says something, he means it!" Remember the pride you used to say that with? It's ironic, but it's generally the self-made man, who then determines that his kids aren't going to have to go through the same things. However, "everything money can buy" has been our downfall:

© TV's entertainment and advertising depict anything and everything but the normal family, with smart-talking kids patiently trying to help their parents "get with it."

(Continued on page 26)

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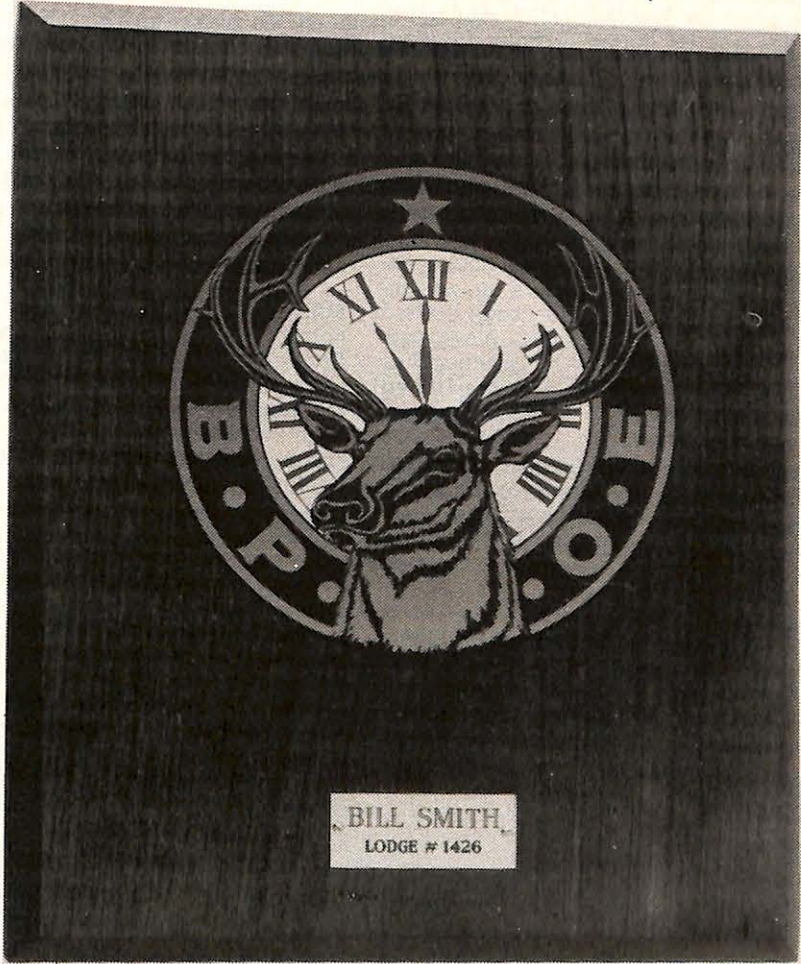
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# NEWS OF THE LODGES



**TRENTON, NJ.** Forty-two blind citizens were taken by Trenton, NJ, Lodge members for a day's outing at Point Pleasant Beach, NJ.

The group enjoyed a full-course meal at Point Pleasant Lodge and spent the afternoon on the boardwalk and beach. Refreshments were then served at Point Pleasant Lodge and the group was bused back to Trenton.

**ALAMOGORDO, NM.** The local lodge entertained newspaper carriers at an annual banquet. Alamogordo Lodge started this project of recognizing newspaper carriers 20 years ago. The practice has spread to Elks lodges all over the United States.

**WALLINGFORD, CT.** Lodge presented windbreakers to members of its Little League team in commemoration of their winning the Wallingford Little League Mayor's Trophy Series.

**HAGERSTOWN, MD.** Lodge presented a check for \$3,000 to the Smithsburg Emergency Medical Service. The donation will be used to equip the inside of a new ambulance that is being purchased by the volunteer group. Pictured from left are Est. Lead. Kt. Edwin Kemp; Margaret Kline, chief of ambulance services; Milton Lawyer; and ER Donald Keefer.

**MONTICELLO, NY.** Recently, Monticello, NY, Lodge made donations of more than \$2,000 to a number of organizations that help all of the communities in Sullivan County. These donations were made possible by the lodge's bingo games.

**MARYSVILLE, OH.** The local lodge donated \$500 to the Speech and Hearing Department of Memorial Hospital of Union County. The money was set aside to support the sliding fee scale which enables indigent families to receive speech and hearing services at the hospital.

**BLOOMINGTON, IL.** Members of Bloomington, IL, Lodge and ladies from the Em'b'em Club assisted in the Illinois State Special Olympics. The games for handicapped and retarded persons of all ages were held on the campus of Illinois State University.

Approximately 50 Elks and ladies assisted with the field events for the fourth consecutive year. Nearly 3,000 handicapped persons from throughout the state participated in the two-day event.

**TEMPE, AZ.** Brothers honored the lodge-sponsored youth baseball team with a barbeque at the lodge. The team of 14- and 15-year-old boys won the division championship in the Tempe Parks and Recreation Department Baseball Program.

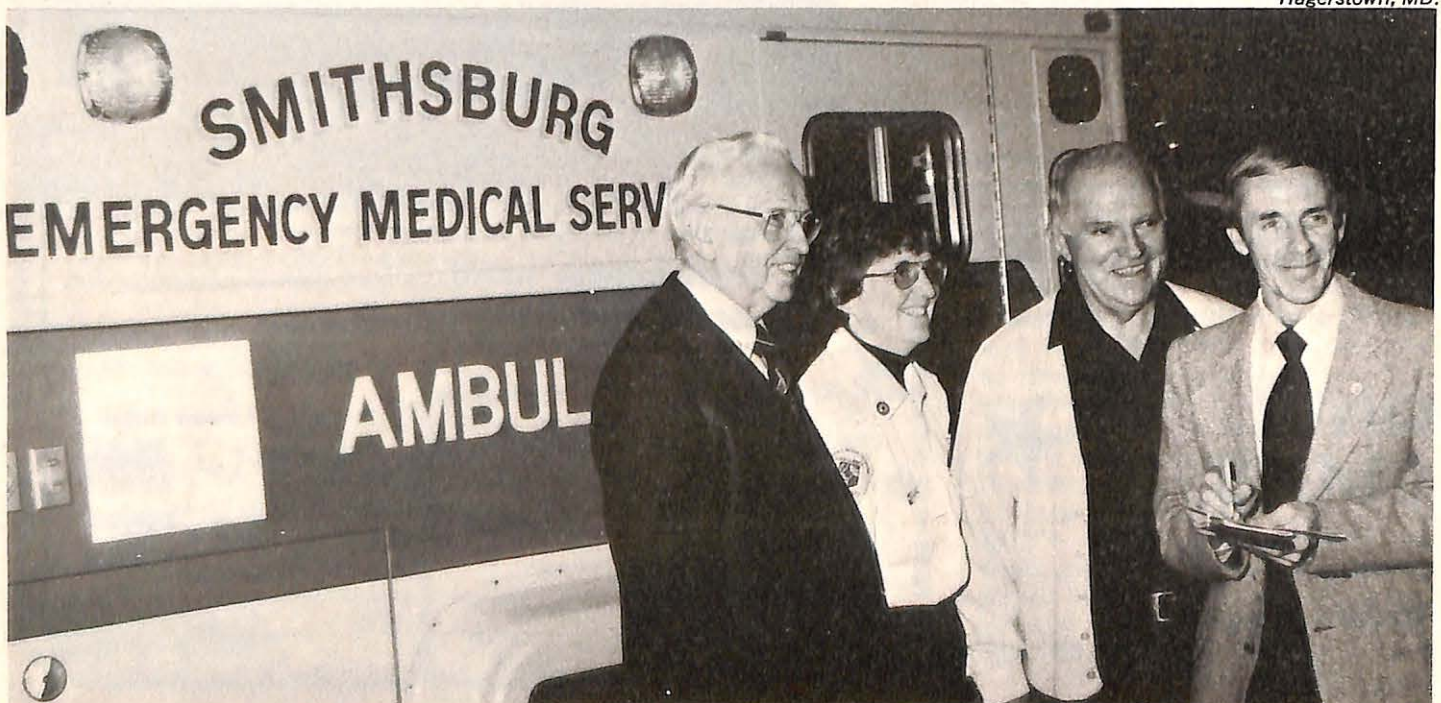
**LIVERMORE-PLEASANTON, CA.** Lodge presented the Twin Valley Branch of the American Red Cross with new equipment to be used in classes for cardiopulmonary resuscitation.

**BARBERTON, OH.** Lodge recently celebrated its 75th anniversary. Mayor William Judge presented to ER John Besser a resolution commending the lodge for its charitable and community projects over the past 75 years.

**SYRACUSE, NY.** Television sets, radios, books, "Welcome Kits," and miscellaneous other gifts valued at approximately \$4,000 were brought to the Syracuse, NY, Veterans Hospital by delegates from the North Central New York District lodges as part of Veterans Remembrance Month.

**GRASS VALLEY, CA.** Lodge presented a check for \$400 to Mayor Dennis Hill. The donation will be used to purchase and install a new flagpole at the site of the new municipal building now under construction.

Hagerstown, MD.





**RALEIGH, NC,** Lodge staged a roast in honor of Thad Eure, Sr., secretary of state of North Carolina and a distinguished Elk.

Brother Eure, who has held the office of secretary of state for 45 consecutive years, is affectionately known as "Mr. Elk." He is a charter member and PER of Raleigh Lodge, a PSP, Past Grand Est. Loyal Kt., past chief justice of the Grand Forum, and past GL Committeeman. He is currently a Special Deputy Grand Exalted Ruler.

In honor of the occasion, the Raleigh Elks dedicated their lodge library to Brother Eure. In the library are displayed his portrait and a Thad Eure Roast scrapbook.

**SACRAMENTO, CA.** John Carvalho, ER of Sacramento, CA, Lodge, congratulated Brother Walter Feeney on his 100th birthday during the lodge's monthly Birthday Night. Brother Feeney has been a member of the lodge since 1915.

**KINGMAN, AZ,** Lodge recently dedicated a new building for the Girl Scouts of America, Cactus Pine Area Council. The 20-by-30-foot building was erected by members of the lodge and had materials donated by members in the building and construction business. When completed, the building was valued at \$20,000; the actual cost to the Girl Scouts building fund was \$800.

Construction of the building was engineered by Brother Bill Potter. The project was chaired by Est. Loyal Kt. Gary Watson. The building was dedicated in

## Elks National Home Appreciation Dinner

An appreciation dinner was held recently by the Bedford, VA, Chamber of Commerce in honor of the Elks National Home. Tickets were sold for \$15 apiece, and a capacity turnout attended the dinner at the Bedford Country Club.

The event coincided with a meeting at the Home of the Board of Grand Trustees, all of whom attended the dinner, as did GER Raymond V. Arnold, PGERS George Klein and John Walker, and Grand Secretary Stanley Kocur.

Proclamations were read at the dinner from the governor, county board of supervisors, city mayor, and city department of recreation. There was also a resolution of appreciation from the entire city council.

These messages commended the Home for its support of and participation in community projects, for making its facilities and personnel available for civic affairs, for its beautiful Christmas decorations, and for its contribution to the economy of the community. Gov. John Dalton's proclamation said in part:

"If I could single out one organization among the many in Virginia that has set an example of comprehensive citizenship, it would be the Elks National Home in Bedford."

memory of PER and PDD Edwin Laulo, who had donated \$1,000 to the Girl Scouts building fund at the time of his death.

**NEW SMYRNA BEACH, FL.** In May, 1981, Edgewater, FL, Police Officer Joseph "Bucky" McEver was selected "Outstanding Law Enforcement Officer of the Year" by New Smyrna Beach, FL, Lodge. Officer McEver was then involved in a near-fatal head-on collision while on duty.

After weeks of hospitalization, Bucky

McEver was an honored guest of New Smyrna Beach Lodge. He was presented a check for \$2,755 to help defray medical expenses.

**MASSAPEQUA, NY.** In observance of Veterans Remembrance Month, Massapequa, NY, Lodge donated a console sewing machine and various games to the patients of the Northport, NY, Veterans Administration Medical Center.

*(Continued on page 56)*

*Kingman, AZ.*





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# MEDICINE & YOU

by Larry Holden

## MEDICAL NEWSBREAKS

Lasers—at one time only associated with science fiction and futuristic thinkers—are rapidly becoming man's most revolutionary medical device of all time. The highly-charged powerful beam of light is being used as a scalpel in many types of modern surgery. Recently, laser surgical techniques wrote a new section of medical history by their use in oral surgery.

A man who lost one-third of his tongue in a fight can now talk and eat normally after undergoing an operation employing a laser to reshape the tongue. "He'll never be able to touch his nose," quipped Dr. Anthony Krausen, who performed the unique surgery. Dr. Krausen practices plastic surgery in Milwaukee.

The patient was a 28-year-old student from the Middle East. He'd gotten into a fight in a tavern and lost the portion of his tongue from the tip to the band of tissue that attaches the tongue to the floor of the mouth. As a result, he had difficulty talking and was restricted to a soft, mushy diet.

Using the laser as a scalpel, Dr. Krausen sliced lengthwise through most of the remaining tongue and reshaped it into a perfectly suitable form.

Brain researchers believe they have pinpointed the center in the brain responsible for "coffee jitters" and other forms of anxiety. Called the locus coeruleus, the tiny bundle of nerve cells is located in the brain near the top of the spinal cord in a region involved with controlling respiration and heart rate. It consists of less than 20,000 of the 1 billion or more neurons in the brain, yet it supplies 70 percent of one of the brain's chief nerve impulse transmitters.

Despite its small size, branches of the locus coeruleus extend into many parts of the brain, producing a stimulating effect. In research conducted by Dr. D. E. Redmond Jr. of Yale's Neurobehavioral Laboratory, it was discovered that caffeine and theophylline—the stimulants found in coffee and tea, respectively—appear to cause an overreaction by the locus coeruleus in a manner similar to heroin. Likewise, their withdrawal causes similar, although much milder unpleasant symptoms.

Dr. Redmond believes the locus coeruleus may be involved with panic and anxiety states that have nothing to do with addiction withdrawal. An understanding of the basic neuro-physiol-

ogy, he says, will help researchers target more specific treatments for anxiety.

A recent week-long meeting of the Society for Neuroscience dealt with a myriad of intriguing topics, ranging from sleep to memory to mental retardation. Some of the meeting's highlights include:

▶ A new research device at the University of California in Los Angeles enables scientists to see what happens biochemically in the brain when we think, read or listen to music. The same device can pinpoint, with 100 percent accuracy, the site of an epileptic seizure.

▶ Scientists are finding more anatomical differences in male and female brains that someday may lead to relating specific personality features with brain structures.

▶ Recombinant DNA techniques soon will be used to make nerve cell transmitters and other brain chemicals to be used to study how genetics are expressed in the brain.

The Los Angeles meeting disclosed a growing relationship between basic researchers studying neurophysiology and clinicians who are applying the findings to human problems.

Horst Buckner makes and sells human body parts. And he may be the only one in the country who will make a custom body parts for some individual. No, Buckner is not a Dr. Frankenstein. He's a prosthetist, a maker of artificial ears, noses, hands, fingers, toes, feet and breasts.

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Making an artificial body part more cosmetically acceptable really changes the outlook of the patient, notes Buckner. And of the people who see the patient. "The people attached to the parts feel less conspicuous, less different," he says.

For more information on Horst Buckner's handiwork, contact him at: Horst Buckner, European Crossroads, 2829 W. Northwest Highway, Dallas, TX 75220. ■



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**THE ASSASSIN**

(Continued from page 8)

conversation with his Secretary of War, Robert Lincoln, on the subject of that assassination. He'd asked the slain president's son, with whom he actually had only a formal acquaintance, to recount all the details of his father's murder.

As the hot July morning progressed, Garfield made his way to the railroad station with little personal security. As the Secret Service was not yet in existence, protection of a president was the responsibility of local police.

Guiteau and Garfield arrived at the Baltimore & Potomac depot at about the same time—a little after 9 a.m. Police officer Patrick Kearney, on guard at the president's carriage, became suspicious when he overheard a stranger asking a nearby hack driver if he could "get away from the station in a hurry." Kearney didn't have time to investigate. It was Guiteau.

The depot was nearly deserted at that hour as the president and Secretary of State Blaine walked through a side entrance toward the train which, ten minutes later, was scheduled to carry Garfield to Elberon, NJ. There he planned to visit his ailing wife, then go on to speak at the commencement of his alma mater, Williams College in Massachusetts. But he was destined to travel only as far as the station's main waiting room.

Garfield and Blaine, walking arm in arm, separated as they entered the room. Two shots rang out, one grazing the president's arm, but the other striking him squarely in the back.

"My God, what is this?" cried the wounded Garfield, who collapsed bleeding heavily in Blaine's arms. A station janitor summoned police and medical

help. Meanwhile, Officer Kearney apprehended Guiteau who put up no resistance, instead shouting, "I did it and I will go to jail for it! I am a Stalwart and Arthur will be President!"

Guiteau later testified, in fact, that his intended destination in the speeding hack would have been the city jail. He'd looked over the municipal prison facilities a few days earlier and decided they suited him. What he wanted to avoid was the possibility of being attacked by an angry mob.

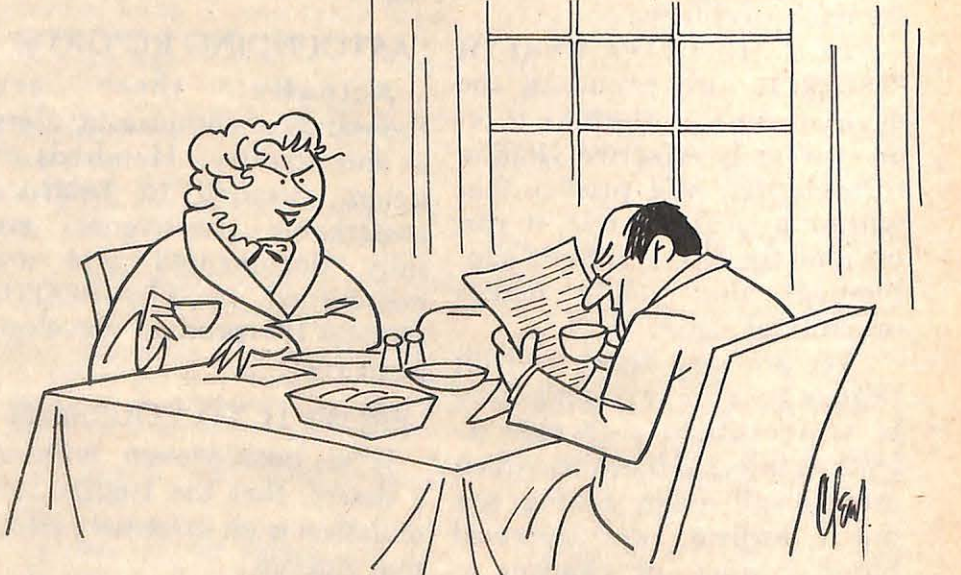
As Garfield was removed to the White House, initial medical reports indicated that his wound was almost certainly fatal. Several newspapers printed premature obituaries which brought hordes of angry citizens to the jail where Guiteau was being held, and Secretary Lincoln was forced to dispatch federal troops there to guard it from their rioting.

But displaying an extraordinarily strong constitution, Garfield defied doctors' dire predictions that he'd die within hours and, instead, staged a remarkable rally. In fact, after the initial crisis it looked for a time as if he'd recover completely. During the next 79 days, however, the president would remain bedridden, repeatedly showing signs of improvement, only to suffer relapses as a growing infection from the bullet wound worked its way through his body.

In the meantime, the American public was suffering sympathetically with their leader. Bulletins were issued several times a day and crowds gathered outside newspaper offices to hear the latest information. Quack remedies by the thousands poured into the White House, along with prayers and letters of encouragement.

Experts like Alexander Graham Bell offered their assistance. In an effort to

(Continued on page 32)



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# YOU & RETIREMENT

by Grace W. Weinstein

## EATING RIGHT

How's your appetite? Eating properly is a key to good health, at any age, yet many older people have health problems relating directly to poor nutrition. Don't let this happen to you. Stick to a balanced diet, combined with moderate amounts of exercise, and you can stay in good health well into the later years.

But what is a balanced diet? How does it change with age? According to the American Medical Association, a balanced diet for older adults is basically the same as a balanced diet at any age. But there are some exceptions, tied to the bodily changes that come with age. Research into nutrition is far from finished, but here are some of the things we know now:

⊙ Older adults gain weight more easily and need fewer calories; some nutrition experts suggest a reduction in caloric intake (for those at 'normal' weight) of about ten percent. With fewer calories, however, it becomes even more important to eat the right calories: a diet rich in protein, minerals, and vitamins. Don't fill up on sweets, salty snacks, or high-calorie drinks.

⊙ The sense of taste sometimes diminishes in the later years. If this happens to you, try not to overcompensate by overseasoning your food. Remember that excess salt is linked to high blood pressure and, by some authorities, to the risk of heart attack as well. Learn to heighten the taste of food with such natural seasonings as onions, garlic, and lemon juice.

⊙ The things that happen in your life affect your appetite, your diet, and hence your general well-being. Retirement, for some people, means less activity and more snacking; some retirees find their weight shooting up. Others, enthusiastic about new pursuits, are in better health than ever. Loneliness is another story; both widows and widowers have an unfortunate tendency to eat poorly when eating alone. The result: listlessness and apathy from improper nutrition.

⊙ Problems with teeth, your own or substitutes, may reduce your interest in eating. But you don't have to eat beefsteak; there are other softer (and relatively inexpensive) sources of protein. Try eggs or peanut butter, chicken or fish, cheeses and milk. If your income is limited, look at nonfat dry milk as a substitute for fresh milk; it has the same protein and calcium value and can easily

be used in cooking and baking or, mixed with water and chilled, used as a beverage.

⊙ Calcium is particularly important as bones become brittle with age. Good sources of calcium include natural dairy products as well as sardines, dark leafy greens (such as kale and spinach), and some seeds and nuts (including sesame seeds, beans, and almonds). For the calcium you eat to do the most good, however, stay away from excess phosphorus, found in such foods as soft drinks and processed cheeses; it tends to inhibit the absorption of calcium. Enough calcium in your diet plus moderate exercise may help to stave off osteoporosis, the all-too-common disease that weakens bones and is implicated in many of the hip fractures that occur in older people.

⊙ Food moves more slowly through the system, sometimes leading to chronic constipation. Increasing the amount of fiber in the diet often helps. But try whole unrefined grains (such as oatmeal and brown rice, whole wheat breads and cereals) and fresh fruits and vegetables as a source of fiber, rather than relying solely on added bran. Too much bran, says the National Institute on Aging, can prevent the absorption of some minerals. ⊙ Vitamins and minerals are an important part of your daily diet. But, if your food intake is balanced, you don't necessarily need vitamin supplements. Iron is supplied, as an example, by lean meats, egg yolks, green leafy vegetables and whole-grain or enriched breads and cereals. Vitamins A and C are found in both fruit and vegetables.

There are four basic food groups. If you eat something each day from each of the four groups, you should be in good shape. The groups include:

- ✓ Milk, including cheeses and ice cream.
- ✓ Meat, including fish and poultry and eggs as well as beef, pork, and lamb. Dried beans and peanut butter also count.
- ✓ Bread and cereal, including whole and enriched grains in the form of rice and spaghetti. You'll get the B-complex vitamins from this group . . . but be sure that cereal and not sugar is the first ingredient listed on any cereal package. (An interesting note on vitamin B/thiamine: it has been found to help ensure normal stomach functions . . . and to promote a cheerful disposition!)

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When you eat can be as important as what you eat. In *Good Eating*, a new publication of the Blue Cross and Blue Shield Association, there are the following suggestions:

⊙ Fewer, smaller meals may be more satisfactory than the usual three square meals a day. Try dividing your daily food intake into five small meals each day. Or eat your usual three . . . but save a part of the meal as a between-meal snack. It will be easier on your digestion if you have your lunchtime dessert, as an example, an hour after lunch.

⊙ Eat more earlier in the day, less later. This is good advice at any age, because the body digests heavier meals more easily during active daytime hours than while asleep. A good breakfast is very important; it provides fuel for the day's activities. Try peanut butter on warm whole wheat toast, or some cottage cheese with fruit, as a change from cereal or eggs. But do eat some protein at your first meal of the day.

If you simply don't feel like eating, here are some ideas: Get some exercise, invite a friend to share a meal, eat a sit-down dinner with a proper place setting even when you eat alone. And remember: Improper nutrition is serious. It can lead to a loss of energy and enthusiasm as well as to chronic constipation, brittle bones, and even symptoms (reversible with a return to good nutrition) of senility.

You'll find useful information on nutrition, along with 50 easy-to-prepare recipes (each designed for one or two servings) in *Good Eating: An Older Consumer's Guide to a Healthful Diet on a Low Budget*. To receive this 56-page paperback, send \$1 for postage and handling to Consumer Affairs Department E, Blue Cross and Blue Shield Associations, 1700 Pennsylvania Ave., N.W., Washington, DC 20006.

Note: For those who've inquired, the Smithsonian booklet on "Family Folklore" may be obtained by sending \$1.50 to the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Ask for stock number 047-000-00352-1.

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## How Much Do We Owe Our Kids?

(Continued from page 16)

◎ *Age separations* through retirement villages, singles complexes, young married's neighborhoods, and college dormitories reinforce any generation gaps. ◎ *Bribery*—and that's what it is—for good grades, behavior, accomplishments and household chores create a "what'll you give me if I do?" attitude that's hard to retreat from.

◎ *Social Security, pension plans, and Medicare* have changed our social outlook. With everyone living for himself in his narrow slot, what meaning does obligation have today?

◎ *So-called parenting experts* have taken over our lives and created mass confusion and insecurity. The careful child-rearing methods we've been intimidated into following are based on ridiculously democratic principles that could only result in ME-ISM.

TV star Ted Knight says, "Giving your kids everything is a copout. You can't buy them. They see through any schemes to buy them off and they use it. What's more, they have no respect for the parent who does." (Knight's kids and many of his friends' kids drive second hand cars and pay their own way through college.)

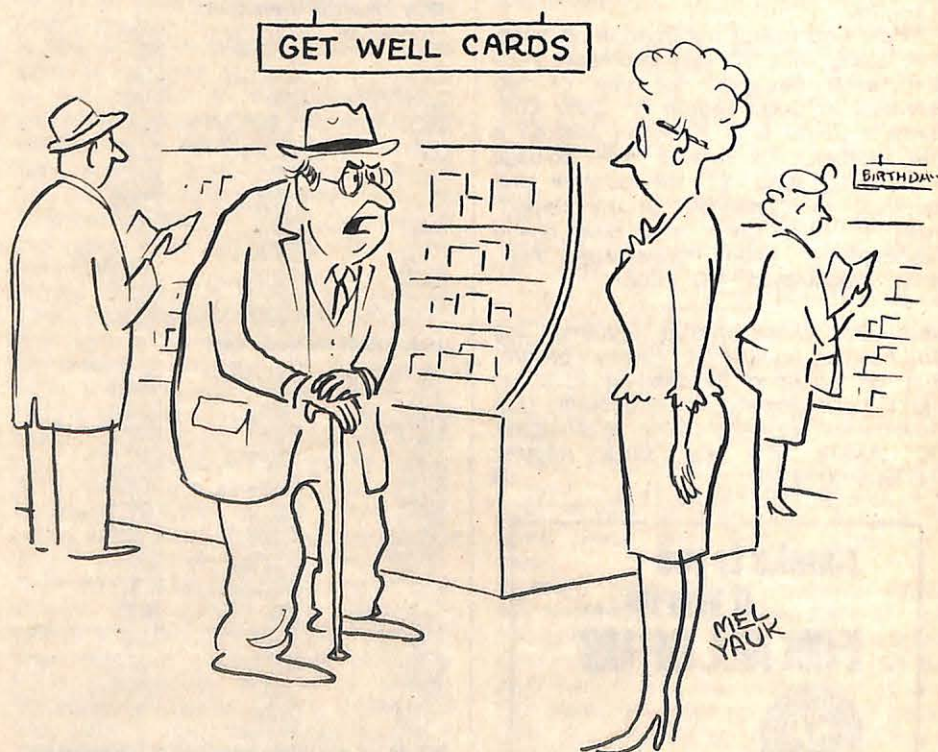
Taylor says, "We don't feel parents owe anybody a trip to Europe, a car or even college. There are more im-

portant things we owe them. Our first obligation is to teach them to become self-reliant, self-confident adults. That's far more valuable." A kid who has to earn a bike will take care of it.

Those who aren't giving their kids this experience are shortchanging them. It feels great to be independent and to work hard. Consequently, it's not surprising that 80 percent of a group of third graders interviewed said they would rather earn money to buy something than have their parents buy it for them. They want and need experiences that are real, the satisfaction of doing something that makes a difference to someone. We must learn how to love tough.

A teacher in the New York City public school system, Marty Brown, asked to be transferred back to a very poor, new immigrant neighborhood school. "Here, all I have to say when the kids begin to be disruptive or disrespectful, is 'I'll call your parents.' Then they become little angels because they know their dad will beat the hell out of them. On the other hand, in the more affluent neighborhoods, parents believe the teacher is always in the wrong."

We must learn to distinguish between generosity and martyrdom, say Rivers, Barnett and Baruch in their book, "Beyond Sugar and Spice." When we do everything for our children, they come to feel that they must always please not only us, but everyone. We're unconsciously creating a terrible guilt in them that will follow



"Do you have any 'get worse' cards?"



them through life. Let the child walk home in the rain, say these experts. Let him figure out his own problems, find his way around town, join groups, and work at a part time job as soon as he's able. Otherwise, we're robbing him of that fantastic feeling of accomplishment that comes from sweat and anguish. Let him know you expect big things from him. Encourage him to dream Big Dreams, realizing he'll have to work hard to make them happen.

Louis L'Amour, our most authentic storyteller of the West, says, "Strong men were needed and the strength came forth. These people had a sense of duty and responsibility, which are the true measures of maturity. The cowards never started out and the weak didn't make it. They had to be self sufficient for survival. One of the most outstanding sheriffs I have known on the Western frontier was only 16 years old. A highly capable, hard-driving cattle baron was 17."

Our kids have been saturated with a false interpretation of independence that translates to irresponsible freedom. True independence, the kind L'Amour speaks of, builds responsibility; learning to make decisions on one's own and being courageous enough to accept the consequences of a wrong choice. On the other hand, parents of low achievers

have typically imposed so many rules and exerted so much control, the child's judgement, initiative, and concern for others never develops. Set reasonable standards and *expect them to be met*, say the parents of our leaders.

Earl Hamner, who grew up in the mountain area he writes about, says, "As parents, we should give guidance, not solutions, in order to develop self sufficiency and responsibility. They must learn to see a job through and not count on others to take over. As for parents, we must keep in mind that our children are a short time gift that we must let go, a little at a time, as soon as they are ready for each step."

Senator S.I. Hayakawa is another advocate for toughness. "In order to grow up," he says, "young people need to experience situations in which they are held accountable for actions and decisions in the real world." From mowing lawns, waxing cars and baby-sitting come independent contractors who are learning dependability, interviewing techniques, and that most valuable quality of all, salesmanship. They're getting first-hand experience in establishing their identities as separate and independent human beings.

Allen Neuharth, who rose from poverty to become Chief Executive of the Gannet Newspaper Enterprises, trea-

sures a Thomas Paine quote, "The harder the conflict, the more glorious the triumph. What we achieve too cheap, we esteem too lightly." Let your kids try each new project as soon as *they* think they're ready—and get ready to be surprised.

If John D. Rockefeller Jr.'s children wanted more than their 25¢ a week allowance, they had to work for it. And he required them to save 10 percent, donate 10 percent to charity and to account for the rest. Taylor and Davis believe that allowances should begin at age five or six, but talk out the ground rules in advance, they say. How much should it be? What will the child be expected to pay for? (School lunches, movies, sports fees, club dues, treats.) What extras will the parents pay for? And the situation should be reviewed on a regular basis.

Whatever you do, resist the temptation to bail him out of trouble or you may be still doing it when he's 30. His supplementary cash is limited only by the child's imagination and energy. Snow shoveling, lemonade stands, addressing Christmas cards, typing, making and selling candles, Christmas wreaths or ornaments, shopping for older people in the neighborhood, washing windows, raking leaves, groom-

(Continued on page 36)

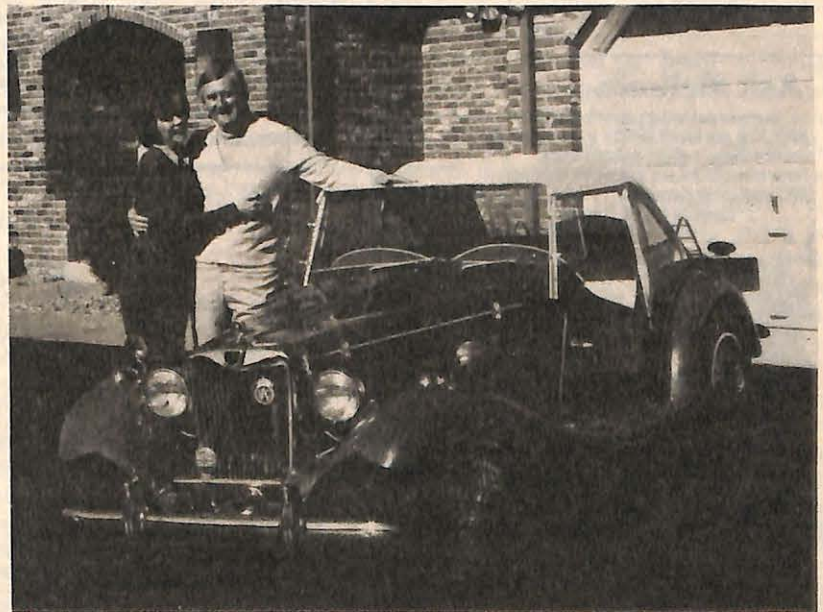
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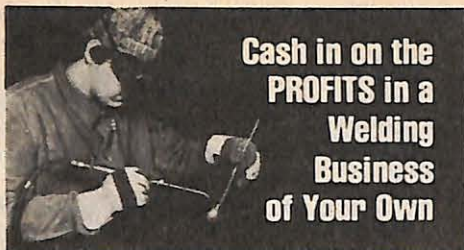
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# did you know..



It was a dramatic moment in more ways than one. It happened 37 years ago in February and two of the men were Elks. The flag of the United States of America was raised on Iwo Jima on February 23, 1945, by five U.S. Marines. Of the five, John H. Bradley and Rene J. Gagnon, were members of the Order. Bradley belonged to Antigo, WI, Lodge and Gagnon held membership in Berlin, NH, Lodge.

The famed Pulitzer Prize photograph of the flag-raising has become a symbol of the nation's involvement in World War II. A statue of the flag-raising was erected as a Marine Memorial a few yards north of Arlington Cemetery.

What most people don't know is the picture of the raising of the flag on Iwo Jima was posed.

It happened this way. Marine sergeant Joe Rosenthal was on hand when the flag was first raised and shot the actual picture of the historic incident. In the next moment, a Japanese soldier popped out of hiding and hurled a grenade at the photographer's feet. The Marine sergeant jumped for cover and rolled down an embankment to avoid the blast. When all was clear, the Marine discovered his camera smashed and the film destroyed. The five Marines, including the two brother Elks,

obligingly re-enacted the flag-raising so the photographer could get his famous picture.

The Elks in the North Star State of Minnesota have a Visiting Bucks Program going for them. The idea is for Elks to visit with every lodge in the state. This can be a lot of fun, and many lasting friendships can be made. Some districts in other states have a traveling gavel. One lodge conducts initiation at another lodge—and leaves the gavel. To get rid of the gavel the lodge must put on initiation at another lodge, where they leave the gavel.

By coincidence, Elkdom and Scouts both observe their anniversaries in February—the Elks on Feb. 16 and the Scouts on Feb. 8. Elkdom is much older, of course. It was founded in 1868, while Scouting was incorporated in 1910.

The Order has long encouraged participation in Scouts, and this year the Grand Lodge Youth Activities Committee is placing greater emphasis on Scouting to encourage more subordinate lodges to sponsor some program of Scouting. Because Elks are concerned about our youth, additional facilities are needed to be made available to Scouts. Many young boys cannot participate in Scouting because there is no place for them to meet.

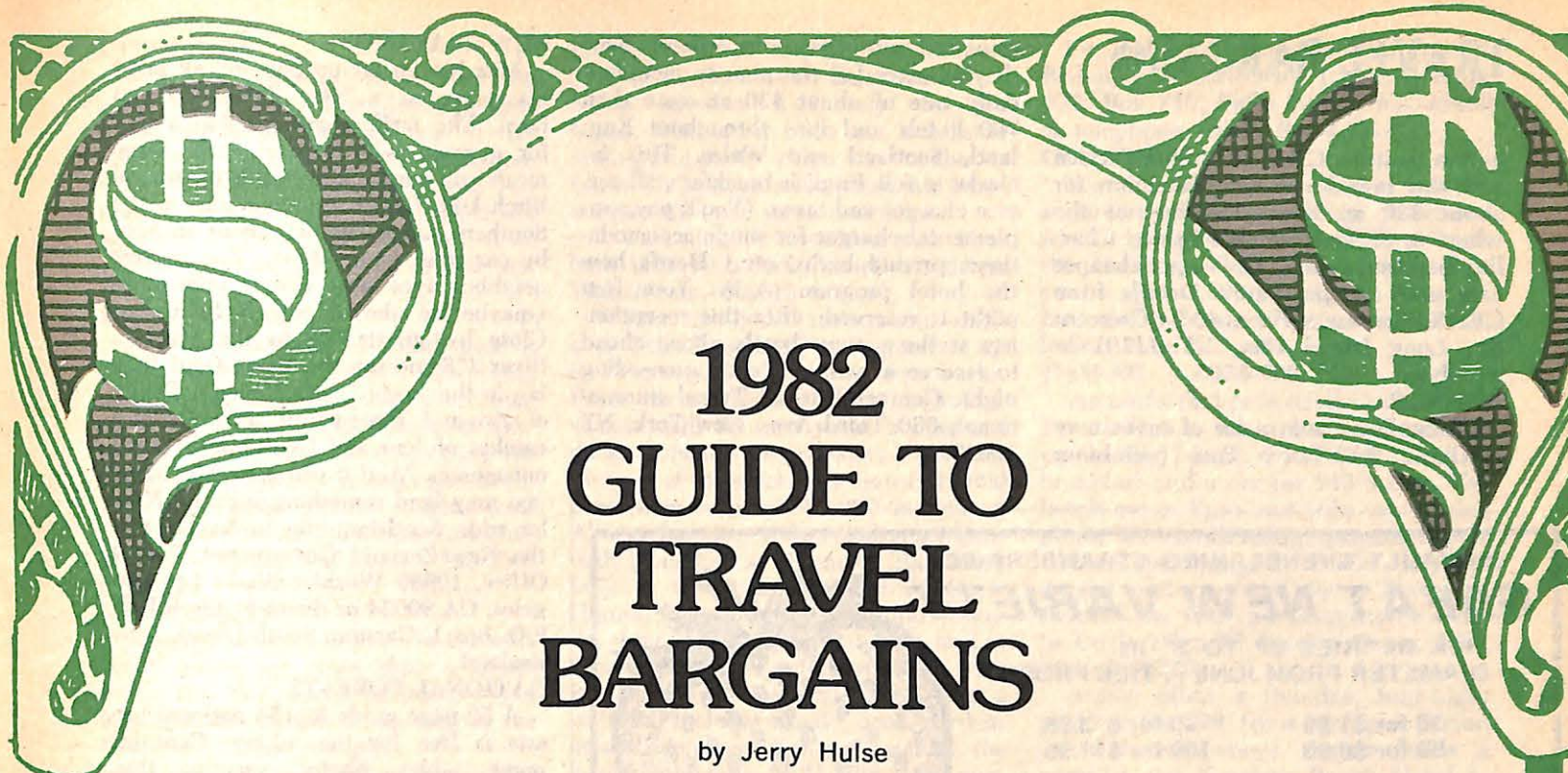
The Order also provides an impressive ceremony for honoring those who become Eagle Scouts. Small American flags are presented to them.

If you have an interest in Scouting, contact your Exalted Ruler to see how your lodge can help young boys and young men take part in the Scout movement.



"Look at you! No wonder you can't afford to give me a raise."





# 1982 GUIDE TO TRAVEL BARGAINS

by Jerry Hulse

*It's that time again when your Elks Magazine brings you its annual travel tips column to make your vacation planning easier and, hopefully, brighter this year.*

## THE UN-TOUR

Harold E. Taussig, a Pennsylvania professor with a penchant for travel, operates a program called The Un-Tour. Taussig specializes in Switzerland and London, booking tourists into fully furnished apartments at a fraction of the cost of a hotel room. Taussig offers fringe benefits: Advice on shopping, transportation and sightseeing. It's a do-it-yourself program that divorces the traveler from the tightly scheduled package tour. Rates for Switzerland figure out to about \$800 per couple for two weeks—this for apartments in chalets between Lucerne and Interlaken. In London you pay \$1,090 for two weeks, June 1 through Labor Day. Apartments are near restaurants, markets, parks. And there's the opportunity to tighten the budget by preparing your own meals. Taussig's program includes an escort from the airport and daily maid service. Contact Harold Taussig, Idyll Ltd., P.O. Box 405, Media, PA 19063.

## NEW YORK BY CANAL BOAT

Boating along the canals of Europe is old stuff. Now New York has joined the lineup. A former passenger ferry that was converted into a canal boat will be used on trips along the inland waterways of New York this summer. Passengers will travel aboard the Emita

II by day, bed down in hotels at night. Details from Mid-Lakes Navigation Co. Ltd., P.O. Box 61, Skaneateles, NY 13152.

## HOME RENTAL

An organization calling itself Chez Vous offers a new home rental service in France. Rentals are available in Brittany, Normandy, the Loire Valley, the Dordogne, the Cote d'Azur, Provence and the wine regions. Everything from modern villas to farmhouses and rustic cottages, and they're completely furnished. Contact Chez Vous, 220 Redwood Highway, Suite 129, Mill Valley, CA 94941.

## CANADA

With inflation continuing, here's a remarkable offer: Canada on \$20 a day. That's the invitation from the Manitoba Farm Association. The \$20 gets you room and full board. Nearly as reasonable as staying home. And it's cheaper for youngsters; they get by on \$12 a day. A total of 57 farms are involved in the program. Everything from small dairy operations to farms with thousands of acres. Hunting on farm property is also a possibility. Further information from the Manitoba Farm Association, 437 Assiniboine Ave., Winnipeg, Manitoba, Canada R3COY5.

## ILLINOIS GUIDE

Illinois has published a smashing new guide. Details on hiking, biking, camping, canoeing, hunting, fishing, restaurants, hotels, Lincoln country, festivals, country inns. Chicago rates 10 pages in this 76-page, magazine-size book.

Tells all about hot air ballooning, symphonies under the stars, jazz cellars, etc. In the small towns, sweet corn festivals, county fairs, pioneer celebrations. For a free copy write to Weekend Book, Illinois Travel Information Center, P.O. Box 1111, Glenview, IL 60025.

## HOME EXCHANGE

Interest grows in the home exchange business. A clearinghouse has been set up in Colorado that provides listings of homes around the world. They're described in a directory that goes to all subscribers. After that, individuals contact one another, setting up plans for the house swaps. For a brochure outlining the plan, contact Travelers Home Exchange Club, P.O. Box 1511, Denver, CO 80201.

## YOUTH HOSTELS

Air France tells about a new summer program called Open Vouchers that involves youth hostels, budget hotels and student dormitories for as little as \$9 a night in the French provinces (\$11 in Paris). Vouchers are good for lodging in 20 towns and cities throughout France. For something a bit slicker in Paris the cost per person is about \$15 a night and includes shower, continental breakfast. Vouchers can be bought from the Council for International Educational Exchange. Telephone (800) 223-7402.

## NEW YORK LIMO SERVICE

Ever try hailing a cab during rush hour in New York? It can be a drag. Now there's a choice. Instead of a breezy taxi you can travel around Man-



# TRAVEL BARGAINS

hattan in style. CRA Limousine Service provides brand-new Cadillac limos for about \$30 an hour. The guy at the wheel is decked out like Prince Charlie's personal valet. They've got cheaper cars and cheaper rates. Details from CRA Limousine Service, 40-34 Crescent St., Long Island City, NY 11101 or telephone (202) 937-6565.

## BRITAIN

There have been a lot of raves over BritRail's Rail/Drive Pass (combines

train and self-drive car in Britain). Now they've extended the plan to include a daily rate of about \$30 at more than 700 hotels and inns throughout England, Scotland and Wales. This includes a full English breakfast, all service charges and taxes. (You'll pay supplemental charges for single accommodations, private baths, etc.) Here's how the hotel program works: Your first night is reserved; after this receptionists at the various hotels phone ahead to reserve a room for each succeeding night. Contact BritRail Travel International, 630 Third Ave., New York, NY 10017.

## NEW ZEALAND

Max Naylor invites one and all to be his guest on a New Zealand sheep farm. The tariff comes to \$48 a day for a room with private bath, three meals and wine. Naylor calls his spread *Birch Hill*. It's in the mountains in the Southern Lakes District, about an hour by car from Queenstown. The nearest neighbor lives more than a mile away (maybe he should call it Solitude). Close by, guests fish in the Mataura River ("Some say the finest trout fishing in the world," says Naylor). Plenty of two-and three-pound browns, and catches of four and five pounds aren't uncommon. "And if you get really lucky you may land something bigger," Naylor adds. Send inquiries to Naylor, c/o the New Zealand Government Tourist Office, 10960 Wilshire Blvd., Los Angeles, CA 90024 or direct to Birch Hill, P.O. Box 1, Garston, South Island, New Zealand.

## NATIONAL FORESTS

A 55-page guide to 154 national forests is free for the asking. Contains maps, tables, photos, vacation tips. Drop a card to Diane O'Connor, Press Officer, U.S. Department of Agriculture, Forest Service, P.O. Box 2417, Washington, DC 20013.

## FREEBIE

Deak-Perera has updated its handy money converter. Contact David Welch, c/o Deak-Perera, 677 South Figueroa St., Los Angeles, CA 90017. Besides money tables, the converter provides clothing sizes for Britain and the Continent, metric measures, international road signs and currency restrictions for 31 nations. Copies are free. At the same time, Deak-Perera reminds everyone that the company is selling travelers checks free of the usual commission.

## DENMARK ON \$35 A DAY

Doing Denmark on the cheap is the pitch by a New Jersey tour operator. Vacation Centers Inc. says it can be done for as little as \$35 a day, including air fare (from New York), a rental car and fully furnished apartment in one of the center's vacation villages. They're scattered throughout Denmark in Old World towns, fishing communities. Contact Vacation Center, Box 186, Spring Lake, NJ 07762.

## SWITZERLAND

Some good vacation buys in Switzerland. Interchange lists more than 4,000 chalets, apartments in all major Swiss ski resorts: Davos, Zermatt, Gstaad, St. Moritz, etc. As low as \$10 a day per person (for this price you'll have to double up). Minimum stay is six nights. These are apartments with kitchens, so you can save on the cost of meals. The company also arranges car rentals for as little a \$20 a day. Contact Interchange, 213 East 38th St., New York, NY 10016.

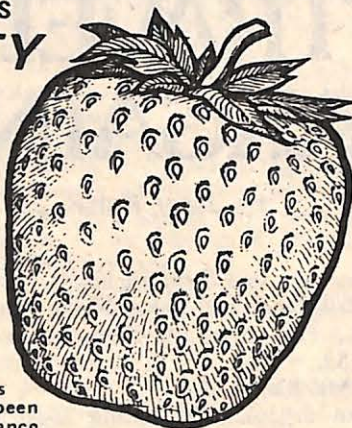
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## CITY GUIDE

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## HEALTH CARE

A new handbook on health care is packed with do's and don'ts concerning water, food, immunizations, etc. There are some particularly good tips for travelers planning visits to developing nations. The 24-page, passport-size booklet costs \$1.50. Contact International Health Care Service, c/o New York Hospital-Cornell Medical Center, 525 East 68th St., New York, NY 10021.

## VILLA RENTALS

Eugenia Bedell has been in the villa rental game for more than a dozen years. Handles rentals on nearly every island in the Caribbean as well as the Bahamas. Some examples:

⊙ There's a peach of a place on the island of St. Lucia near the village of Vois d'Orange. Four bedrooms, four baths (accommodates up to 10 persons). A full staff (cook, maid, gardener). Rates: \$800 a week in summer, \$1,400 in winter. On the same island,

Bedell has three cottages priced from \$850 to \$1,100 a week. One overlooks a beach. Another is "nearly" on the beach. The other rises on a hillside (swimming pool) with a view of the St. Lucia Channel between there and Martinique. All have three bedrooms.

⊙ Barbados: A three-bedroom, two-bath villa with cook, maid, laundress. Winter rate: \$1,750 a week.

⊙ Jamaica: Bedell raves about a villa at Ocho Rios that'll accommodate up to 12 guests. Six bedrooms, four baths. Faces the sea from a terraced garden. Comes with its own yacht anchorage, dock, private tennis court. All this plus a reef for snorkelers. Rates: \$1,600 a week in summer, \$3,050 in winter. Also in Jamaica: a four-bedroom, four-bath bungalow at Discovery Bay that's built in the style of Jamaica's Great Homes. Features a wrap-around veranda, four-poster beds, antiques and a smashing view of Discovery Bay with its own private swimming pool and a staff that includes a maid, cook, gardener and laundress. For eight guests, the weekly tab comes to \$1,400 in summer, \$1,890 in winter.

Finally, there's a three-bath, three-bedroom hideaway in Montego Bay that goes for a thrifty \$750 a week in summer, \$1,050 in winter. Included are the services of a cook, maid, gardener.

For details on villa properties, contact Bedell, c/o Caribbean Home Rentals, P.O. Box 710, Palm Beach, FL 33480 or telephone (305) 833-4454.

## CAR FERRY

Scandinavian World Cruises has inaugurated daily round-trip passenger service between Miami and Freeport in the Bahamas. The Scandinavian Sun carries up to 1,000 passengers, 200 cars. Round-trip fares, \$79 (car is extra). Sailing time is 8 a.m.

## HAWAII

An outfit that calls itself Uncle Billy's Resort Hotels has a low-cost package on the Big Island: a room for two plus breakfast and a car for \$43 a day. The hotels are in Kona and Hilo (swimming pools, air conditioning, private lanais, restaurants, lounges). Uncle Billy's is owned and operated by a Hawaiian family. See your travel agent or write to Uncle Billy, 87 Banyan Drive, Hilo, Hawaii 96720.

Amfac offers a five-day, four-night package for \$99 (plus tax) per person (double occupancy) that includes a room at the Keauhou Beach Hotel in Kona, two breakfasts, a Hawaiian luau and complimentary tennis. Similar package at the Hotel King Kamehameha with a cruise to Kealahou Bay. Contact your travel agent or call (800) 622-0838. ■



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## THE ASSASSIN

(Continued from page 22)

locate the bullet lodged in Garfield's body at a time when the X-ray was still unknown to medicine, Bell invented an "induction balance," a sort of mini mine-detector, to try to find the fragment. The autopsy would later reveal that he was slightly in error.

The comparatively primitive medical practices of the day made probing deeply for the projectile a potentially lethal idea and, as was discovered in the autopsy, what the president's physicians were treating as the bullet track was actually a path of infection. Several operations were performed, without anesthesia, to remove pieces of bone and allow drainage, but they were insufficient. The technical cause of death would be a massive blood clot breaking into the abdominal cavity.

With modern antibiotics, anticoagulants, X-ray and surgical techniques, Garfield's life would almost certainly have been saved in the 1980s. But the 1880s had no such advantages and so, on September 19, 1881, at 10:35 p.m. James Garfield died at the age of 49 in Elberon, NJ, where he'd asked to be moved because of its healthful ocean climate.

Throughout Garfield's illness, Vice-President Arthur had refused to take on any presidential functions. The Constitution made only vague reference to the kind of action to be taken if a president became disabled, and he wasn't about to test it. Hours after Garfield's death, Arthur took the oath as President of the United States in his own parlor in New York before a judge of the state supreme court. He'd later repeat the swearing-in at formal ceremonies in Washington.

Looking back from our present perspective, which generally regards James Garfield as a lesser light among presidents, it's difficult to realize the depth of mourning the country suffered following his death. Thousands, particularly blacks who then regarded the Republican Party as their spokesmen, filed weeping past Garfield's coffin in the Capitol rotunda, waiting in line for more than three hours to gain entrance.

Only 16 years had gone by since the Great Emancipator had been assassinated and people remembered him as well as Garfield, renewing their outpourings of grief. From Washington to Cleveland, Garfield's funeral train passed over flower-strewn tracks as crowds knelt holding torches along the way. His funeral procession in Cleveland was over six miles long.

In November, the public's attention

turned to the criminal court in Washington, DC, where Charles Guiteau, 39, was about to go on trial for the murder of the president. Hostility was rampant. Death threats arrived daily, along with a surprisingly large number of sick letters applauding Guiteau's act.

A total of 159 prospective jurors were questioned by the defense and prosecution before a dozen acceptable ones could be found. They were a typical group of urban Americans of the time—a restaurant owner, a retired businessman, a cigar dealer, an ironworker, two grocers, a machinist, three merchants, and two plasterers, one of whom was Ralph Wormley, a black man accepted by the defendant's lawyers despite his objections.

Guiteau never once denied that he'd committed the act. His defense was to be based on, among other things, the relatively new concept of innocence by reason of insanity.

The American people were far from sympathetic with that idea. Many newspapers had already convicted Guiteau in advance. The *New York Times*, for instance, in one of the milder editorials of the day said, "Guiteau should have a fair trial . . . It is the right of the meanest thing that bears a human form, but such a trial, such a hearing, in a community of intelligent beings can have but one result."

In incidents predictive of the Ruby-Oswald encounter, two attempts were made on Guiteau's life during his incarceration. In September, Sergeant William Mason of the jail guards had fired a shot at the prisoner through the window of his cell, but missed by inches. Early in the trial a drunken Maryland farmer named Bill Jones would fire at the van transporting Guiteau, striking the prisoner in the arm.

As the trial began on November 14, the issues were clear. Guiteau had done the deed and acted alone; no serious conspiracy theories have ever been advanced about the assassination. He'd committed the murder, he said, because "the Deity" had told him to. Despite Guiteau's continued protestations that he was perfectly sane except, perhaps, for the moment when God gave him his "impression," his lawyers, led by his brother-in-law George Scoville, would mount a defense based on the concept that he couldn't be held legally responsible for any of his actions.

On November 28, Charles Guiteau took the witness stand on his own behalf and testified for almost a week. The prosecution tore apart his depictions of himself as a religious, moral man, and raised the deadly issue of his hoped-for book sales. The defense realized its only chance lay in pressing



the insanity line based on such responses to prosecutors' questions by Guiteau as: "I want it distinctly understood that I did not do that of my personal volition, but on the inspiration of the Deity. I never would have shot the President on my own personal account."

In 1881, an insanity plea was rare, used almost exclusively in "crime of passion" cases. By the conclusion of Guiteau's trial a total of 23 doctors would testify for the prosecution and 13 in his defense. Some were specialists in mental problems, known then as "alienists" rather than "psychiatrists," and their testimony conflicted greatly, serving to confuse jurors and observers alike.

The trial came down to a test of the "M'Naghten Rule," which held that a person was legally sane if, at the time of a crime, he realized his actions were unlawful. Guiteau frequently interrupted these proceedings with his own comments and sarcastic remarks. Judge Walter S. Cox was criticized for allowing these outbursts, but he wanted to insure there would be no excuse for a mistrial. In fact, much of Guiteau's courtroom behavior helped convince jurors that he was, indeed, sane.

Among the most damaging witnesses

to his cause was the last, Dr. John P. Gray, the respected superintendent of a mental asylum. Gray testified that Guiteau had told him during interviews in his cell that "I knew from the time I conceived the act, if I could establish the fact before a jury that I believed the killing was an inspired act, I could not be held to responsibility before the law."

Gray's statement, indicating premeditation and a planned insanity plea, virtually sealed Charles Guiteau's fate.

On January 16, following the lawyers' summations, Guiteau was granted permission to address the jury. Following a disjointed recapitulation of his earlier testimony, he proceeded to threaten them. "As sure as there is a God in Heaven," he said, "if you harm a hair on my head this nation will go down in blood. You can put my body in the grave, but there will be a day of reckoning."

On January 25, Judge Cox completed his charge to the jury, citing the meaning of the M'Naghten Rule and explaining how they were to arrive at their conclusions. A mere 65 minutes

later the jury returned with its unanimous verdict—guilty as charged.

On February 4, the same judge sentenced Charles Jules Guiteau to death by hanging. Appeals soon followed, but all to no avail. The Supreme Court refused to issue a writ of habeas corpus and President Arthur declined to order either a pardon or a stay of execution.

At noon on June 30, 1882, precisely one year after James Garfield had had his strange conversation with Robert Lincoln about assassination, Charles Guiteau was led to a scaffold. More than 250 people were in attendance, some having paid as much as \$300 for a ticket of admission. The assassin read 14 verses from the Bible aloud, then dramatically recited a "hymn" he'd written which included the following lines:

"I am going to the Lord.  
I saved my party and my land.  
Glory hallelujah!  
But they have murdered me for it.  
And that is the reason I am going  
to the Lordy.  
Glory hallelujah!  
Glory hallelujah!"

## Departed Brothers

**PAST DISTRICT DEPUTY** C. Kaye Tomasino of Greece, NY, Lodge died recently. Brother Tomasino served as District Deputy for the West Central District of New York in 1969-70.

**PAST DISTRICT DEPUTY** Ralph M. Billings of Woodward, OK, Lodge died November 28, 1981. Brother Billings served as District Deputy Grand Exalted Ruler for the Northwest District of Oklahoma in 1965-66.

**PAST DISTRICT DEPUTY** W.F. Hoover of Decatur, AL, Lodge died November 14, 1981. Brother Hoover served as District Deputy Grand Exalted Ruler for the North District of Alabama in 1974-75. He was also a past president of the Alabama Elks Association.

**PAST DISTRICT DEPUTY** James L. Talada of Sayre, PA, Lodge died recently. In 1974-75, Brother Talada served as District Deputy Grand Exalted Ruler for the Northeast District of Pennsylvania.

**PAST DISTRICT DEPUTY** Paul Bergemann of Nevada City, CA, Lodge died November 17, 1981. Brother Bergemann served as District Deputy Grand Exalted Ruler for the North Central District of California in 1961-62.

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# IT'S YOUR BUSINESS

by John C. Behrens

## ELIMINATING BUSINESS HEADACHES

The headlines in various trade and business publications describe a similar story these days; a business owner will be out of business in a short time unless he's a tough, shrewd, disciplined, hungry, defiant and lucky fighter.

But that's just the tip of the adjective iceberg, my small business acquaintances insist. A person with these traits is still going to need a lot of "chutzpah" to be moderately successful, they claim.

The headaches the small retailer faces for his time, energy and investment can cause non-seasonal migraines.

In Utica, NY, for example, as merchants did what they could to shore up sagging sales when the economy weak-

ened last summer, licensed street vendors from other cities—with \$25 permits to make it legitimate—roamed the downtown in competition with established businesses.

"It's a putdown to the . . . businessman who pays his taxes and yet is losing sales," said Douglas Soper, who lost 25 percent of his watch sales to transient street merchants. "These people don't pay any sales taxes and they don't have the overhead expenses we do."

Said Sydney Oberman, president of the Downtown Utica Association, "Shoppers will say 'look what these downtown people allow them to do.' We depend on our reliability. We like downtown to have a

good reputation and for its shoppers to be protected."

The Utica Common Council was made aware of the street people and their tactics and legislation was suggested to require them to post bonds. . . . but the damage had been done . . . legitimately at the time.

Utica, of course, is merely one of a number of cities where established retailers must compete with transient street peddlers.

Other headaches involve the large concerns and manufacturers the local proprietor represents. Ask a retailer about delivery problems and you'll hear a combination of business horror stories and sales losses.

Every businessman at one time or another orders something from the manufacturer or the warehouse. And that's where the dilemma begins. When the customer experiences continued delays in the arrival of his merchandise he suspects the local merchant has bungled the order. His irritation can turn to rage as days turn into weeks and possibly even months. Large firms, with dozens of clerks and assistant managers, pass the buck ("Sorry, Linda took that order and she doesn't work days . . .") but the small business owner is caught between angry buyers who may be neighbors and major suppliers who may merely ignore requests for an answer if the proprietor becomes too persistent.

Some small businessmen have begun their own buck-passing. Instead of accepting the troublesome task of trying to fill the order, they give the customer the name of the wholesaler or manufacturer and let the buyer deal direct. "If I know the company has been unreliable with orders in the past and the customer still wants a particular item from that company, I'd rather they go direct. My commissions are not worth the hassle and endless telephone calls," one dealer of a nationally known product, said.

Furniture dealers have faced considerable criticism. Home furnishings have generated a growing number of complaints to Better Business Bureau offices. "I do think there is some correlation between the price one pays and the likelihood that the furniture will be delivered promptly," Virginia Peterson, metropolitan New York's Better Business Bureau spokesperson, told an eastern newspaper. "There are certainly high-priced stores that don't seem to generate many complaints."

But other stores do. So many complaints, in fact, that some areas have passed laws to hold the merchant accountable. The difficulty is that the burden falls on the seller whether he's a conscientious retailer or a ripoff artist. Regulations in New York City and the State of New Jersey, for example, require the furniture sales outlet to write an estimated date of delivery on the sales slip or contract. If the seller cannot deliver within 30 days of the stated deadline, he must offer the consumer the options of a refund, credit toward another selection or a new delivery date of the same order.

Several states have investigated similar legislation because of increased com-



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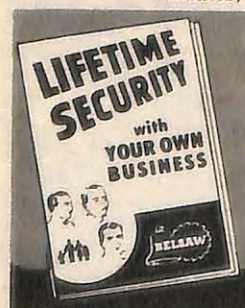
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plaints, but business groups have strongly opposed such ordinances. "I do not believe the average dealer is anti-consumer at all. The problem with the option is that the dealer, not the manufacturer, is punished when he may be at the mercy of the company that makes the product. If the customer is reasonable and wants a new delivery date there is no problem. But when refunds or credits are the answer, the dealer can suffer," said an eastern businessman who has encountered such issues.

But whether there is a law or not, most furniture dealers concede that the customer has a right to an approximate delivery date in writing. They admit that a few retailers take advantage of unsuspecting buyers.

"They'll promise you anything to keep from putting it in (the delivery date), but if they want to make a sale badly enough, they'll do it," Karen Petite, deputy commissioner of the Chicago Department of Consumer Services, claims.

Street vendors, customers and slow deliveries are merely a part of the businessman's headache, however. Another problem for many small business owners is theft . . . not only of store merchandise . . . but of theft of time on the job by employees.

In a report on how much time employees at 400 companies wasted, Robert Half of Robert Half Inc., an executive search firm, said that information from personnel directors showed that an average of four hours and five minutes per week was spent on non-productive activities. It cost the companies surveyed an estimated \$100 million a year. "Time theft breeds time theft," Half said. "Executives are often blatant time thieves. By setting a poor example, they are, in effect, giving others their tacit approval to steal time."

He contends the situation in the business place has worsened. In a similar study he conducted in 1970, it was estimated that employees stole three hours a week on the average.

The small business owner can create such problems without realizing it. As owner and operator, he believes that he can come and go as he chooses and handle business matters as he sees fit. The difficulty is that such an attitude can cause store or office workers to adopt a similar approach.

Whether he likes it or not, he must set a pace and lead or demonstrate to employees his interest in overseeing the business. If he is continually absent, his work force will eventually see opportunities to use such time for personal business. While it is wrong, it's a natural reaction. If he spends much of his time idly reading the newspaper, chatting with non-business cronies while employees work, he again creates the impression that he doesn't really care about his business. The employees can easily take the view the "boss" is lazy or is getting wealthy from their hard work. Morale can suffer.

So how do you eliminate these headaches?

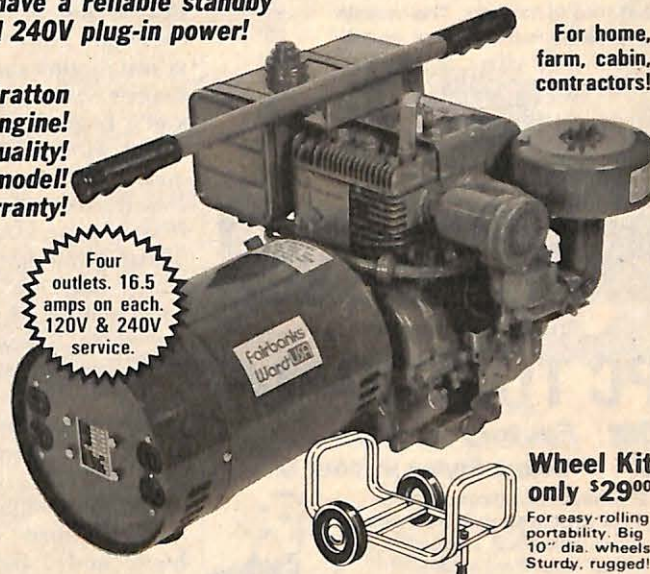
Identify the problem . . . examine the possible solutions . . . and work to reduce or completely eradicate it.

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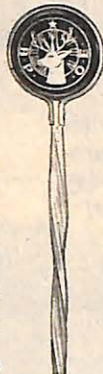
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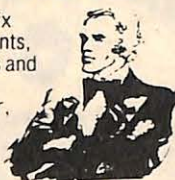


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## How Much Do We Owe Our Kids?

(Continued from page 27)

ing pets and shining shoes are some of the side businesses kids develop. Among them may be the Mary Kay Ashs or the Hank Aarons of tomorrow.

"Kids and Cash" urges parents to teach their children respect for money by making the family finances a group discussion. Whether you agree with this or not, it's a good idea to share concerns. Discussing the price of meals at restaurants and the cost of doctor and dentist visits. By doing this regularly, you'll help them to realize that money is not infinite. Teach them what taxes and inflation are all about. 9-year-old Randy, who was learning these lessons from his parents, wrote from "Y" camp, "Dear Mom and Dad, I spent 5¢ on a candy bar, 10¢ for postcards and 10¢ for shoelaces. I have 57¢ left, besides the \$4.84 I'm saving for mocassins for Ted (his brother). I hate to ask, but could you loan me 18¢ till I get my paper route money?"

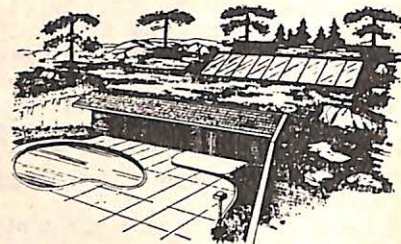
But money isn't the only thing family members give and share. Time is even more valuable. With more and more mothers working outside the home and fathers doubling up their energies, we have to learn how to make the time we have count. There are families who are together constantly, but really "absent." Sitting in front of the TV side by side isn't being together. We must share praise, interest and encouragement.

A remarkable teacher, Marva Collins, demands the utmost from her students in her unusual school in Chicago. And she gets it. 10-year-olds eagerly reading Chaucer's *Canterbury Tales* and 8-year-olds so absorbed in Shakespeare they don't hear the bell respond to her tough drilling and discipline because she tempers it with love. Collins challenges them to rise above their own expectations.

"Gaining knowledge isn't like buying a hamburger at McDonald's. You have to earn it, and earning it takes hard work," she tells them. "Success doesn't come to you; you go to it. There's no paycheck till your work is done." This attractive young dynamo who opened her heart to "impossible" ghetto children tells anyone who will listen, "If a child's mind can't be occupied or stimulated, naturally they will rebel. Children who think don't get on drugs, don't rape, don't break into houses . . . because they feel good about themselves."

There's a realization of the value of family sweeping over our country. Parents are desperately searching for a

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way to raise responsible, loving children in a culture that has been overwhelmed with anti-parent, anti-family, youth-bedazzled propaganda. Where do we begin?

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- © Family togetherness (meals, traditions) should come before anything.
- © Every member must have duties and responsibilities within the family.
- © A strong moral, religious base must be maintained.
- © A renewed value must be placed on our roots and heritage as a part of each one's identity.
- © Develop kinship bonds, especially with elder members.

Let's stop the blaming of parents to grandparents to great-grandparents the "experts" have poisoned our lives with and begin to appreciate each other. People are 10 to 20 years younger today at 50 and 60 than they were 50 to 60 years ago. We have more years to share than ever before. Rather than measuring who owes who what, the caring, sharing family looks for opportunities to demonstrate their love to each other. As Ellen Goodman says, "We're irrationally special to each other." We know our priorities. Let's keep them clear. ■



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Ever get frustrated trying to take seemingly simple photographs of your pets? Cats and dogs jump up and away as you focus on them, refuse to stay in one spot very long, or suddenly turn their heads as you click the shutter. Outdoors they'll break into a run just as you're ready to shoot, or they'll move too quickly out of your focus or out of the sunlight. But there are a few simple hints and procedures that if followed give you a reasonable chance to cut your wasted shots in half. By all means don't give up on animal photography—it can be a lot of fun, and when

animal shots are good, they'll often be the most striking pictures in your collection.

Plan your photographs before hand. Where pet pictures are concerned, most animal photographers will agree that the main ingredients for success are patience and preparation. Don't wait until your pets are doing something unusual or comical and then dash madly for your camera—you'll be too late nine times out of ten. If you decide just where you want to take your pictures and set the stage ahead of time, you'll have an excellent chance for success.

# Pet & Wildlife PHOTOGRAPHY

by Gordon A. Reims





Make the spot attractive, perhaps with pillow or cloth, and clear away extraneous background objects that might get into the picture and confuse it. Next, focus on a doll or other object the size of your pet, so that you can see just how much you can take in and exactly where the camera should best be placed. By having the camera focused and set ahead of time, all you need do is coax your pet to the target spot and fire away. Putting the camera on a tripod will assure your maintaining the exact focus and angle you had arranged. Try to get your pet to look up at something above camera level and a little to one side. Keep your finger on the shutter release and press the moment you see the approximate pose you had hoped for. Don't hold back and await perfection—he who hesitates loses.

On the other hand, don't settle for an awkward pose either, or a partial out-of-focus shot, just because the going gets a bit difficult. Patience is the greatest aid to success in a situation of this kind.

There are many indoor spots where you can set up a picture-taking area.

For cats, a bannister post, sofa, or kitchen chair—any place he would like or where he is accustomed to sitting. For either cats or dogs a doorway is sometimes interesting, or, of course, a cleared space right on the floor. You can pose a cat on a piano next to a vase of flowers; or if it's a black cat, even on the windowsill and let him be silhouetted against the outdoors. You can pose animals on stairs, either looking down at you or peering between the vertical supports. You can pose them in the kitchen when they're looking up expectantly, awaiting their food serving. A fireplace is an excellent spot. A cat or dog beside a fire will often sit quietly for long periods of time, gazing at flames or embers. A braided rug or other decorative piece spread on the floor at a dog's favored spot will often make a fine setting.

Kittens have had entire photographic books devoted to them, and are a great challenge. While we wouldn't advise attempting acrobatic shots at the start, there's much you can do. Kittens will naturally play with small objects or dangling ribbons, and if you can keep such things fastened in one place you'll

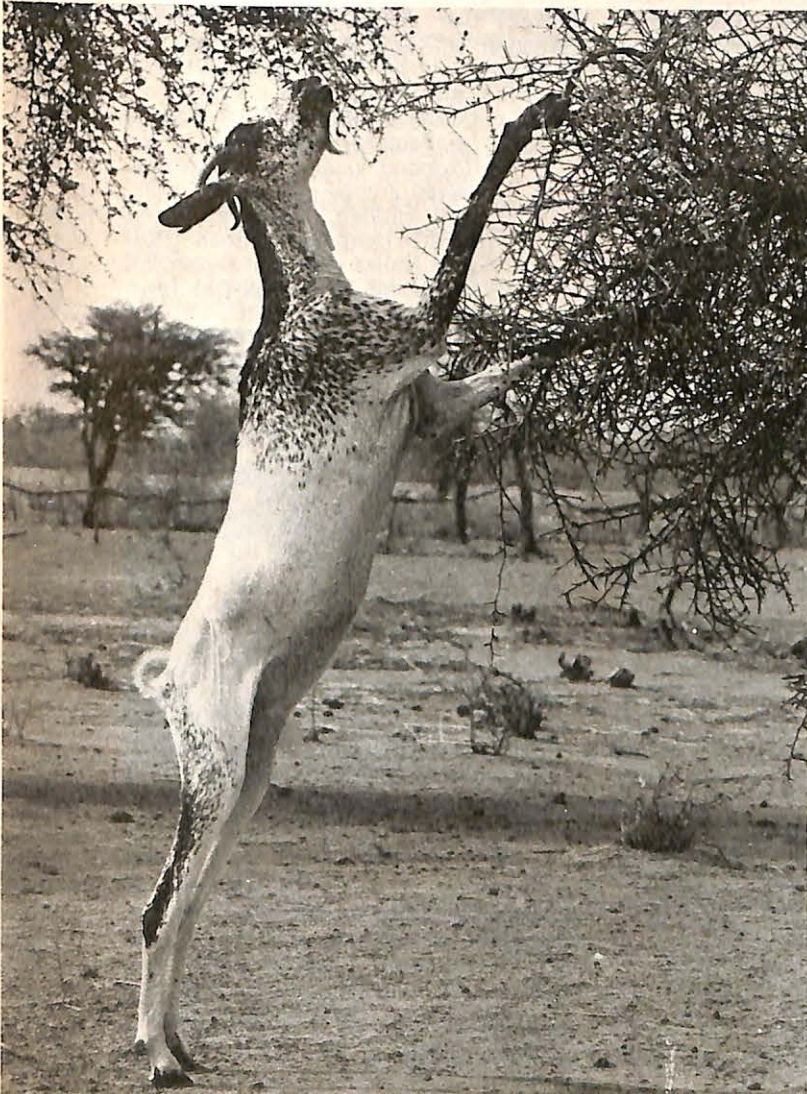
stand a good chance of catching them without their racing madly across the room on sudden impulse. When two kittens are present, many photographers use a chair to set up interesting shots. With one kitten on the seat of the chair and the other on the floor, it is often easy to get the two reaching playfully up or down at each other, especially if there are ribbons or playthings to get them started. Watch playing kittens closely and try to take your pictures when they are at least partially facing you. A head disappearing behind a paw will greatly lessen the impact of your photograph.

If you want to be really imaginative there's no end to things that you can do. We once lived in a house with a stairway that curved down into a hall where there was an old-fashioned wood-framed mirror. One day I noticed that when you looked into the mirror from a certain angle, you could see the steps in the lower curve of the stairs. I set up camera on tripod pointing at the mirror, and then got our cat to sit on one of the steps. I photographed her in the mirror, aiming the flash at the cat, of course, and not toward the mirror. Although I had focused on the mirror image of the cat, I used a small enough stop opening for the mirror to show up in fair detail as well. The result was everything I'd hoped it would be, and I'm happy to say that many pet magazine readers saw that shot.

The same cat made a magazine cover just sitting quietly in the doorway of our kitchen, looking idly out through the screen door. The open old farmhouse door with its cracks and weatherings were clearly in focus behind her, adding to the atmosphere of the scene. You don't have to stage elaborate scenes with cats standing on their heads to have a good picture.

Outdoors, the procedure of setting the stage beforehand may be harder to follow, but you have a broader choice of settings. Dogs are apt to be very much in motion outdoors. Probably the best and most interesting shots are

Appealing pet or wildlife shots often are the most striking pictures in a photographer's collection.





## Pet & Wildlife PHOTOGRAPHY

those where they're chasing sticks or running back toward you with them. To do this, of course, you've got to choose an area on your sunlit lawn through which you expect your dog to run—either toward you or past you—and be all set with camera in whatever position will catch the approaching dog's face with some sun striking it. Then get him to chase something, fetch it, and come running toward you. Snap him the moment he reaches the spot on which you are focused. Try not to get him coming straight toward you, but slightly toward your right with his head hopefully turned a bit toward you. Don't try to photograph him while he's passing, broadside, at close range—unless you can use a shutter speed of 1/500th. The closer he is, and the more he veers away from straight toward you, the faster your shutter speed should be.

Any dog who obeys commands such as "sit," "beg," etc. should be easy to photograph while at ease and close to the camera. No concern about shutter speed in a posing of this type. And one of the best places to photograph a dog is in a parked car with an open

window. Here he's not only confined to a compact, framed stage setting, but he'll very likely be looking straight at you from his rolled-down window.

A cat on a tree branch can sometimes be strikingly photographed against a blue sky. Let him climb out on a branch after you have focused ahead of time on the leaves or twigs close to where you expect him to be. Preferably choose a point on the branch where, aiming upward, you'll catch blue sky in the background. Then, if the cat walks out that far and turns to look down at you, you have him. Be sure to have a target spot where the sun will strike the cat, for in a brightly lit outdoor scene everything in full sunlight will photograph well; in contrast, details in shadows will be obscure. You can also photograph your cat on a stump. Stumps or heavy logs generally suit cats well, giving them something of an outdoor bobcat, lynx-in-the-wilds appearance.

A kitten placed on a fence or outdoor decorative object will often play on it long enough for you to get a good photograph. I once noticed one of our kittens scampering and playing on a large ornamentally placed wagon wheel. She was climbing to the top, wriggling around and peeking between the spokes. By the time I'd gotten my cam-

era she had left for other activities; but I set up the camera, focused on the wheel, chose a good angle, and then reintroduced the kitten to the scene. Again she began to play on the wheel. I was all set, and the instant she peeked at me between the spokes with that bushy-tailed, bright-eyed look that kittens so often have, I snapped the picture. The results were excellent.

Don't overlook by any means the human interest aspect of photographing animals with people, particularly with children. If possible, let there be some action—let them play to some extent with each other, or at least pay attention to each other rather than just to the camera. Children can hold pets, enabling you to get well-focused pictures—for even if the animal is wriggling in the child's lap or arms, he's not likely to move out of focus range, and there will come a moment when he will turn toward the camera.

Dogs posing beside water, particularly a rushing stream, make excellent subjects—especially if a child is standing or sitting next to them. Choose your setting—perhaps a large rock with water rushing or lapping beneath it—and then have someone call your dog from beyond that spot, or from whatever direction will lead the dog to the desired spot.

on tour with

## Raymond V. Arnold



When GER Raymond V. Arnold visited Grand Rapids, MI, during the state association's fall meeting, he was escorted through the Gerald R. Ford Museum. From left are PGER E. Gene Fournace, Mrs. Eleanor Arnold, GER Arnold, Mary Bjorne, and SDGER Cal Bjorne.

During his visit to Maine, hosted by Sanford, ME, Lodge, GER Raymond V. Arnold (center) received a copy of a book on Elkdom entitled "Best People on Earth" from the author, PDD John Nahra (right) of Old Town, ME, Lodge. At left is Old Town ER Larry Spinney.



GER Raymond V. Arnold (center) attended the Minnesota Elks Association's mid-winter conference at Willmar, MN. He was welcomed by (from left) Doug Fornquist of Willmar, president of the Minnesota Eagles; ER Darrell McGarvie; PGER Francis Smith; and Grand Est. Lect. Kt. Victor Angerhofer.





Where farm animals are concerned, don't try to attract the attention of individual horses, cows, or other animals if you're out on a meadow with them. They'll almost invariably do one of two things: turn away from you, or come straight toward you. Get someone, perhaps a child, to coax the animals to *them*, and then you can stand off to one side and get a nice shot of both the farm animals and the children.

Wild animals such as rabbits or deer that might momentarily appear at the back of your field, if you're in a rural scene, are more difficult to photograph. But the placement of food can often lure them to a desirable shooting spot. We once got a good photo of a raccoon in our barn simply by putting out a plate of food and waiting for him to come to it. Animals, while eating, stay in one spot long enough for you to get yourself well-positioned and ready with camera. Be sure to call or make some movement that will cause them to look up before you click the shutter. Don't take the picture while their noses are buried in the food trough.

Zoo animals make excellent subjects, especially where there are no cages or bars. Try to photograph them while they are looking alertly upward, as they often are at feeding time—and keep in mind that two animals in one picture often make a more interesting shot than one alone, especially if they are looking at each other or reacting in some way to each other's presence. In one zoo we were fortunate enough to catch bears standing erect pawing at each other.

As to equipment, most modern cameras will give you ample opportunity to get good pet pictures. If you do have some of the added accessories, so much the better. An electronic flash, for example, will stop action where indoor shots are concerned. In other words, the electronic flash is itself so fast that it is the equivalent of having a high speed shutter. If you wish to follow tumbling kittens or puppies, you have a chance with an electronic flash to shoot them fairly sharply.

High speed color film—ASA 200 or more—is ideal for pet photography, since you'll so often be photographing animals on the move or in situations where you won't have all the light you want. High speed film will enable you to take the same shot at 1/100th or 1/250th of a second that would require 1/25th or 1/60th with slower film in the same light.

A telephoto lens is a tremendous aid when you're photographing distant animals. This would not likely be your pets, but zoo, farm, or wildlife. With a good telephoto lens it is possible to get good shots of easily frightened creatures such as deer—or even of small

animals at a nearer backyard distance such as rabbits, squirrels, or a visiting bird of unusual plumage that may strike your fancy. Setting a camera on a tripod focused on a bird bath or feeding post will often bring good results—and if you really want to hide from your subjects, there are super-long cable releases available that will enable you to click your shutter from a hiding place several feet away.

You may want to try animal portraits, and if you're using a 35mm SLR camera with a standard lens the chances are you can come in very close for portrait effects. On some cameras macro (close-up) lenses may be necessary to come really close—that is, close enough so that your pet's face will fill most of the picture area. But with a standard 50mm lens most new cameras will enable you to come in close enough without an auxiliary macro lens.

To photograph your pet this close without his moving away, it's sometimes best to focus while he's asleep, and then wake him seconds before you take the picture. But don't use a flash when you're this close unless you arrange to have the flash go off a foot or two behind you (don't block it!). A flash too close will startle your pet and also be potentially harmful to his eyes.

Portraits of larger, slower-moving animals such as horses are easy to do—providing you take them at a fence or with someone gently restraining them, so that they will not have a tendency to stroll toward you. Stand directly in front of the horse or cow, and they will very often look straight at you or at your camera, giving you all the time in the world to compose a nice picture. Have a friend standing next to the horse, and you'll have a fine album or frameable shot. Position your camera just a bit to left or right of a head-on view.

There are all kinds of animal pictures that you can get, not only of your cat or dog, but even of your parakeet, goldfish, or some of the creatures that come into your yard—a turtle, perhaps. And there are photographs to take at aquariums, zoos, and circuses. Once you get accustomed to taking animal photographs of any kind you may want to go in for it in a big way, setting up elaborate stage settings. Everyone who enjoys taking pictures sooner or later looks forward to getting good shots of their pets or of other animals. It's great fun and we highly recommend it.

Remember—pet photography is only 50 percent photographic knowledge; the rest is pure patience.

Good luck and happy shooting! ■

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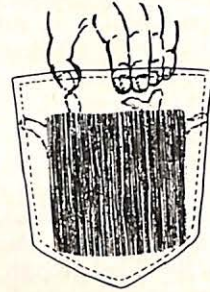
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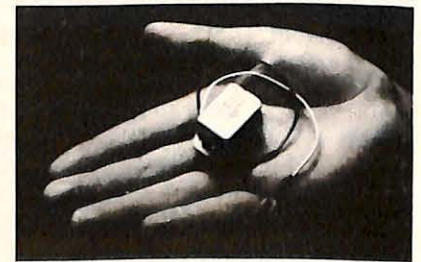
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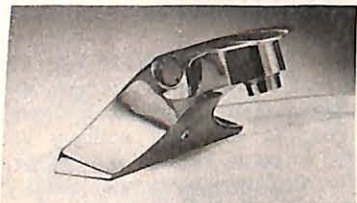
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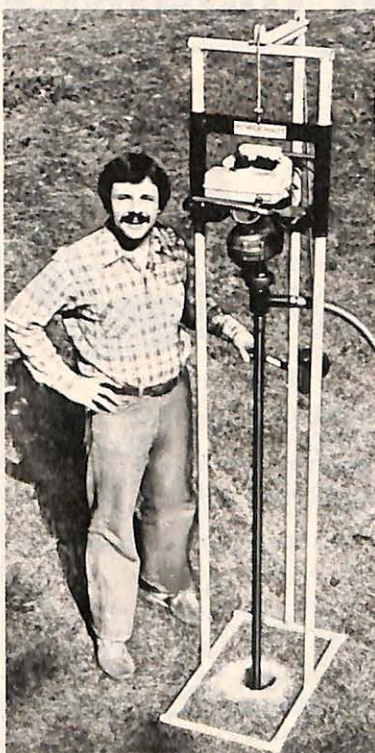
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Growing old doesn't have to mean becoming inactive. You can be full of **energy and enthusiasm** as long as you stay actively involved in some kind of regular exercise. So, the way to keep lively as you get older is to be lively.

The President's Council on Physical Fitness and Sports and the Administration on Aging have a booklet that gives you solid advice on how to build a program to maintain youthful health and energy. For your copy of *The Fitness Challenge in the Later Years*, send \$2.25 to Consumer Information Center, Dept. 145J, Pueblo, CO 81009.

Fortunately, even if you've let years slip by while your good intentions of keeping fit were sacrificed to other demands of life, you can still pick up at some level of physical performance and gradually work toward increasing your fitness.

Should you bother striving for fitness if you're already in those "later years?" The answer is "Yes." Most medical authorities believe—and most active people know—that exercise helps a person look, feel

(Continued on page 46)

**Guaranteed Relief or You Pay Nothing!**

**AT LAST, COMFORT WHILE SITTING**

**Stop Back Pain Instantly**



Relieves pressure related backache while driving, dining, reading, TV viewing... a blessing for invalids and elderly

Lightweight, compact, portable — Use It Everywhere!

Special Low Price **ONLY \$6.88** (2 for \$12.88)

Perfect for

- HOME
- OFFICE
- THEATRE
- Anywhere You Sit
- CAR
- AIRPLANE
- CLASSROOM

**ADD-EASE™ BACK CUSHION (#210) ... Only \$6.88** 2/\$12.88



IN THE CAR AT THE OFFICE AT HOME

**Your 30-Day No-Risk Money-Back Guarantee**

Your Add-Ease™ Back Cushion must be as described, or simply return it to our Customer Service Manager within thirty days for an immediate refund or replacement, your choice without any questions.

NOTE: If pain persists, see your Doctor.

**ROYAL HOUSE,**  
137 Walsh Ave. • Box 4305,  
New Windsor, NY 12550

**SATISFACTION GUARANTEED! MAIL COUPON TODAY!**

**ROYAL HOUSE,** Dept. RBR 1519 • 137 Walsh Ave. • Box 4305 • New Windsor, NY 12550

Yes, I want instant relief and comfort from the agony of lower back pain! Please send me \_\_\_\_\_ (Qty) Add-Ease™ Back Cushion(s) (#210) at the low distributor-direct price of only **\$6.88** plus \$1.50 shipping, handling, and insurance on Full MONEY BACK GUARANTEE.

**SAVE!** Send Two (2) Add-Ease™ Back Cushions (one for spouse, friend, or use at the office), just \$12.88 plus \$2.40 shipping, handling, and insurance.

Enclosed is  Check  Money Order for \$\_\_\_\_\_ (NY residents add sales tax).

**Orders over \$10.00 CHARGE IT:**  VISA/BankAmericard  Master Charge

Account No. \_\_\_\_\_ Exp. Date \_\_\_\_\_


Signature \_\_\_\_\_

PRINT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

©1981 Royal House



**Change of Address**

The Elks Magazine postage fees have skyrocketed!

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

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

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

ATTACH ADDRESS LABEL HERE

**New Address:**

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

Lodge No. \_\_\_\_\_

Member No. \_\_\_\_\_

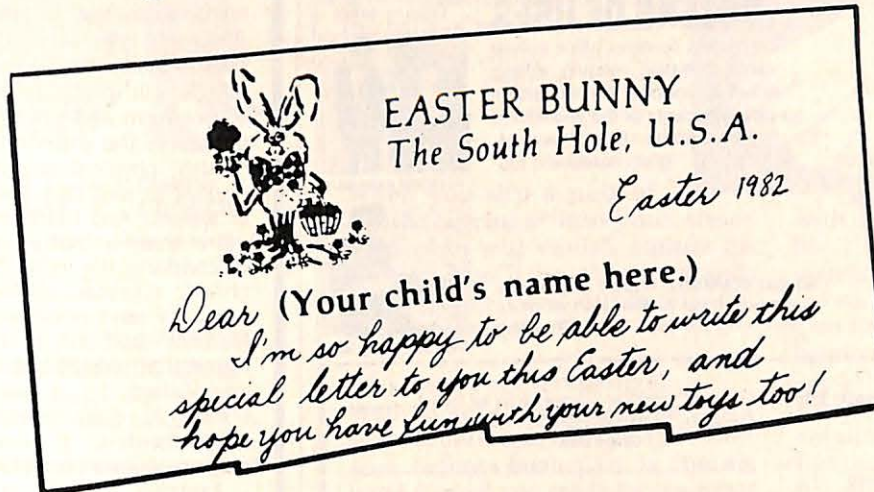
Mail to: Circulation Manager  
The Elks Magazine  
425 W. Diversey Pwy.  
Chicago, IL 60614

2-82



# NEW FOR THIS EASTER...

## A Letter From The Easter Bunny Mailed to Your Child!



- Addressed to your child, and mailed directly to your child
- A thrilling surprise for any child
- The Easter Bunny's name and return address on every letter and envelope
- Written in simple, easy to read language
- Envelope marked, "Do not open until Easter"
- Guaranteed to arrive before Easter

If you'd like The Easter Bunny to write to more than 3 children, please enclose your own list.

### UNCONDITIONAL GUARANTEE:

Every child on your list must be thrilled with their personalized letter from The Easter Bunny, plus their FREE Toys, or your money will be refunded.

### FREE

3 FREE TOYS  
With Each  
Letter You Order  
Only \$1.00



### GIFTS

6 FREE TOYS  
With Each  
Letter You Order  
Only \$2.00

### Order Today

Letters to Children, Dept. EL-5358, Sterling Building, Garnerville, N.Y. 10923

YES, please ask The Easter Bunny to write to the following children on my Easter Gift list:

\$1.00       \$2.00

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

\$1.00       \$2.00

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

\$1.00       \$2.00

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

Enclose only \$1.00 plus 35¢ postage and handling for each letter, including 3 FREE TOYS; or \$2.00 plus 35¢ postage and handling for each letter, including 6 FREE TOYS.

My name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_



**LOWEST PRICE EVER!**  
SUPER-VERSATILE  
**TILT-TOP TABLE**

**SALE \$1188**  
Nationally Advertised  
at \$24.99  
**2 FOR ONLY \$21.49**



**DOZENS OF USES**

The perfect home or office pull-up table for eating, reading, writing, drawing, hobbies. So convenient for convalescents or the bedridden. Big, handsome 15" x 22" walnut-grain hardboard top.



Eating or reading



Rollabout party table



Desk and typing table

ADJUSTS INSTANTLY TO ANY ANGLE, ANY HEIGHT

Sturdy steel 3-wheel stand rolls under bed; folds flat.

FOLDS FOR STORAGE

**NO RISK GUARANTEE:** You must be completely satisfied with your purchase or we will refund your money promptly—no questions asked!

**spencer**

GIFTS, INC. B-03 Spencer Bldg.  
Atlantic City, New Jersey 08411

- Please send me the Tilt-top Table (50062) @ only \$11.88, plus \$4 postage & handling.
  - SAVE! Order two for only \$21.49 plus \$6 postage & handling. Add state sales tax (see chart).
- Add insurance (lost or damaged orders will be replaced) . . . . . **.45**

**STATE SALES TAX CHART:** Residents of these states must add State Sales Tax listed: OH 2%; AR, CO, IA, MS, LA, ND, NE, VT 3%; MO 3 1/2%; AL, AZ, FL, GA, IL, IN, MI, NC, SC, VA, WA 4%; KY, MA, MD, ME, MN, MS, NJ, SD, TX, UT, WV 5%; WA 5.2%; OH 5.6%; NY 5 1/4%; CA, PA, RI, TN 6%; NY 7%; CT 7 1/2%; NYC 8 1/4%.

I enclose  check or  money order for Total: \$ \_\_\_\_\_  
Charge to  American Express  Master Card  
 Diners Club  VISA  
EXP. DATE \_\_\_\_\_ CARD # \_\_\_\_\_  
Signature \_\_\_\_\_  
Print Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
© Spencer Gifts, Inc. 1982

**FREE COLOR CATALOG**

Build Your Own  
Grandfather Clock  
Prices Starting Under

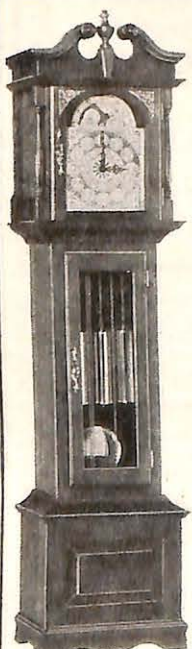
**\$255**

(including movement and dial)

- Do-it-yourself case kit, parts pre-cut
- Finished clocks
- Solid 3/4" hardwoods: black walnut, cherry, oak
- Heirloom quality
- Factory direct prices
- Solid brass West German chiming movements
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MASTERCARD and VISA ACCEPTED

**EMPEROR CLOCK COMPANY**  
WORLD'S LARGEST MANUFACTURER OF GRANDFATHER CLOCKS  
Dept. 204, Emperor Industrial Park  
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**How to Sponsor Distributors**

At last a book that tells you how. Even the newest distributor can follow this system. The secrets of **Multi-Level** fortunes are revealed.

The author is well-known motivator and recruiter Gerald D. Oliver. The Foreword is written by Amway Diamond Direct, Dr. Theron Nelsen.

The name of the book is "How to Create a Fortune Sponsoring Distributors."

It tells where and how to find good people. The book explains what to say and how to say it to get a positive reaction.

You'll learn:

1. The 4 Basic Motivators guaranteed to enthuse your distributors.
2. The 17 Success Patterns that show you who can and cannot succeed in your business.

You'll have the opportunity to see how the experts built large organizations and big bonus checks. Now available in both book and cassette tape format.

Be the first in your line to take advantage of this offer NOW. Don't wait, take a sheet of paper and write "sponsoring" on it, enclose your check for \$19.95 for the book \$49.95 for the cassette tapes. **SPECIAL! SAVE \$10.** Order both for \$59.95. (Canada add \$2.50) and mail to Creative Sponsoring, Dept. A-23A2, Box 2447, Springfield, IL 62705.

It's Guaranteed—If you are not happy, simply return within 30 days and we will return your check immediately.

*Elks Family Shopper*

**consumer/news**

and work better. Various organs and systems of the body, particularly the digestive process, are stimulated through activity and as a result work more effectively.

Physically active individuals are less likely to experience a heart attack or other forms of cardiovascular disease than sedentary people. And there is evidence that an active person who does suffer a coronary attack will probably have a less severe form and will be more likely to survive the experience.

Also, physical activity is as important as diet in maintaining proper weight. And being overweight is more than a matter of individual discomfort. It's related to several chronic diseases, shortened life expectancy, and emotional problems. Medical authorities now recommend that weight reduction be accomplished by a reasonable increase in daily physical activity, supplemented, if necessary, by proper dietary controls.

Exercise can't prevent the stresses of life, but it can help you cope with them. For many individuals, frequent involvement in some sort of physical activity helps to reduce mental fatigue, tension, strain or boredom produced by our highly technical and sedentary way of life.

Periods of vigorous activity (like jogging) should be alternated with periods of lesser stress (like walking). Put the pressure on for a while and then release it. By gradually increasing the stressful interval and reducing the less vigorous interval, you improve your physical condition. This principle of interval training can be applied to many  
(Continued on page 48)

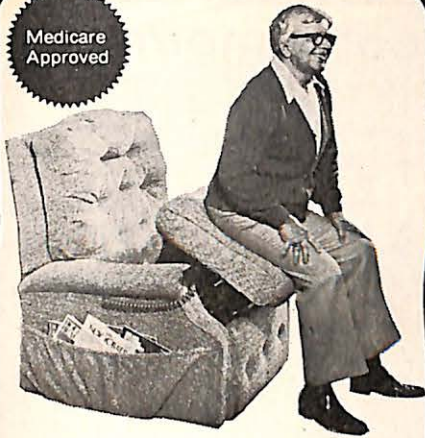
**Semi-Kit SAVES \$75+ on TILLER**



Save assembly costs when you build the **groundhog** Semi-Kit tiller, with easy-step instruction sheet and common tools in just 6 hours. "Earn" \$10-\$50/hr. assembly time. **Groundhog** features 5 H.P. Briggs & Stratton engine, optional reverse, efficient chain drive transmission, V-belt clutch. Tilling depth and bar height adjust to 15 points. Slasher tines (14" D.) till 26", 14" or (with optional tines) 36" swath. Blades bite 9" deep, yet even ladies can handle groundhog. **Groundhog** converts to walking tractor for use with attachments. Tiller kits start at \$279.95. Send name, address to: **Carl Heald, Inc.**, Dept. EK-22, P.O. Box 1148, Benton Harbor, MI 49022



Medicare Approved

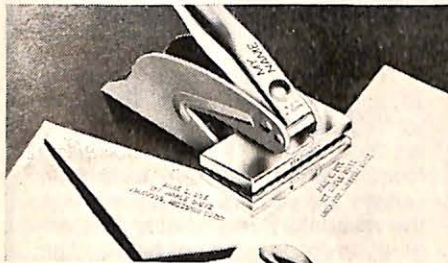


## EASY-LIFT® Cushion Lifting Chair

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

### AMERICAN STAIR-GLIDE CORP.

4001 East 138th Street, Dept. EE-022  
Grandview, Missouri 64030



highly prized for any gift-giving occasion

### "MY NAME" EMOSSER

converts envelopes and plain paper into expensive-looking raised-letter stationery. All steel lifetime construction—no maintenance. Highly prized for any gift-giving occasion including holidays, birthdays, etc. Limit 24 characters and spaces per each of 3 lines.

**\$13.95** plus \$2.00 post.-hdlg. 2 for \$27 plus \$3.50 post.-hdlg. 4 for \$53

If 4 line name and address is required, add \$2.98.

Desk Model: Add \$3.00 each embosser

For a variety of uses from same embosser, order extra copyholder including plates and dies—\$11 + \$2 shpg. Set of replacement dies (for new address)—\$9 + \$2 shpg. if you return your copyholder and plates with nuts.

Full-color catalog \$2

Washington residents: Add 5.3% sales tax

Oliver A. Kastel 3106KF N.E. 53rd Street  
Vancouver, Wash. 98663

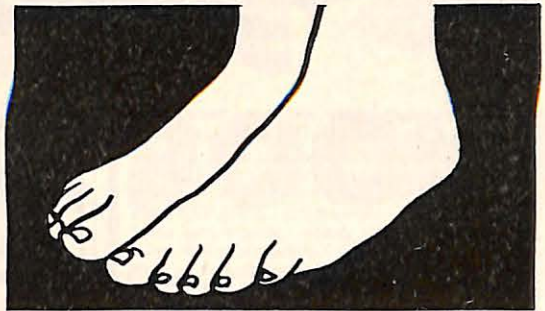
## HUNDREDS OF NEW WORKSHOP PLANS

Including Furniture, Toys & Much More!

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
SEND \$1.00 FOR CATALOG & VALUABLE DISCOUNT COUPONS  
**ROYAL PLANS** Dept. RPC1492, 137 Walsh Ave.,  
Box 4305, New Windsor, NY 12550  
SATISFACTION GUARANTEED

# End the Pain and Misery of Tired Aching Feet

No matter how long you've suffered — be it three months, or 30 years. No matter what your problems are—corns, calluses, pain in the balls of your feet, burning nerve endings, painful ankles, old injuries, back-aches, or just plain sore aching feet.



When you slip a pair of **Feathersprings®** into your shoes your pain will vanish almost instantly. You'll be able to stand, walk, dance, even run in miraculous total comfort!

### What are Feathersprings?

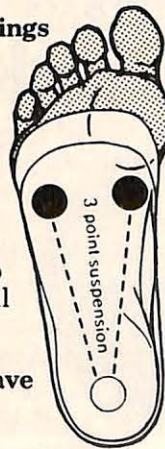
Well, they're a revolutionary foot support unlike anything you've ever seen before. Each pair is custom hand-formed and made for your feet alone.

### How do Feathersprings work?

Unlike conventional, mass-produced devices, they actually imitate the youthful, elastic support Nature intends your feet to have.

### What do Feathersprings look like?

They're all but invisible. Men and women can even wear them with open-backed sandals. And because you can change them from one pair of shoes to another, one pair is all you'll ever need.

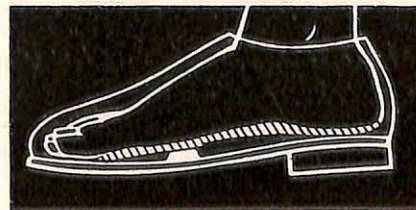


### How many people have Feathersprings actually helped?

As of today, over 2,250,000 people of all ages with all types of foot, leg and back problems, are enjoying blessed relief they never thought possible.

### How do I know Feathersprings will help me?

We are so certain that Featherspring Foot Supports will bring you relief



with every step you take, that if they don't work for you . . . we'll refund your money in full with no questions asked.

Don't needlessly suffer pain and discomfort for another day. If your feet are killing you, Feathersprings will bring you relief. Write us for more detailed information. There is no obligation. No salesman will call. Just fill out and mail this coupon. Remember, you have nothing to lose but your pain.

### What people have to say about Feathersprings . . .

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



Dr. C.O.C. Tucson, Arizona

"I was extremely skeptical when I placed my order, and was expecting to be disappointed. Much to my surprise, I found almost immediate relief from knee and leg pains and corns on my right foot which were a source of continuing pain and irritation have ceased to trouble me."



J.C.J. Meridian, Miss.

\*Posed by professional models.

© 1982 Featherspring International Corp.  
13100 Stone Avenue, North, Seattle, Washington 98133

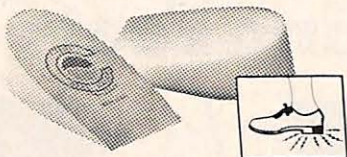
**FEATHERSPRING INTERNATIONAL CORPORATION**  
13100 Stone Avenue North, Dept. E022  
Seattle, Washington 98133

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

Print Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
When in Seattle visit the Featherspring Building.



## Do your heels ache?



Why suffer another day with sore heels (and even heel spur aches) when **Cushi-Heel Pillow** gives you quick relief while you walk or run? Developed by an athlete who suffered just as you do, and who couldn't find anything which helped. His U.S. patented (No. 3,984,926) pads are exactly the right shape, density and compression to cushion the weight your heels must bear. Mailmen, housewives, waitresses, sales people, nurses, bartenders, school teachers, people who *must* be on their feet all swear by them. Joggers, tennis, golf, basketball and racquetball players find they can now play in comfort, even with heel spur problems. **If not satisfied, return within 10 days for full refund.**

**Calderon Products Inc.**  
A-4, P.O. Box 5117, Akron, Ohio 44313

- Please send one pair of Cushi-Heel Pillows for only \$5.95 postage and handling included.
- Save! Two pairs of Cushi-Heel Pillows for only \$10.25 postage and handling included.

Immediate delivery!

Enclosed:  check  money order  cash  
 VISA  MasterCard (accepted)  
(Ohio residence add sales tax.)

Check size: Men's shoe size  6-7,  8-9  10-11,  12-13  
Women's shoe size  4-5,  6-7,  8-9

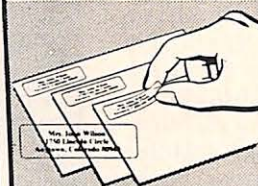
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_



with ANY name, address, zip code. Up to 4 lines.  
Order S717 Set of 1000 Economy Labels (boxed) . . \$1.00

**1000**  
RETURN  
ADDRESS  
LABELS \$1.00

1000 gummed economy name and address labels printed in black. Up to 4 lines.



Sharp black printing on self-stick see-through labels.  
Order P2031 Set of 250 Crystal-Clear Labels (boxed) \$1.98

**250**  
Crystal-Clear  
RETURN  
ADDRESS LABELS \$1.98

The color of your stationery shows through these transparent labels.



moistening. Sharp black printing up to 4 lines.  
Order P6030 Set of 250 White Gloss Labels (boxed) \$1.98

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

Glossy white self-stick labels cling to any smooth surface — no

**Walter Drake** 3292 Drake Bldg.  
Colorado Springs, CO 80940

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

\_\_\_ S717 1000 Labels @ \$1 each \$ \_\_\_\_\_  
\_\_\_ P2031 Crystal-Clear Labels @ \$1.98 ea \$ \_\_\_\_\_  
\_\_\_ P6030 White Gloss Labels @ \$1.98 ea \$ \_\_\_\_\_  
Add 20¢ per set for shipping & handling \$ \_\_\_\_\_  
SATISFACTION GUARANTEED Total \$ \_\_\_\_\_

## Elks Family Shopper consumer/news

forms of exercise and is especially suitable to walking and jogging, slow bicycling and brisk bicycling, and swimming.

When you shop at your local supermarket, you can learn a lot about the nutritional content of the foods you buy just by **reading the label**. A free pamphlet, *Consumer's Guide to Food Labels*, tells all about food labels and what to look for. To get your free copy, just send a postcard to the Consumer Information Center, Dept. 543J, Pueblo, CO 81009.

According to the U.S. Food and Drug Administration, every product label must have the name of the product, the net weight, and the name and place of business of the manufacturer, packer, or distributor.

And, on most food, the label must also list the ingredients starting with the main ingredient (according to weight) and followed in descending order by the other ingredients. So sugar, citrus, and food coloring listed in that order on a juice label means that sugar is the main ingredient, and citrus is the second ingredient.

The only foods not required to list all ingredients are what is known as "standardized" foods. FDA has set "standards of identity" for some foods that require them to contain certain ingredients. Under the law, the mandatory ingredients in standardized foods need not be listed on the label. Some examples of stan-  
*(Continued on page 50)*

Presenting...

# "Norman Rockwell" Collector's Plate

Faithful full color reproduction on gleaming white porcelain

Diameter measures a generous 6 1/2"



SPECIAL PRE-PUBLICATION PRICE, NOW ONLY

**\$9.95**

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

"The Artist's Daughter"

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, "The Artist's Daughter."

This extraordinary painting glows with color. It's as if Mr. Rockwell had succeeded in translating his love into colors... warm, rich tones of red, orange, brown and yellow.

"The Artist's Daughter" is portrayed doing what a child will do... imitating her parent. The subject is treated with great tenderness.

This work is a tribute to the love between parent and child. Your family will share in its beauty for generations to come.

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

Enjoy this exceptional value...order now!

Your satisfaction is guaranteed, or your money back.

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

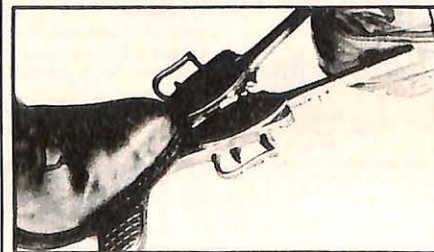
STERLING TREASURY, Dept. RA-5359  
Sterling Building, Carnerville, N.Y. 10923

Yes, I would like to own this "Norman Rockwell" Collector's Plate at this special pre-publication price.

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

Enclosed is \$ \_\_\_\_\_  
CHARGE IT:  Visa  MasterCard

Card # \_\_\_\_\_  
Expires \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_



## Solid Brass Boot Jack

**\$29.00** California Residents Add 6% Sales Tax

R.J. Friesen

P.O. Box 6687 Modesto, CA 95355





# WHAT IS A 'FAKE' MUSIC BOOK?

(For Starters, It Has Over 1000 Songs In It!)

IT'S THE ONE BOOK EVERY MUSICIAN,  
PROFESSIONAL OR AMATEUR, MUST OWN.  
IT'S WHAT PRO MUSICIANS CALL THE BIBLE.

Here are just some of the **1010** songs you get...

**I Write The Songs • Feelings • Alley Cat • Copacabana  
Deep Purple • Paper Roses • Tomorrow (from "Annie")  
Don't It Make My Brown Eyes Blue • Moonlight Serenade  
Just The Way You Are • We'll Sing In The Sunshine  
I Left My Heart In San Francisco • It's Impossible • Laura  
By The Time I Get To Phoenix • We've Only Just Begun  
Blue Moon • Roses Are Red My Love • Don't Blame Me  
City of New Orleans • El Paso • You Made Me Love You  
Peg O' My Heart • Killing Me Softly With His Song  
On A Clear Day • Who Can I Turn To • Bouquet Of Roses  
Oklahoma • Bye Bye Love • Ruby • Somewhere My Love  
Don't Be Cruel • Over The Rainbow • Unchained Melody  
The Shadow Of Your Smile • If Ever I Would Leave You  
Getting To Know You • My Blue Heaven • Toot Toot Tootsie  
Gimme A Little Kiss • Blue Suede Shoes • Gigi  
My Funny Valentine • Weekend in New England  
My Favorite Things • Nobody Does It Better • Ebb Tide**

It contains every kind of song for every kind of occasion. Hit songs of today such as **Don't It Make My Brown Eyes Blue**... great standards like **I'll See You In My Dreams**... show tunes like **Oklahoma!**... songs of the Roaring 20's such as **Five Foot Two!**... Irish songs, folk songs, Italian songs, Hawaiian songs, great classical themes, sacred songs, rock n' roll songs, Christmas songs, movie songs, latin songs, patriotic songs, waltzes, marches, you name it! *It is the one songbook meant to fill every request.*

**CHOCK FULL OF HITS** It has four pounds, almost 500 pages, of *solid music*... with all the lyrics, melodies, and chord names. It contains a complete alphabetical listing *plus* a cross-reference listing by song category for the immediate location of any song. It is handsomely spiral bound so that it lies perfectly flat on your music stand, and has a durable leatherette textured cover. It was built to last through years of use.

**A MUSICIAN'S DREAM COME TRUE** Until recently, such books, if you could find them, were sold "under the table." And musicians would pay a great amount. But now we can *legally* bring you what those same musicians are calling the *greatest* fake book of them all... **The Legit Professional Fake Book.**

**MONEY BACK GUARANTEE TOO!** If you do not agree that this book is everything we say it is and more... if you are not completely thrilled and delighted for any reason whatsoever, simply return it to us within 30 days, (it will take you a *full* 30 days just to get through it!), and we will send you a *complete* refund. When you think of all this music, 1010 great songs, *at less than 3¢* a song, songs which sell for up to \$2.00 each in stores, you realize what a great bargain this book is for just \$25. It is a book which you will use and cherish over and over again in years to come, whether it's party time, or Christmas time, or just by yourself time at the piano.

**A GREAT GIFT IDEA!** If you are not a musician yourself, don't you know someone who would really love to have this book? It is truly a gift for all seasons.

**FREE! Mystery Gift**  
if you order within 30 days

**SONGBOOKS UNLIMITED** • Dept. FM-02-22  
352 Evelyn St., Paramus, NJ 07652

Please rush me my **Legit Professional Fake Book** with **1010** songs. If I am not completely delighted, I will return the book within one month for a complete cash refund (except postage and handling). (N.J. residents add sales tax.)

()  I enclose check or money order for \$25.00 plus \$2.50 check delivery charges, payable to Songbooks Unlimited.  
one  Please charge my credit card.

**MONEY  
BACK  
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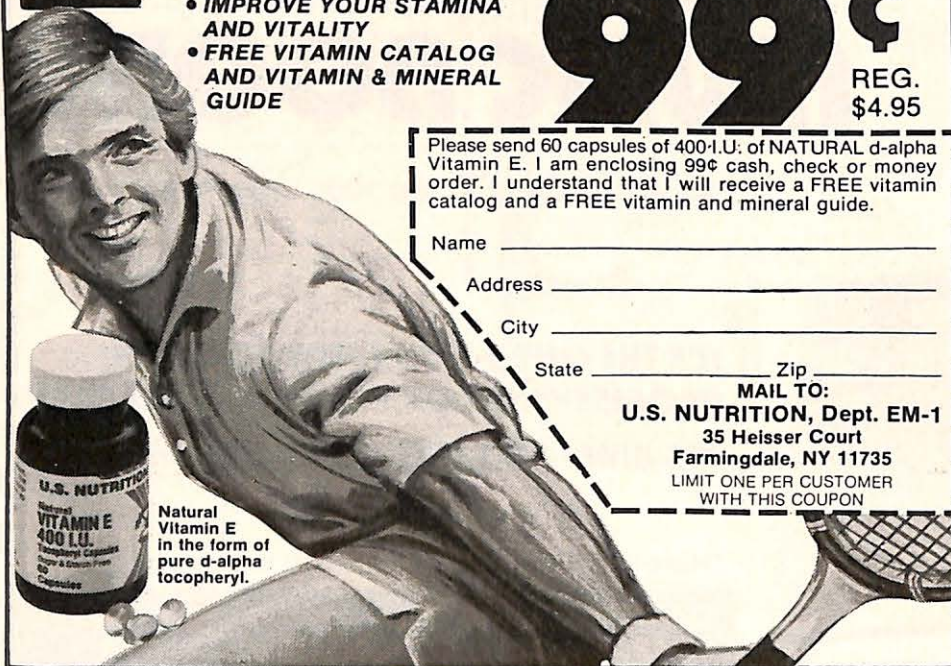
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## Elks Family Shopper consumer/news

Standardized foods are catsup and mayonnaise.

Any food that makes a nutritional claim, like "high in vitamin C" or "high in protein," must also have the nutritional content on the label. This will tell you how many calories the food has per serving, the number of servings per container, the amount in grams of protein, carbohydrate, and fat per serving, as well as the percentage of the U.S. Recommended Daily Allowance (U.S. RDA). U.S. RDA's are the approximate amounts of protein, vitamins, and minerals an adult needs each day to keep healthy. For example, a label on cereal might say it contains 35 percent of the RDA for vitamin C and 25 percent for iron.

What does "imitation" mean? Under the FDA regulation, whenever a product is not as nutritious as the product it resembles, it must be called "imitation" on the label—like "imitation margarine."

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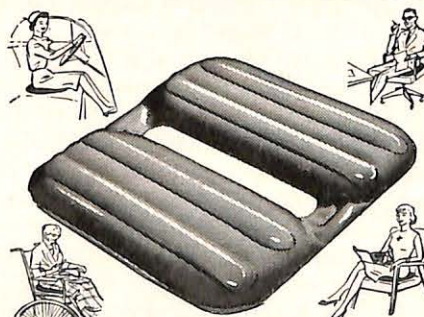
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# Small Connecticut Firm's New Golf Ball Flies Too Far; Banned from Pro Tour

## GOLFERS LOVE IT

"No more par 5's?"

NORWALK, CT—All golf balls are not created equal. At least not any more. A small Connecticut company has introduced a controversial new ball it guarantees will out-distance all legal balls, including Hogan, Top Flight, Maxfli and Titleist. Independent tests show the ball not only beats 14 of the best balls on the market, it exceeds the top yardage limit set by the Official Rules of Golf.

The Rules of Golf are quite strict on how far a golf ball can go. If a ball exceeds a certain distance off a pre-set swing force it is barred from tournament play. Without this restriction high-powered super balls like this one could soon outmode many golf courses. Par fives could disappear and even an average player could blast 300 yard drives. So far major manufacturers have made sure their golf balls don't fly too far.

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

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

And while golf prides itself on being a gentlemen's game, it seems that more than 200,000 gentlemen—and ladies—are carrying these innocent-looking buzz bombs in their bags. Some say if the Rules ever allowed the engi-

neering in this ball, pros might start shooting in the 50's.

What's special about the illegal ball? John McGuire, a spokesman for the company told me this: "We've doctored up the ball's aerodynamics so that it has less drag than conventional balls. You can tell the difference with your first drive. What's more, our advanced construction makes the ball bite and sit more firmly on approach shots and putt with a steadier roll. The cover is virtually cut-proof." McGuire believes that more money is changing hands with this little white bandit than all the tournament purses put together.

So far most pro shops don't dare carry it, but if you want to "test drive" the world's longest ball, the company will send you one FREE. Just order a dozen or more balls and they will send you an extra. They ask you to use the free ball for a few holes. Independent tests against the 14 best legal balls on the market show "THE HOT ONE™" could add as much as 22 yards to your tee shots. If it doesn't, you can return your remaining order for a prompt refund. The free ball is yours to keep in any case—for fun or profit.

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

A dozen hot balls cost \$19.95 (plus \$1.75 postage and handling). Two or more dozen cost just \$18.00 each with no shipping costs and six dozen are only \$99.00, no shipping. (CT and N.Y. residents add applicable sales tax). The address is: National Golf Center, (Dept.

H-111 ) 18 Lois Street, Norwalk, CT 06851. You can send a check or charge it, but be sure to give them your card's account number and expiration date. All orders are shipped UPS for quick delivery, so please do not use P.O. Boxes.

Bost Enterprises, Inc. 1981

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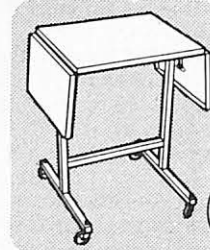


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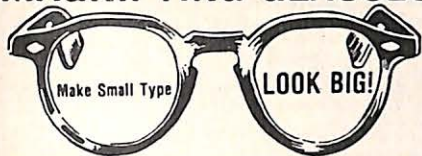
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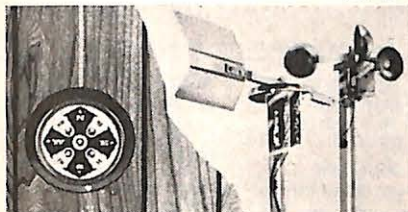


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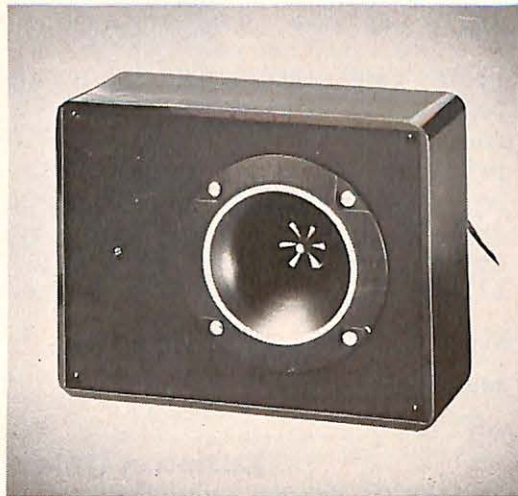
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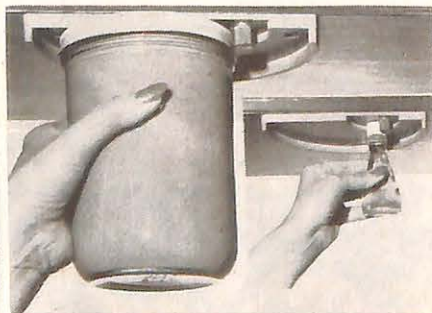
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COLOR	032	How Many Pairs	What Waist	What Inseam
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Cream	M			
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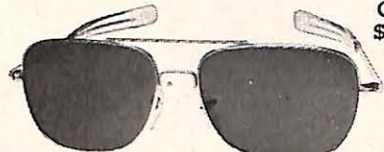
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# NEWS OF THE LODGES

(Continued from page 19)



**SHREVEPORT, LA.** Hap House, a facility which employs handicapped persons in the Shreveport-Bossier City area, was honored by a "Salute to the Handicapped" variety show and country and western dance, held at Shreveport Lodge. Musicians, magicians, barbershop quartets and a high-step dance line entertained a crowd of more than 200. Door prizes, refreshments and gifts for everyone were also included in the evening's festivities.

Even those guests confined to wheelchairs enjoyed country and western dancing with lodge members and their ladies, as can be seen in the accompanying photograph. Plans are already under way to repeat the highly successful show for another group in the spring.



**CLEVELAND, OH.** Ohio Elks Day IV at Cleveland Stadium was the most successful ever, with 2,204 Elks from 35 lodges on hand to watch the Browns defeat the Atlanta Falcons 28-17. In photo are Chm. Frank Bill of Parma, OH, Lodge and Cleveland Browns defensive end Marshall Harris.



**TOLEDO, OH.** An Eagle Scout Banquet was held at Toledo, OH, Lodge recently. Standing behind the honored scouts were (from left) Elks Representative Ed Boland, Scoutmaster Paul Jacobs, and ER Greg Obarski.



**LINTON, IN,** Lodge, hosted a testimonial dinner honoring PER Robert Gillan, who is now president of the Indiana Elks Association. Among the dignitaries present were (from left) GL Committeeman Herbert Brautzsch, Past GL Committeeman Stanley Mascoe, SDGER William Collisson, SP Gillan, PGER Glenn Miller, and Past GL Committeeman H.E. "Buck" Stalcup.





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



**FREE  
UP TO  
900  
PLUGS!**

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

# Zoysia Lawn Wasn't Mowed Or Watered For A Month! Not A Weed In Sight!

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

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

## ZOYSIA LAWNS STAY GREEN THROUGH HEAT AND DROUGHTS

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

**CUT YOUR WATER BILLS. SAVE THE WORK OF LAWN SPRINKLING. START A FAMOUS ZOYSIA GRASS LAWN NOW.**

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

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

### Has Cut Mowing To Once A Month

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

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

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

**Ends Washouts on Steep Slopes Perfect Where Other Grasses Do Poorly**

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

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

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

**NO NEED TO DIG UP YOUR LAWN  
PLUG IN *Famous*® Z-52 ZOYSIA**



**From Coast to Coast  
People Write to  
Mike Senkiw**

**From Hudson, N.Y., E. La-Roche** writes how he planted plugs "in the worst possible

place—clay with weeds and gravel . . . It formed a 4" thick carpet of grass. Not children, dogs, cats, rabbits, extremely hot sun or drought could kill it."

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

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

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

### Poor Soil? No Problem!

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

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

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

### Prices and Bargains

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

### Order guaranteed *Famous*®

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

Orders not accepted from Wash. or Ore. States.

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

### "Same Day Fresh"

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

### Lakeland's Total Guarantee

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



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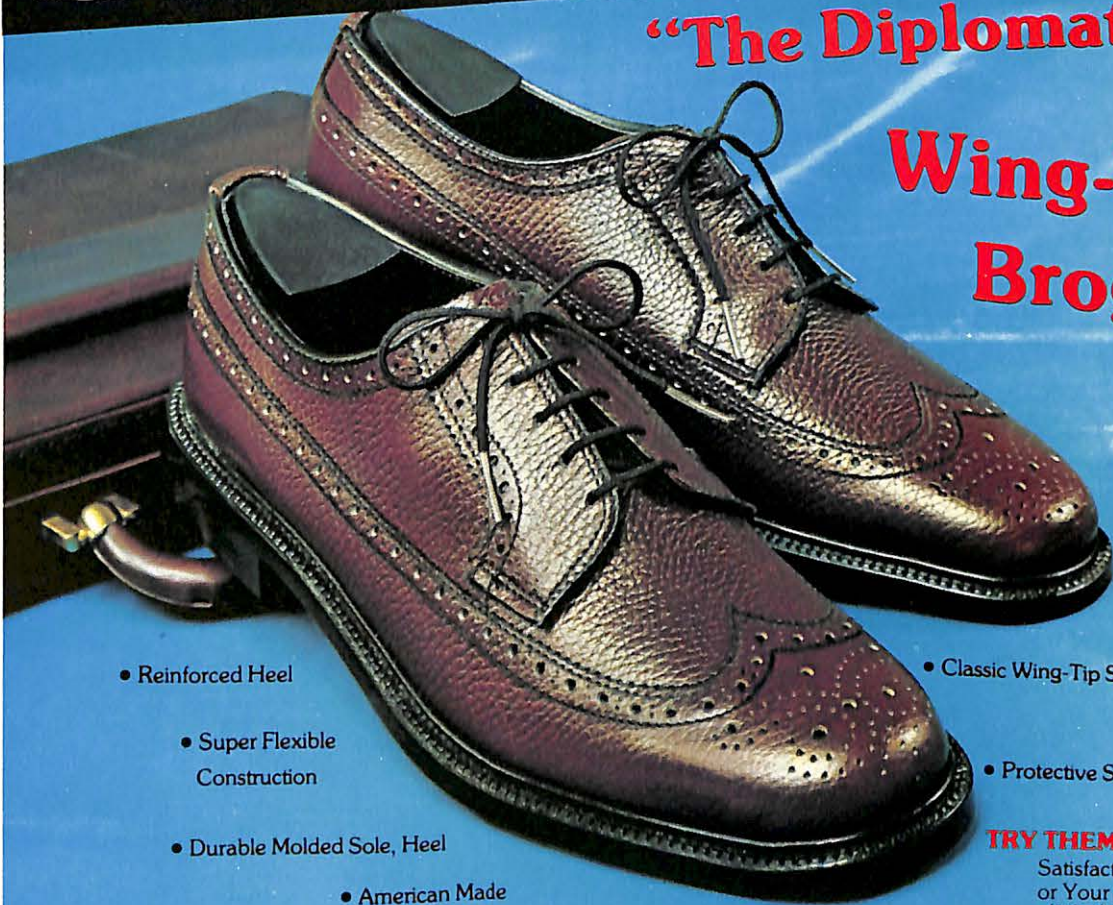
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