

the  
**Elks**  
magazine

December 1982/January 1983



# DRUNK DRIVING:



**HOW  
BAD  
IS IT?**

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

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

## The World's Most Comfortable Shoe!

# CosmoPedic™

Not \$50

Not \$25

Here Only

# \$14.88

## SMOOTH OR SUEDED Genuine Leather

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



Tan Smooth Leather

### for Men and Women

#### MEN'S SIZES

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

#### WOMEN'S SIZES

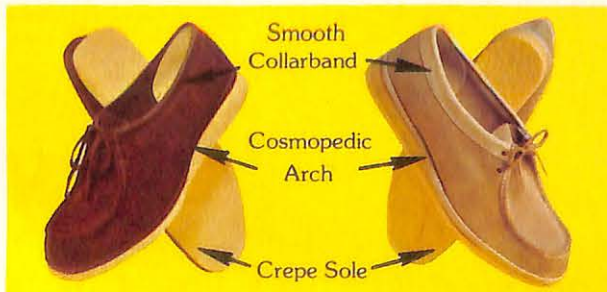
5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10; ALSO 11  
WIDTHS: B, C, D, E, EE, EEE

#### FAMOUS 14 DAY COSMOPEDIC GUARANTEE

If these CosmoPedic shoes are not the most comfortable, the finest quality pair of shoes you've ever owned, simply return them within 14 days for a full refund of purchase price (except postage & handling), no questions asked. Now that's a guarantee in writing.

Brown Sueded Leather

Sand Sueded Leather



**FREE GIFT**  
Up To A \$10 Value!

**ORDER WITHIN THE NEXT 10 DAYS AND RECEIVE A FREE GIFT!**

OLD VILLAGE SHOP, Hanover, PA 17331

SATISFACTION GUARANTEED! MAIL TODAY!

OLD VILLAGE SHOP, Dept. VM3891, 340 Poplar St., Hanover, PA 17331

Yes, I'll try the world's most comfortable shoes, also enclose my Free Gift with my order (M545111X)

**MEN'S SHOE** \_\_\_\_\_ prs. Men's Tan Leather (M242578B) Size \_\_\_\_\_ Width \_\_\_\_\_  
 \_\_\_\_\_ prs. Men's Black Leather (M236802B) Size \_\_\_\_\_ Width \_\_\_\_\_  
 \_\_\_\_\_ prs. Men's Brown Sueded (M242586B) Size \_\_\_\_\_ Width \_\_\_\_\_  
 \_\_\_\_\_ prs. Men's Sand Sueded Leather (M233361B) Size \_\_\_\_\_ Width \_\_\_\_\_

**WOMEN'S SHOE** \_\_\_\_\_ prs. Women's Tan Leather (M203562B) Size \_\_\_\_\_ Width \_\_\_\_\_  
 \_\_\_\_\_ prs. Women's Black Leather (M203687B) Size \_\_\_\_\_ Width \_\_\_\_\_  
 \_\_\_\_\_ prs. Women's White Leather (M223693B) Size \_\_\_\_\_ Width \_\_\_\_\_  
 \_\_\_\_\_ prs. Women's Brown Sueded (M223784B) Size \_\_\_\_\_ Width \_\_\_\_\_

for just \$14.88 pr., plus \$2.90 per pr. postage and handling.  
**SAVE MORE!** Order TWO pair for just \$28.99 plus \$5.00 postage and handling.

**CHARGE**  American Express  Carte Blanche  MasterCard  
 VISA  Diners' Club

Enclosed is \$ \_\_\_\_\_ Acc't # \_\_\_\_\_ Date Exp. \_\_\_\_\_

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

ADDRESS \_\_\_\_\_

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

Check here and send 50¢ for a year's subscription to our full-color catalog of fine gifts (M289892X). Our policy is to process all orders promptly. Credit card orders are processed upon credit approval. Delays notified promptly. Shipment guaranteed within 60 days.

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ANTHONY RICHARDS Dept. 5-PE  
6836 Engle Road; P.O. Box 94510  
Cleveland, Ohio 44101

688

Print Dress Only \$13.88	QTY.	COLOR & NUMBER	SIZE	PRICE
				\$

Ohio residents only, please add sales tax

ADD \$2.00 FOR SIZES 20, 22 & HALF SIZES Add postage & handling \$ 1.75

CHARGE TO MY  MASTERCARD  VISA Total amount enclosed \$

Acct. No. \_\_\_\_\_ Exp. Date /

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

ADDRESS \_\_\_\_\_

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

SIGNATURE  ZIP \_\_\_\_\_

MONEY BACK GUARANTEE (Your present zip code) 5-061-3A



# Sophisticated LADY

Just \$13.88

Now get all the fine designer details that add up to that trend-setting, high-fashion look...for a fraction of what you'd expect to pay. This beautiful floral print combines muted tones of lilacs, blues and greens—pure femininity from its soft, billowy sleeves to the rich folds of silky-smooth fabric that fall gracefully to the hem. The shirred, elastized neckline can be worn on or off the shoulders. Wear it comfortably free-flowing or tie it at the waist with the matching sash belt. Made of smooth, non-crushable polyester interlock knit—machine washable for easy care. When ordering specify: Print (90) or solid colors: Plum (61), Emerald Green (44) or Teal Blue (11). Regular Sizes: 8-22, Half Sizes: 14 1/2-24 1/2.

Available also in Solid Colors

© Anthony Richards, 1982

## Wrap yourself in Satin Splendor for only \$14.95



Matching Satin Slippers—just \$4.95

For those quiet, very personal moments... alone or with that "special someone"...you'll feel soft, caressable and very alluring in Anthony Richard's New Fashion Robe. It's designed for elegance and easy care in washable Arnel/Nylon Satin with trapunto trimming—an incredible fabric that stays smooth, supple and wrinkle-free without pampering. This exquisite robe was created for the discriminating woman who demands quality, style and value... and is smart enough to find them all for an amazing \$14.95. Available in Burgundy (37), and Royal Blue (88). Sizes: S-M-L-XL.



Matching Satin Slippers  
Burgundy (37) or  
Royal Blue (88)  
Sizes: S(5 1/2-6 1/2),  
M(7-8), L(8 1/2-9),  
XL(9 1/2-10)

© Anthony Richards, 1982

ANTHONY RICHARDS Dept. 5-SR/S  
6836 Engle Road; P.O. Box 94510, Cleveland, Ohio 44101 689/641

STYLE	QTY.	COLOR	SIZE	PRICE
689—Satin Robe Only \$14.95				\$
641—Matching Slippers Only \$4.95				

Please add \$2.00 each for Extra Large  
Ohio residents only, please add sales tax

ADD POSTAGE & HANDLING \$ 1.75  
Total amount enclosed \$

CHARGE TO MY  MASTERCARD  VISA

Acct. No. \_\_\_\_\_ Exp. Date /

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

ADDRESS \_\_\_\_\_

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

SIGNATURE  ZIP \_\_\_\_\_

MONEY BACK GUARANTEE (Your present zip code) 5-061-3A

## A Message From The Grand Exalted Ruler



# The Helping Hand of Elkdom

We are just finishing the most joyous and happy times of the year. November with Thanksgiving and our families together recounting our many blessings; December with the time of the year when Christians celebrate the birth of Christ and those of the Jewish faith observe Hanukkah.

We all have so much to be thankful for, and our own good fortune and the opportunity to help others is one of our virtues. The helping hand of Elkdom has been generously extended to aid those less fortunate. Our programs and assistance to veterans is a pride to us all. Our distribution of food baskets to those in need makes Christmas a time for them to be thankful instead of it being just another day. Our parties for senior citizens as well as for children. All of these programs have given every Elk a source of pride and something that we can be thankful for—our ability and willingness to help others, while showing all that “Elks Care.”

Gerry and I have traveled across this great United States from California to Maine and from Alaska to Puerto Rico. We are constantly impressed with the projects being carried out by our state associations in promoting our Grand Lodge Programs. This indicates to us and to all that our programs are not seasonal but promoted the year around to benefit others, regardless of race, creed, sex or political beliefs, and emphasizes our charitable acts and willingness to help others, showing again that “Elks Care.”

All the Lewis family joins me in extending our warmest wishes for a joyous Merry Christmas and Happy Hanukkah, and the very best to each of you in the coming New Year.



*Marvin Lewis*

Marvin M. Lewis

# World's Greatest Perfumes

Our Versions of...  
**Joy, Chanel No. 5, Opium,  
Shalimar, Bal a Versailles**

All Essences  
In Our Perfumes  
Direct From  
**FRANCE**

Only  
**\$275**



## Deluxe Collection (10 Different Perfumes)

Our Versions of  
Joy, Oscar de la Renta,  
Bal a Versailles, Chloe,  
Shalimar, Norell,  
L'Air du Temps, Chanel No. 5,  
Opium, and Halston.

Here's a really sensational offer guaranteed to delight every perfume lover. We will rush you our versions of the captivating aromas that are a joy to fragrance lovers everywhere...at a price you wouldn't believe.

The aromas of Joy, Oscar de la Renta, Bal a Versailles, Chloe, Shalimar, Norell, L'Air du Temps, Chanel No. 5, Opium, and Halston have been so expertly captured by our French perfumers and American blenders, we challenge you to tell the difference.

Go ahead! Indulge yourself in sheer scented, sensual abandon. Each perfume comes in a color capped vial (.02 fl. oz.) with a special applicator to preserve its delicate essence. If not completely thrilled, we'll refund your money, no questions asked.

**Perfumes International, Inc., Dept. A-86**  
768 Carver Ave., Westwood, NJ 07675

Please RUSH my collection of perfumes as described. I must be thrilled in every way or I'll return my collection within 14 days for a full refund. I am enclosing:

- \$2.75 plus 50c postage & handling for five perfumes (.02 fl. oz. per vial).  
 **Best Buy!** \$5.50 for Deluxe Collection (Ten different perfumes!).  
We pay the postage.

Print Name \_\_\_\_\_

Address \_\_\_\_\_

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

NJ residents only, please add 5% sales tax.

## 8 Drunk Driving: How Bad Is It?

Drunk drivers kill more people than murderers, yet rarely are they sent to prison or receive stiff punishment.

Phyllis Zauner

## 22 The Old-Time Barbershop

Over the centuries, the barbershop has been a sort of informal social club where men could meet and converse.

Stewart Marsh

## 36 Rumors for Rent

The circulation of rumors is often inspired by the wish to see the high and mighty cut down to size.

William E. Miles

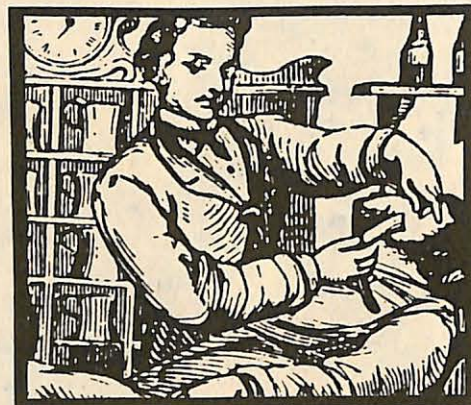
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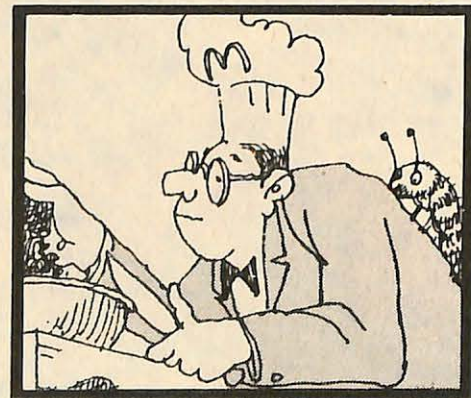
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Photo by Alpha Photo Associates, Inc.



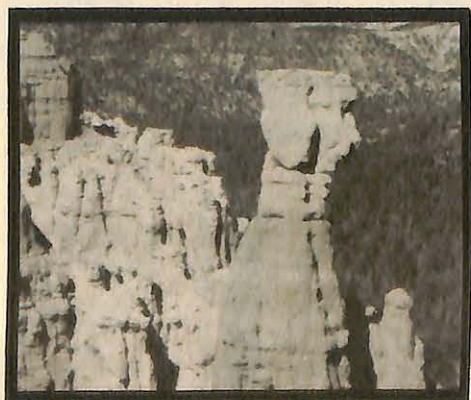
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### Moving?

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

**Final SALE!** **FIRST TIME AT THIS LOW PRICE!** **\$18<sup>88</sup>**  
 Due to the soaring cost of GENUINE COPPER CLAD Cookware, we cannot hold this price much longer. Order now!

**\$16 Below Our Own Nationally Advertised Price!**

**SAVE \$83.37**

Same durable materials found in expensive competitive brands



**Huge 10-Piece Copper Clad Stainless Steel Cookware Set**

Thousands of these Superb Sets sold at ~~\$34.95~~ **Only \$18.88 Complete**

You can now enjoy the timeless beauty and practical benefits of genuine copper clad stainless steel cookery at an affordable price. Your kitchen won't be complete without these elegant and efficient help mates. Turns cooking chores into a joyful pleasure. You'll relish the art of gourmet food preparation... adds a special touch to everyday meals.

**COPPER: THE SUPER HEAT CONDUCTOR**

That's right! Genuine copper clad bottoms provide improved heat dispersion (reduces hot spotting). Heavy-gauge stainless steel bodies... can't rust, pit or corrode. Attractive mirror-finish exteriors enhance any kitchen decor. 'Jeweled' satin-finish interiors are easy-to-clean... resist sticking and scratching. Space age heat-resistant handles and knobs... made tough for years of wear. Superb craftsmanship. Why spend five times the money when you can own this handsome 10-piece set of first-quality Copper Clad Stainless Cookware.

Hurry! Order NOW and beat the rush. All orders shipped on a first-come-first-served basis... Only \$18.88... DON'T DELAY... this incredible low price can't last!

**DYNAMIC PRICE COMPARISON!!**

COPPER CLAD SET		COMPARABLE VALUE
½ qt. Sauce Pan with cover		\$ 9.50
1 qt. Sauce Pan with cover		13.50
2 qt. Sauce Pan with cover	COMBINED PRICE!	18.00
5½ qt. Dutch Oven with cover		27.75
8" Skillet		14.00
10¼" Skillet*		19.50
	<b>\$18.88</b>	<b>\$102.25</b>
		(plus sales tax)

\*cover interchangeable with Dutch Oven

**YOUR GUARANTEE**

You must be completely delighted with your Copper Clad Stainless Steel Cookware Set. You must agree it offers you the same high quality materials and superior craftsmanship of competitive brands. If not, simply return the set within 14 days for a full refund of purchase price (except postage and handling)—no questions asked! Now, that's a guarantee.

**RUSH ORDER COUPON**

**OLD VILLAGE SHOP, Dept. VZ-8241  
 340 Poplar St., Hanover, Pa. 17331**

Please rush \_\_\_\_\_ set(s) of 10-Piece Copper Clad Stainless Steel Cookware (Z618371) for the incredibly low price of only \$18.88 plus \$4.95 heavyweight shipping and handling on Full MONEY BACK GUARANTEE. And please enclose Free Gift with my order (Z545111X)

GIFTS! SAVE MORE: Order TWO sets for just \$37.00 plus \$8.00 heavyweight shipping and handling. Money back guarantee!

**CHARGE IT:**  VISA/BankAmericard  Carte Blanche  
 Diner's Club  American Express  
 Master Charge Interbank No. \_\_\_\_\_

Acc't No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Enclosed is \$ \_\_\_\_\_ (PA residents add sales tax)

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

Check here and send 50¢ for a year's subscription to our full-color catalog of fine gifts (Z389965X). Our policy is to process all orders promptly. Credit card orders are processed upon credit approval. Delays notified promptly. Shipment guaranteed within 60 days.

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OLD VILLAGE SHOP, Hanover, PA 17331



**FREE GIFT**

Up To A \$10 Value!

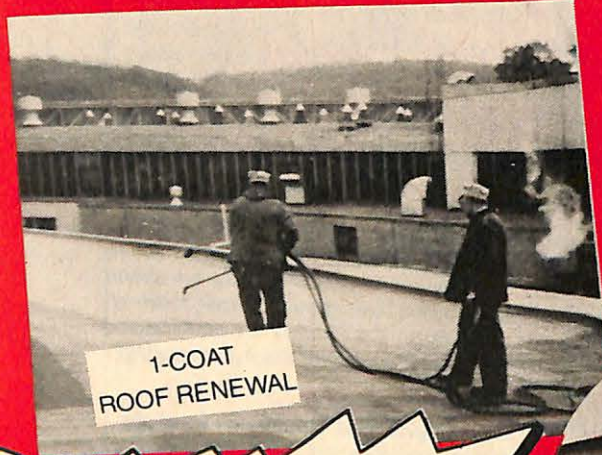
**ORDER WITHIN THE NEXT 10 DAYS AND RECEIVE A FREE GIFT!**

# YOU'RE IN THE BIG MONEY

## with Seamless Spray

# BIG-TIME SALES!

**MAKE  
\$1,000  
\$1,500  
OR MORE  
ON JUST  
1 ORDER!**



**1-COAT  
ROOF RENEWAL**



**LIQUID  
METALLIC  
SIDING**



**SILVERLEAF  
COATS THE  
BUILDING**



**BLACKTOP  
SEALER**

**WE SUPPLY THE  
FREE EQUIPMENT.  
CUSTOMER'S MEN  
DO THE WORK!**

**LIVE  
SELLING  
MAKES THE  
SALES!**

### PROSPECTS IN EVERY COMMUNITY!

They're all around you . . . schools, motels, factories, shopping centers, apartment buildings, hospitals, warehouses, garages, airports . . . any commercial building or institution with an old roof that needs repairs . . . or dull, worn exteriors that need a new, waterproof, insulating finish . . . drive-ways and parking lots with cracks and holes . . . you have a ready-made prospect! And that prospect can quickly become a big-sale customer when he sees how much money he can save — and how fast Seamless Spray gets the job done, using his own men and the professional equipment we loan to him free. Each big-sale customer means a scale commission for you . . . \$1,000, \$1,500 or much more! Not only that — once your customer has his first experience with Pace Seamless Spray, he's a better-than-average prospect for more Pace products — and that means more sales, more commissions and a fast-growing Pace income for you!



### 1-COAT MAINTENANCE PRODUCTS SAVE CUSTOMERS **THOUSANDS!**

Never has there been a hotter, more receptive market for Pace Seamless Spray and maintenance products than right now. The reason? INFLATION! Yes, with Pace Seamless Spray, a roof can be repaired, waterproofed and insulated against hot and cold weather at about one-tenth the cost of having a roofer do the work. One school actually got a bid from a roofing contractor, then found that doing the job themselves with Pace Seamless Spray, using the equipment we furnish free, they were able to save \$28,400 on their roof renewal. And get it done faster. That was a big school — and a big order. Our Pace salesman came away with several thousand dollars in commissions.

The same kind of savings with Pace 1-coat products makes quick sales for Liquid Metallic Siding, too. Just one fast, sprayed coat waterproofs, caulks and completely insulates building exteriors. It's another big leader in creating new Pace sales records, giving one-sale commissions another boost! When you can show prospects that Pace Seamless Spray roofing and siding renewals, and Pace PARK-KING Blacktop Sealers are used by such industrial giants as General Motors, United States Steel, DuPont, Holiday Inns, by National Aeronautics and Space Administration, by schools and colleges across the country, by Denmark's largest railroad and Hawaii's largest shopping center . . . they know you're talking quality of performance. And they can see for themselves you're talking savings! And that kind of Pace talking is what pays off for you — FAST!

**THE 3  
MINUTE  
PROOF!**



#### PACE "LIVE SELLING" IS YOUR CLINCHER!

Yes, your customer sells himself with your on - the - spot demonstration. Hand him a piece of roof felt, let him burn a corner or poke holes in it. Then show how 1 coat of Seamless Spray makes it new - looking again, waterproof and weather resistant. It all takes just 3 minutes!



**FREE!**

**SEE NEXT PAGE!! MAIL  
COUPON NOW FOR ALL THE  
EXCITING BIG-INCOME FACTS!**






# PART-TIMERS CASH IN BIG on single orders!



**DICK ROGERS**  
President, Pace Products, Inc.

**\$2,777.40 for Ike Carter**



One Seamless Spray job for a nationally known Motel Chain earned Ike Carter a nice Pace check for \$2,777.40.

**\$2,458.40 on 1st Sale!**



Ray Wells' first Seamless Spray order for an airport started his Pace career with a fine \$2,458.40!

**1 Seamless Spray sale paid \$1,666.21!**




John Napier scored well with a Pace check for \$1,666.21 on a job for a shopping center.

**\$925.10 for 1 order**



Homer Dougherty started his second career with a \$925.10 check for his Seamless Spray sale to a college.

**\$589.92 for Charles Smith**



83-year old Charles Smith netted \$589.92 on his first Seamless Spray sale to a School Board.

## “There’s no reason why even a part-timer with Pace shouldn’t make \$1,000 a week, week after week!”

If you were here in our offices every Thursday when the Pace Paychecks go out, you'd see that \$1,000 a week is no idle promise for Pace part-timers. You'd see some smaller checks, it's true. And you'd see the big, exciting whoppers that make our PACEMAKER NEWS headlines. Like the \$4,315.55 check for Walt Cameron on his first Seamless Spray order! And Al Shultes' \$1,285.62 check for one sale to a Shopping Center! You'd also know why so many part-timers decide to go full-time with Pace.

The reasons are simple enough. You're selling BIG with Pace. You're selling quality, convenience and big savings. And the Pace selling program, especially designed for men who've had no experience in the maintenance field, gives you step-by-step procedures in making the call and closing the sale. We furnish you with every possible sales tool, plus our field-tested "Live Selling" technique that's bound to make you a winner!

### GIVE PACE THE 8-HOURS-A-WEEK TEST

That's how little it takes to put you in the \$1,000 a-week-or-more earnings! Just 8 hours a week. Use our sales kit, follow our selling procedure. See how fast you'll come up with the order that gives you your first \$1,000 or more paycheck! You'll wonder why you ever spent your time selling the little stuff that made you only peanuts!

Let me send you the facts about Pace. I'll show you in black and white how easily and quickly you can be in the big-time with Pace, closing big ticket sales that make your time worth more to you than ever before in your life. Just mail the coupon. You'll hear from me by return mail. And then you can see for yourself the whole new exciting, rewarding, profitable world that's waiting here for you with Pace. The sooner, the better!

**Made \$2,744.00 on 1 Order!**



Jim Gill started his PACE career with a bang. On just one order, Jim drew a Pace check for \$2,744.00. He says he never knew there was a business where money could be made this quickly with no previous experience.



**WEEKLY SALES REPORTS LIST HUNDREDS OF MEN MAKING BIG WEEKLY SALES WITH PACE!**

# ALL FACTS FREE BY MAIL. NO OBLIGATION. NO SALESMAN WILL CALL. MAIL THIS COUPON TODAY!

### I'M INTERESTED...

Dick Rogers, President  
Pace Products, Inc. Dept. EL-183  
81st and Indiana, Kansas City, Mo. 64132



SHOW ME how I can make \$1,000 a week with Pace. Mail all the facts free, without obligation. No salesman is to call.

Name \_\_\_\_\_

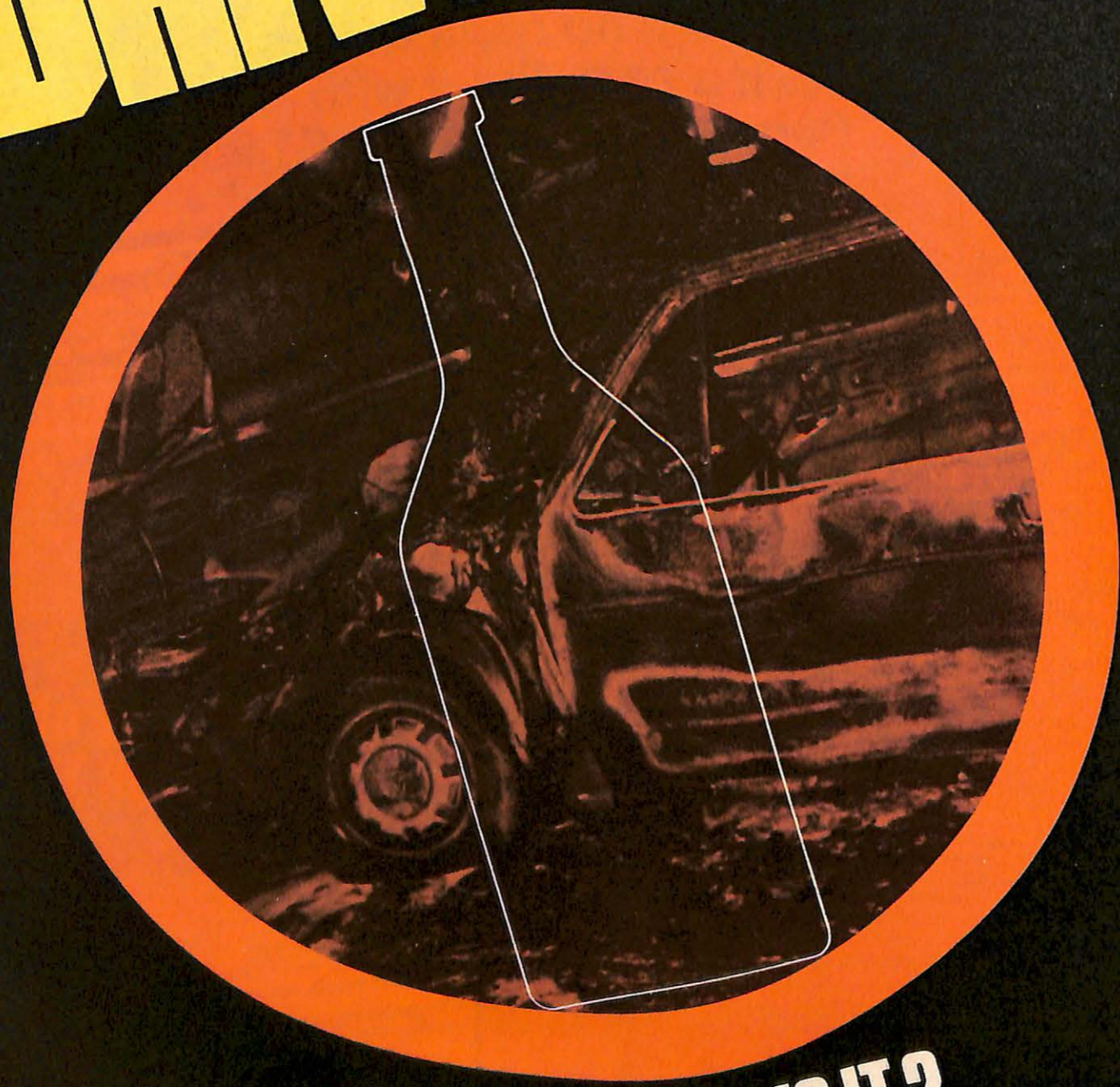
Address \_\_\_\_\_

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



Dept. EL-183 81st and Indiana  
Kansas City, Mo. 64132

# DRUNK DRIVING:



## HOW BAD IS IT?

by Phyllis Zauner

- At Stanford University three fraternity brothers spent the evening drinking beer, then got into a sports car and zoomed back to campus, doing 50 mph in a 25 mph zone. The car slammed into an oak tree. The driver (later determined to have a .18 blood alcohol level) suffered two broken arms in the crash. His two best friends, both top Stanford athletes, lay dead in the car with him. He was charged with gross vehicular manslaughter, and the jury found him guilty—but the charge had been reduced to a simple misdemeanor.

- Dusk was deepening one August evening when the Ryan family decided to drive to the movies. A block from home their car was struck with a hellish roar of clashing metal that hurtled it 40 feet. The driver of the car that slammed into them was an unemployed 22-year-old who had spent the day drinking. He was on probation for two other drunk driving arrests. When it was all over, only one of the four Ryans was still alive. Emotionally, she will never be the same.

- In May, 1980, 13-year-old Cari Lightner was walking to church in a bicycle lane when a car suddenly careened into her, knocking her 120 feet into the air. The driver didn't stop, but he was later arrested. It was his fifth such arrest; at the time he was out on bail for another hit-and-run accident two days previous. For killing Cari, he never went to prison. He spent five months in a work camp, four months at a halfway house, and was released, eligible to have his driver's license renewed.

Such stories are frighteningly common. The statistics are shocking. Drunk drivers kill more people in the United States than murderers. They injure more people, and injure them more seriously, than those who commit assault with a deadly weapon. They do more property damage than the forgers and burglars and robbers combined.

Yet a drunk driver is rarely sent to prison, and the possibility of stiff punishment is remote, even for those who kill. Judges and juries have been lenient with first offenders; their licenses are seldom suspended. And even those charged with a second or third—or worse—offense may succeed in having the courts strike their prior convictions so that they won't lose their driver's license. Some call it the only socially accepted form of homicide.

"If my daughter had been murdered or raped, nobody would sympathize with the

criminal," laments the mother of Cari Lightner, "but she was killed by a drunk driver, so nobody takes it seriously."

Predictions made by the National Highway Traffic Safety Administration are enough to scare the pants off any thinking person. One out of every two Americans, they claim, will be involved in an alcohol-related auto crash in his or her lifetime.

Another frightening fact: The leading cause of death for Americans under 35 is now motor vehicle accidents. And more than half those accidents are alcohol-related.

Yet death may not be the worst of it. More than a million Americans will be maimed or crippled this year. That's 2,160 persons every day.

If those numbers are hard to grasp, consider this: If you are out driving on a Friday or Saturday night between the hours of 8:00 p.m. and 4:00 a.m., one out of every ten cars around you will be driven by a person too fuzzy to control it. Only one in 2,000 of those drivers will be arrested. And of those, virtually none will spend a day in prison.

All this presents a very gloomy picture, and the solution has not yet been found

for a social problem that is killing and seriously injuring a million-and-a-half Americans each year.

However, there are some things that you can do to help keep yourself, your family and your friends from being victims of this deadly combination of gasoline and booze.

First is to face it that drunk driving is your problem.

You may be a responsible drinker; perhaps you don't drink at all. But your chances of being the victim of someone else's recklessness remain the same.

There are precautions you can take to improve your percentages. Whenever you're on the road, especially late at night and even more so on weekends and holidays, be cautious. Be alert. Be a defensive driver. Learn to recognize the symptoms of a drunk driver and give his car a wide berth. Be wary of any driver who is behaving strangely—driving too slowly for conditions, or erratically, or weaving, or driving with the windows down in cold weather.

No one is advocating teetotaling. It's not realistic to expect people not to drink. But mature people should know that if

### HOW MANY DRINKS DOES IT TAKE?

You may be surprised at how few drinks it takes to weaken your driving ability and judgment. Most people reach a BAL of .10 after only three drinks in an hour.

The chart below gives some indication of the number of drinks it takes. If you weigh 120 lbs., three drinks (or three cans of beer) in two hours may be too much. A 180-lb. man may get away with five in two hours and still be able to handle a car.

		Drinks (Two-Hour Period) 1½ ozs. 86 Liquor or 12 ozs. Beer											
wt													
100	1	2	3	4	5	6	7	8	9	10	11	12	
120	1	2	3	4	5	6	7	8	9	10	11	12	
140	1	2	3	4	5	6	7	8	9	10	11	12	
180	1	2	3	4	5	6	7	8	9	10	11	12	
200	1	2	3	4	5	6	7	8	9	10	11	12	
220	1	2	3	4	5	6	7	8	9	10	11	12	
240	1	2	3	4	5	6	7	8	9	10	11	12	

■	□	■
BE CAREFUL BAL TO .05	DRIVING IMPAIRED .05 -.09	DO NOT DRIVE .10 & UP

(Chart courtesy National Highway Traffic Safety Administration, Washington DC 20590)

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## Drunk Driving

they can't get the keys in the car door, they're not going to be safe on the highways.

Misinformation about drinking and driving abounds. How much do you really know about alcohol and its effect on driving?

*Myth:* Beer is less intoxicating than other alcoholic beverages.

*Fact:* One 12-oz. can of beer, one 6-oz. glass of wine, and one highball with 1½ ounces of 86-proof liquor are equally intoxicating.

*Myth:* Cold showers and black coffee help to sober you up.

*Fact:* Once you've consumed alcohol, nothing but time will sober you.

*Myth:* It's easy to tell when someone is too drunk to drive.

*Fact:* Alcohol has varying visible effects on people. Some will slur words, stagger, and in other ways visibly demonstrate intoxication. Others may exhibit no signs. The latter may be as inebriated as the former, and their driving ability equally impaired.

*Myth:* Mixing drinks is more intoxicating than drinking one kind of liquor.

*Fact:* Alcohol is alcohol. It's the amount you drink, not the type that determines your ability to function.

*Myth:* You're the best judge of whether or not you're fit to drive.

*Fact:* Whether or not you're fit to drive can only be accurately determined by measuring the alcohol concentration in your bloodstream.

Here are some of the things you as a host can do to ensure responsible drinking at social functions:

- If you serve alcohol at a gathering, protect your guests. Don't keep refilling glasses or insisting that friends have "one more for the road." They may not make it down the road alive. (Or the one they run into may not.)

- Offer non-alcoholic beverages, so that no one need feel embarrassed asking for it.

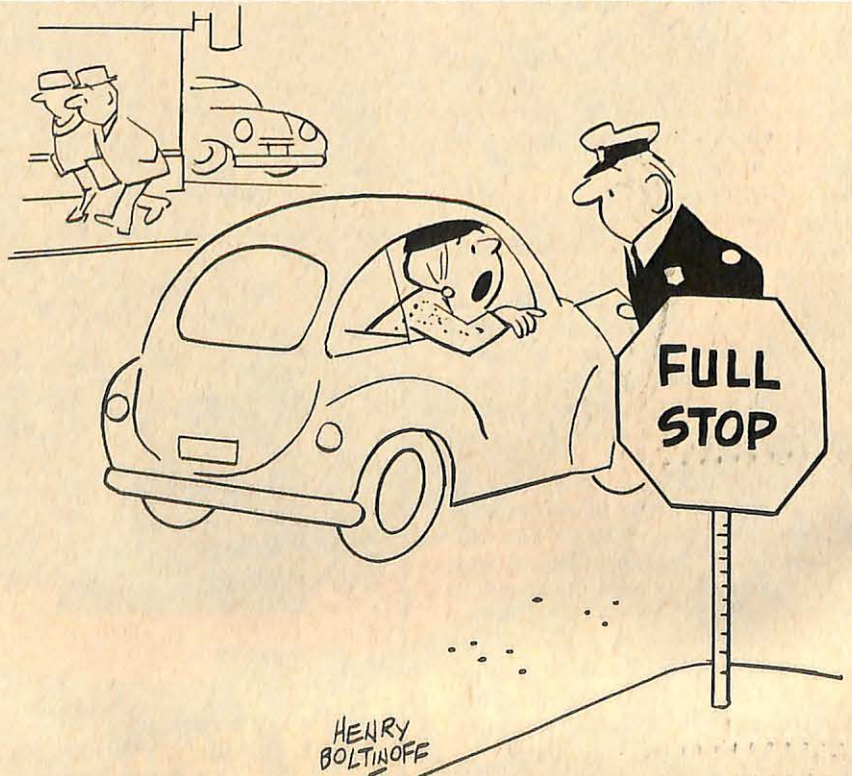
- Serve plenty of food, which may help to lessen the effects of alcohol. At least it gives something to do besides drinking.

- If you feel a person has had too much to drink to take the wheel, insist that he call a taxi or find some other transportation. Or drive him yourself. Or let him stay over.

In many European countries, driving while even minimally intoxicated is unthinkable. In Sweden, where a .05 percent blood alcohol level is cause for arrest, party-goers draw straws to see which one abstains from the wine so he can drive home. In Norway, a driver caught with even the slightest trace of blood alcohol is socked away in the stony-cold for weeks. In West Germany, laws are so stringent that if another car recklessly rams into yours, but you're found to have consumed any discernible trace of alcohol, you are the one who's at fault and goes to jail.

By comparison, American laws for "driving under the influence" are a national disgrace.

But at last, the American public's pa-  
(Continued on page 28)



HENRY  
BOLTINOFF

"You're never around when I do stop."

# New Pulse Meter makes your exercise safe & effective!

The Pulse Tach™ Heart Computer was developed for use in hospitals and doctors' offices by a select team of physicians and engineers. Read what it can do for you.

How fast does your heart beat when you exercise? How quickly does your pulse return to normal? Does this "recovery time" improve as you get into better shape?

Well, guess no more. The Pulse Tach Fingertip Heart Computer accurately reports your pulse to insure maximum benefit from your exercise without dangerous over-exertion.

Pulse Tach is actually a micro-computer that fits over your finger. It weighs one ounce and can be worn easily during most exercise programs. It measures, calculates and displays what your pulse is doing.

Its custom-made, powerful micro-chip circuit replaces 5600 transistors and makes Pulse Tach the most advanced pulse instrument ever developed for consumer use.

Reading your pulse isn't as simple as it might seem. Your heart beat constantly changes — perhaps three fast beats followed by two slow ones, one fast one, four slow ones and so forth.

Pulse Tach has two ways to overcome the problem. First, in general or light exercise use, it "averages" your pulse every four beats. But after heavy exercise (or if you have an irregular rhythm) Pulse Tach can also compute heartbeats over a longer span of time. In fact, Pulse Tach is accurate to .4%.



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time and bother of manually taking a pulse.

There's more. Press a button and an audio "beeper" lets you "listen" to your heartbeat. It's like having a direct line to your heart.

## ALSO A CHRONOGRAPH

Pulse Tach is more than just a way to count heartbeats. It also has an independent quartz stop watch. Now you can time your exercise period, laps or anything else up to one hour.

With Pulse Tach you know when you reach the heart rate at which exercise does the most good. The stop watch feature tells you precisely how long you're at this optimum level. Then combine both functions and compute cardiac recovery time — the most important measure of cardiovascular fitness. The better your shape, the shorter your recovery time.

Pulse Tach should be used by everyone. The fitness buff knows the value of pulse monitoring and a Pulse Tach is essential for the beginner to avoid dangerous over-exertion.

Additionally, Pulse Tach will show you how your heart is affected by coffee, a cigarette or a stressful day at the office.

It makes a great gift for a wife in aerobics or your tennis partner. In fact, anyone who exercises will appreciate this little heart computer.

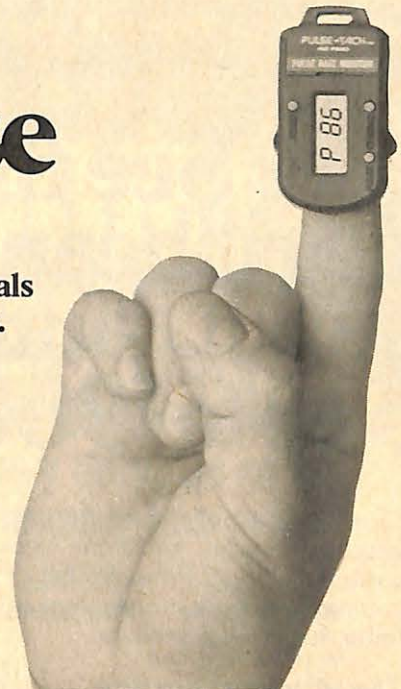
## THE PRICE MAY BE THE BIGGEST NEWS

Original cost of the Pulse Tach was quite high because quantities were limited to professional use. But just as pocket calculators and computers have dropped in price when made available to consumers, so, too, it is with Pulse Tach.

The Pulse Tach Fingertip Heart Computer is only \$49.95 yet its solid-state micro-chip components give better accuracy and more features than bulky, old-fashioned pulse meters costing \$100-\$200.

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Prove to yourself that the Pulse Tach Heart Computer is the smallest, most advanced pulse monitor



*Pulse Tach Fingertip Heart Computer is just two inches long, weighs about an ounce yet it represents a major advance in personal electronics.*

on the market today. Try it for 30 days. If you're not satisfied for any reason, simply return it for a complete refund — including return postage. You're protected by a 90-day manufacturer's warranty as well as Baystar's reputation for satisfied customers.

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# LETTERS

• Congratulations to you and author Jerry Hulse for the informative and positive article on the Knoxville World's Fair (September, 1982). So much negative coverage of the fair has been written it's nice to read about the many good things that were there. Knoxville and the fair deserved this.

Mrs. R. L. Thompson  
Mattoon, IL

• I am a proud member of Perth Amboy, NJ, Lodge No. 784 since 1945. Congratulations on the 60th anniversary of *The Elks Magazine*. My wife and I enjoy reading the magazine, as it is very informative and interesting. Keep up the good work.

Michael Terebecki  
Milltown, NJ

• Recently I had the opportunity to read the article entitled, "Hospice, for Dignity 'till Death" (July/August, 1982), by Jacquelyn Peake. It is one of the better articles written on the subject.

Jane R. Engdahl, R.N.  
Indianapolis, IN

• Thanks so much for your article on Hospice. In our good state of Florida we have many retired Elks and wives, plus many retired non-Elks. The article should be well-received.

Jack R. Shore  
Arcadia, FL

• The article, "Improving Media Relations" (December/January, 1982), by John Behrens, accurately describes the negative and suspicious mood currently prevailing in the business and media sections of many cities and towns. The failure by both parties to reach an understanding and settle their difference undermines both the community and the parties involved, as well as hindering their forward progression.

Behrens presents some solid, workable solutions to this communication problem that could help both sides improve relations and "see the light." I was particularly impressed with his suggestion that local media and business people develop a forum similar to that of the American Bar Association. This forum would provide the opportunity to state their differences and deal with them in an air of professionalism and mutual understanding.

What Behrens offers are some logical solutions to problems that stem from, in my opinion, narrow-minded thinking and an unwillingness to accept any fault. I applaud his keen insight and only hope business and media people in my community can read and profit by this article.

Gary F. Grates  
Rome, NY

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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# NEWS OF THE LODGES



**WAUKESHA, WI.** Lodge installed a lift in the family van of nine-year-old Julie Einarson, a victim of cerebral palsy. Previously it was almost impossible for Julie's mother to transport her. With the lift, a whole new world has opened up—trips to the park, attending local events, and meeting and joining new friends.

**MINOT, ND.** On the weekend of September 24-25, 1982, 80 members of Minot, ND, Lodge traveled north to Saskatoon, Saskatchewan as guests of the Saskatoon Elks. The visitation was in conjunction with the 70th anniversary of the BPOE of Canada and the city of Saskatoon's centennial celebration.

The Minot group was repaying what is believed to be the first-ever international visit, which took place March 20, 1982, when more than 90 Saskatoon Elks visited Minot Lodge.

Prominent on the wall of the Saskatoon Lodge is a plaque presented by the Minot Lodge to mark the first international visit. A similar plaque was presented to Minot Lodge on its visit at the banquet held on Saturday evening.

Cliff Wright, mayor of Saskatoon, welcomed the members of the Minot Lodge to the city. Others making speeches and presentations on behalf of Saskatoon Lodge included Larry Almdal, exalted ruler; Al Malakoe, PGER of BPOE Canada; and David McRae, president of the Saskatchewan Elks Provincial Association.

A gift from David Keup, exalted ruler of Minot Lodge, was presented to Brother Almdal. PGER Raymond Dobson, Minot, spoke to those in attendance thanking them for their participation and hospitality on behalf of the Grand Lodge of the BPOE of America.

Sid Reid, manager of the Saskatoon Elks, presented a gift to Secretary-Manager of Minot Lodge Jerry Goetz. In accepting the gift, Brother Goetz thanked the members of Saskatoon Lodge for extending the hand of friendship and promoting the most friendly relationship which exists between the two Orders.

**OPELOUSAS, LA.** The local lodge sponsored a benefit barbecue to help its Boy Scout Troop No. 165. Lodge members and Scouts cooked and served 1,000 dinners, which raised \$2,400 for new Scout equipment.

Pictured are (front row) the three top ticket sellers in the troop and (back row, from left) Assistant Scoutmaster Jimmy Martin and ER Franklin Courville.



Waukesha, WI.



Opelousas, LA.



Downers Grove, IL.



Mineral Area Community, MO.

**DOWNERS GROVE, IL,** Lodge presented an American flag to the Downers Grove Historical Museum. The flag was flown over the U.S. Capitol on July 9 in honor of the town's sesquicentennial. Presenting the flag to Pauline Wandschneider, curator of the museum, were (from left) state Americanism Chm. O. A. Taylor Bell; PDD George Matiasek, lodge Americanism Chm.; and ER Paul Blacklund.

**NEW PHILADELPHIA, OH.** Recently, former Ohio State Football Coach Woody Hayes (front row, center) became a Life Member of New Philadelphia, OH, Lodge.

Lodge officers in photo are (front row, from left) Chap. Dan Johnson, Est. Lead. Kt. Rod DeMeo, ER Robert McGowan, and Secy. James Exley; (back row) In. Gd. Jim Huff, Est. Lect. Kt. Sam Baio, Est. Loyal Kt. Chuck Flint, and Tiler Bill Kidd.

**ASHLAND, KY.** During the Kentucky Elks Association State Convention at Ashland, host Ashland Lodge dedicated a new building for the lodge-sponsored Boy Scout Troop



New Philadelphia, OH.

101. From left are PGER Edward McCabe, then-GER Raymond V. Arnold, Assistant Scoutmaster Ronald Burnette, Scout Council Executive Robert McGinnis, ER Harold Hershberger, and PSP J. P. Ratcliffe.

**MINERAL AREA COMMUNITY, MO,** Lodge

provided the city of Desloge, MO, with caution signs.

Pictured from left are City Administrator Herb Hoffman, Mayor Harry Ward, city workers Scott Hedgecoth and Tim Aubuchon, ER James Hahn, and street foreman Kinnard Skaggs.



Ashland, KY.





Hibbing, MN.

**HIBBING, MN,** Lodge held a ceremony to dedicate its new lodge home. Pictured from left are (front row) SP Irvin Wilson and PGER Francis Smith; (back row) GL Committeeman Robert Sandhofer, PER Don Ward, and ER Robert Black.

**BIRMINGHAM, AL,** Lodge held a barbecue and dance on Labor Day for 300 senior citizens. The lodge has also made recent donations of \$2,912 to the Alabama Elks Memorial Center and \$1,000 to the National Foundation.

**JOLIET, IL,** Lodge entertained the "Musser Mohawks," the 1982 Connie Mack League World Series Champions, at a splash party and buffet supper. The team was led to a record six victories in seven games during the series at Farmington, NM, by Coach Don Reed, an Elk.

**GREENCASTLE, IN.** In conjunction with the 75th anniversary celebration of Greencastle, IN, Lodge, Mayor Jane Harlan signed a proclamation declaring the week of October 10-16

Elks Week in Greencastle. From left are ER Bruce Albright, Mayor Harlan, and immediate PER Michael Hurt, chm. of the lodge trustees.

**NEW ORLEANS WEST BANK, LA,** Lodge honored Harry Lee, sheriff of Jefferson Parish, LA, with a certificate of award for his work in advancing the cause of the flag. Sheriff Lee was instrumental in the installation of two 30-by-50-foot American flags, one on the east bank and one on the west bank of the Mississippi River in Jefferson Parish.

**FARGO, ND,** Lodge contributed \$7,500 to the "Family House," a family-style residence for the parents and families of children from outside the Fargo-Moorhead area who are being treated for cancer in community hospitals.

**HOT SPRINGS, AR,** Lodge has undertaken a new community service of providing local children's homes with a device designed to assist children with the problem of enuresis. The project was adopted as the lodge recognized the fact that enuresis and juvenile delinquency are often associated.

**PASADENA, TX.** The local lodge has held fund-raising events to benefit the city's police department and volunteer fire department. Over \$10,000 was donated to the police department, and \$3,500 was given to the fire department.

**PRESTON-POTTSBORO, TX,** Lodge hosted 25 children from the Boles Home for Boys and Girls to a weekend at the Texoma Youth Camp.

At the camp the youngsters engaged in games and sports; enjoyed a wiener roast, breakfast, and barbecue; and boated and fished on Lake Texoma.

**PIERRE, SD,** Lodge hosted the Pierre Swim Team's Annual Invitational Tournament again this year.

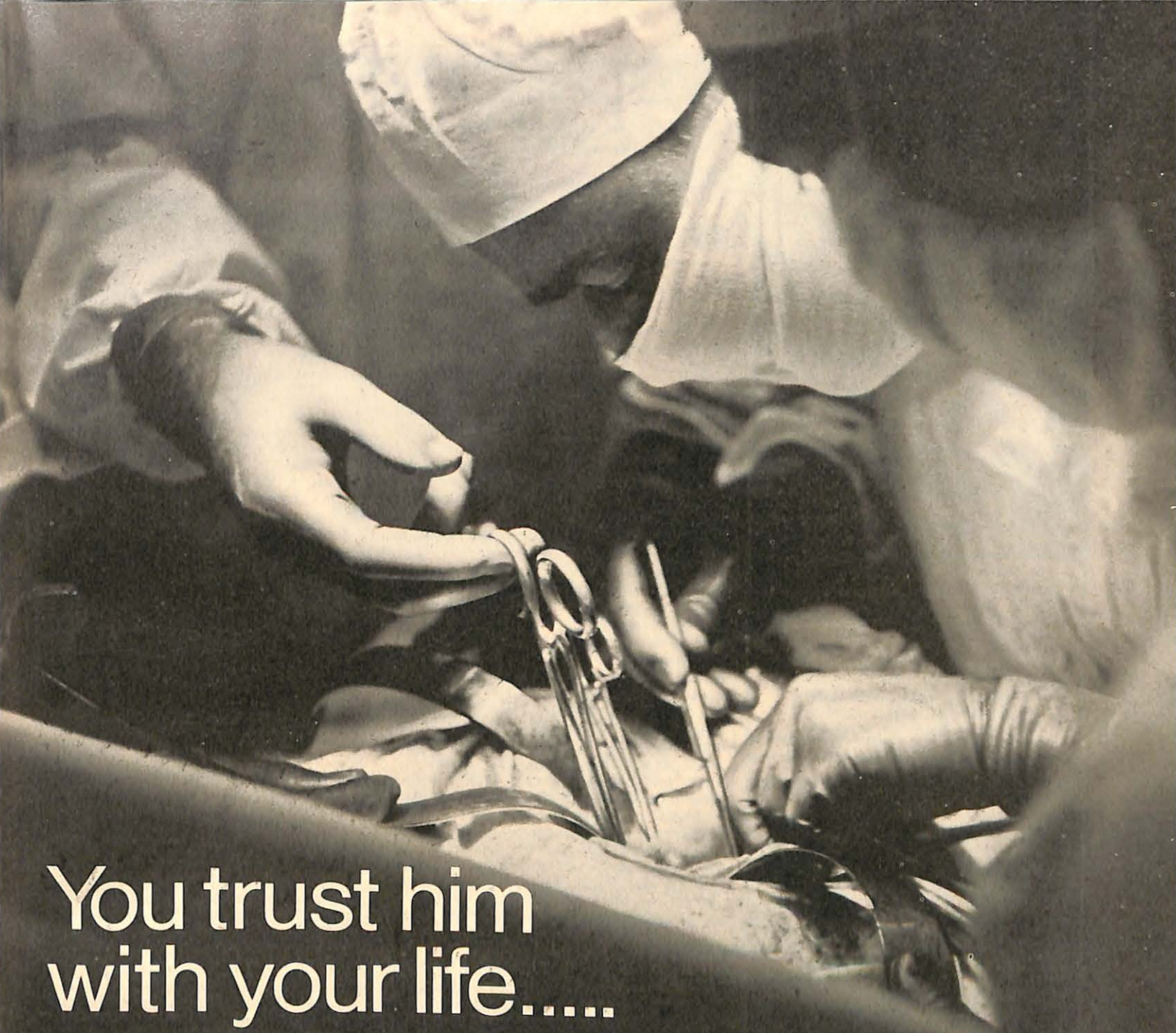
**CEDAR RAPIDS, IA.** Ben Russell (center), 102 years old and an 80-year member of Cedar Rapids, IA, Lodge, requested a new membership card. The new card was presented by Est. Lead. Kt. Howard Cropp (left) and ER Robert Argo.

Greencastle, IN.



Cedar Rapids, IA.





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# MEDICINE & YOU

by Larry Holden

## MEDICAL MONTAGE

**CANCER**—Many "facts" people believe about cancer just aren't true. Here are some myths you may believe about cancer—and the medical facts from Dr. Arthur Holleb, the chief medical officer for the American Cancer Society.

**Myth:** Cancer is inherited.

**Fact:** Not usually true. Few cancers seem to run in families.

**Myth:** Any benign tumor is harmless.

**Fact:** A benign tumor in the brain or other vital organ can be dangerous and, also, deadly. Benign means only that the growth will not spread to other parts of the body or invade the tissue next to it.

**Myth:** Radiation works by burning cancer cells.

**Fact:** It prevents cells from dividing, causing them to die.

**Myth:** If you eat organic and natural foods you won't get cancer.

**Fact:** Not true. There are few proven dietary links to cancer. One is that eating a diet high in animal fat may increase a woman's risk of breast and uterine cancer.

**Myth:** Most breast lumps are cancerous.

**Fact:** About 80 percent of lumps in the breast are not cancerous, but it's still vital to get regular checkups.

**Myth:** Any aluminum cooking utensils, fluoridated water, tomatoes and fertilizer cause cancer.

**Fact:** There is no evidence that any of these cause cancer. Only a few known carcinogens which affect humans have been identified. These are cigarettes, vinyl chloride, asbestos, rarely used industrial chemicals and aniline dyes.

**Myth:** Cancer can't be cured.

**Fact:** At least 41 percent of all cancers are being cured.

**FALSE ANGINA**—Chest pains that are not brought on by heart or blood vessel disease may be the handiwork of an unusual culprit: the gallbladder. Located under the liver, the gallbladder is a repository for bile, which is produced by the liver and is used for breaking down fats. When the gallbladder becomes diseased by crystal formation (gallstones) or infection, pain is usually felt as abdominal pain. Sometimes, however, gallbladder pain follows nerve pathways up the spinal cord to become "referred pain" felt in the chest area. This "false angina" pain could allow a person to think they are suffering from heart disease when they are not. The possibility also exists that cardiovascular reflexes originating in the gallbladder could produce an added stress to the heart of someone with underlying coronary artery disease. In these cases of under-

lying heart disease, problems of the gallbladder could stimulate the heart into producing true angina.

Cardiovascular physiologist Dr. George Ordway is currently examining the link between a diseased gallbladder and chest pain. His research at the University of Texas Health Science Center in Dallas is funded by the American Heart Association, Texas Affiliate.

Dr. Ordway's research involves the use of bradykinin, a substance found in the body and associated with pain and inflammation. Present also in bile, bradykinin can stimulate sensory nerves arising from the gallbladder to increase blood pressure, heart rate and the force with which the heart contracts. The result is an increase in work done by the heart.

The physiologist's experiments involve the topical application of bradykinin to the surface of the gallbladder in anesthetized laboratory animals. His goal is to describe the mechanisms responsible for the pain responses evoked by gallbladder disease.

**LASERS**—A safe and effective laser treatment that's now available is slashing in half the risk of blindness and other vision impairments for America's 10 million diabetics. The amazing procedure, called laser photocoagulation, uses laser light to destroy excess blood vessels that build up in the eyes of diabetics. These vessels cause vision problems and rob 8,000 Americans of their sight annually.

"Laser photocoagulation can prevent blindness in diabetics. Literally tens of thousands of diabetics in this country are having their sight preserved with this laser technique," notes Dr. George Blankenship, associate professor of ophthalmology at the University of Miami's School of Medicine.

In laser photocoagulation, a laser beam is aimed at the eye to destroy the extra blood vessels. The procedure is usually done in a 30-minute session. In some cases two or three sessions, a week apart, are necessary, states Dr. Blankenship. The technique is available in most major cities and costs \$1,000–\$2,000, he adds.

More information on the procedure may be obtained from the National Diabetes Clearinghouse, Box NDIC, Bethesda, MD 20205.

**MOTION SICKNESS**—Most people bothered by severe motion sickness take Dramamine—but a new study reveals that ginger works better to combat motion sickness and it doesn't make you drowsy, like Dramamine does. "Taking two capsules of ginger can stop motion sickness in its tracks," explains Dr.

(Continued on page 35)

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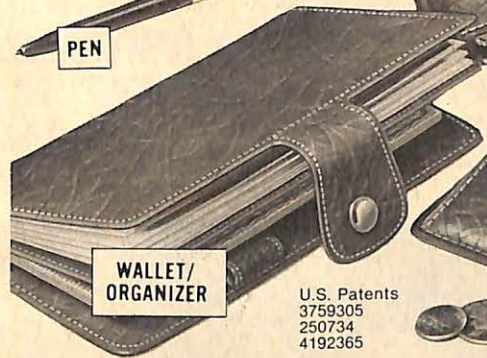
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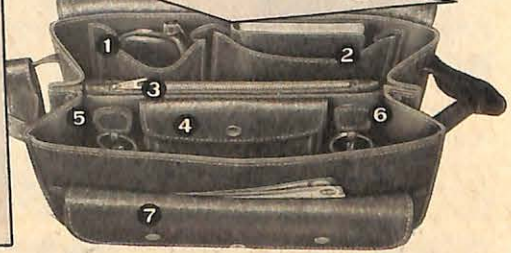
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During his tour of New Jersey, GER Marvin M. Lewis visited Elks Camp Moore for handicapped children and stood, trowel in hand, ready to help in the construction of a new laundry room. From left are GL Committeeman Edward Van Vooren, SP Bernard Giehl, SDGER Kenneth Cantoli, GER Lewis, and Spotty Randazzo of Wayne, NJ, Lodge.



At the fall meeting of the Illinois Elks Association, held at Belleville, IL, GER Marvin M. Lewis (left) and SP John Moreiko (right) congratulated PDD John Minerick, Youth Activities Chm. of Des Plaines, IL, Lodge. Des Plaines won the Grand Lodge first place award for its Youth Activities program and brochure.



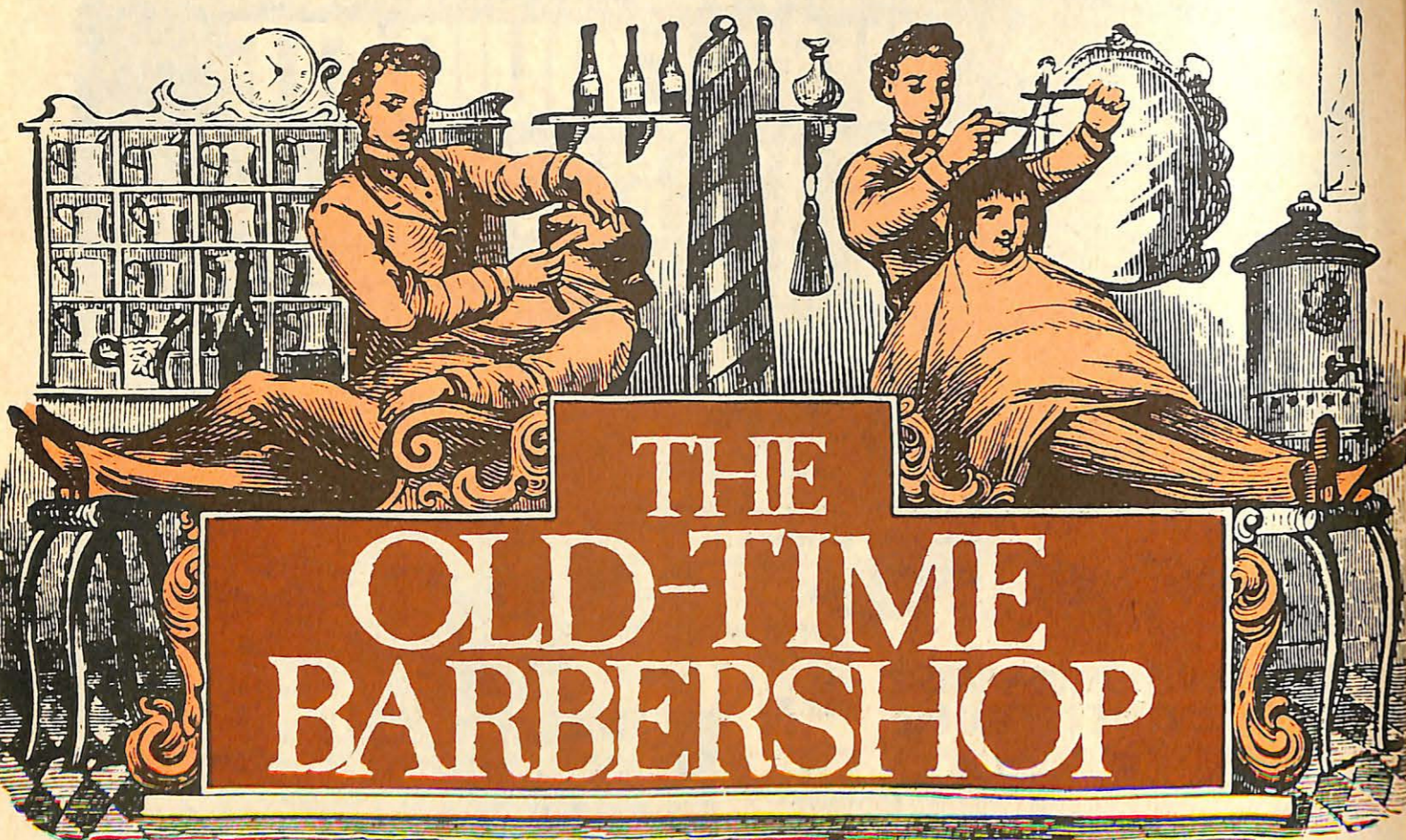
A red carpet welcome was extended to GER Marvin M. Lewis when he attended the Colorado state convention in Pueblo. From left are PER John Novak, convention chm.; Pueblo ER Floyd Heaton; Harold Mabie, Jr., Pueblo city councilman; GER Lewis; PGER George Klein; and outgoing SP John Heard.



On his tour of New England, GER Marvin M. Lewis (second from right) visited three lodges in Rhode Island—Westerly, Newport, and Bristol County. At Westerly he was pictured with (from left) PGER Leonard Bristol, SDGER Fred Quattromani, Mrs. Gerry Lewis, and Mrs. Ginny Bristol.



GER Marvin M. Lewis (second from right) visited Buena Park, CA, Lodge on the occasion of the lodge's 25th anniversary. From left are ER Don Stogsdill, PGER Horace Wisely, GER Lewis, and PGER R. Leonard Bush.



# THE OLD-TIME BARBERSHOP

by Stewart Marsh

A century ago, a man went to the barbershop to get a trim or a shave. Consultations on how to make one's hair style match one's personality were to come in later times. Barbers were generally known as barbers rather than hair stylists. There was almost always a pole with red and white spiraling stripes out in front of the shop.

There were no women waiting their turn or in the chairs; barbershops were patronized by men. These shops were considered a bastion of masculinity in the late 19th century. However, the 20th century was to witness the invasion by women of many domains previously considered to be male strongholds, and the barbershop was one of them.

Leading up to the 19th century, some observations about barbers and hair styles through the ages may be of interest. Barbering is a very old and honorable trade. Men in ancient Egypt had a real need for barbers because they had little use for hair. Throughout much of the country's early history it seems to have been customary for men to shave not only their faces, but also their heads and sometimes even their bodies. In fact, their antipathy to hairiness became a part of their religious beliefs. Wigs, when worn, were meant to look false.



Over the centuries, the barbershop has been a sort of informal social club where men could meet and converse.

A powerful and wealthy Egyptian might have his own barber. Thus, we can imagine Pharaoh saying to his wife, "I'm getting shaggy. There's a bit of fuzz on my head. Guess I'd better summon the royal barber." The less affluent might visit a barber who had set up shop in a hut made of sun-dried bricks, or under the branches of a palm tree.

In contrast to the Egyptians, many of the ancient Greeks had long hair and beards. Alexander the Great, astute military commander and strategist, ordered those of his troops who had beards to shave them off. Helmets might protect the hair of one's head, but Alexander didn't want the enemy to grab his troops where their hair was long and exposed, namely by their whiskers.

Barbers prospered in ancient Rome. The inhabitants of the city enjoyed the pleasures of the barbershop just as they enjoyed hot and cold baths. They are credited with having been the first to use warm water in shaving.

If barbering is very old, it is true also that over the centuries the barbershop has often been a meeting place for men, sort of an informal social club as it were, where they could converse with fellow patrons and the barber. In ancient Egypt, no doubt, barbershop patrons discussed

the recent flood on the Nile, the latest doings of the royal family, and the ins-and-outs of pyramid building. In ancient Rome they likely talked about the price of wine and olive oil, the upcoming gladiator contests at the Colosseum, and the favorite charioteer in the next chariot race. So it has been through much of barbershop history.

Then as now, there were among barbers many fine conversationalists who could discuss sports, politics, and the economy with interested patrons. There were also many barbers who were sensitive to the moods of patrons, and who refrained from talking if the customer seemed to prefer silence. Occasionally, however, a patron was irritated by an over-talkative barber. A Roman general may have been the first to utter a now familiar remark. The early Greek biographer Plutarch noted that the general, when asked how he would like his beard trimmed, stated shortly, "In silence."

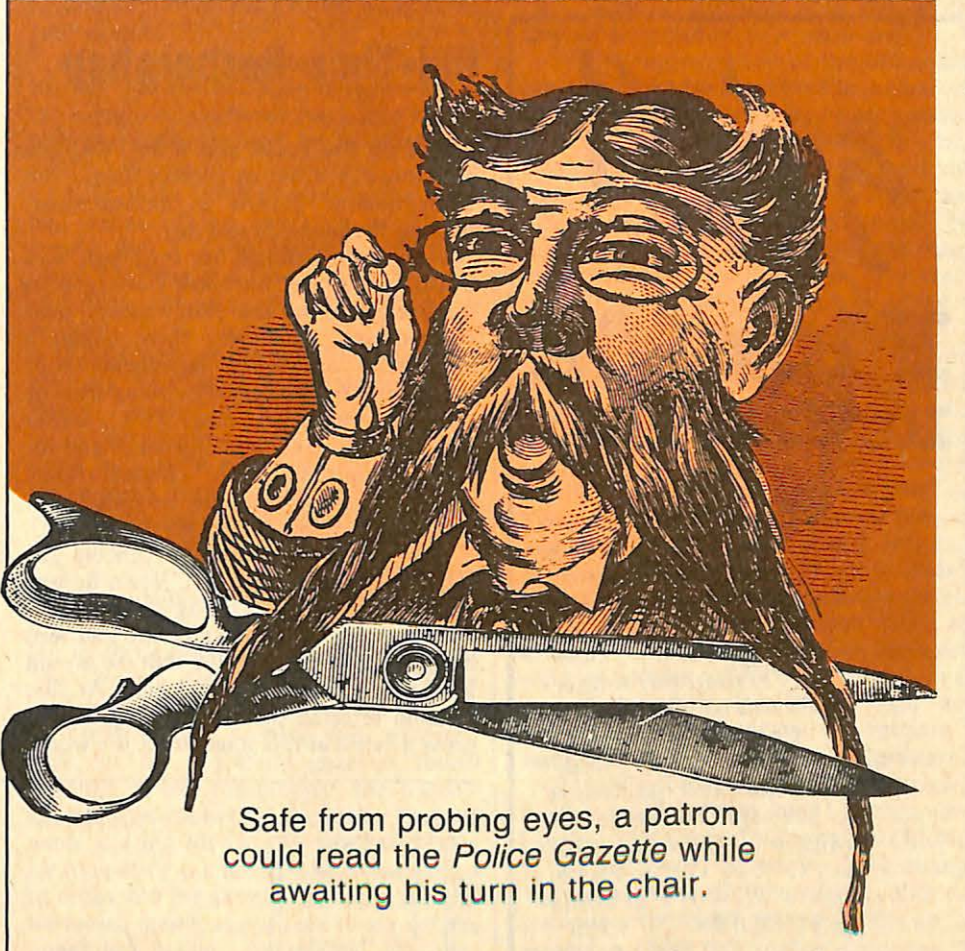
For many centuries men have been wont to tease women about the amount of time they spend on taking care of their hair, and for slavishly following the latest hair fashion no matter how far out. Indeed, the pages of history reveal that sometimes women's hair styles were utterly fantastic.

In 18th century France, for example, Madame de Pompadour—the mistress of Louis XV—started a new upward trend in women's coiffures that got entirely out of hand and almost out of reach. It's said that women used cotton, wool, horsehair, shreds of rope or straw, and heavens knows what else, for stuffing high pompadours. These were molded upon a felt pad or a cap wig, and the whole business was mounted on a wire frame.

Sometimes these monstrosities were up to three feet high. The stuffing might come to reek, so that the contraption had to be doused with perfume. Another problem was that a woman's head—buried under the towering pompadour—might begin to itch, but it was difficult to scratch. Long scratching sticks were used for getting at the spot on the head that itched. Perhaps it was better to be dead than to be out-of-style, but it must have been a difficult choice at times.

Although amused by women, men were often slavish also in following hair fashions. In 16th century Europe, for example, men thought it fashionable to wear beards. The dandies among them went to great lengths in beard care. They had their beards powdered, perfumed, waxed and dyed. At night a man might encase his beard in a cloth bag, so as not to disarrange it. Sometimes the beard was clamped in a wooden press. Proud as peacocks of their beards, their vanities became so narcissistic that there were members of the clergy who denounced dandies and dandyism from the pulpit.

It should be noted that historically, strangely enough, barbers functioned not



uncommonly as surgeons. The early English barbers, for example, performed surgical operations as well as cutting hair. During the reign of Henry VIII, however, it was decreed that barbers should no longer perform surgery other than tooth extraction and bloodletting. In turn, surgeons were forbidden to practice barbering.

For a long period of time many people, physicians among them, held the curious notion that bloodletting was beneficial toward curing a diversity of ailments. If you were sick or ill, the recommended thing was to have a barber or a physician let some of your blood.

In modern times the practice seems generally to be frowned upon by physicians, except perhaps in the case of a disease such as polycythemia where the blood cells grow too rapidly. But in olden times bloodletting was often thought to be good "for what ails you," and, if you believed in it strongly enough, there was no doubt a psychological benefit. After letting your blood, the practitioner might comment, "Now that I've let the bad blood out, don't you feel better?"

A pole with spiraling red and white stripes came to be the symbol of the barbershop. During bloodletting or surgery, a pole seems often to have been provided for the patient to grip. The stripes in the barber's pole are said to represent the bandages—hung out to dry—with which the barber had wrapped the patient after bloodletting.

During the latter part of the 18th century in America, many Eastern gentlemen continued the British tradition of wearing wigs. Sometimes the wig was so heavily powdered that the wearer left a white trail wherever he went. If he shook his head, it resembled a miniature snowstorm.

At the start of the 19th century in the United States, many older men seem to have let their hair grow long. But many young men wore their hair short. Then, as often through the ages, hair style became a symbol of the established or the rebels. If members of the establishment—generally older men—wore long hair, young dissenters wore short hair. Of if members of the establishment wore short hair, young rebels let their hair grow long.

The poet Lord Byron became popular and influential in the United States as well as England in the early part of the 19th century. He had wavy, chestnut hair, and a number of young male followers sought to emulate the Byronic look, just as in recent times there were young men who sought to emulate the Elvis Presley look or the Beatles look. The poet mentioned Macassar oil in his *Don Juan*, a substance which came from the nut kernels of trees in the Celebes Island. This oil became popular as a hair dressing for young men.

Whether doused with Macassar oil or inexpensive tallow or bear grease, users often left a greasy trail wherever they went, staining furniture. This, of course, drove the housewives wild. Something must be done. They began to put lace

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## Old-Time Barbershop

doilies on the backs and arms of chairs and sofas in order to protect them. The cloth became known as antimacassar, bearing the name to this day.

Frontiersmen might let their hair and beards grow long, but most Easterners in the early part of the 19th century were clean-shaven. However, there began a moustache and beard movement about the middle of the century. Many men of all ages came to have long, bushy moustaches linked with sideburns and so-called "mutton chops." Beards flourished, and beard trimming provided considerable business for barbers.

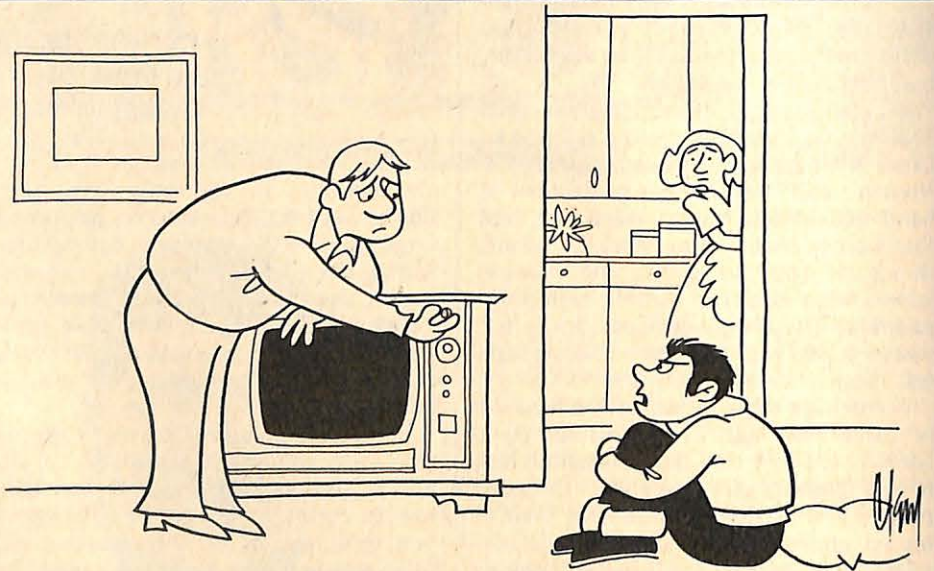
It is interesting to note that Lincoln was clean-shaven prior to 1861, when he was fifty-two years old. During the presidential campaign in 1860, a girl who had seen his picture wrote to him that he would look much better with whiskers. At first Lincoln rejected the idea, feeling that to grow a beard at this stage of his life would

be considered by people a "silly affectation." But he changed his mind and let his beard grow for his 1861 Inauguration, stating, "I have let these whiskers grow for you, Grace."

With so many moustache wearers, moustache cups became common. In 1872, Eli Randolph patented a moustache clip which the owner could use to clip the moustache to his nostrils while he drank milk or other liquids.

The noted New York newspaper editor, Horace Greeley, popularized the slogan, "Go West, young man," advice directed toward the unemployed. He also grew and made popular a chinsaucer type of beard, which became known as a Greeley. However, beards began to vanish in the 1880s, although moustaches were still popular. Presidents Grant, Hayes, Garfield and Arthur had whiskers; Cleveland had only a moustache; Harrison had whiskers; McKinley was clean-shaven; and T. Roosevelt and Taft had only a moustache.

Up until 1895 the straight razor was used by men. In that year King Camp Gillette invented the safety razor, which



"Why did you turn the TV off, dad? Now we'll have to talk."



became increasingly popular with men as time went on, although barbers and home-shavers of the old school were inclined to scoff at it.

As in ancient Rome, and often down through the ages, the 1890s barbershop served as an informal social club for men. While waiting for the barber, or being barbered, patrons and the barber might discuss sports, politics and the economy, or exchange the latest bits of neighborhood gossip.

In the mid 1890s, for example, there was considerable discussion about the up and coming prizefighter Robert "Bob" Fitzsimmons. Brought up in New Zealand, he worked in a blacksmith shop as a youth, developing tremendously strong shoulder and arm muscles. Below the waist, however, his legs appeared underdeveloped. John L. Sullivan—then past his prime—described Fitzsimmons as a "fighting machine on stilts." Weighing often only 160 pounds or less, the latter fought both as a middleweight and as a heavyweight.

Many barbershop patrons thought that the reigning heavyweight champion, Gentleman James "Jim" Corbett, would be too much for Fitzsimmons when they fought at Carson City, NV, in 1897. It turned out to be a real grudge match. Corbett put on a dancing exhibition, while Fitzsimmons waded into Corbett flat-footed. The former went down in the 6th round and took a count of nine, but got

up and went on to put Corbett away in the 14th round.

Along with discussion and gossip, barbers and the patrons—if they were in the mood—might break forth into an impromptu song, doing a bit of close harmony. Barbershop quartets became popular in the entertainment world. Popular songs of the day such as "Little Brown Jug," "The Sidewalks of New York," "There Is a Tavern in the Town," and many others made fine barbershop refrains.

If a barbershop patron didn't feel like chatting or singing, he could read the *Police Gazette*, to be found in many shops. Founded in 1845, the magazine appears to have been devoted primarily to the sporting news of the day. However, it came to purvey vividly illustrated stories on crime, sex scandals and high living, as well as sports. Although the magazine would probably seem rather tame today, it was considered by many to be quite daring in those comparatively sedate times. The *Police Gazette* could easily be recognized by its pink cover.

Safe from the probing eyes of one's wife, or the searching gaze of moral matrons in the community, the barbershop patron could read the *Police Gazette* while waiting his turn in the chair. If a clergyman of his acquaintance happened to come into the shop at the time, the embarrassed reader might seek to get off the hook by stating, "Shocking magazine

this, parson! Possibly you should denounce it in one of your sermons."

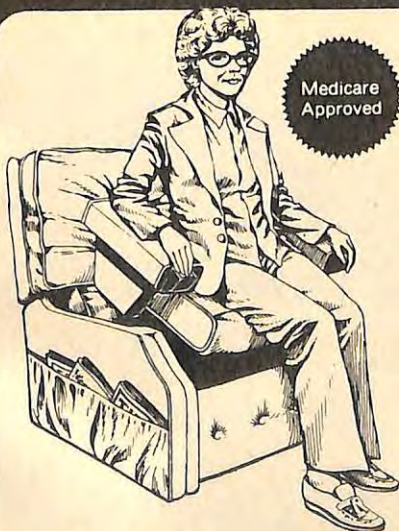
To the consternation of the old guard, young women began to invade the barbershops in the 1920s in order to get a boyish bob. No longer was the barbershop a bastion of masculinity. No longer could men discuss prize fights, sex scandals, and politics safe from the ears of women. No longer could they read sensational magazines safe from feminine eyes. The traditional male found it difficult to adjust to the change; the shock was profound.

Inspired by the hairdo of the famous ballroom dancer Irene Castle, bobbed hair became popular with the so-called flappers of the 1920s. The latter also often sought to cultivate a boyish-looking figure. This further disturbed the old guard. Not only had barbershops been invaded by young women, but it was now difficult at times to tell the short-haired young men and women apart! Things had come to a pretty pass. If you couldn't tell a man from a woman, what in the world were we coming to? Fifty years later, in an era of long-hair for young men and women, this was again to become a familiar lament of the older generation.

Is there today the beginning of a movement toward shorter hair for men, and possibly more work for barbers? If history is any indicator, sooner or later change will take place. Delving down into the pun-conscious mind, we can dredge up the atrocious, "Hair today, gone tomorrow." ■

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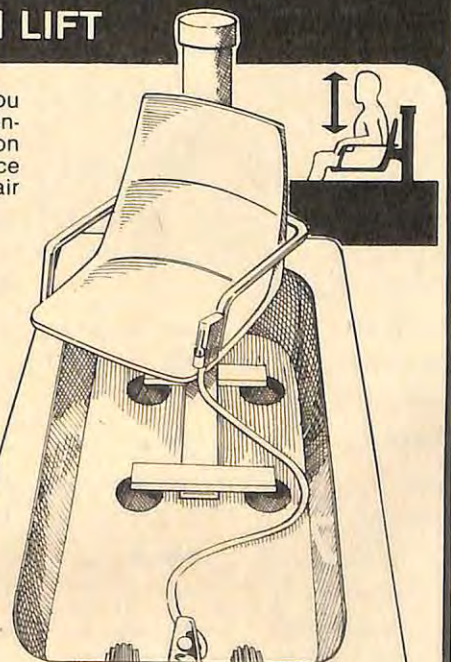


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ARIZONA	Feb. 19	Phoenix	LeRoy Lewis
ARKANSAS	Jan. 29	Russellville	Eldon Lucas
CALIF-HAWAII	Feb. 26	Fresno	Robert Bartley
COLORADO	Feb. 5	Northglenn	Jay Hatfield
CONNECTICUT	Feb. 6	Bridgeport	Peter Carroll
FLORIDA	Feb. 19	St. Petersburg	John Frizalone
GEORGIA	Feb. 19	Griffin	William Cook
IDAHO	Feb. 19	Caldwell	Grant Gibbons
ILLINOIS	Mar. 5	Bloomington	Robert Brand
INDIANA	Feb. 26	Kokomo	Robert Pruse
IOWA	Feb. 12	Ames	Richard Froeschle
KANSAS	Feb. 12	Salina	Howard Houk
KENTUCKY	Feb. 12	Cynthiana	Jim Fuller
LOUISIANA	Feb. 6	Opelousas	Brice Palmer
MAINE	Feb. 20	Lewiston	Allan Richard
MD, DE, DC	Jan. 29	Washington, DC	Bruce Howell
MASSACHUSETTS	Feb. 26	Gloucester	William Ferrick
MICHIGAN	Jan. 15	Ann Arbor	John Douglass
MINNESOTA	Mar. 5	Hutchinson	Roger Klinghagen
MISSISSIPPI	Feb. 19	Hattiesburg	Raymond Bonones
MISSOURI	Jan. 22	Columbia	Terry White
MONTANA	Jan. 9	Bozeman	Robert Semmens
NEBRASKA	Mar. 12	Kearney	Dick Bedient
NEVADA	Feb. 19	Hawthorne	Tom Davison
NEW HAMPSHIRE	Feb. 27	Franklin	Fred Rheault
NEW JERSEY	Feb. 26	Manchester	Joseph Magnotta
NEW MEXICO	Feb. 26	Roswell	Bob Fitt
NEW YORK	Mar. 12	Ithaca	Gary King
NORTH CAROLINA	Feb. 19	Lexington	Gerald Coates
NORTH DAKOTA	Jan. 15	Jamestown	Jack Brown
OHIO	Feb. 26	Delaware	Thomas Biggs
OKLAHOMA	Feb. 26	El Reno	William Wolf
OREGON	Feb. 26	Corvallis	William Critchfield
PENNSYLVANIA	Mar. 5	State College	Duane Berry
RHODE ISLAND	Mar. 6	Warwick	Roland Benoit
SOUTH CAROLINA	Feb. 19	Greenville	Allen Gotbeter
SOUTH DAKOTA	Feb. 12	Fort Pierre	Vern Larson
TENNESSEE	Feb. 5	Murfreesboro	Randall Smith
TEXAS	Mar. 5	Austin	Royce Butler
UTAH	Feb. 19	Provo	Dennis McGuire
VERMONT	Feb. 19	St. Johnsbury	Charles Lavalla
VIRGINIA	Feb. 19	Harrisonburg	Danny O'Donnell
WASHINGTON	Feb. 19	Yakima	Bob Keating
WEST VIRGINIA	Feb. 26	Charleston	Richard Harris
WISCONSIN	Feb. 20	Stevens Point	Don Hamelink
WYOMING	Feb. 19	Casper	Ray Bastow

## Regional Semi-Finals

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

**CENTRAL REGION** Feb. 19  
MO, KY, TN, AR  
University of Tennessee, Martin, TN  
Director: Randall Smith, 203 Sheffield Pl.  
Franklin, TN 37064

**NORTHWEST CENTRAL REGION** Mar. 5  
MT, ND, SD  
Lockwood High School, Billings MT  
Director: Dave Todd, 1823 Ave. E.  
Billings, MT 59102

**SOUTHEAST CENTRAL REGION** Mar. 5  
WV, VA, NC, MD, DE, DC  
James Madison University, Harrisonburg, VA  
Director: Danny O'Donnell, R.R. 10  
Box 254D, Harrisonburg, VA 22801

**SOUTHEAST REGION** Mar. 12  
MS, AL, GA, FL, SC  
Valdosta State, Valdosta, GA  
Director: William Cook, 201 Redwood Dr.  
Dalton, GA 30720

**NORTHWEST REGION** Mar. 12  
WA, OR, ID, AK  
Park Rose High School, Portland, OR  
Director: William Critchfield  
P.O. Box 1047, Corvallis, OR 97330

**WEST REGION** Mar. 12  
CA-HI, NV, UT, AZ  
Las Vegas Conventional Center, Las Vegas, NV  
Director: Adrian Brubaker, 300 Orchid Dr.  
Las Vegas, NV 89107

**SOUTHWEST REGION** Mar. 19  
NM, OK, TX, LA  
McArthur High School, Lawton, OK  
Director: William Wolf, 1436 40th  
Lawton, OK 73505

**NORTH CENTRAL REGION** Mar. 19  
MN, WI, IA, IL  
University of Iowa, Iowa City, IA  
Director: Richard Froeschle, Rt. 1  
LeClaire, IA 52753

**GREAT LAKES REGION** Mar. 19  
MI, IN, OH  
Bowling Green University, Bowling Green OH  
Director: Charles Davis, 908 Lambert St.  
Bowling Green, OH 43402

**WEST CENTRAL REGION** Mar. 26  
NE, CO, KS, WY  
Westminster High School, Westminster, CO  
Director: Joseph Garies, 8581 Crescent Dr.  
Westminster, CO 80030

**NEW ENGLAND REGION** Mar. 26  
ME, NH, RI, MA, CT, VT  
Dartmouth College, Hartford, VT  
Director: Walter Kettelle, 594 Lafayette Rd.  
N. Kingstown, RI 02852

**NORTHEAST CENTRAL REGION** Mar. 26  
PA, NY, NJ  
Kings College, Wilkes-Barre, PA  
Director: Paul Woodring, P.O. Box 125  
Warriors Mark, PA 16877



## Finals

Elks National "Hoop Shoot" Contest finals will be held in Indianapolis, Indiana, April 22, 23, and 24, 1983. National Headquarters, Indianapolis Hilton on the Square.

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

# Photo Highlights From The 1982

## ELKS NATIONAL "HOOP SHOOT" FINALS

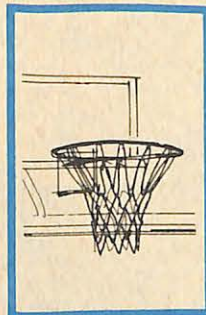


Former Boston Celtics star, John Havlicek, will act as consultant to the 1983 Elks National "Hoop Shoot."

Second-place winners are shown with Emile Brady, national director (second row, left) and Dave Cowans, former Boston Celtics star. The winners, from the left: Brian Gibbs of Kit Carson, CO, and Jodi Perry of Kane, PA (12-13 age group); Ryan Feasel of Convoy, OH, and Valerie Fariss of Leedey, OK, (10-11); Chris Daniels of Beckley, WV, and Thana Heller of Des Moines, IA, (8-9).



It takes lots of people to run a National Elks "Hoop Shoot" Contest. Chairmen of the 1982 registration committee (left to right) are: Mr. and Mrs. Walter Scott of Warrensburg, MO; Mr. and Mrs. Charles Curtis of Wabash, IN; Mr. and Mrs. Robert Pruse of Richmond, IN, and Mr. and Mrs. Galen Marr of Warrensburg, MO.



Fans of finalists Ryan Feasel and Douglas Elzer, both from Crestview school system in Van Wert, OH, showed their support at Market Square Arena, Indianapolis. Ryan managed a second-place finish in the boys' 10-11 age group. Both Ryan and Douglas were sponsored by Van Wert, OH, Lodge No. 1197.



The boy and girl who shot perfect scores (25 for 25) at the 1982 "Hoop Shoot" Finals each received the Getty Powell Award Trophy, named after the first national "Hoop Shoot" director at the 1982 Elks National Convention in Chicago. Both were introduced to the convention audience. Shown holding the trophies are Emile J. Brady, (left), director and Paul Woodring, assistant director of the "Hoop Shoot" program. Perfect shooters were Chris Combs (left), sponsored by Kingfisher, OK, Lodge, 8-9 year-old boys' division, and Doris Carrie, sponsored by Effingham, IL, Lodge, 12-13 year-old girls' division.

# Drunk Driving

(Continued from page 10)

tience seems to be running out. The touching plight of the innocent victims who survive DUI crashes to spend the remainder of their lives in wheelchairs, on crutches, or paralyzed on hospital beds, is beginning to stir the hearts of voters. Outraged parents of young victims have formed groups that are badgering legislators, police, prosecutors and judges to crack down on drunk drivers, to put teeth into the laws. These grassroots movements have been the strongest force thus far in improving a horrendous situation.

One of the most zealous leaders has been Candy Lightner. Outraged and frustrated when her 13-year-old daughter was killed, she quit her job and founded Mothers Against Drunk Drivers (MADD). In two years, MADD has snowballed into a nationwide organization, a force that has shaken the apathy of everyone. Thanks to her courageous efforts, the California legislature enacted some of the nation's strictest drunk-driving laws, requiring jail sentences and license suspension. And more important, judges no longer have the leeway they once did in suspending sentences.

Wails of anguish rose from those who felt they could drink and "handle it." But the most satisfying result of the new laws was that over the New Year holiday officials reported a 43 percent drop in holiday traffic deaths. It was the lowest New Year's death toll in 20 years—and the Highway Patrol attributed it to the widespread publicity about the new laws.

Another indicator of the new get-tough policy: last summer, for the first time in California history, a drunk driver was found guilty of second-degree murder (which carries a penalty of 15 years to life in prison), rather than vehicular manslaughter, for plowing into a woman and her daughter while driving 84 mph through an intersection.

*(Update. A Superior Court judge has overturned the conviction of the first person in California found guilty of murder in a drunk driving case. Instead, the judge found the defendant guilty of two counts of vehicular manslaughter and upheld his felony drunken driving conviction. The judge sentenced the defendant to one year in prison on each of the three charges, to be served consecutively.)*

There also are other organizations, other crusaders.

Because of strong pressure from RID (Remove Intoxicated Drivers), New York's legislature passed a law last year that provides a \$350 fine for a first of-

fense. Says RID leader Doris Aiken, "In 1980 each drunk driver in New York paid, on the average, a \$12 fine, while those who killed a deer out of season paid \$1,500." Aiken has reason to be incensed. Her 3-year-old daughter will live out her life as a quadriplegic because of a drunk driver whose traffic record already had 56 entries.

There has been a change in Maine, too. Driving with a blood alcohol content of .10 percent is now a crime in itself, rather than simply substantiating evidence needed for a conviction (which allows plenty of room for bargaining).

A new law in Michigan allows police to pull tipplers off the road on suspicion of drunkenness; previously the officer had to see an incident or corral a witness.

In Maryland, a \$150,000 grant has helped pay state troopers to work overtime, particularly on weekends, to nab boozed-up motorists.

Several states are considering raising the drinking age from 18 to 21, since the National Safety Council says 44 percent of nighttime DUI crashes are caused by the 16-to-24 group.

Now President Reagan has taken action on a national level. Candy Lightner's appearances at Congressional hearings moved 300 members of the House and Senate to write the President expressing concern that the problem wasn't being

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dealt with nationally. One of the most urgent pleas was made by Senator Claiborne Pell (RI), who has lost two of his aides in separate drunk driving accidents. Although Reagan's inclination is to delegate more responsibility to the states, last May he succumbed to pressure and created a Presidential Commission on Drunk Driving.

It is startling to realize that most of this action has been a result of private citizens taking charge, plodding through red tape and opposition. In California, all past efforts to pass legislation that would crack down on drunk drivers had been scuttled in committee. Most observers credit MADD's persistent campaign with creating a climate for the present reforms.

In New York, RID has set up a program called Courtroom Watch to study each judge's treatment of drunk drivers. If the judges aren't tough enough, they risk RID's opposition on Election Day. In fact, RID claims a victory in unseating one lenient judge.

A Colorado volunteer group called REDDI (Report Every Drunk Driver Immediately) has plastered the state with a poster of a 9-year-old girl who was orphaned by a drunk driver; it urges citizens to report anyone acting suspiciously on the highway. Since December, 1980, volunteers have relayed more than 10,000 calls to the Highway Patrol.

There's one factor in our drink-and-drive social culture, however, that is almost impossible to fight. That's a certain "mystique" that makes irresponsible behavior seem quite all right. Here's the familiar scenario. A man comes to work on Monday morning boasting of having really tied one on Saturday night and wondering how he ever made it home. Seemingly, he always has an appreciative audience.

On the other hand, a person comes into a room of non-smokers and lights up a cigarette, and everybody says, "Put that out! You're endangering our health."

In a way, the most disheartening—and yet perhaps the most hopeful—aspect of the problem is that drunk drivers could be stopped if people cared.

Tough laws and tough judges *do* make a difference. Under the new laws in California, if a judge dismisses a drunken driving charge or reduces one to a lesser offense, he must read into the record his reasons for doing so, and this summary must remain on his personal record.

To achieve a significant reduction in highway casualties, it will be necessary to change the social attitude which makes people hesitant to prevent someone who has had too much to drink from driving. Determining when driving skills have been impaired is too often left up to the drinker. And his sense of judgment is the first faculty to be affected by alcohol.

Most difficult of all to weed out are the repeat offenders who are frequently the hard-core problem drinkers. While less

than 10 percent of drivers fall into that category, they are responsible for a staggering number of the fatalities. And they're out there sharing the roads with you.

Steve White, who is director of California's District Attorneys Association, says that the only way to put problem drinkers under control is to set up community rehabilitation programs. "Not just casual counseling, not those one-night-a-week, sign-in-sign-out programs, but serious inpatient hospital treatment." It's no easy task. It will almost certainly need the help of pressure groups, service-minded organizations, and zealous crusaders.

But in order to accomplish any of this,

someone has to care—really care. And a stigma has to be attached to drunken driving. Says Congressman Robert Matsui, who has been a strong supporter of federal laws, "The problem we have with driving under the influence is that people don't view it as a crime, or even as a loss of face. People view it as if they were throwing a wad of paper out the window, or loitering."

Consider this: Since you started reading this article, somewhere a drunk driver has killed someone—someone with family and friends, parents, wives and children.

Most of us think it won't happen to our loved ones and ourselves. But to one out of two now reading this...it will. ■

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# ELKS NATIONAL SERVICE COMMISSION

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A ceremony was held at the Veterans Outpatient Clinic in Oakland Park, FL, to dedicate a mural which was painted in the reception area of the clinic. The mural, painted by artist Ludwig Wiecheki, depicts all service organizations and was sponsored by the nine lodges in the South Southeast District of Florida. From left are PER Robert Barry of Margate Lodge, District National Service Chm.; VP Donald Burrie, Pompano Beach; and PDD John McLoughlin, Margate.



Point Pleasant, NJ, Lodge sponsored a day of deep-sea fishing for 35 patients from the Lyons VA Medical Center. Pictured from left are Diron Avedisian, director of the Elks National Service Commission; Sharon O'Connell, VA recreational therapist; Merv Francis, District Veterans Chm.; and ER Harold Platt.



Bullhead City, AZ, Lodge entertained 15 veterans from the Fort Whipple Medical Center in Prescott during a recent weekend. A dinner and dance were held Saturday night, followed by a boat tour of Lake Mohave and a barbecue Sunday. In front row are Bill Causher, Jerry Snider, Tim Boyd, and Harlem Scott. In back row are DDGER Fred Burkhardt, Jr., VP Berkley Rourke, ER Dale Shepard, National Service Chm. Jim Crandall, and Co-chm. Earl Arter.



The National Service Committee of the California-Hawaii Elks Association presented a "phonic mirror" to the Martinez, CA, VA Hospital. This electronic device is for communication between doctor and patient for those patients who have lost their voice as result of stroke or surgery. Pictured from left are Clarence Nixon, hospital administrator; John Jordon, state National Service chm.; Dr. Jerry Wertz, audiology department; Cliff Gary, hospital representative, Concord, CA, Lodge; and Jeanne Hayward, chief of voluntary services.



Harold Goldstein, Veterans Committee Chm. of Wakefield, MA, Lodge, presented 50 pairs of tickets for Boston Red Sox games to Doris Kreiger, chief of volunteer services at the Bedford, MA, VA Hospital. The tickets made it possible for a group of patients to attend Elks Night at Fenway Park.

## News Of The State Associations

The annual convention of the **Montana State Elks Association** was held at Missoula "Hell Gate" Lodge July 29-31, 1982.

Attendance totaled 363 Elks and their wives. Distinguished guests were GER Marvin M. Lewis and his wife Gerry, and PGER Raymond Dobson and his wife Gene.

The next annual convention will be held at Great Falls August 10-13, 1983.

Officers for the 1982-83 year are President Ted Byers, Great Falls; First Vice-President Robert Semmens, Butte; Second Vice-President James McLuskie, Billings, and Secretary-Treasurer Fred Balkovetz, Butte.

The state Major Project is the purchase of specialized patients' hospital equipment for the smaller hospitals throughout the state. The past year's allocation was \$54,600 distributed to 38 hospitals.

A total of \$12,000 was distributed from the William and Sarah Jenne Trust Fund to eight first-year and eight second-year college students.

The **Colorado Elks Association** held its 79th Annual Convention in Pueblo, September 9-12, 1982. Registration of 1,741 persons made the convention one of the largest in the association's history.

Honored guests were GER Marvin M. Lewis and his wife Gerry, and PGER George Klein and his wife Ruth.

Newly elected officers of the association are President Charles Watkins, Delta; First Vice-President James Steers, Northglenn; Second Vice-President William Smith, Colorado Springs; and Third Vice-President Robert Ener, Jr., Gunnison. Re-elected were Secretary Jim Sterling, Canon City; and Treasurer James Flannigan, Aurora.

The state Major Project is Elks Laradon Hall, located in Denver. This is a school for training and rehabilitation of mentally retarded children, and a vocational school for young adults. Gross proceeds for the Major Project were in excess of \$250,000.

The **Florida State Elks Association** held its 76th Annual Convention May 20-23, 1982, in Daytona Beach, with 1,231 Elks and 1,076 ladies in attendance.

New officers are President Carl Vaughn, Palm Beach Gardens; and Vice-President-at-Large George Dominianni, Keystone Heights. Ben Brown, Umatilla, was renamed secretary, and Frank Holt, Miami, was renamed treasurer.

The association's midyear convention was scheduled for Clearwater November 19-20, 1982. Tampa has been chosen as the site for the 1983 convention, May 26-29.

Among the highlights of the convention was the report of Jim Oliver, administrator of the Florida Elks Harry-Anna Crippled Children's Hospital at Umatilla.

Two hundred and forty-six youngsters were admitted during the calendar year 1981, at a total cost of \$1,455,000, amounting to a daily average of 34 in-patients.

In addition to the hospital care, five outpatient clinics operating in strategic cities in Florida have given treatment and service to 2,039 youngsters, at a cost for the year of \$75,268.

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# Marvin Lewis Visits Washington



**Marvin M. Lewis** covered the nation in his two-day visit to Washington, meeting with Senators and Congressmen from 21 states just prior to the adjournment of Congress.

The Elks have a mighty presence in the Nation's capital, with over six dozen members serving in the Senate and the House of Representatives. Other members of Congress—as well as key White House officials—are acutely aware of Elks activities in all 50 states; and when the Grand Exalted Ruler made a fall visit to Washington, DC, he was greeted with enthusiasm and words of appreciation.

Marvin Lewis had a few scheduled appearances—with the congressman who represents his hometown of Brawley, CA, Rep. Clair Burgener, and the two California Senators, Alan Cranston and S. I. Hayakawa, and with officials at the White House and the Department of Education, where he reported on BPOE efforts to increase volunteerism among its members.

But the whirlwind pace of his short visit to Washington accelerated. He met more and more of the national legislators, as the senators and representatives moved through the crowded halls to answer dozens of roll calls in the closing days of the session.

There were particular “thank you’s” for Rep. C.W. “Bill” Young of Florida and Sen. Edward Zorinsky of Nebraska, the two prime movers of a bill that amends the Copyright Act and permits an exemption from liability for public performances of copyrighted music by veterans and fraternal groups. In spite of extensive support, the bill had been stalled in committee, but Senator Zorinsky a long-time member of the Elks lodge in Omaha, succeeded in adding the amendment on the last night of the Congress before adjournment.

GER Lewis also visited with Senator Steve Symms of Idaho, thanking him for sponsoring a resolution commending the Elks for their leadership in volunteerism.

In Statuary Hall, in the Capitol, each state has honored its two most distinguished citizens. GER Lewis viewed the statue of Charles Russell, the state of Wyoming’s tribute to the leading artist of the West. Russell was one of Elkdom’s most distinguished members.

Lewis visited with representatives and senators from each section of the country, Democrat and Republican. He met the leadership of the House of Representatives—Majority Leader Jim Wright of Texas and the two whips or assistant floor

leaders, Republican Whip Trent Lott of Mississippi and Democratic Whip Tom Foley of Washington. And there were the committee chairmen—Rep. Peter Rodino of New Jersey, chairman of Judiciary; Rep. Carl Perkins of Kentucky, chairman of Education and Labor; Sen. Malcolm Wallop of Wyoming, chairman of the Select Committee on Ethics; Sen. Alan Simpson of Wyoming, chairman of Veterans’ Affairs; Rep. Claude Pepper of Florida, chairman of the Select Committee on Aging.

The meetings with congressmen invariably led to comments about Elks activities “back home.” Rep. Dan Glickman of Kansas recalled his frequent visits to the Kansas Elks Training Center for the Handicapped (KETCH) in Wichita; Senator Paula Hawkins of Florida reminisced about her father’s membership in the Elks; Rep. Michael Barnes of Maryland praised the leadership of the Elks and their magnificent new facility in Rockville; Senator Mark Andrews of North Dakota remarked that this is his 35th year as a member of the Elks, and he noted with pride that Mark Andrews, Jr. is the new exalted ruler of the Fargo Lodge.

*(Continued on page 47)*

1. Senator John Warner, R-Virginia, 2. Senator Steve Symms, R-Idaho, 3. Morton Blackwell, The White House, 4. Senator Jim Sasser, D-Tennessee, 5. Senator Ed Zorinsky, D-Nebraska, 6. Senator S. I. Hayakawa, R-California, 7. Representative Lindy Boggs, D-Louisiana, 8. Representative Claude Pepper, D-Florida, 9. Senator Quentin Burdick, D-North Dakota, 10. Senator Al Simpson, R-Wyoming, 11. Representative C. W. “Bill” Young, R-Florida, 12. Representative Clair Burgener, R-California, 13. Representative Peter Rodino, D-New Jersey, 14. Representative Dan Glickman, D-Kansas, 15. Senator Mark Andrews, R-North Dakota, 16. Senator Alan Cranston, D-California, 17. Elizabeth Dole, The White House, 18. Dr. Edward Elmendorf, Department of Education.

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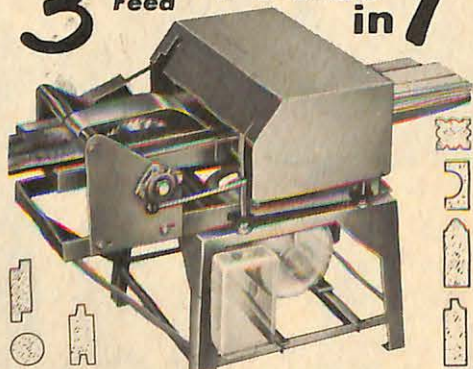
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**CHOOSING A "GOOD" TAX SYSTEM—PART 2**

A northeastern congressman who, he said, reluctantly voted for the \$98.3 billion tax bill tried to explain his position to his constituents. "In the earliest form," he explained, "I was opposed to the bill. However, the latest version is somewhat more palatable. We've already cut expenditures to the bone. The only alternative is to **increase revenues.**"

In part, of course, he's right. Something had to be done. Interest rates had to be reduced.

The dilemma, it's believed, is that Congress has continually ignored the source of the problem; real tax reform.

Most congressmen I've heard or read have answers for the country's economic mess. Just ask them and be prepared for hours of party politics. Few mentioned tax reform until recently. But disillusioned taxpayers and angry lobby groups have sensed more interest in reform from Congress now than in the past.

The most popular idea on Capitol Hill these days is the flat-tax system or what some call a "gross income tax."

Some analysts say it lacks solutions and is simply a "quick-fix" that can cause more problems than it solves. They also contend that such a sweeping change would gouge middle-income families already hard-hit by inflation, rising mortgage and rent rates and the myriad of local and state taxes. A congressional expert on taxes, for example, testified this summer that the flat-tax plan will actually produce a "windfall" for the rich at the expense of the middle and lower income levels.

But Jim Jones disagrees.

A retired proprietor from Blanco, TX, he quit his successful warehousing business nearly seven years ago to devote his efforts to establish GIT—Gross Income Tax plan. Last year, he spent three to four days a week in Washington lobbying White House aides, Treasury Department officials and congressmen. He even used radio spots on a popular Washington station to broadcast his arguments.

The GIT, he said "would end the nightmare of costly and complicated record keeping and IRS forms," and it would lessen the need to employ "financial wizards to find exactly the right combination of deductions, shelters and other tax-saving devices."

One of his listeners may have been President Reagan. In August, the president told a West Coast audience that the flat-rate income tax is "very tempting," adding that a simplified tax structure "is something worth looking into."

A Texas congressman, Kent Hance, also listened. Last March, he introduced a measure in the House, and 20 of the 36 members of the Ways and Means Committee endorsed the bipartisan plan. Its purpose is to study the advisability of replacing the "current federal income tax system for individuals and corporations with a system under which income tax is imposed on gross income."

A number of colleagues appear to concur. Says Albert Gore, Jr., "The time has come for a curb to the custom of using tax policy to effect social changes through manipulation of exemptions and deductions, rather than to simply raise revenue to lower America's budget deficit and bring down interest rates. But I believe the burden of taxation must not fall disproportionately on the shoulders of low and middle-income people.

"The use of a flat-base rate, along with a progressive surtax on people with higher incomes, could effectively trim the tax computation burden without relaxing higher income earners from their responsibility of paying an adequate share of taxes."

Eloquently said, of course, but how does it translate to the paying public?

Gore believes that a flat rate of 14 percent for low and middle income groups should be used, along with certain personal exemptions such as home mortgage, Social Security and veterans' benefits among others.

Sen. Bill Bradley and Rep. Richard Gephardt, both Democrats, proposed their own "Fair Tax Act" that meets some of Gore's objectives and adds a few more. The Bradley-Gephardt measure would mean that a family would have to earn more than \$9,600 a year to have a taxable income. At the same time, commonly-used deductions like mortgage payments would be retained. Special deductions, however, would be dropped.

In other words, few people in the House or Senate are espousing Jim Jones' idea in the purest sense...an absolute flat rate for every taxpayer. But there's no question that he planted a seed that is growing rapidly.

The Bradley-Gephardt Fair Tax plan, for example, proposes a 14 percent flat-rate tax for adjusted gross incomes up to \$25,000 for single people and \$40,000 for married couples. A surtax of up to 14 percent would be added on incomes above those levels. The Fair Tax proposal would cut the federal income tax rate from 50 percent to 28 percent.

The two congressmen maintain that only about 20 percent of all taxpayers would pay more than the flat rate of 14 percent. Sixty to 70 percent of all taxpayers, their figures in-



dicate, would pay less than they do now under the progressive tax system.

"Figuring out where you stand under the different proposals is difficult," says AP Business Writer Louise Cook, "because most are still in the planning stages. In general, however, you will be better off if most of your deductions are fairly standard—medical, state and local income taxes, charitable contributions—and if most of your income comes from salary or wages and already is subject to tax."

Would a flat-tax really alleviate the problems taxpayers face every April 15?

Supporters contend that the reams of pages and forms could be reduced to a postcard. Time and money spent getting expert advice trying to understand what you must pay or how you can avoid payment would be reduced. Such a single tax, proponents add, would also ease the controversial marriage penalty where two working people pay more when they marry.

Furthermore, the single flat-tax would substantially reduce reasons for someone to cheat.

Opponents, however, are equally convinced that the tax code can be simplified without using a flat tax. A gross tax, they believe, will eventually redistribute the tax burden from the well-to-do to those who thought they were going to get relief.

Rep. Gore thinks it will do the opposite. "The beauty of a simpler income tax system is that it would give a significant boost, experts say, to the personal savings rate without rendering the middle-income taxpayers more vulnerable to bracket creep in the future."

But it won't happen overnight. "It has a lot of political appeal and it's easy to understand. But realistically, we're a long way from it happening," says Senate Finance Committee Chairman Robert Dole.

Flat-tax supporters privately agree.

But Jim Jones hasn't given up...even if his GIT is being modified to appeal to skeptical congressmen. "I can't think of anything that would help the country more than a better tax system."

## Medicine & You

(Continued from page 18)

Dennis Clayson, co-author of the study and former associate professor of psychology at Mount Union College in Alliance, OH.

Ginger works by blocking the sickness messages that normally are sent to the brain by the gastrointestinal tract when it's disturbed by motion, points out Dr. Daniel Mowrey, co-author of the study conducted at Utah's Brigham Young University. To prevent motion sickness, you should try taking just two capsules of ginger (about 940 milligrams) approximately 15 minutes before boarding a boat, car or plane, suggests Dr. Mowrey. For some people, two capsules are enough for an entire trip. Others, however, might have to take two capsules every hour or even up to four to five capsules per hour, says the research psychologist. "You can't overdose," he assures. "If you begin to take more than you need, you'll have a mild burning sensation in the upper chest-throat area. Quit taking them when you reach that point."

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The circulation of rumors is often inspired by the wish to see the high and mighty cut down to size.



# RUMORS FOR RENT

by William E. Miles

Gossip—which someone once described as mouth-to-mouth recitation—has done a lot more to damage reputations than revive them. But, in most cases, gossip is simply idle chatter (“Who was that woman we saw him with last night?”) compared to rumors that concentrate less on back-biting individuals than on bad-mouthing big business or upsetting other important segments of society.

Some of the largest corporations in the land have been taking these word-of-mouth beatings for years—dating back to the early days of the Coca-Cola Company, which has consistently been rumor-plagued about bugs and other bits of indigestible material in its bottles.

Two fast-food chains, McDonald’s and Wendy’s, were recently the targets of unsubstantiated reports that their hamburgers contained worms “to strengthen the protein content,” while E. R. Squibb & Sons, Inc., the manufacturer of “Bubble Yum,” and General Foods, the maker of “Pop Rocks,” had to spend more than \$100,000 to squash unfounded rumors that one product contained spider eggs and that the other could explode in your stomach.

Where do such rumors spring from—and why? Many of these tall tales, according to myth-debunker Tom Burnham, author of *The Dictionary of Misinformation*, originate in “a wish to see the high and mighty cut down to size; an instinct for revenge; a delight in the discomfiture of others.”

Only occasionally are such rumors traceable to their source. For instance, the story of how six Pennsylvania college students, high on LSD, stared directly at the sun and blinded themselves. This story was even carried on national news service wires—until the originator of the tale, a blind man, confessed concocting the story. He gave as his reason the fact that he wanted to warn the young to stay away from dangerous drugs.

Another fairly recent rumor that there was a nationwide shortage of bathroom tissue resulted in so many millions of Americans flocking to supermarkets to stock up that there was a temporary scarcity of the product. The source of this? A kidding remark by Johnny Carson on his late night television show.

But these cases were rare exceptions to the first rule of rumors—their origins are hardly ever substantiated. They are almost always undocumented, never proved, and attributed to someone else. The most durable, according to Burnham, “seem to generate themselves as once it was thought that crocodiles are fathered by the sun and borne by the Nile’s muddy banks.” Today, rumor has these same crocodiles (*nee baby alligators brought back from Florida*) growing to enormous size in Manhattan’s sewers into which they have been flushed by children getting rid of their pets.

Old rumors never die, they just fade away for a few years—only to reappear again in some new, often grisly guise. Take, for example, the “snake in the coat” story which only last year had officials of a K-Mart store busily denying it in Detroit. A woman customer, so the story went, had her arm amputated after trying on a Taiwanese-made coat containing a poisonous coral snake that bit her.

According to Jan Harold Brunvand of the University of Utah, author of *The Vanishing Hitchhiker: American Urban Legends and Their Meanings*, the snake-in-the-coat-story first appeared in 1968 and was duly reported in newspapers across the country. Brunvand says the snake is invariably described as being from somewhere in the Far East. He speculates that the rumor’s revival in Detroit may have resulted from layoffs in the automotive industry that have been blamed partly on imports from Japan.

There are dozens of variations of this unfounded story, printed as gospel by some gullible newspapers. It turned up in Buffalo, NY, not long ago—with a woman customer, feeling the texture of blankets in a Two Guys Store, bitten by a snake curled up in the blanket. This time, according to the rumor, the woman died and the blankets were shipped back to Hong Kong.

In another version of the snake story, a couple is rumored to have purchased an electric blanket with snake eggs sewn inside. When the blanket was turned on, the eggs hatched into snakes which bit their victims. Along the same lines, a rumor that gained wide circulation during the 1960s concerned the black widow spider

that built a nest in the dirty tangled hair of a “hippie” who died of its deadly bite. But, as Burnham reports: “Attempts to document such stories invariably fail. It always happened to someone else’s friend who, in turn, says it was told to him or her by still someone else, and the trail vanishes.”

But not the rumors themselves. Early this year, Proctor & Gamble, one of the country’s largest consumer-product manufacturers, launched a campaign to fight rumors spreading across the West Coast that it is somehow connected to Satanic religions and devil worship. The rumor involved a company executive who supposedly admitted on a TV talk show that the corporate symbol—a crescent moon with the outline of a man’s face looking at a group of 13 stars—represents the firm’s connection with demonic worship.

Spokesmen for the Cincinnati-based maker of products ranging from Ivory Soap to Pampers disposable diapers flatly denied any connection between Proctor & Gamble and Satanism. They said the 13 stars in the corporate symbol represent the 13 original colonies. The Proctor & Gamble symbol was also the center of an earlier rumor in 1980, which circulated primarily in Southern Minnesota. In this version, the picture of the moon was reported to symbolize that P & G had been acquired by the Rev. Sun Myung Moon’s Unification Church. Actually, according to the company spokesmen, the profile of the man in the moon was added to the logo because the founders of the firm, William Proctor and James Gamble, “simply liked it.”

Entenmann’s Bakery on Long Island also had a tough time trying to kill a similar cooked-up rumor that it is owned by the Moonies. Board Chairman Robert Entenmann said the story was hurting sales and resulting in the harassment of employees. The company finally had to fight back by writing to 1,500 churches in New England and calling a series of press conferences to debunk the rumor.

Two years earlier, in 1978, McDonald’s was the target of a similar tall tale and launched a quiet but successful campaign through church bulletins in the Midwest and Southeast to kill a rumor that Ray

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Kroc, founder of the fast-food chain, was contributing money to a satanic cult in Southern California.

An old chestnut recently pulled from the fires of the past involved the National Kidney Foundation, which received thousands of cigarette wrappers or tea bag envelopes sent by believers of a nationwide rumor that they could be exchanged for rental of a dialysis machine. "Absolutely untrue," reported a Foundation spokesman.

Variations of this particular rumor are at least 50 years old. It was particularly common back in the depression days of the 1930s. The rumor was then that if a cigarette package contained the symbol V8, anyone sending it to the manufacturer would receive a free automobile. A more current rumor is that for every thousand cellophane strips from a cigarette package, a free "seeing-eye" dog will be provided needy blind persons or that a similar number of certain candy bar wrappers will equip amputees with free artificial limbs. Many service clubs have fallen for this rumor by taking up collections in all good faith, only to find that the strips or wrappers are strictly worthless.

Even some newspapers and magazines which should know better have been fooled, too—printing familiar old folklore without confirming the facts. A variation of the old "grandfather's gold watch" story, which has been around for decades, was published with all due seriousness in a September, 1972, issue of *Parade*, the Sunday supplement magazine which appears in newspapers from coast to coast.

In the original story a salesman who prizes a valuable gold watch his grandfather gave him picks up a hitchhiker who, when he climbs into the car, bumps rather clumsily against him. The salesman, reaching for his watch, finds it gone and orders the hitchhiker at gunpoint to hand over his watch and then orders him out of the car. When the salesman gets home, his wife greets him by saying: "Did you know you left grandfather's watch on the bureau this morning?" The *Parade* version was the same basic story—with the watch becoming a wallet and the locale a New York subway.

Where do such wild exercises of the imagination originate? With the few exceptions previously mentioned, no one really knows. One of the latest rumors to attain nationwide circulation is that men's briefs can cause sterility when worn skintight. In this case, some psychologists believe the

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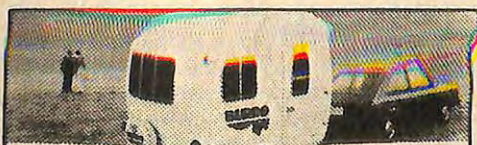
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story may have originated with persons seeking to discredit homosexuals. But many business leaders blame it on commercial rivalry that makes use of paid whisperers to disparage competing products.

One particularly scurrilous example of this was a rumor making the rounds in 1934 via a whispering campaign that a leper had been found working in the Chesterfield cigarette factory in Richmond, VA. In an effort to trace the untrue rumor, the Liggett & Myers Tobacco Company offered rewards of \$1,000 each to the first 25 people to furnish them with satisfactory evidence as to who was circulating, or paying others to circulate, the damaging rumors. No one ever collected.

A common ploy used by paid whisperers is for one of two men in a crowded subway or bus to look up from the newspaper he was presumably reading and remark in a loud voice to his companion: "Say, did you see this story in the paper tonight?"—and then recount the rumor. Nearby passengers, who cannot fail to hear him, immediately assume the paper had verified and printed the story, when there was actually no such item in its pages.

By now, all listeners within hearing range of the rumor, whether they believe it or not, generally repeat it when they get to their homes or offices. And usually, human nature being what it is, they will often elaborate on the story—adding a few more juicy morsels of their own. By the time the paid whisperers have finished their day—in crowded elevators, barber-shops, cafeterias and other public places—the fictional rumor has rapidly snowballed into "fact."

Such tactics often result in severe losses for the manufacturers of the impugned products. A home permanent wave kit was almost put out of business when professional whisperers circulated the totally false rumor that the product had burned the scalps of several women, resulting in baldness for some.

Back in the 1960s, the rumor mill ground out a story that resulted in deep embarrassment for the giant E. I. Du Pont Chemical Company. A machinist, so the rumor went, had taken a puff of a cigarette contaminated with the company's new Teflon product and had died a horrible death. A few years later when the first non-stick, Teflon-coated frying pans were introduced, Du Pont had to send out hundreds of thousands of pamphlets explaining that the story was strictly a hoax.

Aside from business rivalry, wars, political crises, stock market slumps, riots and disasters all supply fertile ground for the growth of rumors. Dating back to the dawn of political history, they have poisoned the reputations of many famous political figures. When Thomas Jefferson was running for the Presidency he was plagued by rumors that he was an atheist

(Continued on page 42)

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# YOU & RETIREMENT

by Grace W. Weinstein

## COLD WEATHER BLUES

"Cold can kill the old," says a press release from the National Institute on Aging, and this winter is expected to be one of the coldest on record. That Mexican volcano that erupted last year, giving us beautiful sunsets all summer, has left particles in the atmosphere which are blocking the sun's warmth this winter. Or so some scientists say. Whether it's colder than usual or not, and whether it's that volcano's fault or not, older people are often susceptible to cold weather and must be careful.

Even relatively mild cold can cause some older people to develop accidental hypothermia, a drop in internal body temperature to 95 degrees Fahrenheit or below that can be fatal if it is not detected and treated promptly. Even mildly cool temperatures of 60 to 65 degrees Fahrenheit can trigger accidental hypothermia in susceptible individuals. Doctors aren't certain just what makes some people susceptible, but some diseases and certain drugs can affect your ability to withstand cold.

The National Institute on Aging points to these warning signs:

- An older person does not shiver or react to cold normally. He or she may claim to be perfectly comfortable when others are putting on sweaters or turning up the thermostat.
- An individual is taking drugs that may keep the body from regulating temperature normally. Such drugs include some which are commonly used to treat anxiety, depression, and nausea.
- Someone may have a medical condition which blunts the body's response to cold. Such conditions include disorders of the body's hormone system, especially hypothyroidism ("slow" thyroid); conditions such as stroke that can cause paralysis or reduce general awareness; illness such as severe arthritis and Parkinson's disease, which limit activity; any condition that severely impairs the normal constriction of blood vessels; and alcoholism.
- Family and friends may notice that a person is not thinking clearly or is not acting as usual.

When accidental hypothermia does set in, the victim may exhibit confusion, disorientation, or drowsiness. He or she may show slow, sometimes irregular, heartbeat plus shallow, very slow breathing, and slurred speech. He or she may shiver uncontrollably—or may be unable to shiver at all. Some of these symp-

toms can be the same as those of a stroke, diabetic coma, or heart disease. Accidental hypothermia, as a result, is very difficult to diagnose. But accidental hypothermia, in addition to being fatal if allowed to progress, can worsen pre-existing conditions such as heart disease and diabetes. Severe cases can lead to problems with the kidney, liver, and pancreas.

If you are over 65 and live alone, or know someone who does, take these steps:

- Dress warmly even when indoors, eat properly and eat enough, and stay as active as possible.
- Keep indoor temperatures at a minimum of 65 degrees, even if you're trying to conserve energy. Your own health is more important. If money is a problem, talk to your local utility or Committee on the Aging about help. Or, if necessary, keep one or two rooms as warm as you can and stay in those rooms.
- Be especially careful to keep warm while sleeping, by wearing enough clothes and using blankets, to ward off the accidental hypothermia which can start during sleep.
- Ask your doctor whether any medication you take—especially those used to treat anxiety, depression, nervousness, or nausea—might affect the control of body temperature. Another source of this information is your pharmacist.
- Older people who live alone should ask friends or neighbors to look in or telephone once or twice a day, particularly during cold spells. Some communities have telephone re-assurance services for the elderly or home-bound. Take advantage of such a service if there is one in your town.
- If you do suffer from accidental hypothermia, or find a friend or relative who is in trouble, seek medical help immediately. Re-warming of the body is essential, but should be done under medical supervision. While you wait for medical help, you can prevent further heat loss by wrapping the victim in a warm blanket, using hot water bottles or electric heating pads on a low setting, and, if the victim is alert, giving small quantities of warm food and non-alcoholic drink. You can also use your own body warmth to warm a victim, but don't rub his hands or feet.

Accidental hypothermia is relatively rare. But it claims more victims than it should, and



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awareness of its symptoms should help.

Another cold-weather danger, to which a great many of us are susceptible, is the flu. For most people, including older people, a few days in bed plus aspirin and plenty of liquids will be all the treatment that's necessary. But for some older people, the National Institute on Aging cautions, flu can be a deadly enemy—mostly because, by lowering resistance, flu may allow more serious infections, such as pneumonia, to set in.

It's easy to confuse the common cold with influenza. But flu causes fever and a cold usually does not. With flu, moreover, you may not suffer from the nasal congestion typical of a cold. And flu, a viral infection of the nose, throat, and lungs, generally lasts longer, with more aches and pains, than the common cold. If you have a fever, combined with aching muscles, chills, and general weakness, you may have a classic case of the flu.

Flu is rarely a fatal illness. But while your immune system is busy fighting off the flu, you're less able to resist secondary infection. If this second infection is in the lungs, it can be life-threatening. Older people and people with chronic diseases (such as heart disease, emphysema, asthma, bronchitis, kidney disease, and diabetes) are at the greatest risk of developing secondary infections. The most serious of these is pneumonia, one of the leading causes of death among people over 65.

Pneumonia, an inflammation of the lungs, may be directly caused by the flu virus. More often, however, it results from bacteria that multiply in the system during the flu infection. Either way, the symptoms of pneumonia are somewhat similar to those of the flu but are much more severe. Shaking chills are very common, along with frequent heavy coughing. The fever that accompanied the flu continues during pneumonia, and stays high. Pain in the chest may occur as the lungs become increasingly inflamed.

*Bacterial pneumonia is usually treated with penicillin. Because the elderly are likely to develop pneumonia along with the flu, however, many doctors suggest prevention through an annual flu shot in the early fall. The flu virus changes constantly and unpredictably, and one year's virus is usually slightly different from the previous year's, so flu shots, in order to be effective, must be taken each year.*

Side effects, such as a low fever or a redness at the injection site, sometimes occur as a result of the flu shot. Most doctors, nonetheless, recommend that elderly patients have the shots. In most people the dangers from flu and from possible pneumonia far outweigh any side effects of the shot itself. There is, however, one exception: The flu vaccine is made in egg products and, if you have an allergy to eggs, your doctor may recommend that you stay away from the vaccine and take your chances with the flu.

If you do come down with the flu, despite all precautions, the best treatment is rest. Take aspirin for the aches and pains (if there is no other reason why you should not take aspirin), drink plenty of liquids, and, above all, stay in bed. The fever may return after disappearing if you return to your normally active life too soon. In any case, if the fever persists, be sure to call your doctor.

All of this may sound like a good reason to head for a warm climate for the winter. But lots of us like the cold climates as well...there's nothing quite as invigorating as a walk through softly falling snow. Just bundle up, keep warm, and stay healthy.

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## Rumors for Rent

(Continued from page 39)

and the debaucher of young girls. Martín Van Burén was rumored to be the illegitimate son of Aaron Burr. Other Presidents, from Abraham Lincoln to Franklin D. Roosevelt, were the target of widespread innuendoes that they were incurably insane.

Rumors have not only ruined reputations, but have been responsible for starting panics on Wall Street and elsewhere. In 1955, a rumor falsely attributed to the Associated Press in the wake of Hurricane Diane reported that the bursting of the Wallenpaupack Dam in Port Jervis, NY, had triggered a typhoid epidemic—resulting in the evacuation of one quarter of the city's population. After the famous San Francisco earthquake of 1906, rumors ran like wildfire through the wrecked city—that a tidal wave at the same time as the earthquake had engulfed New York City, that Chicago had slid into Lake Michigan, and that the earthquake itself had freed animals in the local zoo and that they were devouring the refugees in Golden Gate Park.

Many years later, during World War II, rumors of Japanese troops invading the West Coast helped contribute to the public hysteria in the days after Pearl Harbor that led to the internment of loyal Japanese-Americans, who are still seeking reparations from the government.

Another widely-circulated rumor after the first moon landing in 1969, was that the whole thing was faked by the government which used an isolated area of the Arizona desert to simulate the lunar landscape. This rumor was short-lived, but an old perennial—that the big oil companies are suppressing an amazing new invention for turning water into gasoline—is still alive and well a good half century after it first gained circulation.

Ralph Rosnow, professor of psychology at Temple University and co-author of the book *Rumor and Gossip*, believes the transmission of rumors is "an unavoidable aspect of folklore and human behavior."

What to do about them? Rosnow thinks the public's susceptibility to such wild stories could be reduced by the establishment of rumor clinics, as was attempted by some cities during the street riots in the '60s and more recently by Pennsylvania Governor Dick Thornburgh during the Three Mile Island nuclear incident. "People should be told the facts whenever possible," says Rosnow, "to keep them from getting more exaggerated and melodramatic."

Another rumor debunker, Dr. Gerald Goldhaber of the State University of Buffalo, suggests asking: Who did you hear it from? How well do you know them? How did they hear about it?

Chances are the answer to that last question will be just as equivocal as the rumor—from a friend of a friend of a friend who heard it from.....

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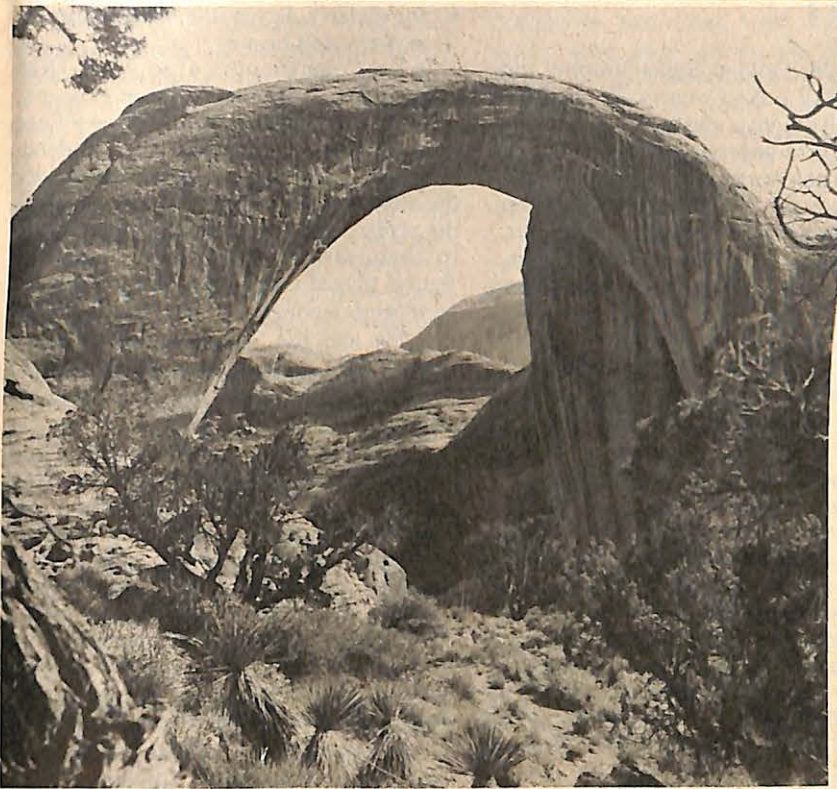
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Rainbow Bridge (left) is the world's tallest stone arch and single biggest geological attraction on 180-mile long Lake Powell. Bryce Canyon (right) still elicits praise for its mystery and wonder.

# UTAH

by Jerry Hulse

Of all the Western states, Utah gets high points for its laid-back, low-key approach to tourism and its vast array of visitor attractions: parks and playgrounds, towering mountains, alpine meadows, trout-filled lakes and streams, ski resorts and wilderness valleys through which rivers flow in a never-ending race with eternity.

Those who live in Utah tell how few places on earth can compare with their state. Five national parks are within its borders, as well as 43 state parks that offer the solitude vacationers seek in today's frenetic world of crowded cities and other 20th century pressures and distractions. Consider for a moment that region of Utah called Canyonlands: Here rain and wind have sculpted the landscape into great stone pinnacles and arches; it contains two national parks, three national monuments, a national recreation area, a national forest, four state parks and reserves, two wilderness areas and the

heralded Monument Valley that features natural stone arches and bridges of awe-inspiring height. At Dead Horse State Park one can stare down 2,000 feet from the rim of a canyon. Who can help but feel the lonesomeness of the land and its tranquility while strolling alone among the buttes and red rock walls of this impressive corner of Utah?

Millions of years have gone into the sculpting of Canyonlands. Here during spring, summer and fall, vacationers camp out under the stars, enveloped in a cocoon of quietness that's startling and inspiring as one senses the privacy, the aloneness and a feeling that no other human being exists, anywhere else on earth. One has only to stroll through Monument Valley to realize how insignificant, how small one's purpose in this universe is.

In Utah vacationers fish the waters of Lake Powell; they backpack, ride through

miles of scenic wilderness and float down the storied Green River. Of the area near Green River, Mark Twain wrote how he looked over his shoulder and marveled at the "magnificent long cliff walls which resembled a row of colossal books, with leaves partly open." Mark Twain hiked among the buttes and studied petroglyphs etched on canyon walls hundreds, perhaps thousands, of years ago by Utah's early inhabitants. Here in southeastern Utah, vacationers to Canyonlands spread out across 7½ million acres of natural beauty. There are jeep safaris through Canyonlands, and each year the communities of Moab and Mexican Hat host thousands of visitors who arrive to recharge the soul in a place that seems little changed through the centuries.

Besides Canyonlands, the state is divided into eight other geographical regions: Panoramaland, Dinosaurland, Mountainland, Bridgerland, Castle Country, Color





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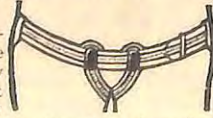
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**UTAH**

Country, the Golden Spike Empire and the Great Salt Lake Country. Each offers its own distinctive features, from the aspen and pine-covered mountains to the north to the sandstone canyons of the south. There are Bridgerland's lush green valleys, dairy farms and cheese factories; Dinosaurland features magnificent lakes, national forests, river-running and horse-packing; Bryce, Zion and Capitol Reef National Parks occupy Utah's heralded Color Country, and sand dunes and desert terrain draw vacationers to Panoramaland with its rockhounding, rodeos and four-wheel adventuring. The list of Utah's vacation attractions seems unending.

Of Utah's parks, Zion is by far the oldest. Some come to Utah especially for its scenic wonders. Canyons plunge thousands of feet while buttes and mesas rise above the valley floor. Carved from a 7,000-foot-high plateau, Zion attracts visitors to such landmarks as Angel's Landing, Towers of the Virgin, the Temple of Sinawava, The Three Patriarchs and The Great White Throne. Open year-round, Zion provides lodging for visitors at Springdale and Mt. Carmel Junction.

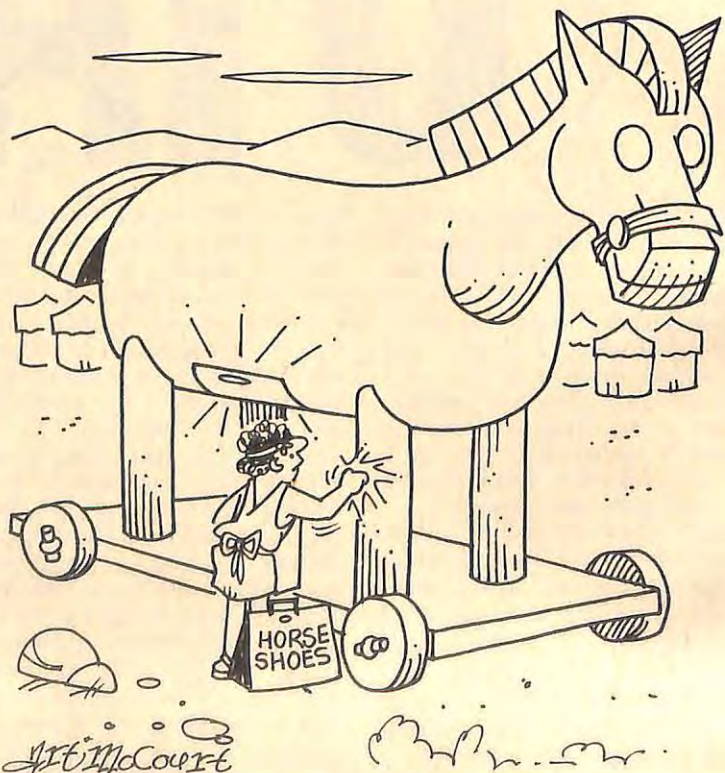
Bryce draws other carloads of tourists. After visiting there, one vacationer wrote poetically of the experience: "...thousands of red, white, purple and vermilion rocks resemble sentinels on the walls of castles; monks and priests with their robes, attendants, cathedrals...deep caverns...spires and steeples, niches and

recesses, presenting a wild and wonderful scene." This was in 1876. Now, more than a century later, Bryce still elicits praise for its mystery and beauty.

In the Color Country of southern Utah vacationers explore ghost towns, historical sites and a western movie village near Kanab in Johnson's Canyon. Indeed, Utah has been the scene of Westerns since the first Hollywood cowboy rode across the screen. Long before filmmakers came to Utah, several of the West's legendary figures played hide and seek with the law in storied Robbers Roost, namely Butch Cassidy and the Sundance Kid. Cassidy and his gang rode through untold miles of Utah's Castle Country, a region eroded by wind and water.

Dozens of Utah outfitters have packaged river tours. Utah's whitewater rivers include the Colorado, the Green, the Dolores and the San Juan. Rafters float through twisting canyons, alone in a world of near total silence, save for the murmur of the rivers and the cry of the wind. One of Utah's most dramatic river runs winds its way through switchbacks chiseled by the San Juan in Goosenecks State Park. Meanwhile, other visitors explore Flaming Gorge, Dead Horse Point State Park, the Navajo Indian Reservation on the Utah-Arizona border, Dinosaur National Monument, Timpanogos Cave National Monument, Little Sahara Recreation Area, Topaz Mountain, Fish Lake and the wondrous Wasatch Range.

And then there's Salt Lake City where more than 100 years ago Brigham Young told his band of weary Mormon followers "This is the place." Since that historic



"We don't want any!"

moment, Salt Lake City has evolved into one of the West's major metropolises, best known by its six-spired neo-Gothic Mormon Temple and the Mormon Tabernacle. While the Temple itself is off-limits to non-Mormons, visitors are welcomed in the Tabernacle where concerts are given by its famed choir. Tours of Temple Square are conducted throughout the day.

In keeping with the Mormon faith, Salt Lake continues to grow. Barely a year ago the flashy new \$40 million Marriott Hotel swung open its doors, and now it's a 15-story Holiday Inn and a 500-room Sheraton. One of the wonders of Salt Lake City is Crossroads Mall. With 120 stores and shops and a couple of thousand workers, it ranks as the granddaddy of Utah shopping malls. Indeed, it is rated as one of the nation's biggest. Just across the way stands the Mormon-owned Hotel Utah that underwent a \$16 million facelift not long ago and where locals and out-of-towners alike dine in the award-winning rooftop restaurant known simply as The Roof. The hotel has been honored by Holiday Magazine, Mobil and AAA, which handed down its highest honor: five diamonds, which should tell everyone something of its service and standards. This is the hotel with *three sheets to a bed and twice-a-day maid service.*

There are other happenings in Trolley Square, that lineup of old streetcar barns that blossomed a while back into

fashionable shops, restaurants, theaters and art galleries a few blocks from downtown Salt Lake City. Here, blueprints have been drawn up for a new 300-room hotel as well as a huge, 10-story office building. In Trolley Square one can buy anything from chocolate-covered bananas to Dior gowns. It's a silky sort of Ghirardelli Square that turns out fine wines, cheeses and diamonds to boot.

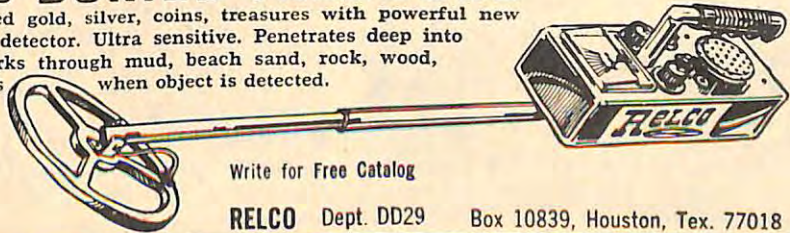
Finally, there are Utah's winter resorts. Six major ski destinations are within an hour of Salt Lake City, including Snowbird, Alta, Park City and Deer Valley. The latter, a brand new \$300 million complex, is still growing next door to popular Park City. From boom to bust to boom, Park City has come full circle. Transforming old mining towns into chic resorts has developed into a lucrative pastime for dozens of Utah's entrepreneurs. Fortunately they permitted Park City's Victorian gingerbread to remain. In its hey-

day legions of characters roamed the streets of Park City: John the Baptist, Paddy the Pig and others. Once the population swelled to 15,000. They were German, Chinese, Irish, Welsh, Scottish, Austrian, Czech, Italian, Spanish and Scandinavian, all with one thought in mind: to grow wealthy prospecting. A few did while others left, bitterly disappointed. Besides the town's old Victorian shanties, brand new alpine lodges have appeared in recent years. They feature pushbutton fireplaces, brass beds, Franklin stoves, rocking chairs and other old-fashioned charm along with modern conveniences.

And then there's Snowbird in Little Cottonwood Canyon as well as Alta. Snowbird is distinguished as one of the state's newest resorts while Alta is an old standby, favored particularly by Salt Lakers. With only a half dozen lodges, it provides a relaxful, laid-back atmosphere

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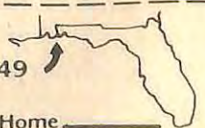
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# UTAH

that brings to mind a snug, 19th century scene of snow and gentleness. Alta's ski season starts the Saturday before Thanksgiving and continues late into spring.

## Utah visitor information centers

**Brigham City:** Brigham City Chamber of Commerce, 6 North Main, telephone 723-3931.

**Bryce:** Bryce Canyon National Park Visitor Center, telephone 834-5322.

**Cedar City:** Cedar City Chamber of Commerce, 286 North Main, telephone 586-4484.

**Duchesne:** Duchesne Chamber of Commerce, 175 West Main Street, telephone 738-2561; U.S. Forest Service, telephone 738-2221; U.S. Department of Reclamation, telephone 738-2441.

**Green River:** Green River Information Center, Old Bank Building, 3rd Avenue and Broadway, telephone 564-3325.

**Heber City:** Telephone 654-3666.

**Jensen:** Dinosaur National Monument, Visitor Center and Quarry, telephone 789-2115.

**Kanab:** Kanab Chamber of Commerce Information Center, 176 East 300 South, telephone 644-5033.

**Logan:** Cache Chamber of Commerce, 52 West 2nd North, telephone 752-2161.

**Manila:** District Forest Service Office,

telephone 784-3445; Manila Chamber of Commerce, telephone 784-3734 or 784-3129.

**Moab:** Grand County Travel Council, 805 North Main, telephone 259-7531.

**Monticello:** Monticello Visitor Center, 117 North Main Street, telephone 587-2231; San Juan Travel Council, 88 North Main, telephone 587-2833.

**Monument Valley:** Monument Valley Information Center (24 miles south of Mexican Hat).

**Orem:** Orem City Chamber of Commerce, Orem City Hall.

**Panguitch:** City Park (north end of Panguitch).

**Park City:** Park City Chamber of Commerce, 1647 Shortline Road, telephone 649-8899; Park City Convention and Visitors Bureau, 1647 Shortline Road, telephone 649-6100.

**Price:** Carbon County Chamber of Commerce, Municipal Building, telephone 637-2788.

**Provo:** Mountainland Association of Governments, 160 East Center Street, telephone 377-2262; Provo City Chamber of Commerce, 10 East 300 North, telephone 373-6770; Utah County Visitor Center, 1425 South University Avenue, telephone 374-8687.

**Richfield:** Panoramaland Courthouse, telephone 896-8545; Richfield Chamber of Commerce, 220 North 600 West, tele-

phone 896-4241.

**Roosevelt:** Roosevelt Chamber of Commerce, Box 1417, telephone 722-4598.

**Salt Lake City:** Automobile Association of America, 500 South 560 East, telephone 364-5615; Heritage Square, 560 South West Temple; Salt Lake Area Chamber of Commerce, 19 East 200 South, telephone 364-3631; Salt Lake Valley Convention and Visitors Bureau, Salt Palace Suite 200, telephone 521-2822; Temple Square Visitors Center, Temple Square, telephone 531-2534; Trolley Square, 600 East 550 South; Utah Travel Council, Council Hall/Capitol Hill, telephone 533-5681.

**Springville:** Springville Chamber of Commerce, 175 South Main, telephone 489-4681.

**St. George:** LDS Temple Visitors Center, 450 South 300 East, telephone 673-5181; St. George Chamber of Commerce and Information Center, 97 East St. George Blvd., telephone 628-1658; Washington County Convention and Visitors Bureau, 97 East St. George Blvd., telephone 628-0505.

**Tooele:** Tooele County Chamber of Commerce, 90 North Main, telephone 882-0690.

**Vernal:** Dinosaurland Information Center, 235 East Main, telephone 789-4002; Vernal Chamber of Commerce, 120 East Main, telephone 789-1352. ■

# THE JOY OF GIVING

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To: All Elks

The time has flown by quickly since July, 1981, when we were together in Las Vegas. This year at Wheaton College has been a very profitable and enriching one. I have gained new insights and broadened my perspective this last year in my search for understanding, and I feel as if I've climbed another rung up the ladder of life. I haven't forgotten the challenge that I gave to all of us last year at the convention, and the memories I have of that experience have periodically been a source of inspiration to me this last year.

I worked this past summer as an assistant to the director at a boys' camp near Casco, ME. I will be an exchange student at Messiah College this fall for one semester, continuing to study history and the social sciences. In the years ahead I plan to spend at least six months studying in a foreign country.

I can't thank the Elks enough for making possible for me so many wonderful experiences, that are going to lay a solid, broad foundation upon which I will build my life.

My greatest appreciation and best wishes.

Sincerely,  
Jon Allen

P.S. Congratulations and best regards to the 1982 winners!

*Editor's Note:* Jon Allen received the "Most Valuable Student" Award at the 1981 National Convention.



Huntington, NY, Lodge held its annual Scholarship Award Dinner. Six high-school students received scholarships of \$2,000 each. Pictured are the co-chm. of the Scholarship Committee, Frank Del Bosco (left) and PER Chester Murray (right), with five of the scholarship winners.

**BEDFORD, VA.** Jim Varenhorst, executive director of the National Foundation, his wife Mary, and his assistant Patricia Kavanaugh, visited the Elks National Home in Bedford, VA, for a weekend to acquaint themselves with its activities and work. They were so impressed that they presented beautiful National Foundation Honor Roll boards to the Home in appreciation.

At the National Convention in Chicago, the Rev. Father B.A. Erpen (right), then-Grand Chaplain, received an Honorary Founder's Certificate in the Elks National Foundation from then-GER Raymond V. Arnold. The \$1,000 was donated as a result of collections taken at the Masses said at the convention.

# Marvin Lewis Visits Washington

(Continued from page 33)

Because the BPOE is the largest provider of scholarships in the private sector, GER Lewis visited the Department of Education. He and Dr. Edward Elmendorf, assistant secretary for post-secondary education, discussed the financial crunch now hitting the nation's colleges and pointed out the great need for additional scholarship support from the private sector. Dr. Elmendorf, who was president of Johnson State College in Vermont before joining the Department of Education, praised the BPOE scholarship program and discussed ways for greater Elk involvement with the educational needs of deserving youngsters.

Winding up his two-day visit to Washington, GER Lewis went to the White House, meeting first with officials of the President's Task Force on Private Sector Initiatives. Jerry Guth, executive director of the Task Force, had just

returned from Wichita, where the Task Force had met. Wichita was selected because of its unusual commitment to volunteerism, and the KETCH facility was one of the sites the White House group toured.

Elizabeth Dole, assistant to the President, heads the Office of Public Liaison. Her assistant, Morton Blackwell, has direct liaison responsibility for fraternal groups. They asked Lewis to take a message from the President to all of the lodges he will visit during his year as grand exalted ruler: A return to the spirit of volunteerism is a major ingredient in solving the nation's economic problems.

Mrs. Dole, who is one of a half-dozen people who reports each day directly to the President, assured Lewis that the White House appreciates the role the Elks are playing in thousands of communities around the country. ■

# did you know..



Alabama.

The lads and lassies in the band have practiced their hearts out getting in condition to make the five-mile parade trek. In addition, they did just about everything—from rummage sales to cookbook sales—to raise money for the trip.

Elks are continually helping young people, and the Michigan Elks Association has developed a new program to show that "Elks Care." They will be presenting scholarships for "special needs," particularly for crippled or handicapped students.

This is the first year for the program and two scholarships will be awarded to a boy and girl in the amount of \$2,000 each. The scholarships are called the "Golden Key" awards for opportunity. The "special needs" are defined as being physically disabled, visually impaired, hearing impaired or deaf, speech impaired or having such other disability or handicap as may be approved by the Scholarship Committee or the Board of Trustees of the Michigan Elks Association.

The scholarships are intended to aid those qualifying applicants who could not otherwise continue their education or training past high school at either an accredited college, trade or vocational school and to aid them toward becoming self-respecting, self-reliant, self-supporting and contributing members of society.

That's indeed what we mean when we say, "Elks Care."

Members of the Order and their families across the nation have undoubtedly looked forward to seeing the 1983 Elks float in the Pasadena Tournament of Roses Parade on television. In 1982, the Elks float captured the Sweepstakes Award.

"Elks Care" and are proud to be Americans, and this year's float has been especially designed to show it. The theme selected was "Stars and Stripes Forever," with huge replicas of Old Glory from the first flag to the present. Also included are the Liberty Bell and Yankee Doodle. Riding on the float are youngsters symbolizing Boy Scouts, Little League, "Hoop Shoot" Free Throw contestants and other youth groups that Elks serve.

Speaking of the Rose Bowl Parade, many Elks have been interested in seeing the Jonesboro, AR, High School Marching Band. Under the direction of Brother Robin Nix, the band is the representative of Arkansas, Louisiana, Mississippi and

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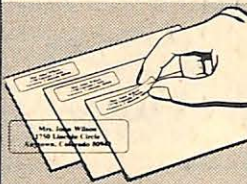
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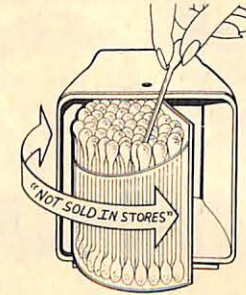
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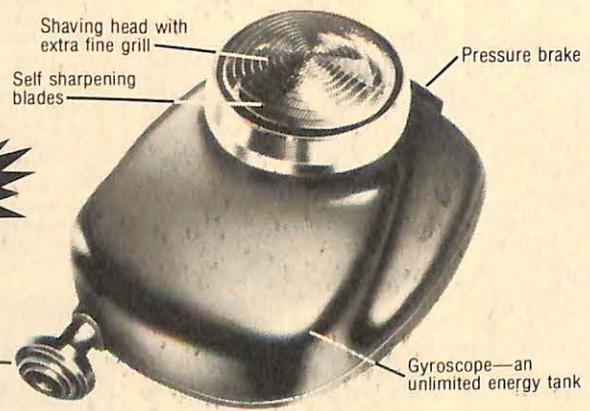
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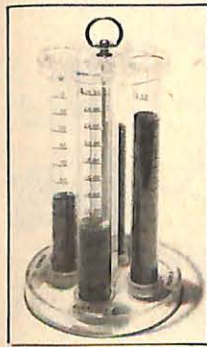
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Oh, my husband tried to keep me going. In Paris I limped through Notre Dame and along the Champs-Élysées. And I went up in the Eiffel Tower although I can't honestly say I remember the view. My feet were so tired and sore my whole body ached. While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

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

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

And just one pair was all I needed. I found they could be worn in sandals and open-backed shoes they're completely invisible—why, even my husband could wear them.

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

In the last nine years over a quarter million Americans of all ages—many with foot problems far more severe than mine—have experienced this blessed relief for themselves.

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Here's why Feathersprings work for them and why they can work for you. These supports are like nothing you've ever seen before. They are custom formed and made for *your feet alone!* Unlike conventional devices, they actu-



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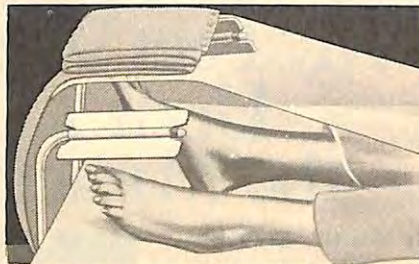
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## Elks Family Shopper consumer/news

If your fingers are stiff and sore when you wake in the morning, it could be **arthritis**. This malady has tormented victims throughout history. There's evidence of arthritic damage in Egyptian mummies, and it's still around affecting people of all ages.

However, there are ways that modern medicine can help to relieve your pain and discomfort. The Department of Health and Human Services has a booklet that describes treatments for the varying kinds of arthritis. For your copy of *How to Cope With Arthritis*, send \$1.75 to the Consumer Information Center, Department 155K, Pueblo, CO 81009.

Two of the most common forms of arthritis are rheumatoid and osteoarthritis. Rheumatoid arthritis is the most difficult to control and can do the most damage to the joints. The first signs usually are fatigue, muscular stiffness, and loss of appetite and weight.

Osteoarthritis is more common than rheumatoid arthritis and, as a rule, it is less damaging. Older people are its most frequent victims. Excessive or unusual wear of the joints is the main contributing factor. This often results from overweight, poor posture, injury, physical strain from one's occupation or recreation, or a combination of these factors. The common symptoms are pain and stiffness.

(Continued on page 52)

# "I'm not deaf! I just can't understand some words"

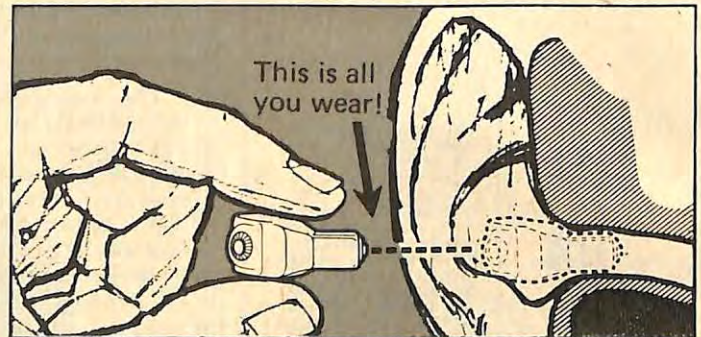
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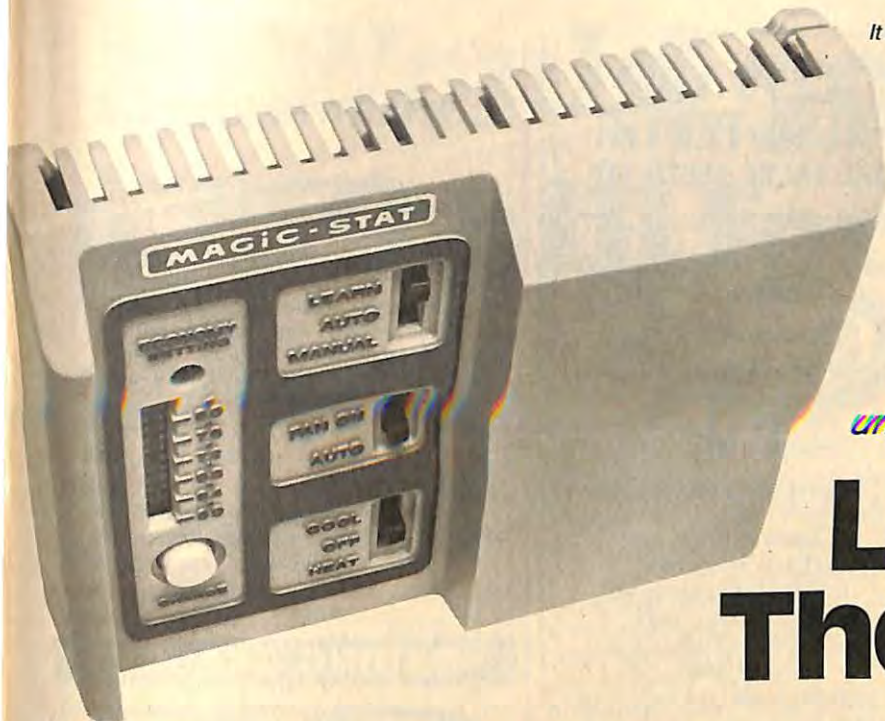
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*It had no digital readout, an ugly case and a stupid name. It almost made us sick.*

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# Love/Hate Thermostat

You're probably expecting our typical sales pitch, but get ready for a shock. For instead of trying to tell you what a great product the Magic Stat thermostat is, we're going to tear it apart. Unmercifully.

When we first saw the Magic Stat, we took one look at the name and went "Yuck!" We took one look at the plastic case and said "How cheap looking." And when we looked for the digital readout, it had none. So before the salesman even showed us how it worked, we were totally turned off.

## REAL LOSER

So there it was—at first blush a real loser. But wait, we did find one good feature—a feature that led us to a discovery. The Magic Stat installs in a few minutes and no serviceman is required. Thermostat wires in your wall follow standard color codes. So when you install a Magic Stat, you attach the red wire to the red location and the white to the white. That's play-school stuff. And it's safe. Conventional thermostats installed over the past 20 years are generally only 24 volts, so you can either turn off the power or work with the "live" wires without fear.

## OK, LET'S TEST IT

The Magic Stat installation was so easy that the least we could do was test it. And that's when we made an incredible discovery. We discovered that the Magic Stat was probably the most consumer-oriented, technologically-advanced and most sophisticated thermostat ever developed on the face of this earth and in our galaxy for all times ever. What made us switch from hating the thing to loving it? Read the following.

The Magic Stat has six setback settings per day and a seven day program. That means that you could set it for 70° when you get up in the morning, drop the temperature to 54° when you go to work, raise it to 68° when you return for dinner, raise it up to 72° after dinner as you watch TV and then drop it down to 62° when you go to sleep. Count them—five settings with one to spare.

In one day the Magic Stat is programmed for the whole week and for the weeks to come. If you want a different schedule for weekends, you can individually program the thermostat for those days, too. "Big deal," you might

think. "What's so great about that?" Read on.

You set most electronic setback thermostats to the time you want the furnace to go on in the morning, so when you wake up, your room is once again warm. But what if one morning it's bitter cold outside and the next morning it's much warmer? This means that setting your furnace to go on at the same time may, on one morning, leave you cold and on the next morning cause you to waste energy by warming up your house too soon.

By golly, the Magic Stat has everybody beat on this one too. Throughout the night it senses and computes the drop in temperature and the time it will take to get your room to your exact wake up temperature. So if you want to wake up at 7 AM to 70 degrees—that's the temperature you'll wake up to every time. Because it's a patented concept, no other thermostat has this feature. But wait. There is also a patent on the setting feature.

## SIMPLE TO SET

To set the thermostat, you press just one button. A small LED light scans the temperature scale until you reach your desired temperature and then you release the button. You change the temperature naturally, throughout the day, up to six times. The unit responds and remembers that exact living pattern. The present temperature is displayed by a glowing red LED on the temperature scale.

The system also computes the ideal length the furnace should stay on to keep the temperature within a range of plus or minus one and one-half degrees. A battery backup lets you keep your stored program in its memory so power outages as long as eight hours won't let your unit forget. And if something happens and your power is out for a few days, the unit will automatically maintain 68 degrees when the power is restored.

Quite frankly, we were so impressed with the unit, its ease of installation and setting plus its many energy-saving features, we seriously considered advertising it until we realized that our customers would probably not want to trust their future comfort to a product called, Magic Stat. What if something went wrong with the unit? How substantial was this Magic Stat outfit? Remember, a thermostat is something you live with as long as you live in your home, and

they're supposed to last ages. After all, your comfort depends on it.

Well, we did our homework. We found the company to be a sound, well-financed organization. They have been in business for several years, and they back their products with a three-year limited warranty. In addition, the company has a policy of buying back your unit in one year if you haven't saved its full cost in energy savings. We were satisfied with the company, the people, the product, its incredible features, the company's commitment to the product and above all, the real energy savings possible.

We are so impressed now with the Magic Stat that we're going to make buying one irresistible. Buy one from us for only \$79.95. Install it yourself in a few minutes or hire a handyman to install it.

## ENJOY SAVINGS

Then enjoy the savings this next winter. Not only will you save up to 30% on your heating bills, but you're eligible for the 15% energy tax credit. Then if you're not absolutely in love with this product one year later, return it to JS&A. You'll get all your money back and you can reinstall your old thermostat.

But we're counting on a few things. First, you will realize an energy savings and a comfort that will far surpass what you are currently experiencing. Secondly, you probably will sleep better breathing cooler air yet wake up to just the right temperature.

Beauty is only skin deep and a name doesn't really mean that much. But we sure wish those guys at Magic Stat would have named their unit something more impressive. Maybe something like Twinkle Temp.

To order, send a check or money order to the address below or credit card buyers call toll-free 800 228-5000. Use order number (shown after price). Add \$3.50 for postage and handling. (Ill. res. add 6% sales tax.) Magic Stat \$79.95 (0040AK01)

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Gives Perfect Cushioned Comfort All Day!

Endslip All-Day Cushions give blessed comfort. End pain and soreness. Dentures fit snugly all day—teeth stay tight—in perfect comfort! Simple to use. Place cushions on your denture. No cutting necessary since cushions are pre-shaped for uppers or lowers. No messy paste or powders needed. Endslip's featherweight, paper-thin cushions become adhesive **ONLY WHEN WET**. Cannot wash away like powder or paste. Does not dissolve in water or saliva. Won't wash away with foods, drinks or liquids. Actually makes false teeth "Drinkproof." Gives greater "biting power."

**EAT AND DRINK ANYTHING!** Enjoy such foods as apples, candy, corn, hard and soft foods, soups, beverages in comfort and confidence. Rediscover the pleasure of your favorite foods.

**END SORE GUMS AND IRRITATION!** The comfortable cushioning effect helps end sore gums and irritation all day long. Provides strong retention and improves suction. Keeps mouth clean and healthy. No paste or powder needed. Thus, ends gagging and upset stomach.

**LOOK BETTER—FEEL BETTER!** Eat, speak, laugh, bite, chew, sneeze with confidence. Ends slipping, sliding, dropping, wobbling and clicking. Overcomes embarrassment. No one need know you wear dentures. So light and comfortable, you'll hardly know you're wearing dentures. Easy to peel off—carries away nicotine, smoke tars, decaying food particles.

Made in Uppers and Lower and Packaged Separately



An Endslip All-Day Adhesive Cushion Placed On Your Upper Or Lower Provides Blessed Comfort All Day!

**SOFT AND PAPER-THIN . . .**  
invisible and cannot be felt!  
**NO CUTTING NECESSARY . . .**  
cushions are preshaped for uppers and lowers

EACH THIN CUSHION LASTS 1 to 10 DAYS!

### Money-Back Guarantee

Your money refunded if you are not pleased in every way with Endslip All-Day Adhesive Cushions. Simply return unused cushions for full refund.

**SPECIAL OFFER**  
\$2.00 pack for \$1.00

BOX OF 24 LOWERS

\$1

BOX OF 24 UPPERS

\$1

The denture cushion RECOMMENDED by many DENTISTS

MAIL TODAY TO

NUTRITION HEADQUARTERS, Dept. D103 104 West Jackson St., Carbondale, Illinois 62901

I enclose \$\_\_\_\_\_ Please send ENDSLIP DENTURE ADHESIVE CUSHIONS as indicated below. I understand each package of 24 "uppers" or 24 "lowers" (packaged separately) is regularly \$2.00. During this special offer, I get each package I buy for \$1.00.

Send me \_\_\_\_\_ packs of "uppers."

Send me \_\_\_\_\_ packs of "lowers."

© 1982, Nutrition Hdqs.

Print Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

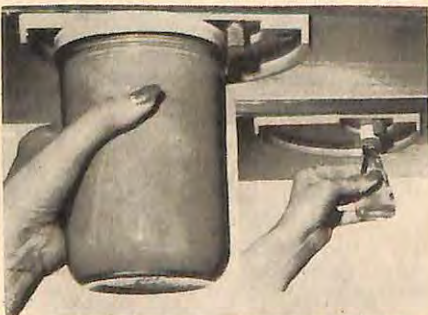
State \_\_\_\_\_

Zip \_\_\_\_\_

## UN-SKRU

Amazing New Jar Opener

OPEN ANY SCREW LID IN 3 SECONDS!



New UN-SKRU Jar and Bottle Opener mounts permanently to underside of cabinet or shelf. Opens every size screw top—from tiny tube to gallon jar—with scarcely any effort. Even opens press-and-turn "child-proof" pill bottles.

"Best Opener You Will Ever Use!"

No cook should be without this indispensable kitchen helper. Also handy in trailer, boat, workshop. Wonderful for folks with arthritis. Unique gift. You must be pleased, or your money back. Only \$7.50 + 85¢ p&h; two for \$14.50 + \$1 p&h.

Send Check or M.O., 20-day money back guarantee.

Dept. EK-183, 1118 W. Lake, Box 370, Tawas City, MI 48763

**HOLST, Inc.**

## UPSTAIRS... DOWNSTAIRS...



### STAIR-GLIDE® Stairway Lift

America's largest selling stairway lift is the ideal solution for people who can't or shouldn't climb stairs.

- Easily installed
- UL listed
- Will not mar walls or stairs
- Economy and Outdoor models available

**AMERICAN STAIR-GLIDE® CORP.**

4001 East 138th, P.O. Box B, Dept. E-1282  
Grandview, Missouri 64030

## Elks Family Shopper

### consumer/news

To help the arthritic person perform the tasks of everyday living—dressing, eating, cooking, writing, etc.—there are numerous simple and inexpensive devices that can be very helpful and can make the difference between self-sufficiency and dependence. Long-handle combs, shoehorns, kitchen utensils, and heightened chairs and toilet seats are just a few examples of these.

Arthritic women can also buy specially designed clothes. They don't have buttons, snaps or hooks and are stylish as well as easier to manipulate with stiff, swollen joints.

## READING GLASSES



### DON'T RISK YOUR VISION ON CHEAP GLASSES.

Our glasses are ground & polished with barrel hinges & reinforced temples. **FREE** case. 30 day guarantee. Protect your gift of vision. Choose model 907 (shown) or 1/2 frame model 906. Give model #, age & sex. Send \$9.95 & \$1.00 handling each. **Park Optical, 3601 W. Devon, Dept. G64, Chgo., Il. 60659.** Visa/MC call toll free 1-800-323-1418. In Ill. 312-679-1181. Not for eye disease or Rx.

## Whole Natural ALMONDS



from . . .  
**Treehouse Farms, Inc.**

Give a Special Gift this Holiday Season. The very finest almonds fresh and shelled are shipped directly from our orchards to you. Mail your order along with any special shipping instructions to:

TREEHOUSE FARMS, P. O. Box 168,  
Earlimart, CA 93219.

SATISFACTION GUARANTEED.

Check, Money Order, Visa, Master Card

Elegant Foil Lined Gift Box

3-lb. Box \$12.00 5-lb. Box \$18.50

# Would you buy a \$50 bill for \$28.50?

Imagine that you're walking down the street. You see a man offering to sell \$50 bills for only \$28.50.

Would you buy from him?

Probably not!

Most people would hurry right on by with a look of suspicion. "Impossible," they would say! "How can he sell \$50 bills for only \$28.50?"

But... the people who *DID* stop to buy would get a great bargain!

It's the same way in the liquidation business. Many people can't believe the low mail order liquidation prices we offer on a wide variety of consumer products. Our prices are often even *better bargains* than those \$50 bills for only \$28.50.

But the people who *DO* believe... and who *DO* order... are "tickled pink" at all the huge savings!

Terrific, money-saving bargains have made us one of the largest authorized mail order liquidators of consumer products in the entire nation!

In just a minute or two, I'll tell you how *YOU* can easily be one of the fortunate individuals who receives confidential bulletins about our latest mail order liquidations.

But first... you're probably wondering, "Just what is a liquidator?"

In the case of our firm, the C.O.M.B. Company, a liquidator is a company that helps a manufacturer quickly dispose of large inventories of factory-perfect (or sometimes slightly blemished) merchandise to the public at "sacrifice" prices.

"Ridiculous," you might say! "Why would a manufacturer want to do that?"

For many reasons! Here are just a few:

1. Last year's models
2. Overproduction
3. Large contract cancellation
4. Going out of business
5. Closing of branch factory
6. Bankruptcy
7. Economic recession
8. Urgent need for operating capital
9. Insurance claim repossession

In most cases, they can usually gain a tax advantage by "writing off" their losses on their tax reports.

Now for some examples of the big bargains we have liquidated in the past:

- Harley Davidson motorcycles. Regularly over \$1100. We liquidated 500 of them at only \$550.
- 17-ft Whitewater canoes. Regular \$409. We liquidated hundreds at \$159.
- Car and truck tires from a bankrupt manufacturer. We liquidated almost 5000 at below manufactured cost.
- English-made 10-speed bikes. Regular \$295. We liquidated over 2000 at \$119.
- CB radios. We liquidated over 28,000 of 4 different brands at below dealer cost.

- Admiral 25" console color TV sets. We liquidated more than 2000 sets at below dealer cost.

- Shakespeare 15-ft. bass boats. Regular \$900. We liquidated over 1500 at \$388.

- Electric airless paint gun. Swiss made for a division of the famous Sherwin Williams paint company. Regular \$119.95. We liquidated over 10,000 at only \$47.

- Pioneer chain saws. Regular \$539. We liquidated over 3000 at only \$166.

- 10 x 14-ft. tents. Made for a giant U.S. mail order firm to sell at \$139.95. We liquidated hundreds at \$69.

- Synthetic motor oil by Union Carbide. Regular \$4 a quart. We liquidated over 400,000 quarts at around \$1 a quart.

- Moulinex La Machine Petite food processor. Regular \$49.95. We liquidated many thousands at under \$19.

- 12-speed, 3/4 hp. drill presses. Regular value over \$500. We liquidated more than 8000 at \$198.

That gives you some idea of the big bargains we offer customers. But if you're still not convinced, here are some more examples of products we liquidated at *below dealer cost*:

- AMF Snowmobiles
- Tappan Microwave Ovens
- Panasonic Microwave Ovens
- Shakespeare Fish/Depth Finders
- G.E. Kitchen Appliances
- Quasar Video Tape Recorders
- Fairchild Video Games Systems
- Pflueger Rods and Reels
- Rockwell Power Tools
- Snark Sailboats
- European Mopeds
- Bearcat Aircraft/Police Scanners
- Genuine Leather Luggage
- Home Computer Systems
- Emergency Home Power Generators
- Bell & Howell Slide Projectors
- Fishing Motors
- Mamiya 35mm Quartz Cameras
- And more... *MUCH, MUCH MORE!*

See anything you like so far? You could have saved a bundle of money at our low liquidation prices!

Maybe you've seen our "Must Liquidate" ads in home handyman magazines and farm magazines. Or in hunting, fishing and veterans magazines. Or in airline, fraternal or gardening magazines.

In 1980 to 1981, our big ads appeared in more than 150 different publications!

But here's a surprise for you!

Most... yes, *MOST*... of our wonderful liquidation offers *never, never* appear in magazines!

Why not?

Because a lot of our liquidations are of very limited quantities. Too limited for use in national magazine ads. And because we prefer to *SAVE* many of our liquidations for all our friends around the

nation who are on our mailing list.

Now... *YOU*, too, can receive mailings about these sensational, money-saving offers! Now *YOU* can receive our exclusive *SURPLUS CONFIDENTIAL* bulletins!

Each bulletin is like a wonderful surprise package! You never know what exciting products to expect. But one thing sure. The bargains will be terrific!

On "big ticket" items, you can easily save *HUNDREDS* of dollars. Even on low price items you can save up to 50% and more!

*There will be products for recreation, travel, hunting, fishing. For the kitchen, yard, home entertainment. For your car, home workshop, office. And MORE!*

Here's how to get on our mailing list for the *NEXT 12 MONTHS* of bulletins:

Just fill in the coupon below. Mail it with your check or money order for \$10. Members of Mastercard, VISA, American Express or Diners Club can order by phone, Toll-Free: 1-800-328-0609. (After regular business hours, 7 days a week, you can call Toll-Free: 1-800-228-2606.)

We'll take care of the rest and send you each new bulletin we prepare over the next 12 months. At various intervals during the year, as we accumulate a batch of new products to liquidate, we'll send you confidential bulletins about them.

Exciting liquidations keep coming our way all the time. We never know what to expect next. And now we can keep them coming *YOUR* way! Each new bulletin will contain the *BEST* of our latest closeouts... with pictures and descriptions.

If you're not satisfied after receiving your first bulletin, we'll refund your \$10.

Now, just in case you're still undecided. In case you're wondering if this is a good deal. Let us "sweeten" it for you!

After we receive your order, we'll send you a certificate worth \$10 off any purchase of \$50 or more.

Better send your order *TODAY*. Before you forget about it. Because the *NEXT* bulletin might have exactly what you're looking for. At a *HUGE* savings!

<b>C.O.M.B. Co.</b>		Dept. B-872-55555
Authorized Liquidators		
6850 Wayzata Blvd. / Minneapolis, Minn. 55426		
Put me on your mailing list and send me each new "Surplus Confidential" bulletin you prepare at various intervals in the next 12 months. Also send me a Discount Certificate worth \$10 off the price of any product being liquidated at \$50 or more.		
<input type="checkbox"/> My check or money order for \$10 is enclosed.		
Charge \$10 to:	<input type="checkbox"/> MasterCard®	<input type="checkbox"/> Am. Express
	<input type="checkbox"/> VISA	<input type="checkbox"/> Diners Club
Acct. No. _____		
Expires _____		
PLEASE PRINT CLEARLY		
Name _____		
Address _____		
City _____		
State _____	ZIP _____	

**Bald? Or otherwise?**

Your head never had it so warm!

**100% Cotton Knit SLEEP CAP**

Close-knit fabric holds in up to 40% of body heat a bare head—especially a bald head—can lose! Special comfort knit "gives" naturally to fit any head (man's or woman's) snugly. Never constricts or binds... caresses your scalp with gentle warmth! Full cut, to cover your ears, if you like. Ideal for outdoors, too. (No itch cap liner.) Specify white or soft blue. Only \$3.00. SAVE! 3 for \$6.00, postpaid—if you order promptly! **WITTMANN TEXTILES,**

Dept. 479, Hobe Sound, FLA. 33455



personalized

**POKER CHIPS**

**LAS VEGAS QUALITY**

Gold stamped with your initials and or denomination. (5) styles to choose from. Send us only \$1.00 (deductible from first order) and receive the following:

- ★ (5) poker chip samples
- ★ Our new 52 page catalog

Mail to: **HANNOVER'S INC.**

Dept. E,  
P.O. Box 1107  
Arvada, CO 80001

**COLLAR EXTENDER**

Eases Tight Shirt Collar Discomfort

**10 for \$2.00**

plus 75¢ postage

2 Sets of 10 for \$3.75 ppd. Collar fit tightly due to shrinkage, washing, starching, growth, weight increase? Add up to 1/2 size for just-right fit instantly. Ideal for men and growing boys. Slips on and off in seconds. Send check or M.O.; no C.O.D.'s 21-day money-back guarantee.



**BARCLAY, Dept. 51-N**

1575 North Dixie Hwy.  
Pompano Beach, Fla. 33060

**Her "One Day At A Time" TV Album Is Sweeping America!**

**Cristy Lane**



**America's Most Beautiful Songs Of Faith and Inspiration**

Millions of people today are finding new comfort and strength from the great songs of faith. And no singer today performs them with so much feeling and beauty as does Cristy Lane.

Cristy Lane's heart-touching rendition of ONE DAY AT A TIME became an instant hit and won her new fans by the millions. And now she brings you all the favorites you've always loved: IT IS NO SECRET... AMAZING GRACE... PEACE IN THE VALLEY... and 15 more! Check the list on the left. Every song in this album is one you've loved all your life. Cristy makes each cherished favorite sound more beautiful than you've ever heard it before. This is truly one of the most beautiful albums ever made by any artist. Let Cristy Lane touch your home and family with the most beautiful songs of faith and inspiration of all time.

**Offer May Not Be Repeated**

If you don't play this beautiful album more than any you've ever owned... and enjoy it more... it won't cost you a penny. But please order yours now. It's not sold in stores at any price and we may not repeat this advertisement in this publication. Mail the no-risk coupon today.

MAIL TODAY • NOT SOLD IN STORES

**Suffolk Marketing, Inc., Dept. CL-96**  
360 Lexington Avenue  
New York, N.Y. 10017

Please rush me the CRISTY LANE album on your unconditional guarantee that it must be the most beautiful album I've ever heard or you will refund my purchase price.

- I enclose \$7.98. Send Record Album.
- I enclose \$9.98. Send 8-Track Tape.
- I enclose \$9.98. Send Cassette Tape.

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



- Every Song An All-Time Favorite
- ONE DAY AT A TIME
- I BELIEVE
- IN THE GARDEN
- EVERYTHING IS BEAUTIFUL
- WHISPERING HOPE
- ROCK OF AGES
- JUST A CLOSER WALK WITH THEE
- SOFTLY AND TENDERLY
- GIVE THEM ALL TO JESUS
- WHY ME
- HOW GREAT THOU ART
- YOU GOT THE POWER
- I'LL RISE AGAIN
- TRY A LITTLE KINDNESS
- AMAZING GRACE
- HE'S GOT THE WHOLE WORLD IN HIS HANDS
- PEACE IN THE VALLEY
- IT IS NO SECRET

**JAKE'S GET ACQUAINTED OFFERS**

Look What \$1.00 Will Buy

- 2 Different Indian Cents ..... \$1.00
- 10 Different Lincoln Wheat Cents ..... \$1.00
- 2 Different Liberty Nickels ..... \$1.00
- 3 Different Buffalo Nickels ..... \$1.00
- 1 Silver Wartime Nickel ..... \$1.00
- 1 Miniature Replica 7pc Coin Set ..... \$1.00

All 6 Offers **\$5.50**

Current Price List Included with Each Order (Please send 25c to receive our Current Price List Only)

Illinois Residents please add applicable sales tax

Please add 50 cents postage and handling

**JAKE'S MARKETPLACE, INC.**  
DEPT. EK 2955 N. Central Ave.  
Chicago, Illinois 60634

**Need Help Getting Up?**

**"try a CUSHION-LIFT® chair"**

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



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

Bath lift also available

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

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Wisc. call collect (414) 542-6060



**ORTHO-KINETICS, INC.**  
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Waukesha, WI 53187

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

# YOUR PRESENT STORM WINDOWS ARE NOT ENOUGH!!!

## The *Torlite II* system can double or triple insulate 10 average size windows.

### SAVE MONEY ON HEATING COSTS

One **Torlite** kit can cover over 160 square feet of window area. This means you can stop **heat LOSS** and **PREVENT** cold air infiltration from **ten average size home windows**. With an energy savings that may equal **ten times** the cost of one kit.

The **Torlite** window system has been used exclusively by industry both here and abroad for many years. Now **limited supplies** are available for public and private use. The **Torlite** window system installs in **five minutes**, using no nailing strips, screws or tools. **Torlite** is a totally new **100% optically clear** and tough film with no **cloudiness** or **haze**.

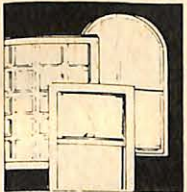
Even should you have storm windows, you can form another insulation barrier against **heat LOSS** and **SEAL OUT cold air infiltration**. The **Torlite** window system creates an **insulating pocket of air** inside your window area by keeping cold air **OUT** and keeping **IN** your heated room atmosphere.

Any type window, be it casement, bow, jalousie, steel, aluminum, wood can be made 100% air tight. Trailers, factories, farms, apartment buildings, churches, hospitals, schools, motels and virtually every business can use this system to **realize substantial energy savings**.

No other window kit available on the market today offers the amount of window coverage and **energy savings** of the **Torlite system**.



Durable, strong, high tensile strength



Fits any size, shape window



Easy as a zipper to open for access

- **Torlite** is 100% optically **CLEAR**. You don't even know it's on your window.
- We have developed an exclusive acrylic polypropylene fastening system that allows the **Torlite** film to fasten to the inside window frame, molding or wall.
- No tedious **measuring** or **cutting** to exact dimensions. All excess is trimmed after **Torlite** film has been installed.
- Designed for use on the inside. No climbing ladders or difficult outside installation unless you want to.
- Can be taken down, stored and reused for next year.
- The **Torlite** system offers the same cost saving benefits for saving on your air conditioning costs.
- The sun's ultraviolet rays have a minimal effect on the **Torlite** film.
- The **Torlite** comes packaged on a roll, not folded or creased, so you are assured of receiving a quality product.
- **Torlite** film is a Giant 50 inches wide by over forty feet long. For a total of 160 square feet for one kit. 108 feet of fastening system is included plus complete instructions and pictures showing step-by-step installation. Reorder forms are included for fast and easy ordering. TWO kits - one roll 50 inches wide by 80 feet long. THREE kits - 50 inches wide by 120 feet long.

You can test **Torlite** in your own home without risk. Trial test any two windows in your home. Compare the temperature and overall comfort. Should you feel that our system does not perform and you are convinced that it is not every bit as effective as we say, return the unused portion for a complete refund **LESS POSTAGE**.

**VISA and MASTERCARD**  
Order Toll Free  
1-800-523-2005

24 hours a day - 7 days a week  
Operators only  
qualified to take orders.

**Pennsylvania Residents**  
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**ONE COMPLETE KIT FOR A LOW**

**14<sup>95</sup>**  
+ Postage

### GUARANTEE

**SHOULD YOU NOT BE COMPLETELY SATISFIED, RETURN UNUSED PORTION WITHIN 15 DAYS FOR FULL REFUND, LESS POSTAGE AND HANDLING.**

Supplies are limited.  
So please don't delay.

**RPT Manufacturing, Inc.**  
**Torlite Division Dept. E1-1**  
220 Jacksonville Rd., Hatboro, PA 19040

Please rush me \_\_\_\_\_ kits complete with easy instructions at the low price \$14.95 PLUS \$1.50 POSTAGE for ONE kit that contains 160 square feet. TWO KITS 320 square feet for \$28.00 PLUS \$1.95 POSTAGE. A savings of \$1.90 if purchased separately. THREE KITS 480 square feet for \$41.95 PLUS \$2.25 POSTAGE. A savings of \$2.90 if purchased separately. TOTAL ENCLOSED \_\_\_\_\_ CHECK or MONEY ORDER ONLY. All shipments made UPS unless other instructions given.

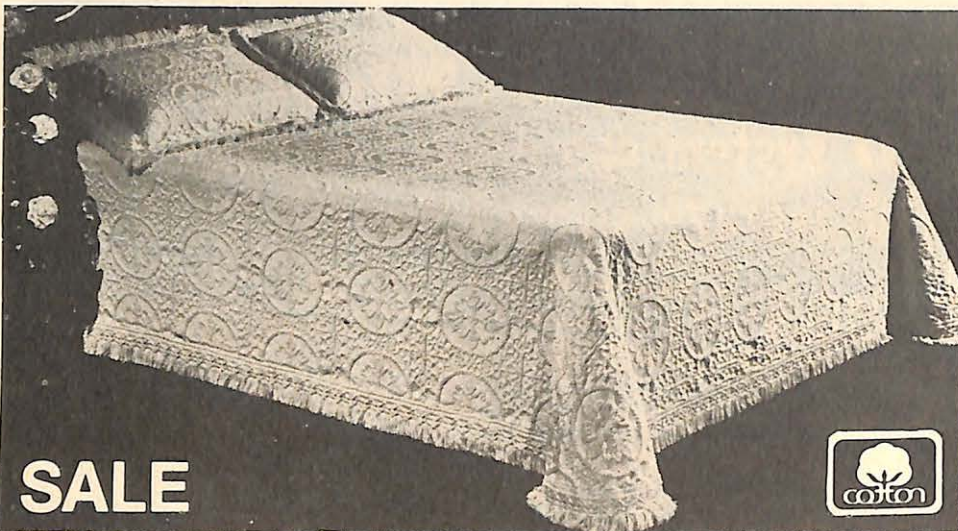
NO C.O.D.'s PLEASE CHARGE MY  VISA  MASTERCARD  
Acct. No. \_\_\_\_\_ Exp. \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ APT. NO. \_\_\_\_\_

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

Orders to CANADA - check or money order must be made payable in U.S. DOLLARS and \$1.00 MUST BE ADDED TO COVER POSTAGE.



**SALE**



**Beautiful Early American  
"COLONIAL LOFT"  
BEDSPREADS**

**100% Natural Cotton**, soft but ever so durable. A true legacy of Early America. This elegant woven bedspread is fully pre-shrunk and machine washable, with no ironing ever. Rich, full, all-cotton decorator fringe. **Guaranteed.** We ship fast.

- Heavy—soft—durable
- 100% Quality Cotton
- Machine washable
- Choose white or natural
- Special Prices:

Twin 80 x 110, value \$40... now only \$32.95  
 Full 96 x 110, value \$50... now only 39.95  
 Queen 102 x 120, value \$65... now only 47.95  
 King 120 x 120, value \$75... now only 55.95  
 Sham (standard), value \$15 now only 11.95 ea.

Add \$2.50 per order for shipping

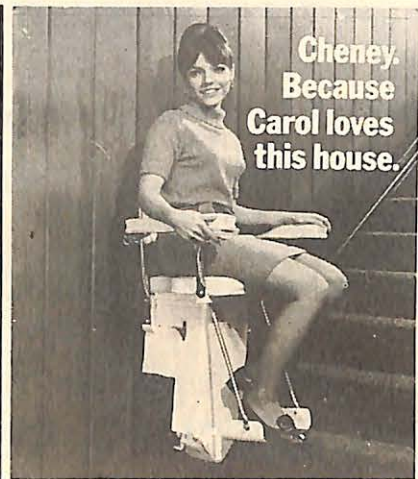
NC residents add 4% tax

**Homespun Crafts** • Dept. E-52, Box 1776 Blacksburg, S.C. 29702

Gentlemen: Please rush \_\_\_\_\_ "Colonial Loft"  
 \_\_\_\_\_ Size spreads & \_\_\_\_\_ shams, color:  
 Check  M.O. enclosed  M.C.  AmEx  Visa  
 Credit Card No. \_\_\_\_\_ Exp. Dt. \_\_\_\_\_

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

M.C, VISA order call Toll Free 24 hours; 800-438-7939. Ext. E-52 or 800-458-3491. Ext. 81-X CALL NOW!



**Cheney.  
Because  
Carol loves  
this house.**

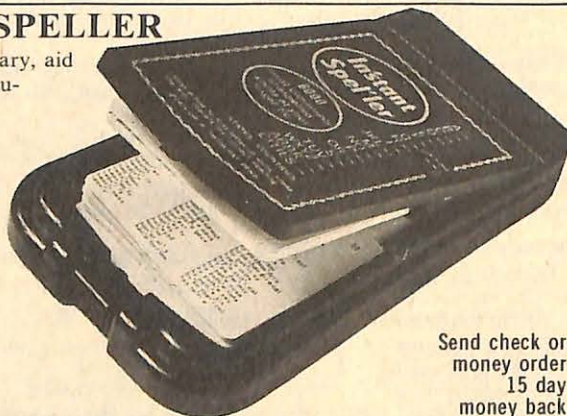
Carol's illness prevented her from climbing these stairs like she used to. She could move to a one-story house, but she loves this house. A *Cheney Wecolator*™ solved Carol's problem by letting her ride from floor to floor quickly and comfortably. As the first stairway elevator to be UL-listed, it's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

Helping people help themselves.

**CHENEY Wecolators.**

**UNIQUE INSTANT SPELLER**

Faster and handier than any dictionary, aid to businessmen and professionals, students, secretaries. Puts a world of words right at your fingertips. The 6,000 most commonly misspelled words are correctly spelled, divided and accented. Works on touch method. Press down release tab with pointer on first letter of word wanted. In a flash find your answer. No pages to turn. For every home, or office. Great Gifts, \$6.88 plus \$1 p&h, two for \$12.97 plus \$1.25 p&h.



Send check or money order  
15 day  
money back  
guarantee

**HOLST, Inc.** Dept. EKS-183, 1118 W. Lake, P.O. Box 370 Tawas City, Mich. 48763

**INVENTORY CLEAROUT!**

MAILBOX NAME PLATES

**SAVE \$4.00**

Style M ~~\$10.95~~ \$6.95  
 Style NM ~~\$15.95~~ \$11.95  
 Style MF ~~\$12.95~~ \$8.95  
 Style EM ~~\$14.95~~ \$10.95

**FACTORY DISCOUNT PRICES**

Style EOM ~~\$21.95~~ \$17.95

**DAY-N-NIGHT MARKERS**

- raised white reflective letters on black rustproof aluminium
- your wording - same both sides; up to 17 characters on long plate; 6 on short
- shipped in one week or less
- specify style, wording and address
- send check or money order; add \$2.00 per marker for postage and handling
- dealer inquiries welcome

**HURRY! ORDER NOW!**

**Spears COMPANY**  
SINCE 1949

DEPT. 48122  
Colorado Springs, CO  
80933-7025

Satisfaction Guaranteed or Your Money Back!

**NOW... PROTECT YOUR PERSONAL TREASURES WITH A HIDE-A-WAY BOOK**

**\$9.95 POSTPAID**

These are genuine hardbound books BUT...

They have a spacious cloth lined cavity inside to hide your valuables... Full Size 5 1/2 x 8 1/2 x 1 3/4... covers in Blue, Brown or Black — randomly selected gold embossed titles.

10 DAY DELIVERY — MONEY BACK GUARANTEE

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**RELIEF FROM BACK PAIN**

The revolutionary Magi-Pad can help you get a restful night's sleep, wake up feeling refreshed! Developed by the medical profession for treatment of severe back problems. Looks like an eggcrate, gives your back the TLC it needs.

**\$24.95** includes postage and handling  
check or money order

**PRACTICAL PRODUCTS**  
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# New Electronic Pain Killer...

## relieves backache, headache, even pain of tennis elbow, arthritis & bursitis!



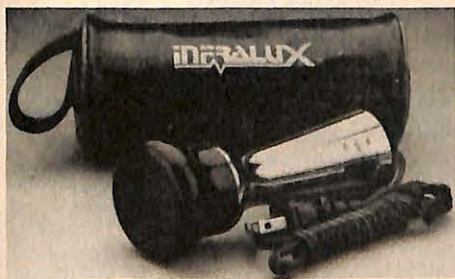
Tested by doctors, INFRALUX™ is handheld and portable. Its infrared heat relieves pain without medication! FDA registered.

Try it FREE for 15 days!

Say goodbye to pain. No matter the type you suffer from—headaches, tennis elbow, arthritis, bursitis, sinusitis, backache, neuralgia, muscular pains, sprains, or any musculoskeletal condition—here is a quick easy answer. Put INFRALUX next to the pain and within minutes, you can get on with work or play.

### SOOTHING PAIN RELIEF. BUT WHY INFRARED HEAT?

There is nothing new about infrared heat. Doctors and therapists have used and recommended it for years in pain treatment. But until now, there hasn't been a compact, easy-to-use unit.



Why infrared? With ordinary methods such as heating pads and hot water bottles, much of the heat is dissipated on the skin's surface. There's no lasting effect.

But with infrared heat, the treatment goes down d-e-e-p where you need it. In fact, INFRALUX's shortwave, visible infrared heat will penetrate up to 10mm of skin tissue to reach irritated nerve endings. Your INFRALUX seeks, finds and soothes!

### ELIMINATE UNNECESSARY MEDICATION.

In fact, William J. Shriber, MD notes in his respected "Manual of Electro Therapy" **THAT MILD INFRARED RADIATION MIGHT BE THE ONLY WAY TO RELIEVE PAIN WITHOUT THE USE OF MEDICATION.**

Why take medication when it isn't needed? INFRALUX is the most natural route to pain relief.

### HOW THE INFRALUX WORKS.

All you do is hold the INFRALUX unit next to where you hurt. It even works thru clothing! Within moments, you'll sense comforting, soothing heat.

INFRALUX heat goes to where the pain is—to blood vessels, nerve endings, and other subcutaneous tissue.

### USE AS OFTEN AS NEEDED.

Unlike drugs and medication, INFRALUX can be used as often as needed. It's made to help you day or night, at home or at work. And be

sure to pack it for out-of-town trips. You can enjoy soothing relief wherever, and whenever.

### U.L. LISTED

INFRALUX is easy to carry too in its handsome vinyl bag. No bigger than a small flashlight (six inches long). It plugs in any 110V outlet and it is U.L. listed for your safety.

### TRY IT FOR YOURSELF

The minute your INFRALUX arrives in the mail, give it a good try. Put it to the test on that nagging backache, that stiff neck, those arthritic pains that hit so suddenly. If, after two weeks, you're not astounded at how much better you feel, return it for a full refund.

### HERE'S HOW TO ORDER

INFRALUX is only \$39.95 (plus \$2.85 shipping and handling). To order, simply send your check to Baystar at the address below. Credit card holders can speed their delivery by using our toll-free number.

### CALL TOLL FREE:

Monday thru Friday 9am-5pm Eastern Time

**800-638-6170**

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### RECOMMENDED BY DOCTORS

FROM ACTUAL DOCTORS' REPORTS ON INFRALUX:

*"I have used the unit in my practice for six months and I find it relieves pain and muscle spasms, stiff shoulders and elbows from bursitis and tendonitis. Patients suffering from arthritis use the Infralux in the morning and get excellent results."* J.L.G., MD

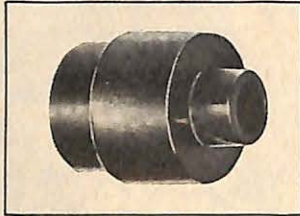
*"On patients with a variety of musculoskeletal painful conditions, Infralux was demonstrated to be effective in relieving pain."* V.S., MD

Be ready the next time pain interrupts your schedule. Order an INFRALUX today!

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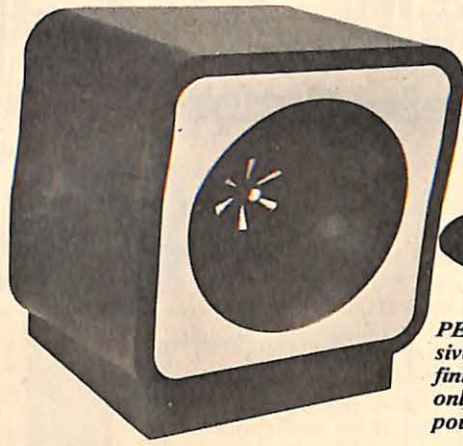
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**Sale! \$39.<sup>95</sup>**

*PEST-PRUFE™ is small and unobtrusive—rugged, hi-impact case has black finish with brushed silver face. Measures only 3½" x 4" x 3½". Weighs about a pound.*

# Clear Your Home of Mice, Rats, Roaches and Other Pests -- and Keep Them Out!

**PEST-PRUFE™ is a home-size version of the commercial pest control device that's safe for people, pets and the ecology. Try it in your home for 30 days.**

It happens every year. Cool, autumn months drive flying, creeping, crawling pests into your home. What do you do? Fight an endless battle using dangerous traps, poisons or sprays? Or shell out good money for high-priced exterminators? Well—here's an ingenious space-age "Pied Piper" that will eliminate common household pests—and keep them out!

#### **PESTS GET THE MESSAGE LOUD AND CLEAR!**

PEST-PRUFE is a home-size version of an electronic pest control device that's used by professional exterminators. It's heart is a special quartz crystal speaker that sends out ultrasonic waves on varying frequencies (so the pests can't develop an immunity to it). You can't hear it. Neither can your pets. But mice, rats, roaches, and other pests can.

Those pests can't stand PEST-PRUFE's ultrasonic waves. It causes them extreme discomfort and pain. In fact, the ultrasonic output bothers them so much, they'll leave rather than endure it. What's more, they stay away as long as PEST-PRUFE is on the job.

#### **JUST PLUG IT IN. AND CLEAR UP TO 2500 CUBIC FEET**

You can use PEST-PRUFE anywhere there's a 110-Volt socket to plug it into.

#### **PEST-PRUFE drives away:**

Mice	Rats
Roaches	Carpenter Ants
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Fleas	...and many other pests

That's all you do—and those pests will disappear day by day, week by week. PEST-PRUFE uses only 5 watts—1/10th the energy of an ordinary 50-watt bulb. And its solid state design means there's no maintenance.

#### **IT WON'T HARM CHILDREN, PETS, OR THE ECOLOGY**

Best of all, there's no danger. A leading university tested it and found it absolutely safe for humans—even children—and pets. And it's harmless to the ecology. There's no mess—no traps to empty and reset, no dead vermin to dispose of. (They leave under their own power!) And PEST-PRUFE's ultrasonic waves will positively not have any effect on burglar alarm systems, fire or smoke detectors, garage doors, TV reception or any other electronic devices.

PEST-PRUFE is ideal pest protection. It will keep pests from inhabiting and nesting in vacation homes, campers, and boats both during the summer and off-season. Use it to control pests where food is kept or stored. Hard-to-seal areas, such as garages, toolsheds and farm outbuildings benefit most from PEST-PRUFE's ultrasonic protection.

#### **THE PRICE MAKES IT PRACTICAL**

Until recently, prices of ultrasonic units were high—close to \$200 in some cases. Only professional pest control companies used them and demand was low. But now the secret is out. Availability of lower cost components, particularly quartz crystal speakers, resulted in lower priced units. Now clean, electronic pest control is practical for everyone. PEST-PRUFE costs just \$39.95 (plus \$2.85 shipping and handling) but is as effective as units costing four to five times the price!

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Now's the time to order. Pretty soon the creepers and crawlers will be finding their way into your home to escape the cold weather. When they do—be ready for them...with PEST-PRUFE.

Try PEST-PRUFE at home for 30 days. If you're not satisfied that its mess-free, danger-free protection isn't worth many times its modest price, your money, (including postage) will be cheerfully refunded. You are fully protected by a one-year manufacturer's warranty, as well as by Shelburne's 26-year reputation for satisfied customers.

#### **HERE'S HOW TO ORDER**

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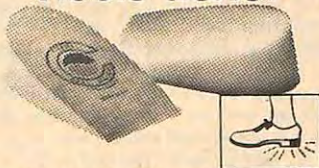
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Each (EC-80) .....\$17.85

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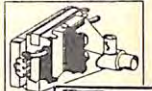


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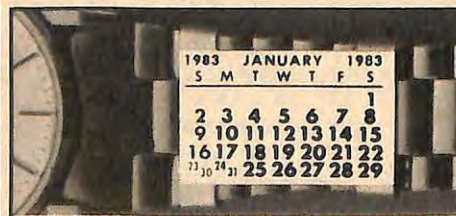
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# Is Lower Back Pain Making You An On-Again, Off-Again Cripple?

by Eugene Griffin

## Read how one man freed himself from this crippling pain.

It happened aboard a Lufthansa flight to Frankfurt, Germany where I was going for a business meeting. The plane hit an air pocket and suddenly my back "went out."

If you've ever suffered from lower back pain, you know what this can mean. In my case, the stewardess had to lead me off the plane when we landed. "This is the first time this has happened?" she asked. When I told her no, she said:

"Oh, then you should have a Prosana Belt." She then told me she had lower back trouble, too, and without the Prosana Belt, she didn't think she could hold her job. "It practically saved my life!" she went on.

I'll be sure to get one, I told her. But what I was really thinking was how could a belt that helped her—a woman about 110 pounds—help a slightly overweight guy of six feet like me? Besides, I thought, I've tried practically everything short of an operation. So I went to my hotel room, took a hot bath, several aspirin and laid down for the night hoping for the best.

### Couldn't get out of bed

The next morning the pain was worse than I could ever remember. I had to roll out of bed onto my knees and crawl to a doorknob to get to my feet. Again, I took a hot bath and some aspirin, but again, it didn't do much good. If I had been back home, I would have called and canceled the meeting. But here I was in Germany and scheduled for a meeting with five other businessmen I had set up. So there was nothing I could do but go through with it.

### Lunch Included, Too!

The pain must have been apparent the moment I walked into the room because the first man I met smiled sympathetically and said, "You look like your back is bothering you." It is, I answered. "Haven't you heard of the Prosana Belt?" he asked. I nodded yes. "And you don't have one?" he persisted. No, I said, continuing around the room, anxious only to get the meeting over with and go back home.

After the meeting, the man who asked me about the Prosana Belt suggested I join him for lunch. Since he was the key man on the deal, I accepted. But instead of driving me to the restaurant, he took me first to a surgical supply store where he bought me a Prosana Belt. I had no other choice but to put it on right there, though all I

© 1981 Peabody Adams, Inc.

could think of after thanking him was to say, Is that it?

"That's it," he replied. "Now let us take a little walk to a nearby restaurant I know you'll enjoy."

### The Most Amazing Walk Of My Life

If I had known the "little walk" was going to take almost a half hour, I never would have gone—business deal or no. But that was all part of his plan! Because by the time we reached the restaurant, my pain was gone! I even reached down and touched my shoelaces just to see if I wasn't imagining things. I can't believe it, I said. It's like a miracle. "Yes, I know," he answered, "I said the same thing when I first wore the Prosana Belt. Occasionally," he added, "I still say it, although any troublesome condition or pain that persists should be brought to the attention of your doctor."

### Tested & Proved In Hospitals

Over lunch my friend proceeded to tell me about the Prosana Belt. How it was invented by a doctor, tested and proved in hospitals and clinics; even on people so crippled with lower back pain, they had to wear steel braces! How it was, and is, used throughout Europe by tennis champions, Olympic bobsled medalists, soccer players—by all kinds of people who are constantly putting incredible strains and stresses on their backs. In fact, he concluded, its effectiveness has been so proven, its purchase is included under Germany's national health coverage plan.

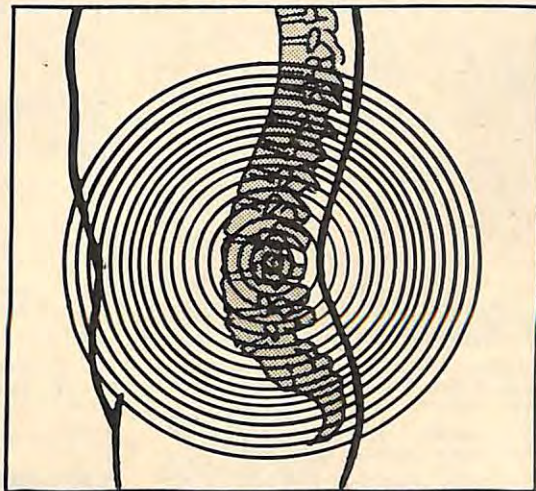
### Save \$14.00! Special Free Trial Offer!

When I returned home, I told all my friends with bad backs about this marvelous belt. But when they tried to buy one, they found no one in the United States had even heard of it! So, I called my friend in Germany (incidentally, I got that order) and told him I'd like to import some Prosana Belts. He told me the cost of one in Germany was \$44.00 in American money. Since I would have shipping costs, taxes, handling and so forth, I decided to see if I could make a special bulk importing deal with the manufacturer. And, I'm happy to add, I was able to. Yes, you can now try the Prosana Belt for only \$29.95—\$14.00 less than what you would pay in Germany. What's more...

### You Can Prove Its Effectiveness To Yourself Risk-Free For 30 Days!

If you suffer lower back pain like me, you've probably tried every "cure" there is and so you're probably skeptical. Which is why I'm making this iron-clad, no-risk guarantee: If you're not convinced that the Prosana Belt relieves your lower back pain fast...that it works where other methods and devices have failed...that it lets you bend over, garden, do household chores, even play sports pain-free, I'll return your money in full.

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## Departed Brothers

**PAST DISTRICT DEPUTY** Hobart C. Wright of Annapolis, MD, Lodge died recently. Brother Wright served as District Deputy Grand Exalted Ruler for the Central District of Maryland, Delaware, and the District of Columbia in 1967-68. He was also a past president of the Maryland, Delaware, and District of Columbia Elks Association.

**PAST DISTRICT DEPUTY** Thomas E. O'Brien of Salamanca, NY, Lodge died October 6, 1982. Brother O'Brien served as District Deputy Grand Exalted Ruler for the Southwest District of New York in 1972-73.

**PAST DISTRICT DEPUTY** Ray Kelly of Polson, MT, Lodge died September 6, 1982. Brother Kelly served as District Deputy Grand Exalted Ruler for the North District of Montana in 1956-57. He was a Special Deputy Grand Exalted Ruler from 1967 to 1974.

Brother Kelly was also a past president of the Montana State Elks Association and was the state secretary-treasurer from 1962 to 1971.

**PAST DISTRICT DEPUTY** Hubert K. Thomas of Donora, PA, Lodge died September 11, 1982. Brother Thomas served as District Deputy Grand Exalted Ruler for the Southwest District of Pennsylvania in 1966-67.

**PAST DISTRICT DEPUTY** David T. Rosenthal of East Chicago, IN, Lodge died September 12, 1982. Brother Rosenthal served as District Deputy Grand Exalted Ruler for the North District of Indiana in 1948-49.

**PAST DISTRICT DEPUTY** Walter I. Port, Jr. of Massillon, OH, Lodge died September 4, 1982. Brother Port served as District Deputy Grand Exalted Ruler for the Northeast South District of Ohio in 1981-82.

**PAST DISTRICT DEPUTY** W. Lee Monk of Gainesville, FL, Lodge died September 4, 1982. Brother Monk served as District Deputy Grand Exalted Ruler for the Northeast District of Florida in 1959-60.

**PAST GRAND LODGE COMMITTEE-MAN** Lawrence R. Derry of Barnesville, OH, Lodge died September 5, 1982. He was a member of the GL State Associations Committee from 1973-75.

Brother Derry served as District Deputy Grand Exalted Ruler for the Southeast District of Ohio in 1949-50. He was also a past president of the Ohio Elks Association.

**GEORGE M. "BUD" HALL** of Lynbrook, NY, Lodge died September 6, 1982. Brother Hall was associated with the Elks National Service and Convention Commissions since 1968 and served as Service Commission Director from 1978 until his retirement in 1981.

**PAST DISTRICT DEPUTY** Victor G. Thedick of Marinette, WI, Lodge died October 1, 1982. Brother Thedick served as District Deputy Grand Exalted Ruler for the Northeast District of Wisconsin in 1974-75.

**PAST DISTRICT DEPUTY** Robert J. Lee of Richland, WA, Lodge died June 6, 1982. The news of his passing was received by this magazine only recently. Brother Lee served as District Deputy Grand Exalted Ruler for the Southeast District of Washington in 1972-73.

**PAST DISTRICT DEPUTY** T. Ralph Alsop of Vincennes, IN, Lodge died September 13, 1982. Brother Alsop served as District Deputy Grand Exalted Ruler for the Southwest District of Indiana in 1951-52.

**PAST DISTRICT DEPUTY** Charles G. Sullivan of Somerville, MA, Lodge died January 17, 1982. The news of his passing was received by this magazine only recently. Brother Sullivan served as District Deputy Grand Exalted Ruler for the Metropolitan District of Massachusetts in 1961-62.

**PAST GRAND LODGE COMMITTEE CHAIRMAN** Leonard M. Lippert of McKeesport, PA, Lodge died September 30, 1982. He was Chm. of the GL Committee on Credentials from 1946-48.

Brother Lippert was also a member of the GL Antlers Council in 1942-43 and served as District Deputy Grand Exalted Ruler for the Southwest District of Pennsylvania in 1936-37.

**PAST GRAND LODGE COMMITTEE-MAN** Elman W. Pace of Safford, AZ, Lodge died September 19, 1982. He was a member of the GL New Lodge Committee from 1964-66.

Brother Pace served as District Deputy Grand Exalted Ruler for the South District of Arizona in 1957-58. He was also a past president of the Arizona Elks Association.

**PAST GRAND LODGE COMMITTEE-MAN** T. Lawrence Cusick of Jamestown, NY, Lodge died September 23, 1982. He was a member of the GL State Associations Committee in 1953-54. Brother Cusick also served as District Deputy Grand Exalted Ruler for the West District of New York in 1949-50.

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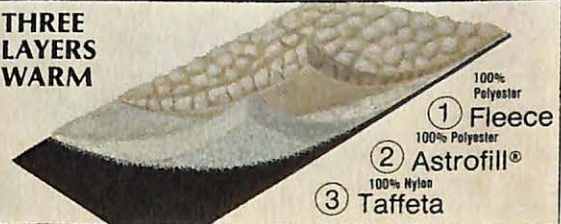


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### SAVE UP TO 70% ON OUR FORMULAS

Our Name	Comparable to	100 for	500 for
Thera Min	Theragran M®	1.49	7.25
Daily w/Iron	One-A-Day® with Iron	89¢	3.75
Ger Iron	Geritol®	98¢	4.75
Super Vits & Mins	Super Plenamins®	2.29	9.29
Chewable Vitamins	Chocks®	1.49	6.25
B with C	Albee® with C	1.85	7.50
Cyster Cal	Oscal®	1.49	5.95
A-Z Tabs	Centrum®	130 for 3.69	
Nutraderc	Myadec®	130 for 3.89	
Stress 600	Stress Tabs® 600	60 for 2.89	
B.E.C. with Zinc	Z-BEC®	60 for 2.89	

ALOE VERA BEAUTY LOTION — 4 oz. 2.98

ALFALFA Tablets 100 TABS **49¢** 500 for 1.95

DOLOMITE Laboratory Calcium Rich tested. 100 Tablets **49¢** 500 for 1.85

ALOE VERA NEW—each tablet the equivalent of one teaspoonful of Aloe-Vera gel.  
50 for 2.00  
150 for 5.00

Super Potency 500 MCG VITAMIN B12 100 Tablets **1.49** 500 for 6.25

HERBAL DIURETIC 100 Tablets **1.75** 500 for 6.50