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Elks

magazine
APRIL 1976

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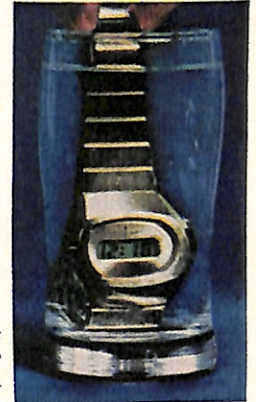
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Laser Beam Digital Watch

Never press another button, day or night, with America's first digital watch that glows in the dark.



Announcing Sensor's new Laser 220—the first really new innovation in digital watch technology.



Would you do this with your solid-state watch? Of course not. Most solid-state watches require care and pampering but not the Sensor. You can dunk it, drop it and abuse it without fear during its unprecedented five-year parts and labor warranty.

It's ingenious, it's simple and it makes every other digital watch obsolete. Scientists have perfected a digital watch with a self-contained automatic light source—a major scientific breakthrough.

SELF-CONTAINED LIGHT SOURCE

The Laser 220 uses laser beams and advanced display technology in its manufacture. A glass ampoule charged with tritium and phosphor is hermetically sealed by a laser beam. The ampoule is then placed behind the new Sensor CDR (crystal diffusion reflection) display.

The high-contrast CDR display shows the time constantly—in sunlight or normal room light. But, when the room lights dim, the self-contained tritium light source automatically compensates for the absence of light, glows brightly, and illuminates the display.

No matter when you wear your watch—day or night—just a glance will give you the correct time. There's no button to press, no special viewing angle required, and most important, you don't need two hands to read the time.



Replace the battery yourself by just opening the battery compartment with a penny. Free batteries are provided whenever you need them during the five-year warranty.

A WORRY-FREE WATCH

Solid-state watches pose their own problems. They're fragile, they must be pampered, and they require frequent service. Not the Laser 220. Here are just five common solid-state watch problems you can forget about with this advanced space-age timepiece:

1. Forget about batteries The Laser 220 is powered by a single EverReady battery that will actually last years without replacement—even if you keep the 220 in complete darkness. In fact, JS&A will supply you with the few batteries you need, free of charge, during the next five years. To change the battery, you simply unscrew the battery compartment at the back with a penny and replace the battery yourself.

2. Forget about water Take a shower or go swimming. The Laser 220 is so water-resistant that it withstands depths of up to 100 feet.

3. Forget about shocks A three-foot drop onto a solid hardwood floor or a sudden jar. Sensor's solid case construction, dual-strata crystal, and cushioned quartz timing circuit make it one of the most rugged solid-state quartz watches ever produced.

4. Forget about service The Laser 220 has an unprecedented five-year parts and labor

warranty. Each watch goes through weeks of aging, testing and quality control before assembly and final inspection. Service should never be required. Even the laser-sealed light source should last more than 25 years with normal use. But if it should require service anytime during the five year warranty period, we will pick up your Sensor, at your door, and send you a loaner watch while yours is repaired—all at our expense.

5. Forget about changing technology The Sensor Laser 220 is so far ahead of every other watch in durability and technology that the watch you buy today, will still be years ahead of all others.

THE ULTIMATE ACHIEVEMENT

Other manufacturers have devised unique ways to produce a watch you can read at a glance. The new \$300 LED Pulsar requires a snap of the wrist to turn on the display, but the Pulsar cannot be read in sunlight. The new \$400 Longine's Gemini combines both an LED and liquid crystal display. (Press a button at night for the LED display, and view it easily in sunlight with the liquid crystal display.) But you must still press a button to read the time. All these applications of existing technology still fail to produce the ultimate digital watch: one you can read under all light conditions without using two hands. Until the introduction of the Sensor.

PLENTY OF ADVANCED FUNCTIONS

Sensor's five time functions give you everything you really need in a solid-state watch. Your watch displays the hours and minutes constantly, with no button to press. But depress the function button and the month and the date appear. Depress the button again and the seconds appear. To quickly set the time, insert a ball-point pen into the recessed time-control switch on the side. It's just that easy.

Sensor's accuracy is unparalleled. All solid-state digitals use a quartz crystal. So does the Sensor. But crystals change frequency from aging and shock. And to reset them, the watch case must be opened and an airtight seal broken which may affect the performance. In the Sensor, the crystal is first aged before it is installed, and secondly, it is actually cushioned in the case to absorb tremendous shock. The quartz crystal can also be adjusted through the battery compart-



The new exclusive laser-sealed tritium and phosphor light source is a thin solid-state tube that automatically illuminates the display when the lights dim.

ment without opening the case. In short, your watch should be accurate to within 5 seconds per month and maintain that accuracy for years without adjustment and without ever opening the watch case.

STANDING BEHIND A PRODUCT

JS&A is America's largest single source of digital watches and other space-age products. We have selected the Sensor Laser 220 as the most advanced American-made, solid-state timepiece ever produced. And we put our company and its full resources behind that selection. JS&A will warranty the Sensor (even the batteries) for five full years. We'll even send you a loaner watch to use while your watch is being repaired should it ever require repair. And Sensor's advanced technology guarantees that your digital watch will be years ahead of any other watch at any price.

Wear the Laser 220 for one full month. If you are not convinced that it is the most rugged, precise, dependable and the finest quality solid-state digital watch in the world, return it for a prompt and courteous refund. We're just that proud of it.

To order your Sensor, credit card buyers may simply call our toll-free number below or mail us a check in the amount indicated below plus \$2.50 for postage, insurance and handling. (Illinois residents add 5% sales tax.) We urge you, however, to act promptly and reserve your Laser 220 today.

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the Elks magazine

VOL. 54, NO. 11/ APRIL, 1976

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10 COULD YOU SAVE SOMEONE FROM CHOKING TO DEATH?

The answer is yes . . . if you know the simple effective Heimlich maneuver.

Andrew Hamilton

18 PRESIDENT FORD'S COURT JESTER

The man who helps put the President's wit into words.

Frank Thistle

35 DON'T GET ME WRONG ABOUT SPRING . . .

I like it, but, doggonit, does it have to be so . . . so springy?

Teddy Keller

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454



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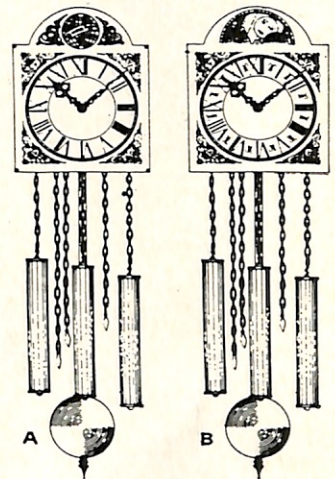
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There are two versions of the 100-M movement. Both have solid brass dial faces in a brushed finish and black serpentine hands. Antiqued brass filigree spandrels frame the dial ring which has black Roman numerals. The "Tempus Fugit" (Time Flies) dial features a solid brass globe, framed by filigree spandrels. The Moving Moon dial has a 29½-day lunar calendar. The calendar moves clockwise, spanning the eastern and western hemispheres. As it moves, the calendar shows in turn the phases of the moon, a woodland scene, and a ship at sea.

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A Message From the Grand Exalted Ruler

MONTH OF RENEWAL

Easter in April. Again we come to the month of renewal, of the rebirth of flowers and trees, and the re-awakening of all the land. In the biblical sense, it is a time of resurrection and the renewal of the promise of eternal life to all of us who believe in God as we have professed.

It may also be significant that it is a new year for our Order, a beginning anew with different leaders who take up the burden of responsibility for our future. Longfellow phrased it well:

*"Look not mournfully into the Past. It comes not back again.
Wisely improve the Present. It is thine. Go forth to meet the shadowy Future, without fear, and with a manly heart."*

As a fraternal Order we need have nothing to fear for the future. Success has manifested itself in the new members who join us year after year. It is testimony to the worthiness of our ideals and their implementation. As a nation we should go forward with confidence and integrity into a future that has more promise than anything which has gone before. We must throw off the doubt and uncertainty which has seemed to plague us in the recent past. Ever seeking the guidance of the Almighty and doing those things courageously which we perceive to be right, we need have no fear.

We commend to you the prayerful observance, in your own way, of the holy days of this season of renewed hope to the end that we may each gain strength and guidance for the days and years ahead. All of our charitable works should be renewed and extended for the need is always there.

To all of you, and your loved ones, we extend the warmest and sincerest greetings of the Easter observance, and commend to you the admonition of Psalms 46:10: "Be still, and know that I am God."

Willis C. McDonald



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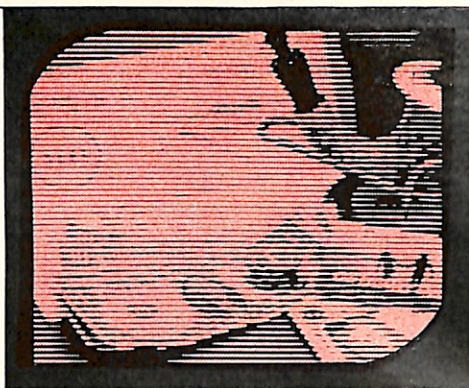
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YOU AND RETIREMENT

by G. W. Weinstein



EDUCATION VACATIONS

Those April showers are a signal: it's time to start seriously thinking about vacations.

For a real change of pace, combining mental stimulation with new friends in fresh surroundings, try an education vacation this summer. Especially designed for adults, education vacations provide a low-cost mixture of intellectual and recreational pursuits.

Colleges and universities have long offered regular summer sessions, of course, and continue to do so. But these sessions extend for several weeks, offer courses for academic credit, are relatively expensive, and are attended primarily by students of college age. Education vacations, on the other hand, are designed for adults, are inexpensive, are compressed into a week or two, and offer no academic credit. They have no homework, exams, or grades, and no prerequisite requirements; participants need not have finished high school—no one asks. The only requirement, in fact, is interest.

There are two types of education vacations available in this summer of 1976: those at colleges and universities across the country, geared to adults of any age from eighteen to eighty (or more), and a New England program specifically for senior citizens.

In New England, Elderhostel '75 began last summer on five college campuses in New Hampshire; Elderhostel '76, following last year's resounding success, will take place on twenty-four campuses in the six New England states. By next year, given the number of inquiries so far, similar programs will probably exist in many other states.

Elderhostel is specifically designed to open new horizons for older Americans, horizons consisting of new interests and new friends. Participants live in college dormitories and take meals in college cafeterias; in doing so they cross paths with college-age students while taking courses with contemporaries. Each campus offers at least three one-week courses in various subjects. Last summer's offerings included Early American History, with field trips to places of historical interest, and Oral History, in which hostellers interviewed each other and taped recollections on specific topics and events before World War II. There were also informal writing and painting classes.

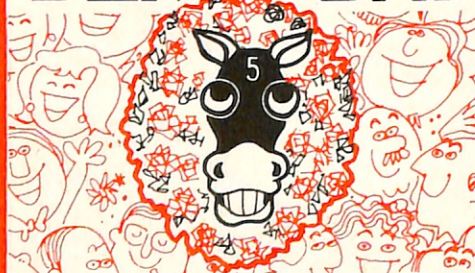
Recreational activities ranged from a wine and cheese party with foreign students to a barbecue strictly for seniors; summer theatre and concerts were also on the agenda. The choice of activities is up to the participants. Whatever the choice, there is plenty to do. As one retired manufacturer from Brookline, Massachusetts, commented, comparing Elderhostel with previous resort vacations, "I wasn't sitting in a rocking chair waiting to go in to eat again."

Thanks to government funding, the cost for all this is a mere \$50 a week, to cover accommodations. Tuition costs are free for any hosteller over 65 or on Social Security, another \$50 a week for others. And scholarship funds are available for hostellers under 65 or those needing help with the accommodations charge. Even transportation is provided, both on-campus and between campuses, so that participants may savor the offerings at several different schools in a given area.

Elderhostel, so far, is confined to New England, although there is every indication that it will spread. But alumni colleges, open to everyone, including non-alumni, exist in other states. The programs are similar but the costs, since there is no government funding, are somewhat greater. All the colleges involved, however, look on these summer programs as public relations, not profit-making ventures, and keep costs to a minimum.

The colleges, for the most part, organize their vacation programs around a theme, around some current issue. In the past themes have ranged from technology to China, from crime in America to life in outer space. This year, with the Bicentennial, the themes are largely Americana. Cornell University in Ithaca, NY, also offers, in addition to vacation programs, a choice of a dozen intensive workshop courses, on subjects ranging from gourmet cooking to ornithology to photography to coping with inflation. The cost for each week: \$190, a figure which includes tuition, room, two meals a day, books (sent in advance), notebooks—and the recreational facilities of the university. Lectures and small-group seminars take up, at most, half a day; the rest of the day and evening is devoted to vacation activities—tennis and golf and swimming, concerts and theatre, resting and relaxing.

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THE NIGHT THE DEWY SPRINGS ELKS CLUB STARTED GOING PLACES.



It was Delbert Pixler's idea to charter a Trailways bus for the monthly meeting. And boy how attendance picked up *that* night.

Delbert had 'em set up a table in the aisle of a Trailways bus. When he called the meeting to order, they were all on the way to the tastiest steak dinner anyone ever had.

You know, you might make a similar suggestion to your club. There's nothing to it.

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CHOK TO DEA

□ Some 10 or 11 Americans die by choking *every day*—mostly because of food stuck in their throats. This adds up to nearly 4,000 annually, and represents the sixth leading cause of accidental death (exceeding shooting, air crashes or lightning). Strangulation by swallowing is the principal cause of infant deaths under one year of age in the home.

In recent years, choking has claimed the lives of a General Motors vice president, a senior attorney for Union Carbide, a real estate tycoon—as well as Chinese diplomat T. V. Soong, band leader Tommy Dorsey, baseball player Jimmy Foxx, and singer “Mama” Cass Elliott.

Most such deaths occur because (1) age-old folk remedies for choking, including thumping a person on the back, don't work; or (2) choking is confused with heart attack and nothing is done for the victim except to call a doctor, and then it is often too late.

Time is of the essence. From the moment that food is lodged in the windpipe and cuts off the victim's oxygen, he has four or five minutes to live. Even if food is expelled in less than that time, he may suffer permanent brain damage. Some restaurants keep on hand plastic tongs by which to reach down a victim's throat and extract the offending

object. But what if the tongs aren't used properly? Or can't be located? Or you're on a picnic?

Now, a new, easy-to-apply technique—the Heimlich maneuver—has been devised by which choking can be alleviated without any equipment, by almost anyone at any time or any place.

Contrast these two cases:

In a Manhattan Beach, California, restaurant four years ago, a 56-year-old salesman suddenly began to gasp, turn blue, then passed out. Thinking he had suffered a heart attack, the restaurant owner called a newly-formed paramedic team from the Harbor General Hospital. The team discovered—too late—that a piece of steak had stuck in his throat and shut off his breathing. In spite of best medical efforts, the salesman died.

But on Friday, June 20, 1974, Dr. Robert J. Zimmerman of Conneaut, Ohio, read in *Emergency Medicine* about a new technique called the Heimlich maneuver designed to save choking victims. The next day, Saturday, June 21, he was able to apply it successfully when a fellow Rotarian choked on a piece of banquet steak. Within a few seconds the offending chunk of meat was dislodged, the victim regained consciousness and is alive today. “What I did,” said Dr. Zimmerman, “anyone can do to save a choking victim.”

Meat is the chief offender in most choking deaths, although other foods have been involved. Chunks of meat the size of cigarette packages are not uncommon, and in one instance a seven-inch piece of steak was extracted. In Florida's Broward County, Dr. R.K. Haugen performed autopsies on 51 persons who died in restaurants before the Heimlich maneuver became known. Only one died of a heart attack. The rest choked to death.

What is the Heimlich maneuver?



ING

by Andrew Hamilton

TH?

It is a simple technique developed by Dr. Henry J. Heimlich, Director of Surgery and Physician-in-Chief of the Esophagus Center at Jewish Hospital in Cincinnati and Associate Clinical Professor of Surgery at the University of Cincinnati College of Medicine. After considerable research, the Heimlich maneuver was first described in the June, 1974, issue of *Emergency Medicine* in an article called "Pop Goes the Cafe Coronary."

"The incident generally occurs at the

dinner table," wrote Dr. Heimlich. "The victim suddenly chokes, turns blue or black, and is dead in minutes. He can neither speak nor help himself. And chances are nobody else can help him either since bystanders frequently confuse the episode with a heart attack. Thus the popular appellation, 'cafe coronary.'

"Appropriate treatment, of course, is tracheostomy, or insertion of a large caliber hypodermic needle into the trachea (windpipe) to provide a temporary airway. To have . . . someone skilled at tracheostomy on the spot at this time of dire emergency would be fortuitously rare indeed—and can be dangerous.

"What's really needed is a first aid procedure that doesn't require specialized instruments or equipment, and can be performed by any layman. . . Sudden forceful compression of the lungs will increase the air pressure within the trachea and eject the offending bolus (object in the throat) like a cork from a champagne bottle."

How do you tell whether a person is choking to death or suffering a heart attack?

First: the choking victim *cannot speak or breathe*. Any mass of food big enough to block the windpipe can also obstruct the larynx or voice box. Sec-

ond: *he turns blue, then becomes unconscious*. Once you've identified a choking situation, these procedures are recommended by Dr. Heimlich:

If the victim is standing or sitting:

- ⊙ Position yourself behind him, wrap your arms around his waist.
- ⊙ Make a fist with one of your hands and grab it with the other—placing it above the navel and below the rib cage.
- ⊙ Press your fist into the victim's upper abdomen with a quick, upward thrust. Repeat several times if necessary until the food is ejected.



The Heimlich Maneuver

If the victim is lying down:

⊙ Place him on his back, and kneel astride his hips.

⊙ Place your hands on his upper abdomen, the heel of the bottom hand above the navel and below the rib cage.

⊙ Press into the victim's abdomen with a quick upward thrust—repeating if necessary.

⊙ A second person should be prepared to remove the ejected food from the victim's mouth with spoon or fingers, but this is rarely necessary.

If you are alone when you choke:

⊙ Try anything that applies force just below your diaphragm.

⊙ Press into a table or a sink. Use your own fist to force air from the lungs and "pop" the obstruction.

Dr. Heimlich, one of America's leading authorities on diseases of the esophagus (the 10-inch tube that links the throat with the stomach) has been en-

gaged in research on this area of the human body for more than 20 years. In the early 1950's, he devised a procedure for replacing the entire esophagus by using a portion of the stomach—thus restoring swallowing to patients with birth defects, cancer or accidental drinking of caustic materials. The Heimlich Chest Drainage Valve is credited with saving hundreds of lives in the Vietnam war. Presently he is engaged in developing an implantable artificial lung in collaboration with Neil Armstrong, the first astronaut to walk on the moon and a professor of aerospace engineering at the University of Cincinnati.

Dr. Heimlich was well prepared, therefore, to undertake research on food choking problems before he announced the Heimlich maneuver in 1974.

He tested the technique thoroughly

on 38 beagles. The dogs were anesthetized, then small segments of plastic tubing were placed in their throats. The animals immediately went into respiratory distress, resembling the choking spasms of a human being. Manual pressure on the chest cavity produced no results. But a strong push on the diaphragm below the rib cage caused the pieces of tubing to pop out. The experiments were repeated 20 times on each animal. Then small meat balls were substituted. Same result. All the animals survived.

Gradually the story of the new Heimlich technique was picked up by newspapers, wire services and radio stations and spread across the United States. In the first 10 months, its use saved the lives of 164 adults and children—and the number increases each day.

Here are some examples:

• In Wayne, New Jersey, Police Sergeant Robert Youngman read about the Heimlich maneuver on August 18, 1974, in a Sunday newspaper. Four days later, he used it to save the life of a young woman sitting near him in a diner where he and his partner were eating. "I've been a police officer for 14 years and have never needed this knowledge," he said. "I learned it just in time."

• In Plymouth, Michigan, a man who choked on a piece of lettuce staggered into the back yard so his son and daughter wouldn't see him die before their eyes. "All at once I was grabbed from behind by my wife and lifted about two feet off the ground," he wrote to Dr. Heimlich. "There she held me like Superman, pushing her knotted fist and arms into my abdomen and squeezing me like a rubber ball. Heroic? You bet—but that's not all. My wife had been in bed all day with a terrible backache, but she remembered about your maneuver, sent to her by her parents several weeks earlier."

• In Sioux Falls, South Dakota, Dr. Robert R. Giebink attended a reception for Senator George McGovern at which rolled-up, thin-sliced roast beef was skewered on a toothpick. "I made a mental note that the meat was mighty tough," he said. Soon afterwards, he noticed a young lady in her 20's choking and a friend thumping her on the back. "I momentarily had visions of taking her to the kitchen and doing a tracheostomy with a kitchen knife," said Dr. Giebink. "But I applied the Heimlich maneuver and in less than a minute the meat popped out."

One state that has attempted to spread word about the Heimlich maneuver on a systematic basis is Arizona. The campaign was begun in November, 1974, by Dr. James L. Schamadan, Director of the Arizona Department of

(Continued on page 26)

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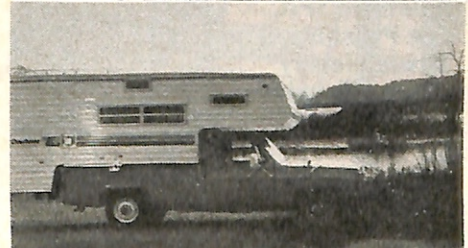
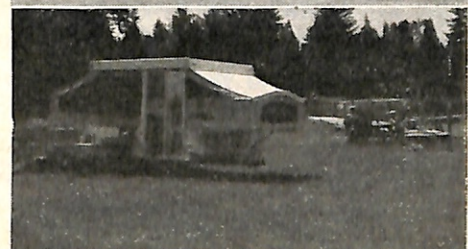
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**Mount Pleasant, PA,
Lodge Presents
Homer Huhn, Jr.
for Grand Secretary**



WHEREAS: The Officers and Members of Mount Pleasant, PA, Lodge No. 868 of the Benevolent and Protective Order of Elks of the United States of America recognize Brother Homer Huhn, Jr., as its outstanding member and do also recognize and appreciate the 35 years of outstanding service he has given to Mount Pleasant Lodge No. 868, the Pennsylvania Elks State Association and the Grand Lodge of the Benevolent and Protective Order of Elks; and

WHEREAS: Brother Homer Huhn, Jr., has unselfishly served Mount Pleasant,

PA, Lodge in a distinctive and untiring manner in many capacities, including 11 years as Secretary; and

WHEREAS: He has served the Pennsylvania South District as its District Deputy Grand Exalted Ruler and as Chairman of the Southwest District Advisory Board; and

WHEREAS: Brother Huhn has rendered outstanding service to the Pennsylvania Elks State Association as an Officer, Committeeman, President, and as its Secretary for 5 years, and is presently serving as Chairman of the Advisory Committee of that Association; and

WHEREAS: In addition to serving as District Deputy Grand Exalted Ruler, he has also served the Grand Lodge as a member of the Credentials Committee, the Lodge Activities Committee of Grand Lodge, the Auditing and Accounting Committee and as Chairman of the Lodge Activities Committee of Grand Lodge during the years 1970-1971; and

WHEREAS: Brother Huhn has, since January 15, 1971, served with diligence, prudence and distinction as Grand Secretary of the Benevolent and Protective Order of Elks; and

WHEREAS: Brother Huhn has consistently displayed his integrity, administrative ability, knowledge of the affairs of the Order and strict adherence to its Constitution and Statutes during the years since becoming a member;

NOW THEREFORE BE IT RESOLVED that Mount Pleasant Lodge No. 868 is indeed honored and proud to present to the 1976 Grand Lodge Convention in Chicago, Illinois, the name of Brother Homer Huhn, Jr., for reelection to the Office of Grand Secretary of the Benevolent and Protective Order of Elks of the United States of America.

Frank Kaczmark,
Secretary
Victor M. Stairs,
Exalted Ruler

**Fargo, ND,
Lodge Presents
Frank V. Archibald
for Grand Treasurer**



WHEREAS: Frank V. Archibald has served the Benevolent and Protective Order of Elks in an unstinting manner and with distinction for over 48 years; and

WHEREAS: His 43 years of service as Secretary and Manager of Fargo Lodge No. 260, increasing its membership to 5th in the nation, increasing its assets,

with ever broadening service to the membership and community; and

WHEREAS: He has extended his service to encompass neighboring lodges, State Association, and the Grand Lodge; holding many responsible offices in the Order, not the least of which was his service as Secretary to a Grand Exalted Ruler, the beloved late Sam Stern of Fargo Lodge, and involving such offices as the Exalted Ruler of his lodge, State Association President, District Deputy Grand Exalted Ruler, and Special District Deputy Grand Exalted Ruler; and

WHEREAS: His dedicated service given without hesitation to all seeking his wise counsel, as exemplified by his many years of devoted service in bringing the North Dakota Elks Camp for handicapped children and adults to the position of

eminence in which it is currently held; and

WHEREAS: By virtue of his experience on local, state, and national levels in Elkdom, enhanced by his service as Grand Treasurer during the past two years, being well qualified;

NOW THEREFORE BE IT RESOLVED by Fargo Elks Lodge No. 260 that our esteemed Brother Frank V. Archibald's name be presented to the 1976 Grand Lodge Convention at Chicago in July, 1976, as a candidate for reelection as Grand Treasurer of the Benevolent and Protective Order of Elks of the United States of America.

Victor G. Lechner,
Exalted Ruler
John E. Faruolo,
Secretary

**Middletown, PA,
Lodge Presents
A. Lewis Heisey
for Grand Trustee**



WHEREAS: Brother A. Lewis Heisey has served Middletown, Pennsylvania Lodge No. 1092 for the past 35 years in various capacities, including the office of Exalted Ruler and is an Honorary Life Member; and

WHEREAS: He has also served as District State Vice President for the South Central District of Pennsylvania, and in the office of President of the Pennsylvania Elks State Association for the past nineteen years as a member of the Association's Advisory Board; and

WHEREAS: He served as District Deputy Grand Exalted Ruler of the South Central District of Pennsylvania and as Special Deputy Grand Exalted Ruler and as a member of the Grand Lodge, Lodge Activities, Credentials, and Youth Activities Committee and also as Grand Lecturing Knight; and

WHEREAS: In all his activities he has constantly demonstrated effective leader-

ship and continuing devotion to the Order of Elks;

NOW THEREFORE BE IT RESOLVED that Middletown, PA, Lodge No. 1092 is honored to present A. Lewis Heisey for the position of Grand Trustee of the Benevolent and Protective Order of Elks of the United States of America and will at the next Grand Lodge Convention in Chicago, Illinois, in July, 1976, place his name in nomination for the office of Grand Trustee for a term of four years.

Richard D. Eagle,
Exalted Ruler
James L. Harold,
Secretary

**Centralia-Chehalis,
WA,
Lodge Presents
Frank O. Garland
for Grand Trustee**



WHEREAS: For the past 28 years Brother Frank O. Garland has served Elkdom faithfully at all levels—Lodge, District, State, and Grand Lodge; and

WHEREAS: He served as Exalted Ruler of his Lodge in 1955. Served as its Secretary for nine years and also served on the Board of Trustees. He was elected State President of the Washington State Elks Association in 1965. He has served

on the State Ritualistic Committee, on the State Convention Committee, State Public Relations Committee, and is now serving on the State By-Laws Committee, and the State Major Project Committee on which he has been serving for ten years being its Chairman for three years; and

WHEREAS: In addition to serving as District Deputy Grand Exalted Ruler for Washington Southwest he has served the Grand Lodge as a member of the State Association Committee for three years, serving as its Chairman last year, and is presently the Chairman for that Committee for the second time; and

WHEREAS: He has served an active role in his community. He has served as President of the Rotary Club, President of the Chamber of Commerce, Chairman of United Good Neighbors, Chairman of Centralia Planning Commission for ten years, and is now serving as Director of

Centralians, Inc., which is the Industrial Commission for the community. He is also a member of the Board of Directors of West Coast Savings and Loan and a member of the First United Methodist Church; and

WHEREAS: He has always demonstrated his devotion to the Order of Elks by always making himself available to assist an Elk or a Lodge;

NOW THEREFORE BE IT RESOLVED that Centralia-Chehalis Lodge No. 2435 does hereby endorse Brother Frank O. Garland for the position of Grand Trustee and will at the next Grand Lodge Convention in July, 1976, at Chicago, Illinois, place his name in nomination for the office of Grand Trustee.

Dale W. Calkins,
Exalted Ruler
Paul Brown, Jr.,
Secretary

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Like I say, I took the course and it turned out to be even better than they



said it would be. Sure they pay me for writing this ad, but it ain't much, believe me. I could make more in a month by fixing things for the neighbors . . . and I'm not kidding. It's just that I believe in seeing guys make it on their own. If you follow the simple texts and the big pictures, you can be a technician in no time. They even send you a professional appliance tester with the course.

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• In a recent "You and Retirement" column, G. W. Weinstein mentioned "Uncle Sam uses community residents to record weather data . . ." in connection with job opportunities. I'm sorry to advise you that the information concerning the full-time jobs is incorrect. The expressed interest in the Weather Service's cooperative weather program by your readers is very gratifying. Unfortunately, at this time, there are no positions available for this type of service.

The National Weather Service has cooperative weather stations at about 13,000 locations in the United States. Most of these are manned by volunteer weather observers and are not paid for their work. These stations are established to define the climate of the United States and to furnish information for the River and Flood Forecasting Program. At present, our network of cooperative stations is fairly well complete, and we do not plan to establish additional stations.

William I. Pogerman
Substation Program Manager
National Weather Service

• In "The Great Fox Hunts" by Bill Stokes [February, 1976] we relived the excitement of our boyhood hunts over sixty years ago. The great expectations were satisfied by just going hunting. The enthusiasm of youth was so well described, we could almost feel the urge to go with them.

And come to think of it, we still cannot sleep the night before the season opens, just thinking of that great day, tomorrow!

D. Roscoe Nickerson
Butte, MT

• I read with interest the article "Vandalism: A National Dilemma," by G. R. von Kronenberger [February, 1976]. However, my feelings on prevention seem to differ substantially from those of Dr. P. G. Zimbaro referred to in the article.

I believe that prosecution with, and by, A.C.L.U. attorneys have substantially curtailed honest citizen complaints. Further, the courts judgement that insanity (to my notion, killing, armed robbery, and senseless destruction of personal property has to be motivated to some extent by insane "not normal" drives) is a defense for all crimes only promotes such crimes. I would like to see strong parental responsibility laws. Parents should be held responsible for the acts of their children until those children are of age.

Yes, you may find more punishment administered, but a means and form of discipline is both urgent and necessary for the proper education of our youth.

H. E. Tingley
Glenwood Springs, CO

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*Bank Marketing Management,

About the Authors

Martin J. Meyer, one of the nation's foremost experts on consumer money management, has written and lectured extensively on banking, thrift, and inflation.

Dr. Joseph M. McDaniel, Jr. is Trustee of Johns Hopkins University, retired Secretary of the Ford Foundation and former Dartmouth Professor of Economics.

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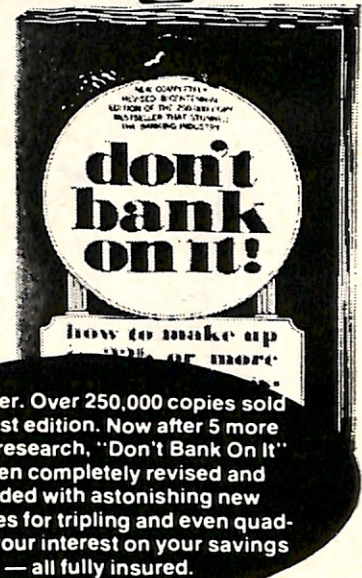
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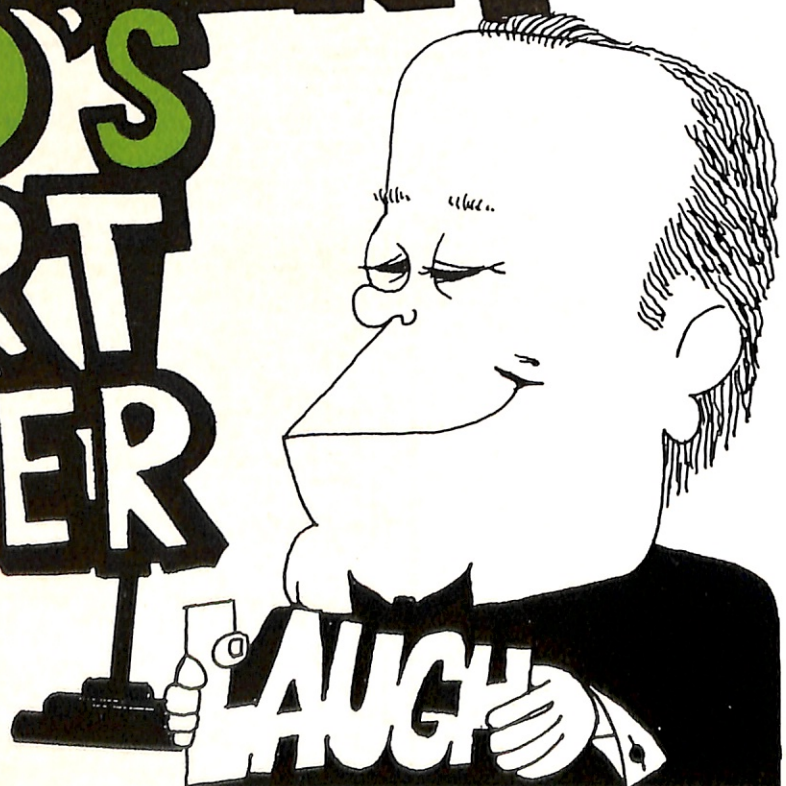
□ Shortly after Gerald Ford became Vice President he was asked to speak at Washington's Gridiron Club. Just a few days before, Ronald Reagan had been in town and local society columnists had speculated about whether the then California governor dyed his hair. Ford set them straight.

"There's no truth to that story," he told the dinner gathering. "Governor Reagan doesn't dye his hair. Let's just say he's turning prematurely orange."

The laugh that followed was figuratively heard around the world. People suddenly discovered that Ford had a sense of humor and, in fact, was almost as quick with a quip as Bob Hope. Ford displayed his penchant for humor once again shortly after he became President during a speech at Ohio State University.

"When I accepted the invitation to speak here," he said, "I was then America's first instant Vice President. Then suddenly I became America's first instant President. The U.S. Marine Corps Band is so confused they don't know whether to play 'Hail to the Chief' or 'You've Come a Long Way, Baby!'"

PRESIDENT FORD'S COURT JESTER



And a little later, when Bob Hope quipped that President Ford "plays golf like Arnold Palmer," after he and his golfing partner lost \$1 to Ford and his partner, the President went him one better. He deprecated his golfing ability—or lack of it—by joking: "You see all those Secret Service men around me? When I play golf, they get combat pay!" Then he admitted what was wrong with his golf game.

"I've figured it out. My problem is I have a very wild swing. I'll tell you how wild my swing is. Back on my home course they don't yell 'Fore!' They yell 'Ford!'"

By tossing off cracks like these with the skill of a professional comic, Ford soon established a reputation for being the greatest stand-up comedian to "play" the blue room since Abraham Lincoln. But what also soon came to light was that Ford had hired a professional gag writer to insure that he always had an appropriate quip. The man putting words in the President's mouth was Bob Orben.

"Officially, I'm a consultant to the President," says the 48-year-old humor specialist. "I was hired as a speechwriter and I'm helping to inject some humor into the President's speeches."

Orben is indeed lending a helping hand and Ford could hardly have found a man better qualified for the job of gag writer in residence. The Bronx, New York, resident has been a professional humorist for 30 years. He has written material for such TV stars as Red Skelton, Dick Gregory, Red Buttons and Jack Paar. For years he has written a weekly newsletter, "Orben's Current Comedy," that provides public speakers with one-line jokes. Orben modestly downplays his role as "court jester" to the country's chief executive.

"All I do," he says, "is add to the President's own humor the comedy construction it needs before an audience. We all come up with humorous thoughts, but it's harder to get 1,000 people to laugh than just one person."

"The President always has had a good sense of humor. The essence of his humor is kidding himself. I size up people on their humor. They get extra marks if they are able to take swipes at themselves. Here is a big man physically and in self-confidence. He's not afraid at all to kid himself. There are no subjects about himself that I've come across that are off-limits."

Orben meets with Ford about twice a week. Usually, they meet aboard Air Force One, the Presidential jet, while the President is flying to a speaking engagement. They jointly discuss and decide upon the witticisms the President will use in his speech.

"I think of myself as more of a humor listener in this situation than as a

humor writer," explains Orben. "The President will articulate his own ideas for humor, and I'll listen. My instincts will select the funniest things that he has said, and then I'll proceed to refine them, enhance them, or tighten them up for the actual speech."

According to Orben, Ford works hard on his speeches and often makes last-minute changes. Air Force One carries a special large-type speech typewriter for just such occasions. Reading from a text, Ford frequently stumbles over a word, but he never lets it throw him. He doggedly persisted when he became tongue-tied over the word "geothermal" in an Atlanta energy speech, laughing at his own efforts to finally get it out



correctly. And the audience joined heartily in the shared amusement of the situation. Making no bones about this deficiency, Ford is often ready with a quip about it. When he faltered over the word "integration" in a foreign policy speech at a big New York dinner honoring Vice President Rockefeller, the President turned it to laughter with one of Orben's prepared adlibs.

"I told my wife, Betty, I knew this speech backwards. And I'm proving it."

Before Orben arrived on the scene, Presidential humor had been best exemplified by Abe Lincoln, Franklin Delano Roosevelt and John F. Kennedy, but none had a recognized comedy writer on his staff. Kennedy, with his affinity for show business, came closest with a number of comedians, all friends, who volunteered humorous material. Former President Nixon had a top comedy writer as one of his advisers, but he shied away from humor, a factor that may have contributed to his downfall. Ford doesn't want to make that same mistake. He tells about how he came to sign up Orben in these words:

"In '68 I had to represent the Republicans at the Gridiron dinner. You're supposed to be funny for ten minutes and serious for two. I'd been to several of those dinners and I'd heard two top

people misjudge badly—Soapy Williams made a political speech and John Lindsay told off-color jokes. So I thought I'd better get some help. I went to George Murphy, and he went to Red Skelton, and he got me Bob Orben, who'd been writing for TV comedians for years. Well, the speech turned out to be well-received. Of course, my opposition was Hubert Humphrey and he talked for 24 minutes. But Bob comes in nowadays on a consulting basis. He has an excellent style and he's broadening me out in speech work."

The President's gag writer insists that a good line has to be delivered properly for it to work and that President Ford has the most natural delivery of any Chief Executive since John Kennedy.

"Both had very good senses of humor. President Kennedy's was a sophisticated form of wit. President Ford's is more good-natured fun. Because of that, I think President Ford is more effective in front of audiences. Wit is not as salable."

Orben says that Ford has progressed from an average to quite a good speaker, but disclaims any credit.

"The difference isn't me. It's the office. When you achieve such enormous responsibility and success, you suddenly become 10 times taller, and your capability becomes greater. In American politics the ability to bring off a good joke may be more than just a frivolous gift. If you don't have a sense of humor as an American you're one down."

And amid the strains of the Presidency, Orben figures it may even be the saving grace.

"If you don't bend in difficult situations, you break. Humor is one of the great lubricants to keep you from breaking."

Orben discovered this in his own life at an early age. Growing up on the streets of New York, he found himself a lousy athlete and a non-leader, but he did have a knack for making others laugh. He published his first joke book ("The Encyclopedia of Patter") at 18 while he was working in a magic shop demonstrating tricks to magicians, jugglers and comedians. Some 43 other joke books followed over the years. There probably isn't a top comedian in the business today who has not used jokes from Orben's books.

Not only does the balding, serious-faced gagster work for a President, but he's a president himself—president of his own comedy company called The Comedy Center. It is the world's only humor service for business, government, and communications. He started The Comedy Center 15 years ago as a show-business service, but gradually he found he was getting more subscribers from government and business people.

He now has more than 1,000 corporate clients, including Ford Motor, General Electric and IBM. Subscribers get weekly joke sheets that they are at liberty to use in speeches.

In the joke business Orben is recognized as one of the top comedy writers in the U.S. and probably the world's foremost creator of "one-liners." His specialization in one-line jokes led him, more or less naturally, into political work.

"One-liners," he explains, "are the essence of modern American humor—short, sharp humor, an economy of words. It's what every politician tries to get into his speeches."

According to Orben, writing gags for the President is a lot different than writing for comedians.

"When you write for show business, you write a pound of jokes and the star picks the ones he wants to use. In politics it's different. Instead of concocting the humor itself, you hear out the President on his humor and then merely polish it."

Keeping the President—and the country—laughing isn't easy, even for a pro like Orben. He sets himself a quota of 25 original jokes every day, seven days a week.

"The only time I actually take off is when I go on holiday, and then I don't

even think about jokes. Other than that, I sit at my typewriter and if it takes me two hours to turn out those 25 jokes, fine. If it takes me 12 hours, that's okay, too, but I won't get up until I have 25 workable jokes."

To keep his supply of jokes flourishing and topical requires an enormous amount of reading. Orben subscribes to 40 magazines and eight newspapers.

"I don't truly read them. I skim. I tend to use headlines for jokes rather than body copy, and I tend to wait to see if a story is going to develop—for instance Watergate. When it first came out a lot of people said, 'there won't be many jokes about this, it's too serious.' I said, 'on the contrary, it is going to be the greatest joke subject since Dick and Liz and Eddie Fisher about 10 years ago.' I must have written easily 600 Watergate jokes myself." These include:

"That's really a wild scene in Washington these days. Every time reporters refer to an unimpeachable source, President Nixon hopes they mean him.

"We call our parakeet Watergate. It took months to get him to talk, and now we can't stop him!

"When one of the Democratic candidates read about all those burglaries, he rushed to see if any of his important papers were stolen. Then he remembered something. He doesn't have any important papers.

"Is it true that the biggest problem the Republicans had was convincing H. R. Haldeman that his initials didn't stand for His Royal Highness?"

The man who writes the President's zingers says the most fertile field for comedy writers today is not in government or show business but in business.

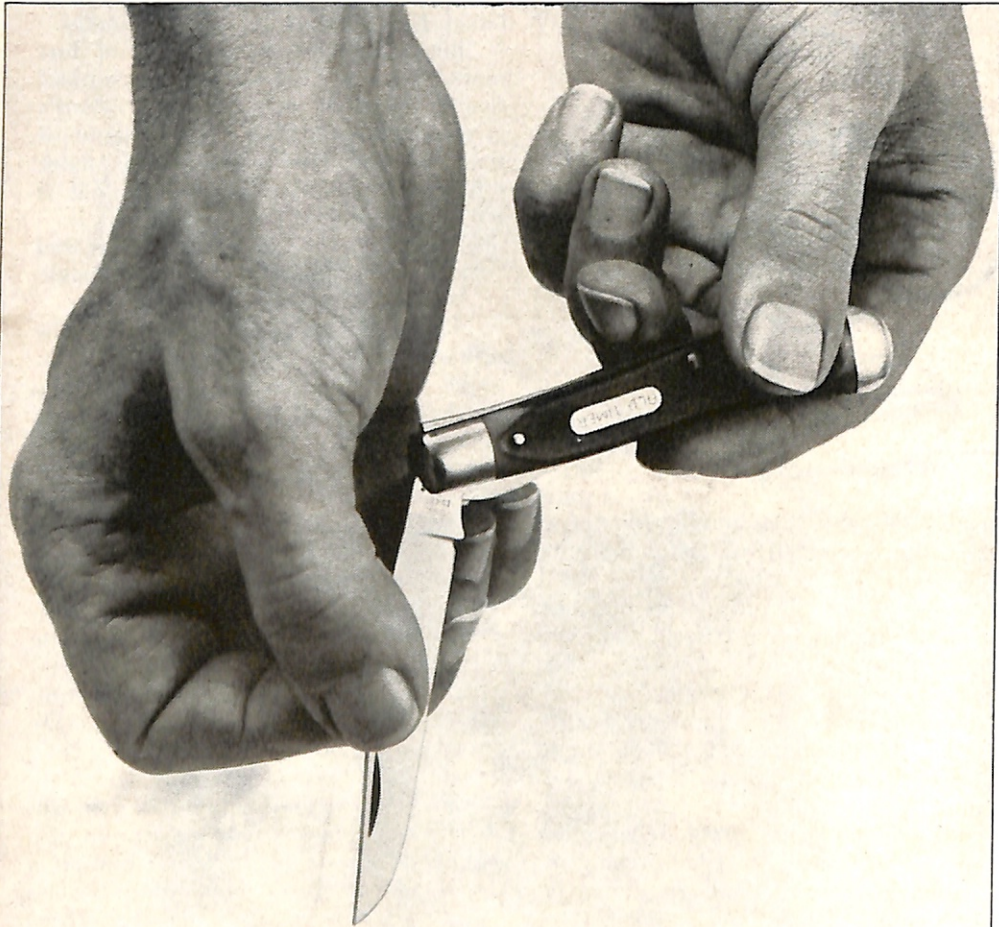
"American business already provides most of the work for professional comedy writers and the trend is growing. In many businesses, it's a grim, gray world. That's why they have M.D.'s, psychiatrists and psychologists on tap—to help you cope with the rat race. Those pill-rollers, head-shrinkers and hand-holders would have a lot less to do if the daily grind were leavened with humor."

Orben recommends that every company have a court jester. His duties?

"He'd loosen up the staff. He'd roam through the firm, causing a giggle here, a guffaw there."

One of Orben's executive clients says caustically: "We've got a guy like that now. But he's not a jester. He's the boss' lame-brained son-in-law."

The day of the corporate court jester has not yet arrived, but President Ford has set the stage by hiring a presidential one. His choice couldn't have been better because Bob Orben is doing a fantastic job tickling the funnybone of his boss and his fellow Americans with gags galore. ■



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T.H. Everett, Senior Horticultural Specialist of the New York Botanical Garden had this to say in *Natural Gardening* Oct. '72, pg. 54; a reader writes as follows:

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IT'S YOUR BUSINESS

by J. L. Slattery



A CORRECT VIEW OF "CAPITAL" FOR TODAY

Early in 1973 the Bechtel Corporation, a big engineering firm, began building a new copper refinery for the Asarco company. The estimated cost was set at \$111-million.

By the summer of 1975, the plant was only 85 percent completed—and yet the cost had already climbed up to \$190-million!

This wasn't the Bechtel engineering firm's fault. It was simply passing on to its client company the cost increases which inflation had generated.

Before the 1960's, companies usually didn't feel it necessary to worry too seriously about inflation in working out their "capital-budgeting projections." But today the factor of inflation is a key problem in capital budgeting and it promises to remain so over the foreseeable future.

But so complex and difficult and so full of uncertainty are today's economic and financial problems and trends that even the experts can't be very accurate in their predictions about supply-and-demand trends. So you can see what the typical small-businessman is up against in this whole matter. How can he possibly make correct guesses about interest-rate fluctuations, say, when the leading experts themselves disagree about the "basic relationship" between interest rates and inflation? If you want to get some idea of how terribly complicated this whole matter is, read the article "The Only Certainty About Interest Rates Is Their Uncertainty" by A. F. Ehbar in the January issue of *Fortune*.

The Big Change Since the '60's

"I'll tell you what it's like in getting academic-grant funds these days," a certain university official remarked to me back in the early 1960's. "The big foundations say to you: 'Let us give you money—or we'll twist your arm!'"

There was a lot of easy-money euphoria in the U.S. business community too in that era. It was a good time to get "venture capital" to finance a new business. In 1969, a total of \$1.4-billion was provided in investment financing to 698 small companies that were making their initial stock offerings.

But in 1974, only nine such business enterprises got that kind of financing—and the total amounted to only \$16-million.

A major reason for this big drop in

the supply of venture capital was that there was also a sharp drop in the prices of the stocks of many solidly established companies. So the professional investment sources took the view, "Why should we risk our money on some little new company when we can get such good bargains in the stocks of solidly successful corporations?"

Meanwhile the nation's banking industry was looking with mounting horror on what was happening in certain industries to which it had enthusiastically poured out huge amounts of loan financing. And in the retail-merchandising industry, the ghastly W. T. Grant case was by no means the only shocking instance of excessive expansion. So today the banks are being a lot more cautious in deciding whether an applicant for a loan should get anything more than simply a polite hearing.

The Small-Business Outlook

In their efforts to get financing, small businesses and small-scale entrepreneurs are in competition with the capital-supply demands of big business and the heavy borrowing—through bond issues—by American federal, state, and local government. And, of course, the small businesses and entrepreneurs are also in plenty of competition among themselves for financing.

How to Improve Your Chances

If you have some start-up or business-expansion venture in mind, then begin working up a detailed and realistic plan for the productive allocation and management of financial capital for it. This is not an easy task, however—not even for big companies. But it is the only sound way to get reasonably accurate answers to the questions: "How can our business goals be achieved? And how much capital will actually be needed for the venture?"

Show Your Plan to an Expert

When you have worked up your "capital needs-and-uses plan," ask some reliable expert—your banker, for instance—to check it over. He'll probably spot some serious weaknesses in it.

But he'll also be favorably impressed by the fact that you've shown you can take the professional view about "capital." You need to have that professional view whether you're seeking loan or investment financing, since it can mean the difference between disappointing failure and bright success.

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MUSIC LOVER!

40-59
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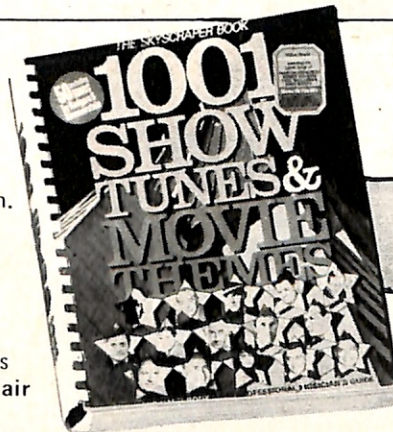
- Alfie
- Bewitched, Bothered & Bewildered
- Button Up Your Overcoat
- Cabaret
- Call Me Irresponsible
- Camelot
- Chim Chim Cher-ee
- Climb Ev'ry Mountain
- Come Rain Or Come Shine
- Easy To Love
- The Entertainer
- Everything's Coming Up Roses
- Falling In Love With Love
- Fiddler On The Roof
- A Foggy Day
- From This Moment On
- Get Me To The Church On Time
- Getting To Know You
- Gigi
- Have You Met Miss Jones?
- Hello, Dolly!
- Hello, Young Lovers
- Hit The Road To Dreamland
- I Could Have Danced All Night
- I Could Write A Book

- I Got Plenty O' Nuttin'
- I Love Paris
- I Remember You
- I Talk To The Trees
- I Whistle A Happy Tune
- If Ever I Would Leave You
- If I Ruled The World
- If I Were A Rich Man
- If This Isn't Love
- The Impossible Dream
- In The Cool, Cool, Cool Of The Evening
- Isn't It Romantic
- It Ain't Necessarily So
- It Might As Well Be Spring
- It's Been A Long, Long Time
- It's De-Lovely
- I've Got You Under My Skin
- Just In Time
- The Lady Is A Tramp
- Let Me Entertain You
- Life Is Just A Bowl Of Cherries
- Love Is Here To Stay
- Love Is Just Around The Corner
- Love Letters
- Love Story (Where Do I Begin)

- Mame
- The Man That Got Away
- Moon River
- Moonlight Becomes You
- My Funny Valentine
- My Heart Belongs To Daddy
- Nice Work If You Can Get It
- Oh, What A Beautiful Morning
- Oklahoma
- Old Devil Moon
- On A Clear Day
- On The Street Where You Live
- The Party's Over
- People
- People Will Say We're In Love
- Raindrops Keep Fallin' On My Head
- September Song
- Some Enchanted Evening
- The Sound Of Music
- The Surrey With The Fringe On Top
- Thank Heaven For Little Girls
- Thanks For The Memory
- That Old Black Magic
- What I Did For Love
- What Kind Of Fool Am I?

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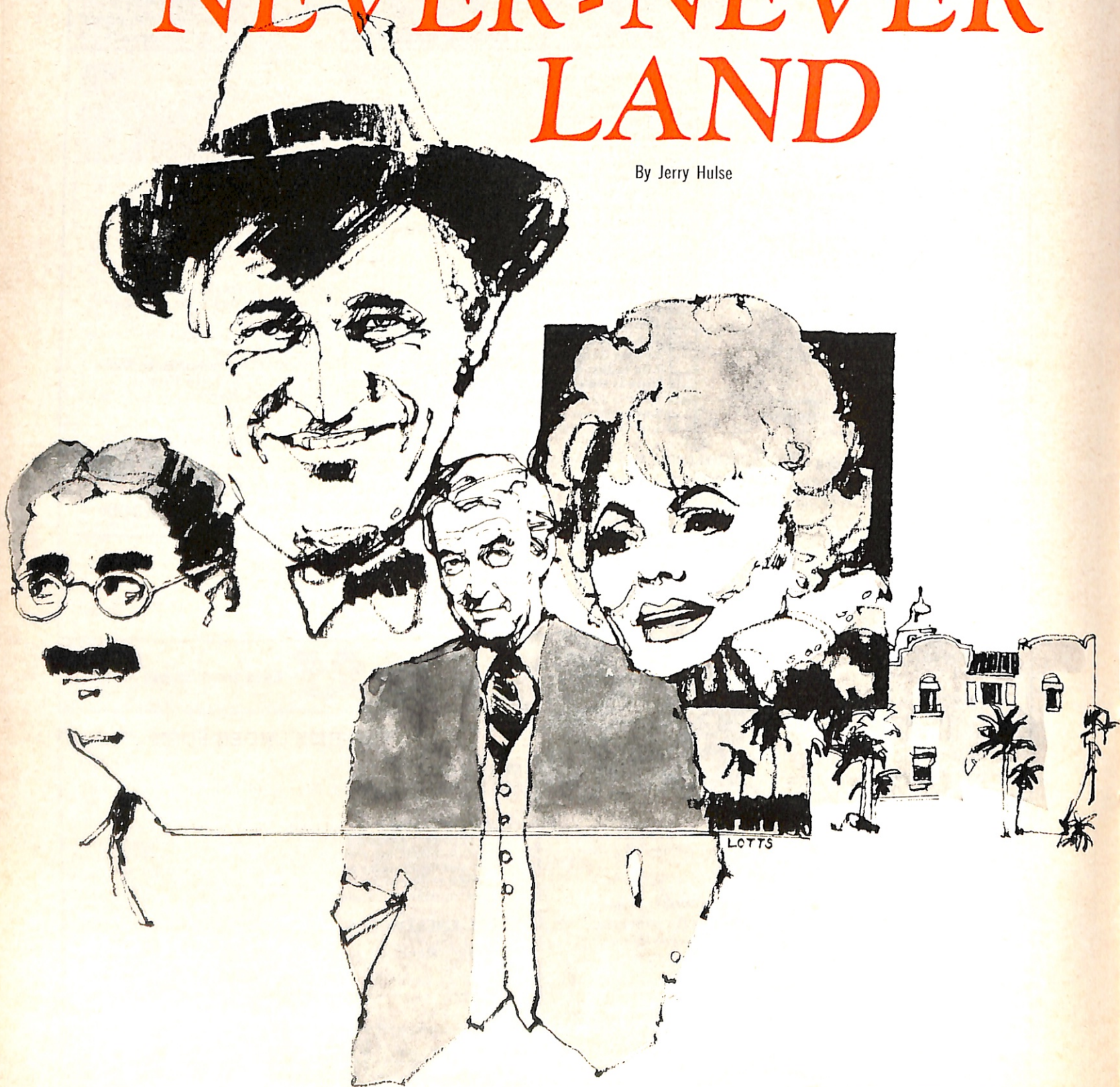
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By Jerry Hulse



Life in Beverly Hills is a trifle like living in Alice's Wonderland. Magnificent mansions face its streets. Quiet streets. Streets often empty—except for the tour buses that crawl slowly through town, drivers pointing out homes belonging to Groucho Marx, Lucille Ball, Jimmy Stewart and others.

It's a Never-Never Land beyond the twilight zone: six square miles of palm trees, numberless swimming pools and private tennis courts. The plush enclave is renowned as one of the best-governed and policed cities in the world, yet its property tax rate is among the lowest. Annual per capita income is roughly \$50,000. Numbered among its vital statistics are seven hotels, nearly 100 restaurants and 1,000 specialty shops. Rolls-Royce, Mercedes-Benz and other foreign-car dealers abound.

So satisfied are the 34,000 residents of Beverly Hills, that few are dying to leave. But leave they must when they die, because the town is without a cemetery. There's not even a hospital. Originally known as Morocco, Beverly Hills was a bean patch and a grazing land for sheep until its discovery by

“Once an unknown, Beverly Hills went from bean patch to star when it was discovered by the movie moguls...”

the movie moguls. The name “Beverly Hills” apparently was tacked onto the community sometime around 1906 by Burton E. Green, who led a successful subdivision effort under the aegis of Rodeo Land and Water Company. Green according to the accepted version of local history, named the hilly countryside after his former place of residence in New England—Beverly Farms, Massachusetts.

Hollywood's migration followed the arrival in 1919 of Mary Pickford and Douglas Fairbanks. After that, Will Rogers got elected honorary mayor, and suddenly Beverly Hills was on its way to becoming the fashionable province of the rich and near-rich. Other early residents included Harold Lloyd, Tom Mix and Rudolph Valentino.

Nowhere, possibly, is one more secure than in Beverly Hills. The cops patrol the town as if it belongs to them. (Jack Benny used to say that “even the police have an unlisted number.”) One resident of Beverly Hills claims he lives in constant fear—a fear of being arrested. It's not that he's a criminal. On the contrary,

he's a law-abiding corporate executive. But he's a nighttime jogger, and being a jogger in Beverly Hills can be risky business in a town where even ordinary strollers are stopped by the police at night.

Beverly Hills begins back where Sunset Strip flows into Sunset Boulevard, near the boundary of the old Garden of Allah, once the home of such legendary figures as F. Scott Fitzgerald, Dorothy Parker and Robert Benchley. The Garden of Allah is gone now, torn down. But one particular Benchley saga lives on. Surrounding the Garden of Allah were stucco cottages, which, in turn, embrace a swimming pool. One day, Benchley was en route to the bar, and accidentally fell in. Struggling from the water, he shouted to an attendant: “Get me out of this wet pool and into a dry martini!”

In Tinsel Town the quote has become legend. This was during the Thirties and the movie crowd behaved less decorously. Today, Beverly Hills is prim, meticulously manicured and, sometimes, even a bit dull. Still, if you look sharply you'll see your favorite star, perhaps strolling down Wilshire or along Rodeo Road. You are liable, for instance, to see Ali MacGraw dining at a sidewalk table outside The Daisy. Facing Rodeo Road—the town's spiffiest street—The Daisy is the mecca for dozens of Hollywood notables.

Beverly Hills isn't overburdened with night clubs; you'll see more stars at the restaurants. Their limousines line up outside La Scala, Cafe Swiss, the Luau, Au Petit Jean, The Brown Derby and The Bistro, the latter being one of Beverly Hills' top-rated watering holes.

Fashioned after Le Grand Vefour in Paris, The Bistro attracts film stars, politicians and corporate kings. Inside, all eyes focus on table No. 3, sought after because it has the perfect view. Choosing customers for No. 3 is a game, says owner Kurt Niklas. All hinges on one's importance. Certainly, Dr. Kissinger gets No. 3 whenever he's in town.

If you have gained the impression Beverly Hills is expensive—well, it's the truth. Of hundreds of homes one dealer handled recently, more than two dozen sold for \$200,000 or more, 60 for roughly \$150,000, and 137 for \$100,000 apiece. One single sale amounted to \$2 million, and still another home brought the owner \$400,000, a formidable bit of change, considering it had but one bedroom.

Beverly Hills is an architectural mishmash of modern, Georgian and antebellum-style mansions. Even its alleys are things of beauty, paved and spotless. It should come as no small surprise that the Brink's truck—delivering or picking up money—is the only

conveyance permitted the privilege of double-parking downtown.

Once when Los Angeles sought to annex Beverly Hills, an angry resident demanded they put a 100-foot-high wall around the entire palmy plot. Residents revere their town as sacred. Visitors driving through Beverly Hills come upon little old ladies seated curbside selling maps that pinpoint the homes of stars. In Beverly Hills there are nearly 50 banks and heaven-knows-how-many swimming pools.

Whatever you may have heard about the wonders of Wilshire Boulevard, Rodeo Road is the town's snazziest street, both sides lined with slick shops, among them Amelia Gray's, which brings New York matrons west just to shop. In the same general area, Van Cleef & Arpels (Cannes, Monte Carlo, Palm Beach, New York, etc.) deals in diamonds; a single ring may cost in the neighborhood of \$250,000.

Nearby, where Rodeo runs headlong into Wilshire, stands Hermendo Court-right's magnificent Beverly Wilshire, truly one of the world's great hotels. It comes complete with concierge, white-

“... Now, it's six square miles of palm trees, numberless swimming pools, and private tennis courts.”

gloved elevator operators and a staff fluent in dozens of languages. Numerous awards have been heaped upon the Beverly Wilshire's excellent restaurant, La Bella Fontana, and now the hotel has a handsome new wing, complete with Italian marble staircase and a baroque rooftop pool.

Other wayfarers bed down at the Beverly Hilton, or at that showplace of showplaces, the Beverly Hills Hotel. Its register has been autographed through the years with dozens of famous names, among them Elizabeth Taylor and Richard Burton, Howard Hughes, the Kennedys, the Rockefellers, and many, many more. The management will even register your poodle—for an extra charge. Once when Queen Juliana of the Netherlands was a guest, tulips quickly were planted outside her bungalow.

Tucked inside one corner of the hotel is a snug hideaway called the Polo Lounge. In late afternoon it fills up with the cocktail crowd: producers, starlets and wide-eyed tourists. What the visitors see is glamour, and that, dear reader, is what Beverly Hills is all about. ■



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(Continued from page 12)

Health Services, and is being carried on today by his successor, Dr. Suzanne Dandoy.

During the first six months, the Arizona Department of Health Services distributed 80,000 easy-to-read pamphlets and 15,000 posters, and issued a number of press releases and 60 second public service TV spots. Attempts have been made to reach not only the general public, but also restaurant and hospital workers, airline stewardesses, policemen, firemen, doctors and teachers. So vigorous has been the Arizona campaign that media in nearby states have caught the enthusiasm. For example, KNX radio in Los Angeles, whose powerful 50,000 watt signal blankets Southern California, carried a two-part series describing the Heimlich maneuver.

Results of the Arizona campaign are measurable. In 1973, some 26 Arizonians died from choking on food. But during a six month period from November, 1974 to May, 1975, 12 lives were saved.

One was the daughter of Mrs. Virginia Benson, secretary to Dr. Dandoy at the Arizona State Department of Health Services, who was familiar with the Heimlich maneuver.

She and her two daughters, Marguerite and Judy, were having barbecued beef for dinner one Sunday last winter. "As Marguerite took a mouthful of food,

Judy made some comment causing her to laugh," said Mrs. Benson later. "She couldn't get her breath, couldn't talk. Remembering what I'd read in the office a few days earlier, I put my arms around her middle and pushed hard against her diaphragm. After several squeezes the food came out, and within half an hour she was fine. If I hadn't read that article, who knows what would have happened?"

A number of instances have been reported to Dr. Heimlich where smaller children—even babies—have been saved. With such youngsters, the offending objects have included not only meat but plastic nipples, hard candy, pieces of apple, foam rubber, coins, grilled cheese sandwiches, and burritos.

The father of 3 year old Joann Francovic of Wayne, New Jersey, noticed that his daughter began to choke while eating a piece of chicken. "I tried to dislodge the food with my fingers, but was unable to do so," he reported. "My daughter began turning blue and I suddenly remembered a friend describing the Heimlich method to me. I tried it, and after four or five attempts, the chicken was dislodged. We all breathed easier."

The father of 2½ year old Chip Rielege of Cincinnati, Ohio declared that his son began to act strangely while eating a grilled cheese sandwich. His mother tried the beating-on-the-

(Continued on page 38)

Obituaries

PAST DISTRICT DEPUTY James S. Stevens of Streator, IL, Lodge died September 15, 1975. In 1966 Brother Stevens held the office of Exalted Ruler, and in 1970-1971 he was the District Deputy Grand Exalted Ruler for the East Central District.

PAST DISTRICT DEPUTY Francis W. Beckstead of Waco, TX, Lodge died September 19, 1975. A three-term Exalted Ruler of his lodge, Brother Beckstead held the office of District Deputy Grand Exalted Ruler for the Central District in 1947-1948 and, again, in 1952-1953.

PAST DISTRICT DEPUTY Harry K. Kramer of Michigan City, IN, Lodge died April 6, 1975. Brother Kramer was Exalted Ruler of his lodge in 1921, and became District Deputy Grand Exalted Ruler in 1924-1925 for the North District.

PAST DISTRICT DEPUTY James P. Dolan of Jersey City, NJ, Lodge died December 16, 1975. Brother Dolan had served the lodge in the capacity of Secretary, Chairman of the Board of Trustees, and Exalted Ruler, and in 1957-1958 he was named District Deputy Grand Exalted Ruler for the Northeast District.

PAST DISTRICT DEPUTY Albert Giantonio of Everett, MA, Lodge died November 6, 1975. At the time of his death, Brother Giantonio was serving as lodge Secretary. Previously he held the offices of Exalted Ruler and the East District's 1970-1971 District Deputy Grand Exalted Ruler.

PAST DISTRICT DEPUTY Hamilton H. Hughes of Hampton, VA, Lodge died October 20, 1975. In 1957-1958 Brother Hughes was Hampton's Exalted Ruler, and in 1971-1972 he was appointed District Deputy Grand Exalted Ruler for the Southeast District.

PAST DISTRICT DEPUTY Hawthorne Phillips of Harlingen, TX, Lodge died October 23, 1975. In 1957-1958 Brother Phillips was an Exalted Ruler, and he served the South District as District Deputy Grand Exalted Ruler in 1962-1963.

PAST DISTRICT DEPUTY H. Keith Mossman of El Dorado, KS, Lodge died on December 27, 1975. Brother Mossman was Exalted Ruler in 1966-1967, and was appointed District Deputy Grand Exalted Ruler in 1971-1972 for the Southeast District.

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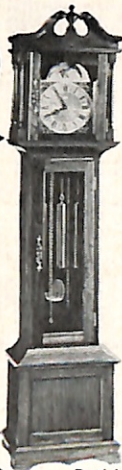
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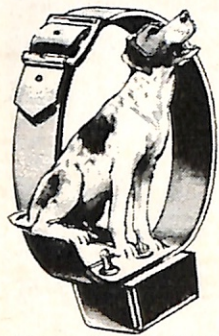
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Seventeen of the 24 ladies who joined the National Foundation at Chula Vista, Calif., Lodge were awarded red hearts and certificates in a recent ceremony. Chm. Russ Bechtel (front row) and Secy. Cloyd Pennington (back row) were on hand to thank the ladies for their donations.



Presenting paid-up certificates to PER John Milosevich (left) and Brother James Ledwith (right) at Rio Rancho, N. M., Lodge was Chm. Clarence King. Since then, 21 additional brothers have joined the National Foundation, including one other fully paid member.

DDGER George Pregrim (right) was honored during his homecoming visit to Union, N. J., Lodge when Linden ER Victor Kramer (center) presented him with \$1,200 in participating pledges from Linden Lodge. District Chm. Frank Mullin observed the proceedings.



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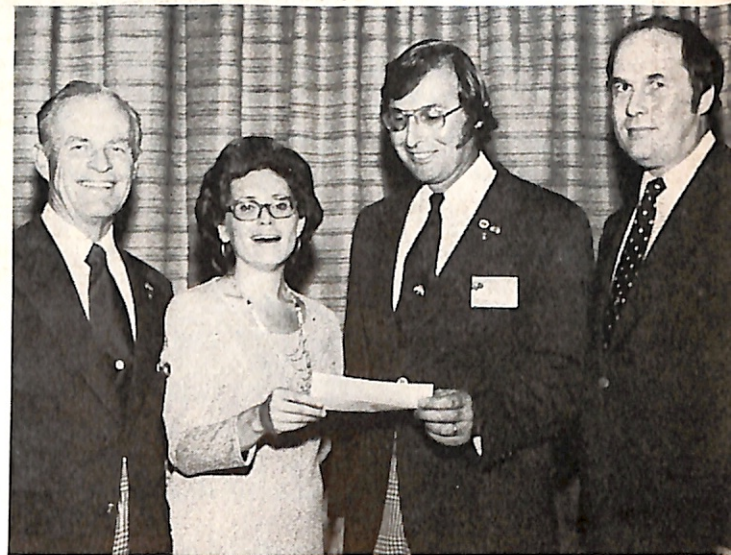
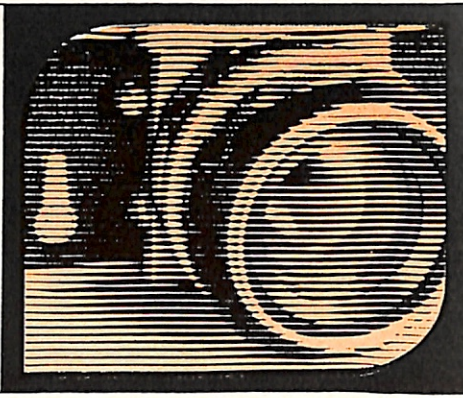
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NEWS OF THE LODGES



BREAKING GROUND for a picnic shelter to be constructed at the VA Hospital in Butler, Pa., were (from left) Grand Secy. Homer Huhn Jr., PGER E. Gene Fournace, State Vets Chm. William Pickett, GER Willis McDonald, A. Paul Morris, hospital director, SP Paul Brubaker, and DDGER Adrian McConnell. Contributions of over \$4,000 from lodges in the West District will make possible the building of this facility.

THE SCHOLARSHIP FUND of the United Cerebral Palsy Association of Orange County received a donation from Santa Ana, Calif., Lodge during the lodge's annual party for CP victims and their families. Witnessing Est. Lead. Kt. John Glynn's presentation of a check to Ms. Pat Mindell, program director, were ER John Madden (left) and Ray McNeil, vice-president of the association's board of directors.



A HELPING HAND was extended by the members of Puyallup, Wash., Lodge to Mr. and Mrs. Robert Todd (second and third from left), who lost their two daughters, their home, and most of their possessions in a fire. Presenting \$1,500 to the Todds and their son Robert Jr. (left) were (from left) Claire Morgan, fund chairman, Est. Lect. Kt. Gordon Flath, Ron Poe, David Haley, Paul Larson, and Frank Jones. A joint Elks and community benefit raised over \$2,200 for the Todds.



GROTON, Connecticut, Lodge's annual sports night to benefit the Jimmy Fund drew nearly 500 participants. ER Robert Sonnenburg (third from right) chatted with some of those in attendance, including (from left) Johnny Pesky, Boston Red Sox coach, Ken Coleman, sports announcer, Bill Koster, Red Sox Jimmy Fund chairman, Rico Petrocelli, player, and John Sullivan Jr., Groton fund chairman.





IN SOLEMN MEMORIAL services aboard the U.S.S. *Arizona* President Gerald Ford (left) and representatives of service and civic organizations paid tribute to those who lost their lives in the attack on Pearl Harbor. Presenting the Elks' eleven o'clock wreath were DDGER Paul Lynch, past president of the Pearl Harbor Survivors Association, and VP Robert Paine.



YOUTH AWARDS NIGHT was held at Schenectady, N. Y., Lodge for 150 youngsters, including members of the five lodge-sponsored baseball teams and an all-star team, and the local "Hoop Shoot" winners. ER George Long, principal speaker Billy Connors, Mets farm pitching coach, and PER Floyd Laurenty, chairman of the event, extended congratulations to trophy winners John Towne, Paul Benardo, and Rick Rabb.



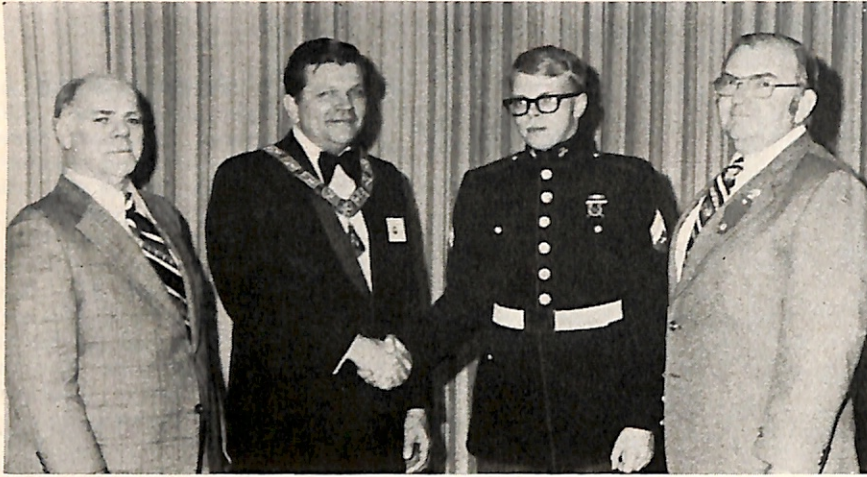
A DONATION from Kingfisher, Okla., Lodge will add to Kingfisher Community Hospital's fund for an infant transporter needed to take babies to other hospitals for specialized treatment. Max Armstrong (center), hospital administrator, accepted the lodge's \$100 check from Treasurer Jim Hofstedt (left) and ER Vernon Mueggenborg.



A NUMBER of Elks officials gathered at Fairbury, Neb., Lodge to attend the Nebraska East District's recent District Deputy Clinic. They included (front row, from left) DDGERs Lloyd Levander and George Johnson, Past Grand Trustees Chm. George Klein, and (back row) SDGER Vincent Collura, ER Lester Zimmerman, SP James Anderson, and DDGER Ken Foster.



INCLUDED in a recent initiation class at Fostoria, Ohio, Lodge were Pete Dyer Sr. and Richard Dyer (front row, second and third from left), the father and son of In. Gd. Pete Dyer Jr. (left), and David Martin Jr. (second from right), son of Chaplain David Martin Sr. (right). (Back row, from left) ER Edwin Gohl, VP Eugene France, and Secy. William Kurtz welcomed the new members.



THE INITIATION of a marine, Corporal William Hamilton (second from right) who is stationed at the Naval Air Station in Glenview, Ill., is a first for Des Plaines, Ill., Lodge. William's father Eugene (left), who traveled from Tacoma, Wash., for the occasion, joined ER Dave Seaholm and SP Richard Stropes in offering congratulations.

THE VA HOSPITAL in Batavia, N. Y., expressed gratitude for the gifts, visits, entertainment, and services which Batavia Lodge provides for the patients. Patrick Flaherty (right), the hospital's chief administrative officer, presented a certificate of appreciation to ER John Brown (left) and Vets Chm. Fred Stone.



LODGE NOTES

SEMINOLE, Fla. Fifty-seven units collected in the lodge's recent blood drive brought the number of units in the blood bank to 179. The Harry-Anna Crippled Children's Hospital was the recipient of a \$3,200 donation from the lodge.

RED LION, Pa. Among the guests who heard the address of Brigadier General John McLain, the principal speaker at the lodge's second annual banquet and program honoring veterans, were GL Americanism Committeeman Donald Oesterling and VP Lloyd Yost Jr.

DEVILS LAKE, N. D. The 40 candidates initiated in honor of DDGER Woodrow Hansen brought the lodge membership total to 3,246.

ROME, N. Y. Frederick, Gary, and William Rushford Jr., sons of Brother William Rushford Sr., joined the lodge in a recent initiation.

GILLETTE, Wyo. The grand opening of the lodge's new building attracted nearly 700 members and guests to the festivities.

GALESBURG, Ill. Rear Adm. James Stockdale, a former North Vietnamese prisoner of war, congratulated SFC Benton Goad, a lodge member who was awarded a citation for his community service activities while in the National Guard. The occasion was a county Bicentennial Veterans Day Banquet honoring Adm. Stockdale.

WACO, Tex. The Waco and Marlin VA Hospitals sent letters of special thanks to the lodge for over 25 years of service.

BRATTLEBORO, Vt. Approximately 250 people were present at a recent banquet commemorating the lodge's 50th anniversary. Gold membership cards were awarded to three 50-year members.

HOBOKEN, N. J. The \$15,000 bequest of William Phaff, a former lodge employee, furnished the local cerebral palsy clinic with half its annual budget. Phaff's gift fulfilled a personal promise he had made 20 years ago.

SAN ANTONIO, Tex. New member Col. Maynard Booth became a participating member in the National Foundation with a contribution of \$100.

GARDENA, Calif. The newly formed R.O.B., "Remember Our Brothers," Committee provided shut-in or hospitalized Brothers with special holiday food baskets.

CORTEZ, Colo. A check for \$2,000 was given to Chuck Haley, director of the Four Corners Sheltered Workshop, by ER Del Borrelli. The money will benefit the mentally and physically handicapped.

SLIDELL, La. ER Robert Yancey presented Mary Jane Olsen with the charter for JABA, the Junior Achievement company sponsored by the lodge.

PALM SPRINGS, Calif. Brother Howard Haddock, superintendent of leisure services, was recently honored for his 25 years of service to the city. The citation was made during the official dedication of Sunrise Plaza, witnessed by some 1,500 people.

COBLESKILL, N. Y. The first payment on a \$7,500 pledge to the Schoharie County Community Hospital building fund was received by PER Lewis Wilson, chairman of Operation Update Fund. ER James Stein made the presentation of the \$1,659 check.

MILWAUKIE, Ore. The Vets Committee hosted groups of patients from the Sam Jackson VA Hospital for refreshments and entertainment, and donated \$200 in prizes for Monte Carlo night. The lodge-sponsored Boy Scout troop also collected paperback books for the hospital in Portland.

ELMWOOD PARK, N. J. A TV set was the recent gift of the Crippled Children's Committee to Elks Camp Moore. ER Sonny Messina and Co-chm. Carl Roberts and Sheldon Rosenberg were among those participating in the presentation.

DELRAY BEACH, Fla. The lodge initiated a program honoring Carver Middle School eighth graders each month for their scholastic and leadership abilities. Plaques and certificates were awarded to the first two winners, Eden Escamilla and Karen Wiita.



TWO VOLUNTEERS, Paul Moore and Mark Willenbecher (second and fourth from left), shared Middletown, Pa., Lodge's Fireman of the Year award. At the presentation of the Ralph Myers trophy by Charles Myers (third), son of the late donor, were (from left) ER Richard Eagle, Chm. Victor Wise, and Corporal Harold Sweet, from the fire marshal division of the state police.



A \$900 DONATION from the Elks' ladies of Nashville, Tenn., Lodge will fund one of the 25 nursing scholarships awarded annually by the Tennessee Elks. DDGER Burton Cloud, vice-president of the trust which is the administrator for the state major project, accepted the check from (left to right) Mrs. Jim Cogburn, treasurer, Mrs. Jim Durham, president, and Mrs. Phil Thune, immediate past president.



THE LAST OBLIGATION of indebtedness for San Jose, Calif., Lodge was paid recently and the accomplishment was celebrated with a burning of the bonds ceremony. Pledges from lodge members throughout the years accounted for over 25 percent of the funds raised.



IN A RESOLUTION adopted by the Clarksdale, Miss., Elks, Drew Brown (seated), who was wounded when he assisted a policeman in an attempt to apprehend a suspected robber, was named Citizen of the Year by the lodge. He accepted the award and a copy of the citation from ER John Garmon Jr. (right) and DDGER Vernon Godsey.

STATE ASSOCIATION CONVENTIONS

STATE	PLACE	DATE
Tennessee	Knoxville	April 1-2-3
New Mexico	Tucumcari	April 22-23-24
Ohio	Cleveland	April 22-23-24-25
Oklahoma	Oklahoma City	April 23-24-25
Iowa	Mason City	April 30, May 1-2
Louisiana	New Orleans	April 30, May 1-2
Wyoming	Lander	April 30, May 1-2
Florida	Kissimmee	May 6-7-8
Oregon	Grants Pass	May 6-7-8
Alaska	Anchorage	May 13-14-15
New York	Kiamesha Lake	May 13-14-15-16
Illinois	Peoria	May 14-15-16
Michigan	Troy	May 14-15-16
Mississippi	Vicksburg	May 14-15-16
Arkansas	Jonesboro	May 15-16
California-	San Francisco	May 19-20-21-22
Hawaii		
Nebraska	Lincoln	May 21-22-23
North Carolina	Greensboro	May 21-22
Utah	Ogden	May 21-22-23
Kentucky	Frankfort	May 27-28-29
New Hampshire	Waterville Valley	May 28-29-30



A CLASS of candidates recently initiated at Ludington, Mich., Lodge included three sons of lodge members. Among these new Elks was Daniel Graham (right), who was congratulated by his father, ER Nathan Graham Jr.

(Continued on page 40)

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Outstanding service to patients at the Huntington, W. Va., VA Hospital merited a citation for Huntington Lodge's Vets Co-chm. Haven Fetty (left) and Victor Wormser (second from left). Doris Adkins, director of volunteer services, and Carlton Smith, hospital director, made the presentation.

A console AM/FM stereo and phonograph, records, paperbacks, and puzzles were among the items donated by Westport, Conn., Lodge to the West Haven VA Hospital. Along with the gifts (from left) Trustee Michael Coefelice, In. Gd. Steve Saska, and ER Robert Clark also delivered a \$100 check for the wheelchair fund.



A. Gavazzi (center), director of the Washington, D. C., VA Hospital, accepted a \$500 donation from ER Francis Quinn (right) and Brother Charles Rothgeb of Prince Georges County, Md., Lodge. The money will be used for the purchase of two television sets and other gifts for the patients.



Spring . . . a fleecy cloud in the morning,
and a foot of snow by bedtime.



Don't Get Me Wrong About Spring...



by Teddy Keller

I like spring. For all the reasons the poets rhapsodize about—the flicker of life that somehow stayed alive in that frozen and crusted earth, the miracle of brown turning to green, the softening of winter winds to balmy zephyrs—and all that sort of thing.

I like spring. For all the reasons the farmers like spring. (See above.)

I like spring. For all the reasons schoolboys and girls become suddenly more or less bearable. It's time to get out of the gym and onto the ball field, out of the classroom and into the field, time to contemplate a daisy or a dandelion, time to wander down to the creek—or around the corner to where there's stale water standing in the gutter—to see what mysterious life is beginning to wriggle there, time to kick off shoes and discard the winter coat and be lazy in the afternoon.

I like spring. For all the reasons parents welcome the season. Summer clothes, torn by a branch, are less expensive to replace than winter clothes ripped by a sled's runner; those bare feet may be stubbed and bumped and bruised and occasionally cut, but they'll heal. Shoes won't. Heels heal, and toes, too. But **not** shoes. And the kids are out of the house until supper time.

I like spring. For my own reasons. I can no longer identify with the three hundred pounders who bulge my TV screen during football season or the seven footers who stretch my TV screen during basketball season or the skating maniacs who flail one another with hockey sticks or. . . Baseball is the game I grew up on, and once again the crack of the bat is heard in the land.

I'm excited when the bedraggled patch of iris begins to show a hint of green. I'm thrilled when the geese pass overhead, honking their way north, and when smaller migrators stop past for a snack at our bird feeder. I'm awed to hear the yip of a mother coyote at dawn, and I'm tickled to see squirrels out and around again. I do the "aw, golly" bit at the sight of a frisky new calf or a colt who's still all legs and knobby knees or a bird that looks full grown but hasn't learned to feed himself yet.

All in all, I like spring. So do a lot of people. It is, after all, the season of hope. It's Easter and the Resurrection, and all of nature is fulfilling the promises left with us during those bleak days of November.

But, doggonit does spring have to be so . . . so springy?

That balmy breeze that seemed so soft and cuddly this morning has become this afternoon's howling gale. The brown limbs and the brown grass and the brown dust are all blowing, and a pretty day has become a gritty day.

In the autumn, a sharp wind is really kind of exciting. You turn up your coat collar and you see your breath whipped away as quickly as you speak, and your cheeks are rouged, and it's going to be a great night to build a fire in the fireplace. But that same sharp wind in the spring is a bore and a drag, and why can't winter just give up and quit, and, sure as you build a fire, the wind will die and the house will be too hot.

Spring is when all those pretty girls go to their offices and their shops in their dainty spring frocks, looking all sweet and leggy and delicious, and by evening the sharp wind has those same girls all huddled and shivering and goose-pimpled and looking thoroughly wretched.

Spring is when the men depart jauntily for their offices and their shops, loving life and the world. At noon they're taking their shopping lists and loading up on grass seed and new hoses and sprinklers and fertilizer spreaders and trimmers and clippers

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and edgers and mowers. By evening, those same men with their frozen hands are juggling monstrous parcels onto buses and jamming them into cars and dropping them and breaking things, including now forgotten resolutions about cussing.

Spring is when you get those soft, almost tender little rain showers in the afternoon. By bedtime the streets are a crosstown ice rink, and by morning there's a foot of snow on the ground.

Spring is when there's always at least one bug going around. It may be the uncommon common cold. It may be some new and exotic strain of Oriental flu. It may be plain old miseries. But it always starts in a school. Or an office. Or a factory. Or a store. Or anywhere. And it's faithfully passed along from kids to adults, from parents to children, from secretaries to bosses, from presidents to janitors, from plumbers to carpenters, from Republicans to Democrats, from chauvinists to libbers, from anybody to everybody. And whether it runs its course in a day or a week, you'd cheerfully exchange it for a runny nose.

Spring is when the air is filled with the songs of birds, the laughter of children, and the pollen of every allergy known to man. If you are immune, you're the only one. All around you people are sneezing and crying and blowing and coughing.

Spring is a cute little fleecy cloud in the morning, a dark and threatening monster by noon, and then a vindictive fiend who twenty percents all over your freshly washed car and your washing on the line and your picnic plans and your garage sale in the front yard and your tennis game and through your open windows.

Spring is when grandma was right. Other generations knew better than to

be taken in by society's premature plans, by the blandishments from travel bureaus and chambers of commerce to coax your travel dollar, by impossibly desirable girls in impossibly brief swim wear lolling in ads and commercials to sell suntan lotion and diet drinks.

Grandma knew that if you peeled out of your longies too early you might catch the epizootic. She knew that you could get out the kites today, but you might want the sleds again tomorrow. And she reminded you.

Maybe she mixed up sulphur and molasses or gave you a dose of castor oil or concocted some other fearful potion. And maybe she kept you in those long johns, no matter the itching today if you were prepared for the spring blizzard tomorrow. But the idea was the same. Spring—at least early spring—is a transitory time, neither winter nor summer.

To be seduced by April may be to revel in gentle breezes and soft grass and in the fragrances of new buds and fresh blossoms and all the world greening.

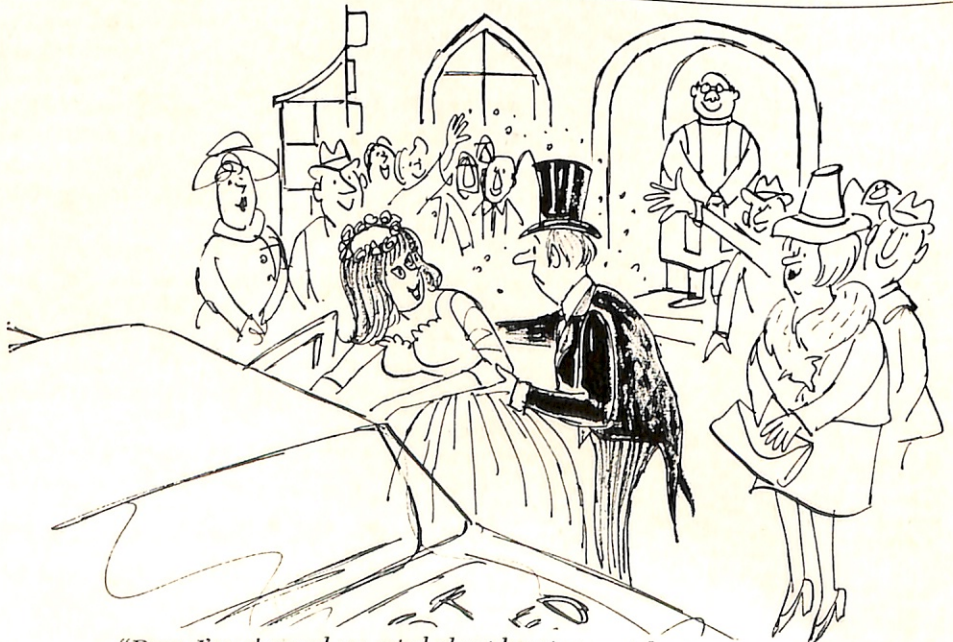
But beware!

April has all those big, mean brothers who can be ferocious and vengeful when her honor is at stake. Snow and Wind and Rain may come after you the moment their sister gives you that beckoning smile. But look out, too, for Flood and Hurricane and Blizzard and Tornado. They're the tough ones. The Family. The Hit Men. The Revengers.

And don't trust May implicitly, either. Her brothers may not be as big as April's, but they're even sneakier.

June's okay. By the time June comes along, you can be fairly sure that it really is spring. But by then, it's too hot to worry about it, anyhow.

Don't get me wrong. I like spring, but . . .



"Dear, I've changed my mind about keeping my job after marriage."

LODGE VISITS

GRAND EXALTED RULER WILLIS C. McDONALD



A token of esteem was presented to GER Willis McDonald at Butler, Pa., Lodge by ER Thomas Jameson (seated, left), as (standing, from left) DDGER Adrian McConnell, SP Paul Brubaker, PGER E. Gene Fournace, and Grand Secy. Homer Huhn Jr. observed. A dinner-dance at the lodge and a stop at the Butler VA Hospital were on the agenda for Brother McDonald.



An official welcome for the GER (center) included the presentation of an Arkansas flag by SP George Mace (left) and Jonesboro ER Joseph Shumaker of the host lodge when Willis McDonald visited the state. During a press conference, Brother McDonald discussed the many charities and services supported by the Elks, including the Arkansas Children's Colony in Jonesboro.



Lewiston Lodge extended its hospitality to GER Willis McDonald (fourth from left) during his recent visit to Maine. Elks dignitaries who were present to receive the GER included (from left) DDGER G. Anthony Jones, SDGERs Joseph Winner, Ronald Simpson, W. Edward Wilson, and Raymond Quesnel, SP Granville MacMillan, and ER Steve Obrin.



During Willis McDonald's Nebraska trip, radio personalities Dick Perry (left) and Bill Wood (right) of KFOR Radio in Lincoln, Neb., took the opportunity to interview the GER as SDGER Vincent Collura (second from left) observed. Following the broadcast, Brother McDonald attended the Nebraska vs. LSU football game.



Prior to a luncheon and reception at Shamokin, Pa., Lodge, GER McDonald was given the key to the city. Mayor Harold Thomas (left) and ER William Korbich made the presentation.



Choking to Death *(Continued from page 26)*

back routine, and then the father successfully applied a scaled down version of the Heimlich maneuver. "Chip then returned to the table and finished his meal," reported the relieved parent.

The mother of 9-month-old Jesse John Boutin of Oshkosh, Wisconsin, re-

ported that her son stuffed a large wad of foam rubber from his playpen mattress into his mouth and began to choke. "I grabbed him around the waist over my arm and pressed . . . him in the stomach," reported his mother. "Thank you for publicizing your tech-

nique so well and so simply that even I could remember how to do it."

In addition to saving choking victims, the Heimlich maneuver may turn out to be a valuable addition to rescue techniques in drowning accidents, which take 8,000 valuable lives each year.

Dr. Victor H. Esch, surgeon of the District of Columbia Fire Department and adviser on water safety to the American Red Cross, was on the beach at Delaware Bay when a drowning victim was brought to shore.

"I used the Heimlich technique that I had read about in the paper," Dr. Esch reported. "Water gushed out of his mouth and he began breathing. Later, he had to be treated for pneumonia, which proves that he had water in his lungs."

And the day after he saved the swimmer's life at Delaware Bay, Dr. Esch learned of a similar rescue by Donald Menscher, a biologist from Tacoma Park, Maryland, who used it successfully on an 11-year-old boy. Since then, other cases have been reported.

"It does no good to do the standard mouth-to-mouth breathing if there is water in the lungs or debris in the trachea from vomiting," said Dr. Esch. "The air won't get through."

There may be some danger in using the Heimlich maneuver of cracking a rib or causing slight internal damage—especially if performed incorrectly.

"But I believe that most people would be willing to risk the odds to themselves and their loved ones in preference to permanent brain damage or death by strangulation," says Dr. Heimlich. ■

Earwax: the sneak thief of sound.

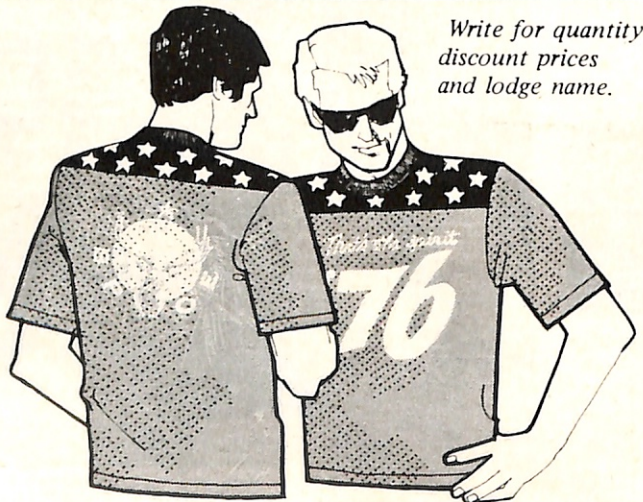
Everyone knows that hearing problems and age go hand in hand. But not everyone realizes that many hearing problems can be due to excess earwax build-up.

Excess earwax can muffle sounds and build up so you can gradually be robbed of your hearing without your realizing it. Of course, anyone suspecting a hearing problem should consult a physician. If it is due to excess earwax, your doctor may very well recommend the safe, effective way to remove earwax by using DEBROX® Drops. DEBROX is recommended by thousands of doctors who know it safely removes wax and can be used regularly to prevent build-up. DEBROX Drops cost only pennies a day. Available at pharmacies without prescription.

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Send \$1 for 2 brochures, \$5 for 4 posters. For larger quantities, request price list (include stamped, self-addressed envelope).

2. Teaching film:

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Perspiration and Inspiration



If one were to ask, "Which American has had the most profound influence in the growth of this nation's ability in research and development?" one could answer with confidence that it was Thomas Alva Edison.

Over 1,000 patents were registered in his name, many for improvements to items already in existence, but many others for original inventions never before created. He developed improvements in telephony, telegraphy, metallurgy and others. His original inventions were such items of monumental importance as the electric light bulb, the phonograph, railway signal system, processes in photo film, storage batteries, dynamos, motion picture cameras and so on and on.

When the Congress voted him a gold medal in the late 1920's, an estimate was made that his inventions were then worth some \$15 billion. It can only be a wild guess, but that figure would jump today to some \$500 billion! There are few nations in the world today worth that kind of money.

Edison's laboratories in Menlo Park and East Orange, New Jersey, were the first of their kind in the world. It would thus be fair to say that his greatest achievement was the art of inventing.

Tom Edison was born in Milan, Ohio, in 1847 of Dutch-English extraction, the first of the family to achieve great fame.

Many legends have been told about this man and his career, especially about how he became deaf. There are those who say his deafness resulted from having his ears "boxed" by a railroad conductor at the age of 12 when he was a "candy butcher" aboard a train. The truth is that it was probably caused by severe infections of the ear after an attack of scarlatina. Lack of adequate medical care resulted in complications that brought on his hearing difficulty. He turned that handicap into an asset in many cases, since he was able to concentrate on his work without distracting extraneous sounds.

Tom Edison was another of those men of genius who, for all practical purposes, educated themselves. While in grade school, he was bored by the rote system of education that presented no real challenge to his fertile brain. His boredom might have been interpreted as stupidity by his teacher. One day he overheard her refer to him as "addled." He became very angry and ran home, never to return to school again.

Far from scolding him, his mother, Nancy Edison, recognized his latent genius and began to tutor him at home. She taught him the beauty and value of reading . . . to the extent that when he became a member of the Detroit Public Library, he read voraciously. As he describes it, "I started with the first book on the bottom shelf and went through the lot, one by one. I didn't read a few books . . . I read the library."

He became enthralled with telegraphy as a rapid means of communication. His personal bravery in saving the child of a station-master opened the door to his learning the art. The grateful man taught young Tom the art of operating the telegraph. Becoming a telegrapher, he followed the trade for six years, working mostly at night and conducting experiments his brilliant mind conceived in daylight hours . . . at the sacrifice of sleep.

He was 22 when he broke away from telegraphy and devoted all of his time to his inventions. He threw himself into his experiments, even though he had a hard time making ends meet. In about a year he came up with an invention he sold for \$40,000. In 1880, that was a tremendous amount of money. Then he was really on his way!

Idolized by a grateful American public and recognized by several European nations for his remarkable inventive genius, many would ask him what he felt was the secret of his genius. His reply is one of the most widely quoted in American history: "Genius is 99 percent perspiration and one percent inspiration."

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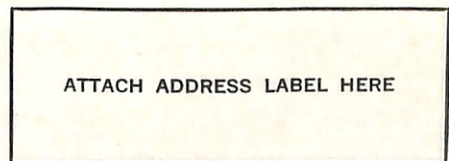
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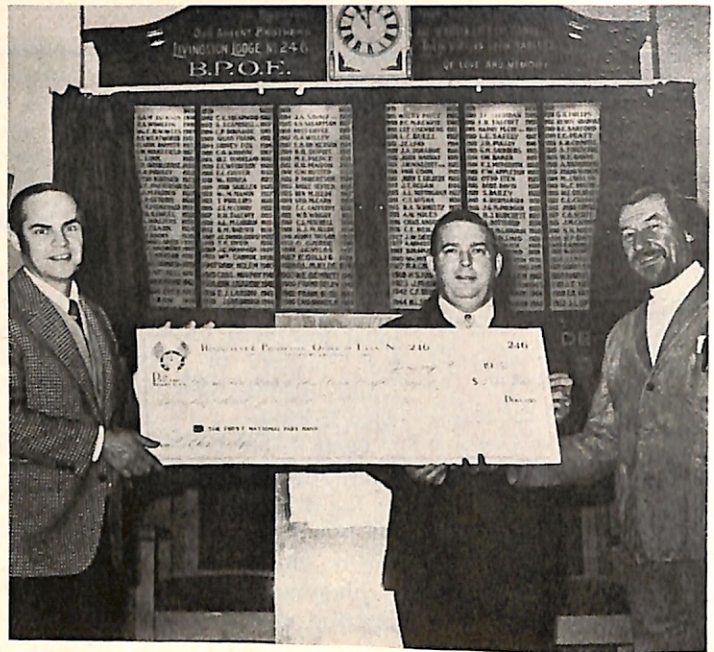
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NEWS OF THE LODGES

(Continued from page 33)



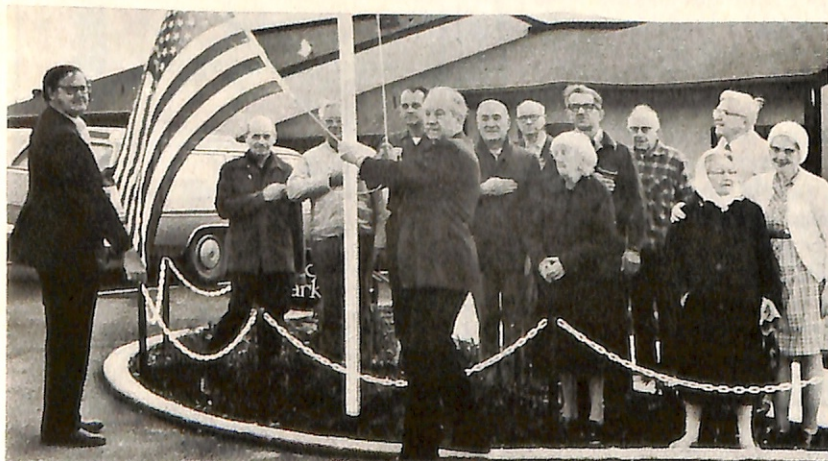
A **TUNA** was raffled off on Italian Night at El Cajon, Calif., Lodge, with the CP fund benefiting from the proceeds of \$251. Est. Lead. Kt. Bob Bales (left) and (from right) PERs Les McNab and Bill Uden congratulated the winner, Hank Reichert Jr.



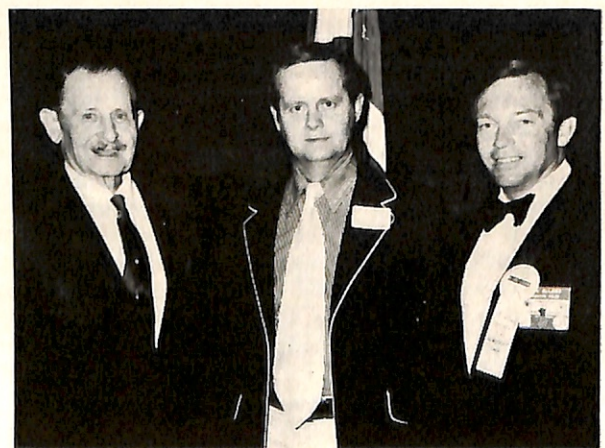
A **"LARGE"** CHECK was donated by Livingston, Mont., Lodge to the state major project for new hospital equipment. SP Byron Robb (left) accepted the \$505 contribution from ER John Rogers (right) and Secy. Dick Cain (center) at the midwinter meeting of the state Elks in Red Lodge.



THE QUARTERLY BUSINESS session of a group of Elks cerebral palsy therapists was recently hosted by Willows, Calif., Lodge. Herb Kittredge, California-Hawaii major project chairman (seated in wagon), ER Milt Gordon (right), and Jack Thompson, North District chairman (back row), joined the therapists to display one of the mobile units used for home therapy visits.



A **BICENTENNIAL PROJECT** of the Past Exalted Rulers of Port Townsend, Wash., Lodge was the presentation of a flag pole and flag to a newly remodeled rest home. The director of the home, Rev. Loge, residents, and lodge members observed as PERs Mel Mefford (left) and Al Reiersen raised the flag.



BROTHER ED WISE (left) of Bellefontaine, Ohio, Lodge traveled to the West Coast recently to witness the initiation of his son, Roger, into the order. ER Richard DeLong (right) conducted the ceremonies at San Pedro, Calif., Lodge.



A TRIBUTE to Jack Klingensmith (center), CP therapist with the Elks mobile unit, was presented at Carmichael, Calif., Lodge by (from left) PSP Yubi Separovich, SP James Spence, Major Project Chm. Herb Kittredge, and ER Art Smith. The plaque expressed the gratitude of the California-Hawaii Elks Association for Mr. Klingensmith's devoted work.



FOUR MEMBERS of Farmington, N. M., Lodge were honored guests at a reception following the Elks' ladies' installation of officers ceremony. (Standing from left) DDGER John Baudino, SP Robert Batley, ER John Remley, and State Tiler Ira Griffith congratulated Clariece Martin, president (seated left), who succeeded Jean Remley.



THE STATE ELKS CONVENTION in Caldwell, Idaho was attended by (from left) William Collins, state business practices chairman, PDD Bud Fowler, DDGER Walter Strachan, GL Committeeman Sid Nicholson, PGER Frank Hise, Grand Secy. Homer Huhn Jr., VP Don Gummersall, SDGER Philip West, and Richard Williams, Elks Rehabilitation Hospital administrator.

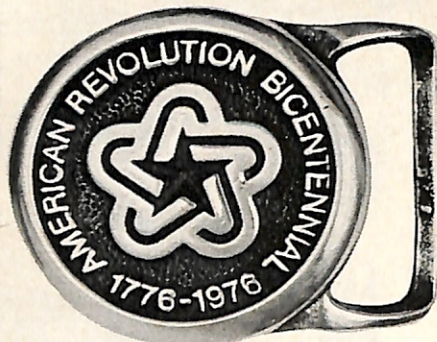
"OUR AMERICAN HERITAGE" was the Bicentennial theme of an exhibition sponsored by Anaheim, Calif., Lodge. Located along the Freedom Train's route, the booth was hosted by volunteers including PER Dick Vargas (left) and Esq. Don Divis.



THE SANTA LUCIA Bride Pageant, with costumed women from Pacific Lutheran University participating, was hosted by Tacoma,

Wash., Lodge. Scandinavian foods were featured at the event which was chaired by PER Bertil Johnson.

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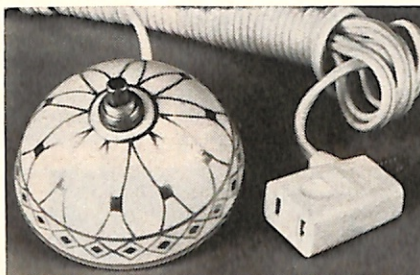
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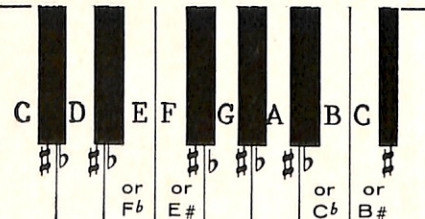
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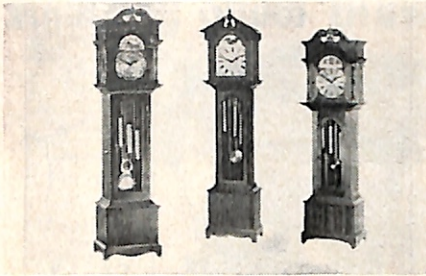


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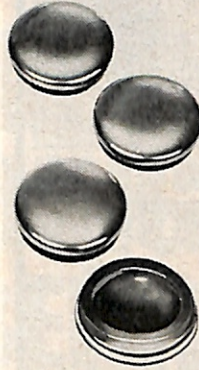
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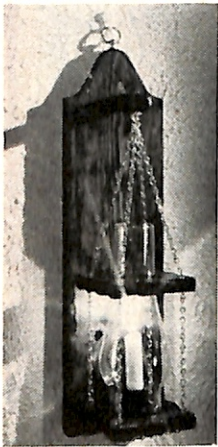


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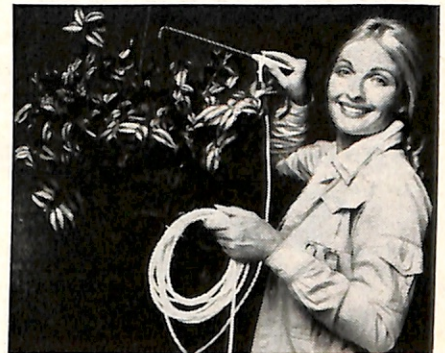
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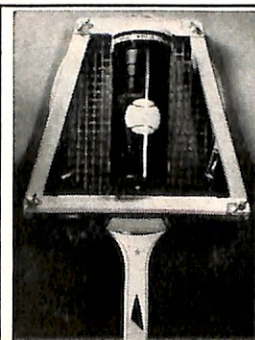
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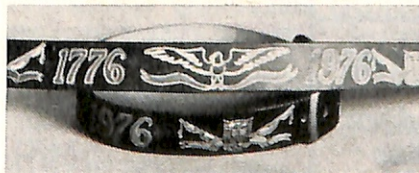
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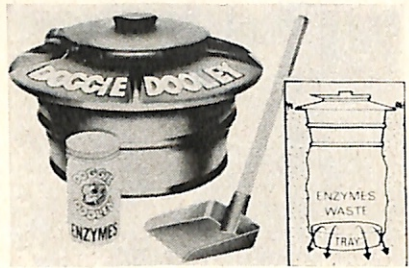
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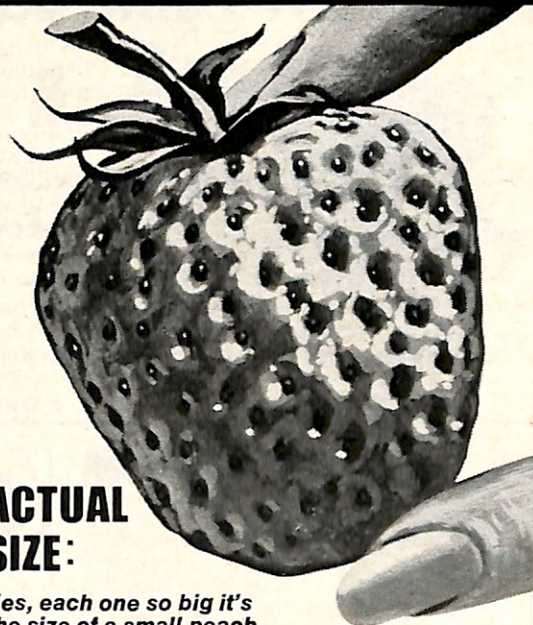
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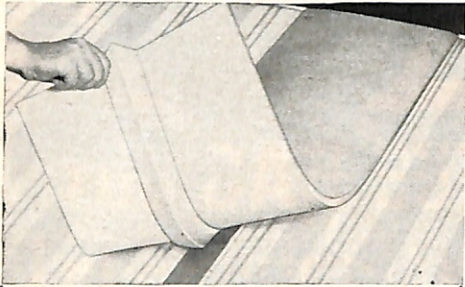
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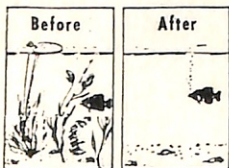
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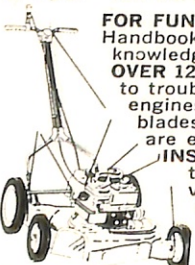
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18 KT. GOLD finish U.S. BICENTENNIAL DOLLARS. Genuine uncirculated golden dollars in custom lucite holders. \$3.50. Features unusual date 1776-1976. Valuable commemorative memento. Immediate delivery. 6 for \$20; 12 for \$39. Centre Coin Co., Box 1, Dept. DB, Sherman Oaks, Cal. 91413.

RECYCLE LAMP



Recycle your favorite beverage cans into this unique lamp. Follow simple assembly instructions and save. Complete except bulb and cans—uses nine or ten 12 oz. beverage cans.

Specify lamp finish: silvery gold, silvery bronze, silvery red, silvery blue.

Send check or money order \$39.95 postage paid with shade, \$29.95 without shade, ORDER two... save \$5.00

Beverage Can Products

1153 West Glenford Rd., Lot 7
Saint Joseph, Michigan 49085

Elks Family Shopper



SPRIT OF '76. Get in the spirit of things with solid brass-plated Bicentennial Belt Buckles. Liberty Bell and Eagle designs in raised relief add a timely touch to your favorite belt. American made, the buckle snaps on easily in place of existing buckle. Approximately 2 1/2" x 3 1/2". Specify style. \$5.99 plus 35¢ handling. Holiday Gifts, Dept. 704-F, Wheat Ridge, Co. 80033.



MEN WITH W-I-D-E FEET—a luxurious leisure shoe to keep your feet comfortable. Finnish import slip-ons are sturdy denim-weave cotton canvas with soles of white rubber. EEE width for sizes 5-13. State regular shoe size. Deep blue or brown, \$12.00 plus \$1.00 shpg. Send for free catalog of wide shoes. Hitchcock Shoes Inc., Dept. 11C, Hingham, Ma. 02043.

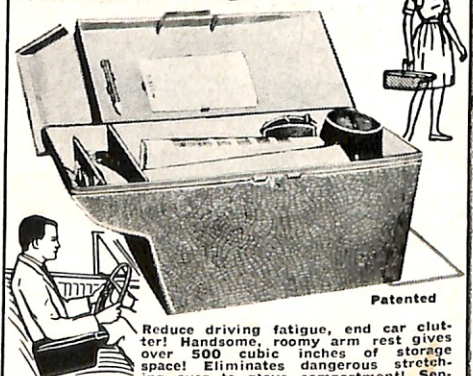


Outfit your officers and Lady Elks in these attractive blazers of 11-11 1/2 oz. 100% texturized polyester double knit with Elk buttons for year-around wear. Special emblems custom made for your lodge. Write for information and swatches. Blazers \$41.95 each. Buy with confidence from the official supplier of Ohio's Elk blazers.

THE VAN WERT MFG. Co.,
Box 230, Van Wert, Ohio 45891

HOLD-ALL CAR CADDY

gives armchair driving comfort!



Patented
Reduce driving fatigue, end car clutter! Handsome, roomy arm rest gives over 500 cubic inches of storage space! Eliminates dangerous stretching over to glove compartment! Separate section for coins, eyeglasses, pad and pencil, too. Fits all cars without tools. Rugged black morocco finish is waterproof, scuffproof. Measures 15" x 6" x 7". Ideal too, for passengers in rear seat.

Special for Gifts. only \$695 + 75¢ hdlg.
2 for \$13.00 + \$1.00 hdlg.

MONEY BACK GUARANTEE
MERIT HOUSE Dept. EK-46
151-30 34th Ave., Flushing, N.Y. 11354

SAME DAY SHIPMENT

Lady Plugs In Zoysia Grass

Zoysia Saves Time, Work And Money

**EARLY BIRD SPECIAL! ORDER NOW
AND GET UP TO 200 PLUGS FREE!**



By Mike Senkiw
Agronomist

Every year I watch people pour time and money into lawns that fail them just when they want their lawns the most.

Amazoy is the Trade Mark Registered U. S. Patent Office for our Meyer Z-52 Zoysia Grass.

I see them re-seed, feed, water, weed and mow, mow, mow! When it turns to hay in midsummer, I feel like calling out, "For Heaven's sake, when are you going to stop throwing money away and switch to Amazoy Zoysia Grass."

In comparison, I'm always happy to get letters from people who have plugged in my Amazoy Zoysia Grass, because they write to tell me how beautiful their lawns are even in midsummer heat and drought.

"MOWED IT 2 TIMES," WRITES WOMAN

For example, Mrs. M. R. Mitter writes me how her lawn "... is the envy of all who see it. When everybody's lawns around here are brown from drought ours just stays as green as ever. I've never watered it, only when I put the plugs in... Last Summer, we had it mowed (2) times. Another thing, we never have to pull any weeds—it's just wonderful!"

Wonderful? Yes, Amazoy Zoysia Grass IS wonderful! Plant it now and like Mrs. Mitter you'll cut mowing by 2/3... never have another weed problem all summer long the rest of your life!

And from Iowa came word that the state's largest Men's Garden Club picked a Zoysia lawn as the "top lawn—nearly perfect" in its area. Yet this lawn had been watered only once all summer up to August!

These represent but 2 of thousands of happy Zoysia owners. Their experiences show that you, too, can have a lawn that stays green and beautiful thru blistering heat, water bans—even drought!

CUTS YOUR WORK, SAVES YOU MONEY

Your deep-rooted, established Amazoy lawn saves you time and money in many ways. It never needs replacement... ends re-seeding forever. Fertilizing and watering (water costs money, too) are rarely if ever-needed. It ends the need for crabgrass killers permanently. It cuts pushing a noisy mower in the blistering sun by 2/3.

WEAR RESISTANT

When America's largest University tested 13 leading grasses for wear resistance, such as foot scuffing, the Zoysia (matrella and japonica Meyer Z-52) led all others.

Your Amazoy lawn takes such wear as cookouts, lawn parties, lawn furniture, etc. Grows so thick you could play football on it and not get your feet muddy. Even if children play on it, they won't hurt it—or themselves.

CHOKES OUT CRABGRASS

Thick, rich, luxurious Amazoy grows into a carpet of grass that chokes out crabgrass and weeds all summer long! It will NOT winter kill. Goes off its green color after killing frost, regains fresh new beauty every Spring—a true perennial!

NO NEED TO RIP OUT PRESENT GRASS

Now's the time to order your Amazoy Zoysia plugs—to get started on a lawn that will choke out crabgrass and weeds all summer long and year after year.

Plug it into an entire lawn or limited "problem areas". Plug it into poor soil, "builder's soil", clay or sandy soils—even salty, beach areas, and I guarantee it to grow!

PERFECT FOR SLOPES

If slopes are a problem, plug in Amazoy and let it stop erosion. Or plug it into hard-to-cover spots, play-worn areas, etc.

PLUG AMAZOY INTO OLD LAWN, NEW GROUND OR NURSERY AREA

Just set Amazoy plugs into holes in ground like a cork in a bottle. Plant 1 foot apart, checkerboard style. Every plug 3 sq. inches.

When planted in existing lawn areas plugs will spread to drive out old, unwanted growth, including weeds. Easy planting instructions with order.

Your Own Supply of Plug Transplants

Your established Amazoy lawn provides you with Amazoy Zoysia plugs for other areas as you may desire.

NO SOD, NO SEED

Do not mistake Amazoy pre-cut plugs for sod or seed of any type of grass. There's no seed that produces winter-hardy Meyer Zoysia. Sod of ordinary grass carries with it the same problems as seed—such as weed, diseases, frequent mowing, burning out, etc.

**Every Plug
Guaranteed to Grow
In Your Area • In Your Soil**

- **AMAZOY WON'T WINTER KILL**—has survived temperatures 30° below zero!
- **AMAZOY WON'T HEAT KILL**—when other grasses burn out, Amazoy remains green and lovely!

Every plug must grow within 45 days or we replace it free. Since we're hardly in business for the fun of it, you know we have to be sure of our product.

FREE UP TO 200 PLUGS

JUST FOR ORDERING NOW!
Compare Bonus Plug offers and see how you save!

More than a HALF-BILLION of our Zoysia plugs have been sold... millions sold every year at nationally advertised prices. So our Pre-Season Offer means clear savings to you. So order now and remember this:

If it isn't Amazoy, you're not getting the plugs that made Zoysia famous.

Work Less • Worry Less • Spend Less

- Easy To Plant, Easy To Care For
- Perfect For Problem Areas
- Reduces Mowing 2/3
- Chokes Out Crabgrass
- Resists Blight, Diseases And Most Insects
- Stays Green Through Droughts
- Won't Winter Kill
- Laughs at Water Bans

No Need To Rip Out Your Present Grass

Plug In Amazoy

FREE

PATENTED STEP-ON PLUGGER, AVAILABLE EXCLUSIVELY FROM AMAZOY. FREE

WITH ORDERS OF 600 PLUGS OR MORE.

A growth-producing 2-way plugger that saves bending, time, work. Cuts away competing growth at same time it digs holes for plugs. Invaluable for transplanting. Rugged yet so light a woman can use it.

Just set Amazoy plugs into holes in ground like a cork in a bottle. (Plant 1 foot apart, checkerboard style.) Easy planting instructions with each order.

Order now for your Bonus Plugs FREE, and earliest delivery at correct planting time in your area. © ZFN, 1976

To: Mr. Mike Senkiw, Zoysia Farm Nurseries, Dept. 475
(Our 21st year) General Offices and Store
6414 Reisterstown Rd., Baltimore, Maryland 21215
Dear Mr. Senkiw: Please send me the quantity of guaranteed Amazoy as checked below:

FULL SIZE PLUGGER \$4⁹⁵	<input type="checkbox"/> 100 PLUGS Plus Bonus of 10 FREE TOTAL 110 PLUGS \$6⁹⁵	<input type="checkbox"/> 100 PLUGS & PLUGGER Plus Bonus of 20 FREE TOTAL 120 PLUGS \$9⁹⁵	<input type="checkbox"/> 200 PLUGS Plus Bonus of 20 FREE TOTAL 220 PLUGS \$11²⁰
<input type="checkbox"/> 200 PLUGS & PLUGGER Plus Bonus of 25 FREE TOTAL 225 PLUGS \$13⁷⁵	<input type="checkbox"/> 300 PLUGS & PLUGGER 50 FREE TOTAL 350 PLUGS \$17⁷⁵	<input type="checkbox"/> 600 PLUGS & PLUGGER Plus Bonus of 100 FREE TOTAL 700 PLUGS \$27⁹⁵	<input type="checkbox"/> 1100 PLUGS & PLUGGER, Plus Bonus of 200 FREE TOTAL 1300 PLUGS \$39⁹⁵

I Enclose \$ _____ Check _____ M.O. _____

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

All orders sent shipping charge collect, via most economical means.

THIS LOOKS LIKE AN ORDINARY SHOE



BUT IT ISN'T.

This handsome shoe is one of the famous ELEVATORS®, specially designed to make a man look about TWO INCHES TALLER! The man who wears them knows their amazing secret . . . everyone else only knows how much better he looks. Sold by mail and Guaranteed by the ONLY maker of these remarkable shoes. Send for FREE Catalog, showing the wide style selection of ELEVATORS®.

RICHLEE Shoe Company
126 Lake St., Brockton, Mass. 02403

Send me FREE catalog of ELEVATORS® shoes, without obligation now or ever.

Name _____

Address _____

City _____ State _____ Zip _____

Full Size, Fiberglass GREENHOUSES



FROM \$88.95

Grow Super vegetables and flowers! Write today for FREE brochure with Budget Plans and all Accessories. MCGREGOR GREENHOUSES, Box 36-B4, Santa Cruz, California 95063. (408) 476-5390.



X-RAY BIRDHOUSE

You see inside birdhouse thru magic mirror on back, birdhouse adheres to window. You see the building of the nest, the hatching of the eggs, the raising of the young, the bird doesn't see you. It teaches the science of biology and ecology. Birdhouse is constructed for the comfort of the bird and withstands the elements well. Send \$4.95 for one, or \$7.95 for two to

A.N.A. GIFT AND PRODUCTS CO.
414 Cornell St., Lewistown, Pa., 17044.

If not completely satisfied return for full refund.

IT'S HERE! TRUSTAN 7 RUST CONVERTER



Rust Elimination Without Scraping or Sanding

Why in today's economy should you let rust eat your money away. Why watch your car, tools, sheds, etc., rot away forcing replacement.

It can be stopped with the revolutionary new chemical treatment "Trustan 7" converter and protector.

This is not a dangerous acid or a coverup, but a newly developed and patented product that eliminates existing rust with a simple brush application.

All you do is apply "Trustan 7", overnight it breaks down the rust at the atomic level stopping it dead while establishing a shield impervious to air and moisture. Unlike other products the elimination is visible because when conversion occurs the red rust is changed to blue/black.

The surface can then be painted with paint of your choice and the manufacturer guarantees to refund full purchase price if rust breaks out within two years.

Order today and stop watching rust eat a hole in your pocket.

7 oz. container will eliminate 50 square feet of rust. Send \$4.25 (includes postage and handling) to:

THOMAS PRODUCTS CO.

Dept. E-2

Box 199

Succasunna, N.J. 07876

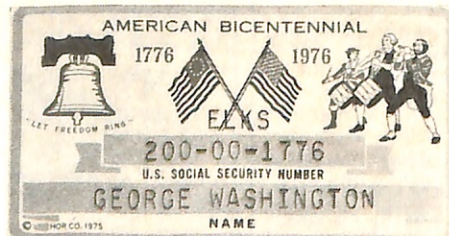
FLEA MARKETS \$300.00 days are EASY!



**PROVEN FACTS
FROM TOP EXPERTS!**

Make big money fast using the incredible inside tips described in these remarkable 90 pages. It could end your money problems forever! You'll be astounded . . . it tells EVERYTHING worth knowing about making huge profits at Flea Markets. And any beginner can do it! DON'T WAIT! Satisfaction guaranteed. Introductory offer: only \$4.95

The Victory Press, Dept. EK-1
14640 Victory Blvd., Van Nuys, CA 91401

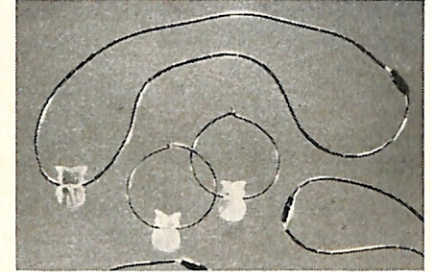


LIFETIME BICENTENNIAL METAL SOCIAL SECURITY PLATE—Same size as Social Security card. Every Elks member and family should have one! Get in the "Spirit of '76." Won't be another like it for 100 years. Collector's item after 1976. Done in 6 colors. Print Social Security number and name. Enclose check or money order for \$3.98. H & R Enterprises, -1, PO Box 16163, Lansing, MI 48903.

Elks Family Shopper



SHOES AT WHOLESALE PRICES. Tell your friends about famous Hanover Shoes at wholesale prices and these famous shoes or modern dress boots can be yours free. You can build a spare-time income of up to \$200 a month too. Send for free selling kit and full details on this offer from Hanover Shoes, Dept. 1554, Hanover, Pa. 17331.



HANDCRAFTED STERLING SILVER jewelry from the Southwestern U.S. Lovely chokers and earrings come with choice of genuine turquoise nuggets, Italian coral or handcarved sea shell fetishes (owl, bear, fish, bird). Choker, \$5.45; Earrings, \$3.45. Add 60¢ shpg. first item, 35¢ ea. add'l. Shopper's Bazaar, Dept. E, 627 Park Ave., Box 1240, Park City, Ut. 84060.

PROSTATE RELIEF

Sleep disturbing discomforts associated with benign prostate hypertrophy such as getting up nights, frequent daily discomfort, dribbling, urgency and undue retention are relieved by PROSTEX. This now famous formula is used by doctors. Ask yours about BPH. Read the complete fascinating story on how it was discovered and details of its use. Send for free literature today.

UXBRIDGE HEALTH PRODUCTS CO.

Dept. 41, P.O. Box 84,
Somerville, Mass. 02143



For 22 years, we've made our satin sheets of the softest acetate satin, 225x78 thread count. MACHINE WASHABLE! Hot Pink, Tangerine, Gold, Red, Black, Bronze, Blue, Silver, Pale Pink, White, Mint or Orchid.

SATIN SHEET SETS (2 straight sheets, 2 cases)

Double Set	\$23.98	Queen Set	\$27.95
Twin Set	22.98	King Set	32.50
Round 84" Set	48.50	Round 96" Set	54.95

3-letter monogram on two cases—\$2.50
For fitted bottom sheet, add \$2.00 to double or twin price; 2.50 to queen; 3.00 to king price. Round bottom sheets are fitted. Send check or m.o. 50% deposit on C.O.D.'s.

SCINTILLA, INC. 4802 N. Broadway K-4
Chicago, Ill. 60640

Free 40-page color catalog with every order!

SALE! SAVE \$5.00

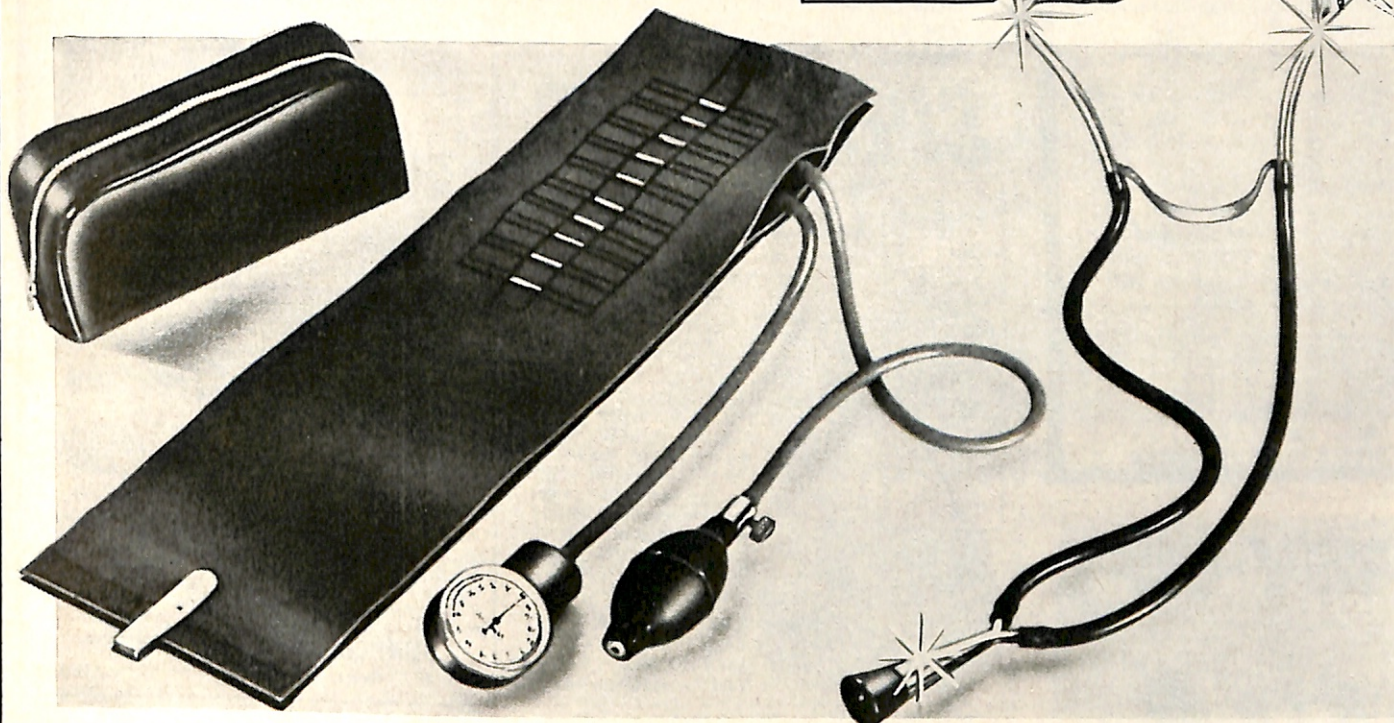
THE VERY SAME PROFESSIONAL KIT
THAT SELLS NATIONALLY FOR \$24.95



KNOW YOUR BLOOD PRESSURE TWICE A DAY! ANYWHERE!

EASY TO USE

- INSTANT PRESSURE CHECK ANYWHERE, ANY TIME OF DAY OR NIGHT
- SAVES ON MEDICAL BILLS
- SAVES TIME, WORRY, TENSION



PROFESSIONAL BLOOD PRESSURE MACHINE PAYS FOR ITSELF MANY TIMES OVER!

Compact unit in zippered case travels where you do! No more waiting for appointments, wasted hours in doctor's office . . . No more exorbitant medical bills to keep tabs on unruly blood pressure! Now, take your own pressure night or day, at home or away, accurately, scientifically. Precision made Aneroid type sphygmomanometer with easy-ready gauge is simple to use. Just wrap Velcro no-slip sleeve around arm and squeeze bulb. Lets you check "warning sign" fluctuations on the spot. **PAYS FOR ITSELF IN COST OF JUST TWO DOCTOR VISITS!** Comes with compact zippered case. One-year warranty.

Blood Pressure/Stethoscope Kit (Z373357) . . . Sale \$19.95

**DON'T DELAY . . . THIS MAY BE THE BEST
"LIFE INSURANCE" BUY YOU'VE EVER MADE!**

GRANDVIEW PRODUCTS
340 Poplar Street, Hanover, Penna. 17331

NO-LIMIT CONSUMER GUARANTEE

We take such pride in the merchandise we offer, that we're completely confident in offering this NO-LIMIT guarantee: if at any time you are not satisfied for any reason whatsoever with your order, please return for a full refund of your purchase price. A satisfied customer is our greatest reward.

MAIL HANDY COUPON TODAY

GRANDVIEW PRODUCTS, Dept. Z-4648
340 Poplar Street, Hanover, Penna. 17331

Yes, I want to save time and money while keeping tabs on my blood pressure anytime I need. Kindly rush complete BLOOD PRESSURE/STETHOSCOPE KIT (Z373357) for the amazing sale price of just \$19.95 (that's \$5.00 less than the nationally advertised price), plus \$1.50 to help cover postage and handling. I understand that if I am not completely satisfied, I may return for a full refund of purchase price, no questions asked.

CHARGE IT! DINERS CLUB AMERICAN EXPRESS
 BANKAMERICARD MASTER CHARGE
 CARTE BLANCHE Interbank # _____

Acc't # _____ Date Expires _____

Enclosed is _____ Penna. & Md. res. add sales tax.

NAME _____

ADDRESS _____ (please print)

CITY _____

STATE _____ ZIP _____

"Happy Birthday"
MUSICAL CAKE CAROUSEL



CLOWN AND CANDLES GO MERRILY ROUND AND ROUND TO THE TUNE OF "HAPPY BIRTHDAY"

- MUSIC BOX PLAYS "HAPPY BIRTHDAY" 9 Times (3 minutes on single wind).
- CLOWN is held Magnetically to Carousel.
- HOLDS up to 16 Candles in any of three sizes.
- COLORFUL Non-Breakable, Non-Toxic.
- PLACE on Top of Your Birthday Cake. See the Surprised Expression of Excitement and Joy on the Face of Your Birthday Child.

SEND CHECK OR MONEY ORDER FOR \$6⁹⁵

Name _____
Street _____
City _____
State _____ Zip _____

KIM PRODUCTS
Box 75 ■ Dept E ■ Riverdale, N.J. 07457
MONEY BACK GUARANTEE

EASY-LIFT

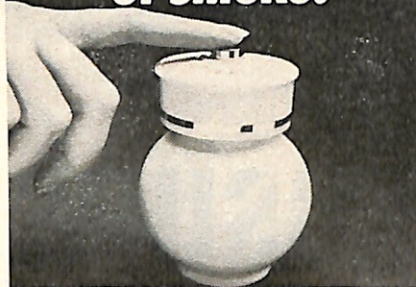


LIKE A HELPING HAND.

Many people—senior citizens, arthritics, and those suffering from Multiple Sclerosis, Muscular Dystrophy or Parkinson's disease—need help getting in and out of a chair. The EASY-LIFT power cushion recliner gently lifts you forward as well as up to a semi-standing position. The lifting angle adjusts to fit your needs, controls are easy to reach, and it runs on household current. EASY-LIFT—like a helping hand.

WRITE FOR FREE BROCHURE AND NAME OF DEALER NEAREST YOU.
AMERICAN STAIR-GLIDE CORP.
4001 East 138th Street, Dept. EE-46
Grandview, Missouri 64030

Smoke Magnet™
clears a roomful
of smoke.

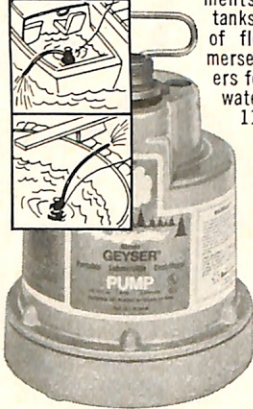


Just push button. Cigarette and cigar smoke start to vanish—automatically! All that remains is a beautiful fragrance. Patented Smoke Magnet™ has 2000 spray charges for months of use. Also absorbs annoying odors from bathroom, or any room. Great for home, office, smoky card games. Great gift. Money-back guarantee. Send \$5.00 (+50¢ postage and handling) to AIR SUPERB, P.O. BOX A, GRACIE STATION, N.Y., N.Y. 10028.

SPEED PUMP
1,200 GALS. PER HR!



In or out, new UL-Approved GEYSER PUMP with "Epoxy Power" drains flooded basements, pools—empties boats, tanks, garages, patios to 1/2" of floor. 100% SAFE to submerge even in salt water! Powers fountains, waterfalls—pumps water to 20 ft. Powerful 1/6 HP, 115 volt AC motor sealed in oil—gives 10,000 hours workhorse use. Automatic overload protection. Only 8 1/2 lbs. portable, swivel carrying handle. Does any job unattended. Guaranteed 1 yr. warranty incl. Only \$49.95 + \$3.00 shpg. A gem!



J. W. HOLST, INC.
Dept. EG-46
1864 E. US-23
East Tawas, Mich. 48730

STOMACH PAIN

IMPROVE AFTER 1 BOTTLE
OR YOUR MONEY BACK

BISMO-LAC:

Get relief of stomach distress, hyperacidity and gas with just one tablespoon of BISMO-LAC before each meal. You must get relief after taking one full bottle according to directions—or your money will be returned without question. Why suffer, when safe, sure BISMO-LAC offers relief now! BISMO-LAC is a medicine of pure herbaceous drugs and a smooth bismuth gel to coat and soothe your irritated, sore stomach. Once you have tried BISMO-LAC you will be glad you did.

Send \$9.00 in money order or check, for immediate shipment. (Postage paid—no C.O.D.'s please). Remember you must get relief from the first bottle or your entire \$9.00 will be refunded.

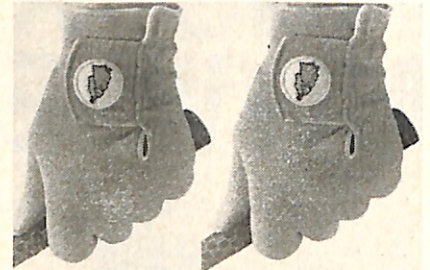
Limited drug store distribution or write to:

MARSCH CHEMICAL CO.
Dept. E-4
9649 N. Tripp Ave., Skokie, IL. 60076

Elks Family Shopper

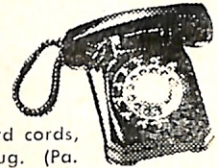


AUTOMATIC GOLF SCORER keeps a golfer happy and accurate on the course. He wears Scorer like a watch and totals the strokes and scores in three different windows to keep a running total. Easy to operate. Tarnish-proof case and nylon strap. \$3.98 plus 50¢ shpg. Holiday Gifts, Dept. 704-G, Wheat Ridge, Colo. 80033.



BUY ONE GOLF GLOVE—GET ONE FREE. Wonder Golf Glove has soft, suede-textured surface for best club control. Washable, long-lasting, USGA approved. Black, beige, blue or red. S, M, ML, L, XL for men or women. Send \$6.95 + \$1.00 shpg. any quantity & receive identical glove free. Master Grip, Dept. E-4, P.O. Box 233, Canoga Park, Ca. 91305.

SPECIAL
Modern Type Dial
PHONE



Complete with standard cords, dial, ringer and plug. (Pa. residents add Sales tax)

BLACK . . . \$18.95 - COLORED . . . \$22.95

Above prices include shipping and handling charges anywhere in continental U.S.A. IF this ad is included with order. Send check or M.O. to

SURPLUS SAVING CENTER
Box 177, Dept. EFS-46, Waymart, Pa. 18472



LOOK SLIM AND TRIM!

Have a pot belly? Put it in its place! Look and feel more attractive the minute you put it on. Instant grip Velcro fastener makes it easy to put on and take off. 7" wide, adjusts from 26-50" Machine wash. For men and women. \$6.99 plus 35¢ pstg.

HOLIDAY GIFTS

Dept. 704-D, Wheat Ridge, Colorado 80033

ALMOST A MILLION SIMILAR MODELS SOLD AT \$9.95
SHATTERING PRICE BREAKTHROUGH

NOW ONLY \$198

**OUR
 LOWEST PRICE
 EVER!**

**"The
 Figure
 Trimmer"**

The sensible exerciser that helps both men and women easily slim, firm and beautifully shape their bodies (in just minutes a day)

... Strengthen Legs

**NEW SUPER
 FIGURE TRIMMER
 HELPS YOU...**

... Firm and
 Flatten
 Stomach

... Firm and
 Strengthen Abdomen

... Firm and
 Tone
 Arms and
 Neck

... Slim Waistline and Hips

... Improve Posture

USES EXACT SAME PRINCIPLE AS UNITS ADVERTISED ON T.V. FOR \$7.95 AND \$9.95

AT LAST — the ingenious easy new physical fitness system, to help you: lose inches and pounds, improve the shape of your body, increase your sex appeal and feel and look years younger — and now at a great new low, low price!

**An Easy, Proven System
 That Takes Just Minutes A Day**

It's easy—because you exercise while you lie on your back and do just 3 basic routines. And yet you exercise and tone every muscle in your arms, legs, abdomen, waist, back, neck and tummy—all the important, problem spots that you want to help keep trim, firm and beautiful.

We recommend you start at a moderate 2 to 3 minutes a day. You'll soon find that you want to increase this to 4, 5 and up to 15 minutes at a time. But, and this is important, *you do it at your own pace* and you find it easier and easier to exercise for longer periods. The rhythmic movements you use are so simple that any child of 5 can master

them in one minute, because all you do is lift and bend your arms and legs and the "Figure Trimmer" won't let you make a mistake. A simple, fully illustrated instruction booklet for the basic exercises is included.

Use "The Figure Trimmer" Anywhere

Yes, use it in your bedroom, living room, office, even while you're away from home (it's so compact, it folds to fit right in a handbag or attache case and weighs only a mere 10 ounces). You never have to miss your regular exercise... use it anywhere you can lie down. Simply attach to bedpost, door-knob, etc., and it's ready to use.

To Help Weight Loss . . .

We recommend a moderate and sensible temporary 15 to 20% reduction in your normal food intake (while still eating exactly the same kinds of delicious foods you normally eat and like). We don't send you any fad or crash diet, because your own doctor will tell you that these are harmful. We suggest you continue this moderation until you reach desired weight loss. After that, just eat normally and continue exercises to feel and look better and younger.

Important Note:

Dear Reader,
 Don't be confused: The competitive exerciser models you've seen on T.V. and in magazines for \$7.95 and \$9.95 work on exactly the same principal and in the same way as ours. By a special purchase from a manufacturer, we've been able to break the price wide open and offer "The Figure Trimmer" at this amazing low price!

Ironclad Guarantee

Our guarantee is simple. You must within 14 days see and feel your body toned up and feeling great—and look and feel years younger, or simply return unit for a prompt and complete refund. Mail order coupon today; you'll be glad you did.

Health House, Inc. Dept 11712

4500 N.W. 135th Street, Miami, Fla. 33059

Gentlemen: Yes, I want to lose inches and pounds off my figure. Please send me "The Figure Trimmer" at your sensationally new lowest price ever. I understand that your "Ironclad Guarantee" assures me that "The Figure Trimmer" will do all you say it will or I can simply return it for a full refund.

Please rush me my "Figure Trimmer" #16576 for only \$1.98 plus 77¢ for postage and handling OR ORDER 2 AND SAVE \$1.50!

Please send me 2 "Figure Trimmers" #16576 for a total price of only \$4.00 postpaid.

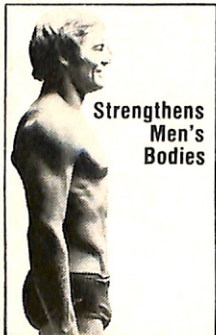
Enclosed is my check or money order for \$_____ (N.Y. and Fla. residents, add appropriate Sales tax.)

Name _____ (please print)

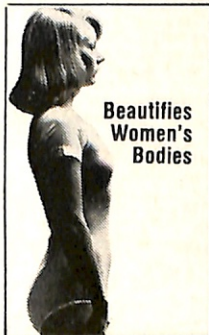
Address _____

City _____ State & Zip _____

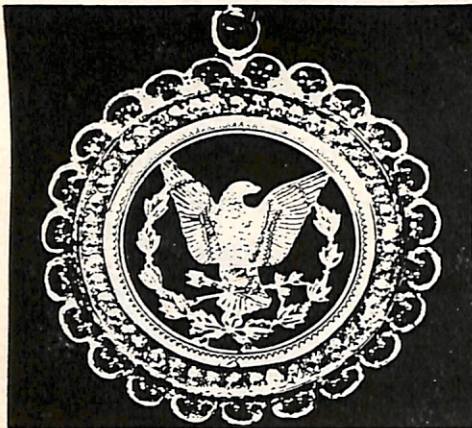
© 1976 Health House, Inc.



**Strengthens
 Men's
 Bodies**



**Beautifies
 Women's
 Bodies**

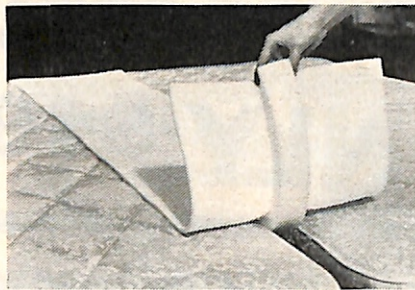


BI-CENTENNIAL MEDALLION \$795 add 75¢ post. ea.

Today's look blended with yesterday's heritage. Our proud eagle emblem is set in a beautiful filigree medallion surrounded by sparkling simulated diamonds. This impressive piece of Americana (more than 2" wide) hangs from a 24" matching chain. Available in gold or silver finish. Elegantly gift boxed.

Satisfaction guaranteed. N.Y. residents add tax

Loretta McKay Dept. EL 4
149-12 82nd. Street, Howard Beach, N.Y. 11414



Twin Bed Bridge FOR ROOMY TOGETHERNESS

Original Twin Bed Bridge with patented square rib transforms twin beds into one luxurious king size bed instantly. Hidden bridge of soft polyurethane foam gives custom-made king size appearance. No ridge, no lump, no gap. Saves money—uses standard size flat sheets. Saves space between beds—makes room seem bigger. 6' long by 14" wide. \$7.95

We pay postage, ship in 6 hours. N.J. residents add 5% tax. Send Check or Money Order to

Better Sleep Inc. BOX EP
New Providence, New Jersey 07974
MONEY BACK GUARANTEE



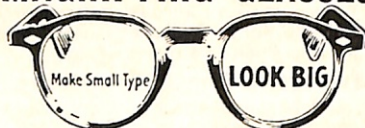
BUTTER-SOFT CRISS CROSS

In Genuine Kid Glove Leather. Adjustable buckle sling, cushioned insoles and easy wear 1 3/4" wedge heel with a bouncy crepe sole. Camel, White, Navy, Red. Sizes 5-10 med. widths.

Satisf. Guar. \$10 Dep. on COD's **\$19** plus \$1 post.

OLD PUEBLO TRADERS—E4C
600 S. Country Club Tucson, AZ 85716

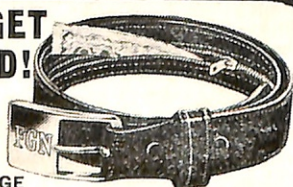
MAGNIFYING GLASSES



A Blessing For Folks Over 40
Read newspaper, telephone book, Bible and do close work easily. SEE CLEARER INSTANTLY. Not Rx or for astigmatism or eye diseases. 10 day trial. Sturdy, good-looking. Impact resistant lenses. Frames have metal hinges. State age and sex. **SATISFACTION GUARANTEED.** Order Now. Only \$5.95 + 55¢ handling. **PRECISION OPTICAL, Dept. 41-K, Rochelle, Ill. 61068**

DON'T GET ROBBED!

\$525 PLUS

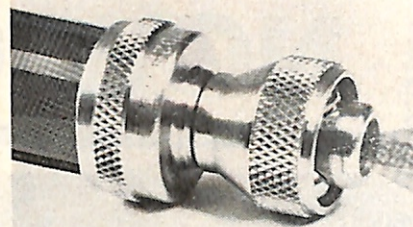


75¢ POSTAGE

Here's a smartly styled belt that's as practical as it is handsome. It has a secret zippered inner pocket for safely hiding away one's money. 2" wide, leather, available in brown with gold-plated buckle or black with silvery rhodium buckle. Sizes 28 to 44, with up to 3 initials on buckle. Specify color, size, initials. Send check or MO, no COD'S.

BARCLAY, Dept. 51-D
1575 North Dixie Hwy, Pompano Beach, Fla. 33060

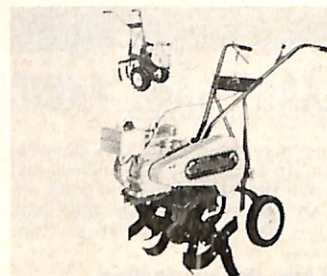
Elks Family Shopper



HOZE NOZZLE GIVES 50% MORE POWER. The only nozzle with a solid jet stream. Adjust-A-Power Hose Nozzle has an easy fingertip control that adjusts sprays; pin-point, fan or solid jet stream or complete shut-off. Lifetime leakproof guarantee. No washer needed. \$3.23 plus 45¢ shpg. Larch, Dept. EM-4, Box 770, Times Sq. Sta., N.Y. 10036.



BRILLIANT AND DAZZLING GEMS are synthetic, yet equal a diamond in everything but price. Brilliance Gems are only \$27 a carat and available in elegant 14 Kt. white gold settings. Choose Pear shape, Marquise, Emerald, Round Brilliant. Write for free ring size chart and 120 pg. catalog. Regent Lapidary, Dept. ELP-4, 511 East 12th St., N.Y. 10009.



LET "THE GROUNDHOG" DO YOUR TILLING. New 5 HP Roto-Tiller converts to walking tractor with optional accessories. Unit tills, cultivates, plows, and comes in money-saving semi-kit form for \$199.95. For more information, write to Heald Inc., Dept. EK, P.O. Box 1148, Benton Harbor, Michigan 49022. (616-927-1366).

See Advertisement on Inside Back Cover

HABAND'S 100% POLYESTER EXECUTIVE STYLE KNIT SLACKS, 2 pairs for only \$18.95

Mr. Duke Habernickel, Pres. **HABAND COMPANY, 265 North 9th Street Paterson, New Jersey 07530**
OK, Haband: I want to try _____ pairs of these new Knit Slacks. My size and color choices are below, and I enclose my remittance in the amount of \$ _____
GUARANTEE: If upon receipt I do not choose to wear these slacks, I may return them to Haband for full refund of every penny I paid you! 72K-008

FIND YOUR WAIST & INSEAM:
Waists: 29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54
Inseams: 26-27-28-29-30-31-32-33-34.

COLOR	How Many	Waist	Inseam
BROWN			
NAVY			
TAN			
GREY			
Lt. GREEN			

Name _____ Apt. # _____
Street _____
City _____
State _____ Zip Code _____
3 for \$27.95 4 for \$36.75 All 5 pairs for \$45.00

ADJUSTABLE T.V. POLES

Hold your portable T.V. right where you want it, without awkward tables or stands. Takes any width, up to 14" deep. 17" high. Brass tone finish pole has spring tension rod to adjust to 7 1/2 to 8 1/2 ft. ceiling heights. Can be set up in Hi or Low position. Hi position is great for reclining watchers! Made in U.S.A. Extension for higher ceiling, add \$2.00.

Prompt Shipment
\$13.95 Plus \$1.00 postage
Write for FREE catalog
Holiday Gifts
Dept. 704-A
Wheat Ridge, Colorado 80033



GEORGE and MARTHA "SPIRIT OF 76" WASHINGTON \$19.95
\$14.95

Be aware of our heritage. Have one or both of these collector's items to treasure and display.

Hand crafted, authentic in dress and features. Approximately 8" in size, with flag and stand.

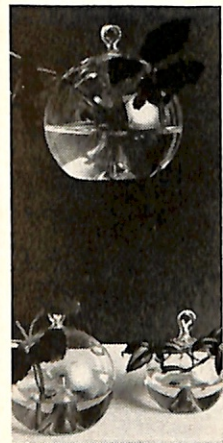
THESE ARE NOT TOY'S. BETSY ROSS AVAILABLE FOR \$5.95.
Money Back Add \$2.00 Illinois Res.
Guarantee if for Postage add 5%
not pleased. and Handling. Sales Tax.
SEND CHECK OR MONEY ORDER TO:
BABY "B" PRODUCTS
5315 W. Schubert
Chicago, Illinois 60639



OPEN-TOED AND HAND-WOVEN for the complete comfort of your feet, these handsome imported Huaraches are perfect for casual wear. They're hand-woven of supple genuine steerhide leather with sturdy soles and heels. In Natural. Sizes 5-10. \$8.90 plus \$1.00 shpg. Southwestern Gifts, 600 S. Country Club, E4H, Tucson, AZ. 85716.

CAPRICORN Dec. 22 to Jan. 19		
AQUARIUS Jan. 20 to Feb. 18		

STAMPS WITH THE ZODIAC SIGN add a truly personal touch to birthday, other greetings as well as your regular mail. No licking is needed for these pressure-sensitive stamps. They come in sheets of 72 with six each of the 12 signs of the zodiac. Only \$2.00 per sheet ppd. Order from Capricorn, 1847 W. Alabama, Houston, Texas 77006.



GLASS GLOBES FOR PLANT CUTTINGS. Your plant cuttings, small flowers and sand sculptures look so lovely in these all-clear, hand-blown glass globes. They can be hung or set on a flat surface. 6", \$9.95; 5", \$7.95; 4", \$5.95. Set of 3, \$22.95, ppd. Bud's, Dept. EK-46, 155 East 26th St., New York, N.Y. 10010.

See Advertisement on Back Cover

BUY WITH CONFIDENCE! ORDER TODAY!

Jay Norris Corp., 25 W. Merrick Rd., Dept. MD-112, Freeport, N. Y. 11521

Please rush me ONE pair of Mellowtone Projection Glasses at \$4.99 purchase price plus 70¢ shipping and handling.

Please check one Regular Model Clip On's
 SAVE! Order TWO for only \$8.99 purchase price plus 80¢ shipping and handling.

Enclosed is check or money order for \$.....
Sorry, no C.O.D.'s—(N.Y. residents add sales tax.)
Please Print:

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

© Jay Norris Corp., 1976

**RED
HOT**

DOUBLE OFFER!



STEAMCLEANER

... thousands upon thousands in use.

TAKE THE FOOLISHNESS OUT OF STEAMCLEANING

PRODUCES HOT STEAM

FAST!

SPECIAL FACTORY-DIRECT PRICE

\$229⁵⁰

Reg. \$396.50

SAVE \$150.00



- Air Conditioning
- Animal Farms
- Boats, Marinas
- Building Cleaning
- Business Machines
- Cafes, Hotels
- Cycle Shops
- Dairies
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- Fur Farms
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- Lawn Mower
- Meat Markets
- Print Shops
- Refrigeration
- Saw Mills
- Service Stations
- Super Markets
- Truckers
- Veterinarians



SUKII ...

lightweight, quickfiring, long-lived, easy to operate, the choice of steam cleaners. L. P. gas fired and at a price users can live with.



HIGH PRESSURE WASHER

HOT WATER

500 Psi, 120 Gph, fired by L.P. gas.

Can be trailer mounted, 100% safety factor, steel braid safety hose, fan type nozzle. Can be used with cold water. **SUKII price & action-power unequalled!**

YOUR DIRECT-FROM-THE-FACTORY PRICE

\$489⁵⁰

Reg. Price \$997.50

SAVE OVER \$500.00

NO AGENTS WILL CALL



Arizona residents include 5% sales tax

MAKE YOUR SUKII CHOICE AND MAIL COUPON TODAY!

SUKII INTERNATIONAL

Phone 602-946-4372

P.O. BOX 1653

SCOTTSDALE, ARIZONA 85252

CLEAN UP RIGHT HERE Get All The Facts!
SUKII Dept. E-4 P. O. Box 1653
Scottsdale, Arizona 83252

Here's check or money order for \$229.50. Rush one SUKII steam cleaning machine, retail value \$396.50.

Here's check or money order for \$489.50. Rush one SUKII high pressure washer, retail value \$997.50.

I'm interested in your tremendous factory-direct SUKII offers but would like more information.

PHONE _____

NAME _____

SHIPPING ADDRESS _____

(Please do NOT use P.O. Box No.)

CITY _____ STATE _____ ZIP _____



"SAVE YOUR HEART"

with a **STAIR-GLIDE® Stairway Elevator**

RENTAL-PURCHASE Program Available

Your STAIR-GLIDE® installs easily and in less than 2 hours. No marring walls or stairway. No special wiring required. Shipped directly from factory within 4 days. STAIR-GLIDE®...the nation's largest selling stairway elevator! UL LISTED.

USED BY THOUSANDS: CARDIAC PATIENTS, ARTHRITIS, SENIOR CITIZENS, PHYSICALLY RESTRICTED, POST OPERATIVES...and household convenience.

WRITE FOR FREE BROCHURE AND NAME OF DEALER NEAREST YOU.

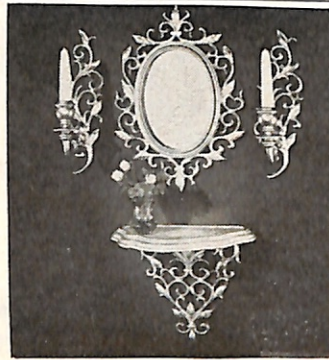
AMERICAN STAIR-GLIDE® CORP.
4001 East 138TH ST., Dept. E-46
Grandview, Missouri 64030

BALD ISN'T BEAUTIFUL.



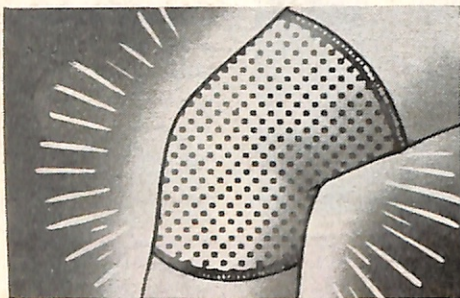
Given a choice, most of us prefer hair. Jojoba Super Shampoo has proven beneficial to thousands. Excessive hair loss, dandruff, itchy scalp, dry and brittle hair are helped by this natural hair reclaiming agent. Join the happy Jojoba hair raisers. Available at health food stores, or write for free brochure:

Four-D Marketing,
Jojoba Distributor, Dept. E,
P.O. Box 20276, Phoenix, Az. 85036
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DRAMATIZE AN ENTRYWAY, living room, dining room or bedroom wall. 4-Pc. Console Set: 12" tall mirror, 10x5x9" high console shelf and matching sconces look like handcarved wood. In black or gold.

Set \$4.95, 2 sets \$8.00. Dept. AE
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JOINT THERMA PAD

Relieve those aching joints. Warm-Ease pad seals in body heat and concentrates it where you need it most. Relieves aches, pains, strains, stiffness. Soft foam-filled jersey covered pad. Sanitary, washable. Fits snugly around knee, elbow, ankle for quick soothing comfort. Ideal relief for arthritis sufferers.

\$2.29 plus 35¢ postage

Write for FREE catalog of gifts.

HOLIDAY GIFTS

Dept. 704-C, Wheat Ridge, Colorado 80033

WHY DO IT THE HARD WAY?



It's so SIMPLE, PRACTICAL and really all you need to play your best game—THE EASY WAY. We guarantee you'll be pleased or your money back. Just specify right or left (38" medium) (39" long) (36" short) (37" short-med.) only \$44.90 PP.

INTERNATIONAL GOLF PRODUCTS
1877 CAMPEAU ST., SOUTH BEND, IN 46617

Lazy-Lite



Read in bed comfortably! Buy it for only \$49.95. Send check or write for free brochure to: Lazy-Lite, Box 91L, Cedar Falls, Iowa 50613

Exp. Date _____

- Master Charge# _____
- BankAmericard# _____
- Signature _____

Send return address with order. Iowa incl. 3% tax. Allow 3 weeks for Free shipment UL Listed. A Div. Farmecon Inc. 30-day money back guarantee

NON-METAL TAPS



Run-down in 3 months Like new with NO-NOISE

Amazing polyurethane taps keep heels perfect for months. Attach in seconds to any heel, and no one can tell you're wearing taps. Men or ladies size.

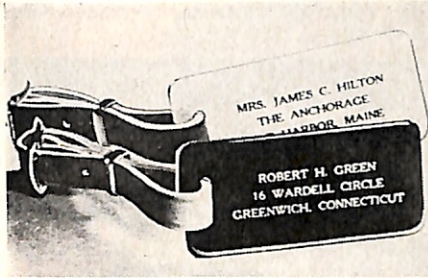
KICK SHOE REPAIR COSTS TODAY!
Money-back guarantee.

7 pair only **\$2.** 12 pr. **\$3.**



(Can save you \$4.00 in heels) ©1971
HALE HEEL COMPANY
44 Chip Rd., Middlefield, Mass. 01243

Elks Family Shopper



TAG YOUR LUGGAGE to avoid losing it. Lucite Luggage Tags have your name and address permanently engraved in 24 kt. gold. Strong cowhide straps fasten to luggage, cameras, golf bags, etc. Choose amber, clear, black or tortoise background. One color per set. Print name, address, color. \$7.98 + 50¢ shpg. Holiday Gifts, Dept. 704-H, Wheat Ridge, CO 80033.



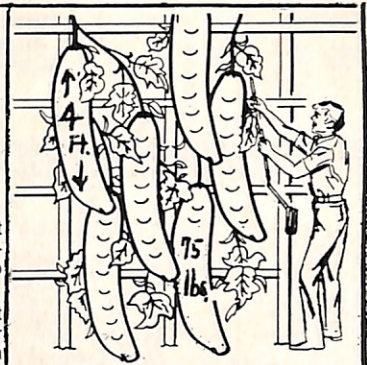
VINYL REPAIR BRINGS QUICK PAY. Start earning within 24 hours and easily make \$20 to \$30 per hour. Repairs are needed in homes, businesses, beauty shops, all places with vinyl and naugahyde furnishings. Kit includes all supplies, materials, simple instructions. Free details, no salesman. VIP, Dept. 152, 2021 Montrose, Chicago, Ill. 60618.

Now! Grow Hundreds of Pounds of Delicious Giant Beans That Grow 4 Feet Long and Weigh Up to 75 Pounds Each!

From the Pacific Island of New Guinea, comes the most exciting vegetable offer ever made. Yes, here is your opportunity to grow one of the most unusual and hard to find vegetables ever offered.

Yes friends, these jumbo beans, shaped like a giant banana, can actually feed an entire family meal after meal. These amazing beans are healthy, tasty and rich in nutrition. Kids and adults alike love them.

Plant and just watch them grow to giant sizes. Yes, up to 4 feet long and weighing as much as 75 pounds each. You must be completely satisfied with this wonderful package or you can return it for a full refund.



Single Order — Only \$2.98
 Double Order — Only \$5.00 (Save \$1.00)
 Triple Order — Only \$7.00 (Save \$2.00)
 Sorry, no C.O.D.s.

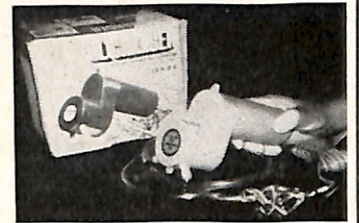
B.P.O.E. BELT BUCKLE



Solid powder, brass plated B.P.O.E. Belt Buckle. Snaps on any belt (his or hers) in place of existing buckle. A great gift for any occasion that will be appreciated for years to come.
 Inquiries about bulk rates are welcomed. Please write. \$5.00 plus 35¢ postage each.
BUCKLES a. BRADLEY Company
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THE NEW OIL CHANGER

Instantly extracts used engine oil and sludge. Ideal for car, truck, trailer, boat, farm equip., or any motor. No need to open the crank case plug. Now cut oil costs by 35%. Originally \$19.95 now just \$17.95, order now for spring.



CONCORD HOUSE

28 Cutting, Jamestown, N.Y. 14701, plus tax for N.Y. res.



SPECIAL LOW INTRODUCTORY PRICE \$14.99

Party On Wheels INDOOR-OUTDOOR PORTABLE ROLLING BAR

WITH CASTERS AND 2 LIFT-OUT ICE BUCKETS

Elegant 2-tier bar on easy-roll casters is perfect for home or office. Roll it around to serve guests. Roll it out to patio. It won't rust — it's molded high-impact acrylic! Holds 10 quart-size bottles of liquor, soft drinks and mixers plus 12 cocktail glasses, each in its own well — no messy spills! 20" diameter, 23" high. Sun yellow color is great accent with everything (even use this as a rolling planter). May not be repeated at this low price — order now.

© 1976 Madison House Gifts

— MAIL MONEY-BACK GUARANTEE COUPON —

Madison House Gifts Dept. 11767

4500 N.W. 135th St., Miami, Florida 33059

Send _____ Rolling Bar(s) #16470 @ only \$14.99 plus \$1.75 postage & handling each.

Please send me Gift Catalog #16445 @ .50¢. Enclosed is check or money order for \$ _____ or you may charge my:
 Master Charge* BankAmericard

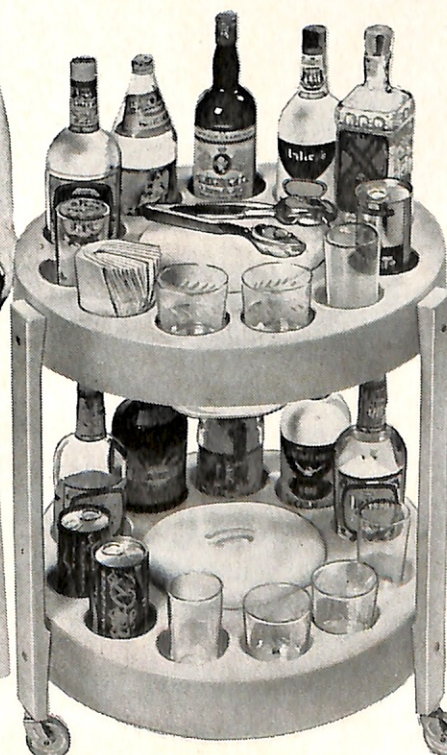
Acct. # _____ Exp. Date _____
 *If using Master Charge indicate the four numbers above your name here _____

NAME _____
 Please print clearly

ADDRESS _____

CITY _____ STATE _____ ZIP _____

FREE 24-HOUR SPEED PHONE SERVICE for our charge card customers (for ordering only). Dial 800-327-8351. Fla. customers dial 800-432-7521 **CALL NOW!**
 (N.Y. & Fla. residents add sales tax)



use also as a planter

"To Our Absent Brothers"

1975 Winners

Lodges with fewer than 301 members

1. St. Charles, Missouri
2. Henderson, Tennessee
3. Cedar Grove, New Jersey

301 to 600 members

1. Clifton Forge, Virginia
2. Fulton, New York
3. Westminster, Maryland

601 to 1,000 members

1. Oswego, New York
2. Weymouth, Massachusetts
3. Paris, Tennessee

1,001 to 2,000 members

1. State College, Pennsylvania
2. Bloomsburg, Pennsylvania
3. Sterling, Colorado

2,001 or more members

1. Kearney, Nebraska
2. Tacoma, Washington
3. Corvallis, Oregon

THOSE who no longer answer when their names are called were honored with remembrance by lodges throughout the Order last December 7—Elks Memorial Sunday—in Elkdom's annual tribute to the memory of its "Absent Brothers."

GL Lodge Activities Committeeman J. Paul Meyer of Puyallup, Washington, Lodge received reports from 829 lodges, with a total of more than 73,000 in attendance at their Memorial Sunday services.

The judges for this year's competition were Washington SP Leo Paquin of Oak Harbor Lodge, VP Walter Swinhoe of Port Townsend Lodge, and State Major Projects Chairman Orié Kahn of Everett Lodge.

Awards will be presented at the Grand Lodge convention July 4 to 8 in Chicago, where all brochures submitted will be displayed.

Photographs from the first-place brochures are shown here.



St. Charles, Missouri



Clifton Forge, Virginia



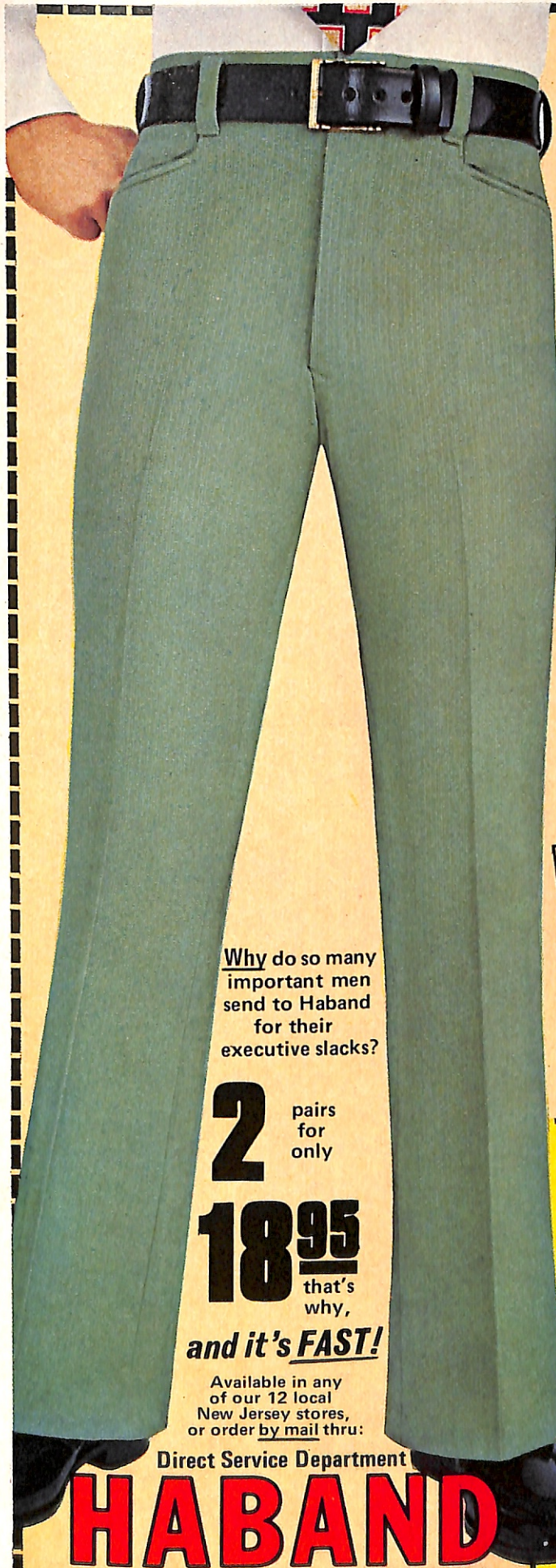
Kearney, Nebraska



State College, Pennsylvania



Oswego, New York



DON'T GET CAUGHT IN \$40 SLACKS!

Haband Company, the private Executive Mail Order House offers **DIRECT SAVINGS** on **KNIT SLACKS**

2 pairs for only **18⁹⁵** And We Pay the Postage!

100% Polyester Two-Way Knit means Two Way Fit, and that means **DOUBLE VALUE!!!**
 We are constantly amazed at the price of ordinary men's slacks as sold in Department Stores & Executive Shops around the country. That's why we say our remarkable Haband 100% polyester knit slacks are an uncanny buy. Better Fit, with Life-of-the-Slacks recovery that shrugs off wrinkles & rumples. Well tailored and fully **MACHINE WASHABLE.**

No tensions or tight spots, no wrinkle worries. No Ironing. No Dry Cleaning. No snags, pulls or picks that can ruin your expensive double-knits on the first day. Instead, what you do get is **TWO PAIRS** of Handsome, Long Wearing, Made-in-U.S.A Executive Slacks for only \$18.95, and **FREE COMFORT** like you've NEVER FELT BEFORE!

You should see how the subtle 2-Way stretch knit gives you a more comfortable fit. Fuller feel in the seat, knees, crotch & thighs, but a trim straight look that never bags or droops. You know, Business Slacks are Haband's Business. Even for us, here's an extraordinary value for long wear, good looks, excellent tailoring. A good chance to get acquainted.



THE NEW COLORS!!! Besides the basic Navy, Grey, and Tan, we offer you the new "Dusty Green" at left and our already famous "Lt. Green" Brown. Everybody knows You-Look-Good-In rich masculine Brown!

You'll Be Shocked at the VALUE!!!
 Many people ask, "at these prices, how can the slacks be any good?" Suffice it to say, Haband has been in business more than 50 years selling to busy executives & professional men in every city and town in the Country. Last year, we shipped over one-million pairs! At that rate we ask, "How could you do any better?" Plus we have all this year's most interesting new colors in stock in your **Exact Size**, ready to ship **NOW**, before many small stores have even received their samples!

- 2 for \$18.95 PRICE INCLUDES ALL THESE FEATURES —**
- 'Ban-Rol' no-roll Waistband
 - 2 Back Pockets • Wide Belt Loops
 - Full Gentleman's Cut
 - Tough Unbreakable Zipper
 - Long-Wearing Deep Pockets
 - EXCELLENT FIT in all sizes waists 29 to 54, finished & ready to wear in lengths 26 to 34.
 - **FAST RELIABLE SERVICE!**

Sure you could pay \$40 for slacks with all these details. But you don't have to! We will be proud to send you any two pairs **ON APPROVAL** for only \$18.95. Look them over. Try them on. Show your wife and family before you decide. Read our guarantee. Then to order simply fill in choice of size and color on the easy order form below. Your slacks will be delivered direct to your door, No Extra Charges. Haband even pays the postage!

Why do so many important men send to Haband for their executive slacks?

2 pairs for only **18⁹⁵** that's why,

and it's FAST!

Available in any of our 12 local New Jersey stores, or order by mail thru:

Direct Service Department

HABAND

265 North 9th Street, Paterson, N.J. 07530

A conscientious family business operating through the U.S. Mails continuously since 1925!

Haband's 100% Polyester Executive Style

Knit Slacks **2** pairs for only **18⁹⁵**

Mr. Duke Habernickel, Pres., HABAND COMPANY, 265 North 9th Street Paterson, New Jersey 07530

OK, Haband: I want to try pairs of these new Knit Slacks. My size and color choices are at right, and I enclose my remittance in the amount of \$

GUARANTEE: If upon receipt I do not choose to wear these slacks, I may return them to Haband for full refund of every penny I paid you!

72K-008
 Name
 Apt.
 Street #
 City
 State ZIP CODE [] [] [] [] [] []

IS YOUR SIZE on this CHART?

FIND YOUR WAIST & INSEAM:

Waists: 29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54.

Inseams: 26-27-28-29-30-31-32-33-34.

COLOR	How Many	Waist	Inseam
BROWN			
NAVY			
TAN			
GREY			
Lt. GREEN			

3 for \$27.95 4 for \$36.75
 All 5 pairs for \$45.00

"A Dramatically Different Way To Look at the World"



Regular or
Clip-On Model

Our amazing new Projection Glasses are the complete year-round outdoor glasses to be worn in all kinds of weather at all hours of the day or night! They are 24-hour-a-day glasses — not sunglasses (although you will never wear a pair of sunglasses that will begin to compare with them)! Look through them, and for the first time you will see the world with more beauty, more clarity, depth and definition . . . from the moment you put them on!

Suddenly the scenery is so beautiful it defies description. These scientifically designed glasses seem to focus and sharpen the full beauty and magnitude of nature's work. Clouds have a new, three-dimensional quality. Distant mountains, rivers, lakes, trees and flowers emerge from a haze of light into sparkling definition and awesome clarity. Truly you have never seen the world the way it should look until you've looked through these Projection Glasses.

How They Work

The lenses of your Projection Glasses are made of a combination of amber and red formulated to painstakingly precise optical specifications. The resultant color is a unique orange-amber tint that is actually beneficial to your eyesight. The amber improves the vision, red eliminates glare, conserving the "visual purple" of the retina which is normally consumed by bright sunlight. Results: you can expect a 10% improvement in daytime vision . . . greater night time vision . . . far better stereoscopic vision and greatly increased depth perception. Your ability to penetrate fog and haze is increased by 100%.

A Dramatic Breakthrough for Safety

Old-fashioned sun glasses reduce vision up to 10% or more, but Projection Glasses actually improve vision up to 10%! Yes, this 20% additional vision can help reduce the accident factor. And the Projection Glasses are ideal for driving in all kinds of weather, rain, fog, snow, etc. Your depth perception improves noticeably. You can judge distances better, you can see twice as far in fog and haze, reduce driving strain, the glare of oncoming lights suddenly becomes softened and not bothersome anymore. And even the scenery becomes more beautiful, clear and more colorful than you've ever seen it look before.

What You Can Expect Once You Put On New Projection Glasses

Golfers can play more easily on foggy or hazy days. It's easier to follow the flight of the ball, spot tendencies to hook or slice. Balls that end up in the rough are more readily located. You can locate pins at a greater distance, and the course will look fantastically more beautiful. Fishermen can see more deeply into the water. Headache-producing glare off the water surface is practically eliminated. Fishing in bright sunlight becomes a pleasure. Dull, gloomy days evaporate into a new warmth and brightness. Skiers can forget blinding snow and glare from white surfaces. Snow and scenery will look more spectacular and you'll see more clearly and more safely.

Wear It Right Over Your Present Glasses

Now with our new improved clip on model you can wear the Projection Glasses right over your present glasses. They are so light (they weigh less than one ounce) you'll never know you have them on. Furthermore lenses are shatterproof and may be worn as safety goggles in industrial plants.

90-DAY MONEY-BACK GUARANTEE

We unconditionally guarantee you have never worn a pair of sunglasses or any type of glasses that will improve your vision, show you more beauty, and increase your vision better than these fantastic amber-tint Projection Glasses. Don't confuse this with other glasses of this type. These have been perfected only after much research by an outstanding optical company. We are so certain they will improve your vision and bring you a new view on life that you've never seen before, that we offer a full money back guarantee. Wear them under any conditions for the next 90 days, and if they don't do all that we claim, simply return for Prompt Refund of purchase price. Order now, only \$4.99 a pair.

"You'll see more... enjoy more with PROJECTION GLASSES."

THESE PROJECTION GLASSES ADD NEW AND UNUSUAL BEAUTY TO EVERYTHING YOU SEE! SEE THROUGH FOG AND HAZE! ELIMINATE GLARE OF BLAZING SUN AND BLINDING SNOW! SEE EVERYTHING MORE VIVIDLY AND MORE DIMENSIONALLY!

Praise From Projection Glasses Users

"Recently I had the opportunity to try a pair of your Amber Mellowtone Glasses, and I like them very much. They were a comfortable fit over my regular glasses and they had exceptional definition."
T. M. June Lake, Calif.

"I have had great success with your Mellowtone glasses worn over my regular prescription glasses."
B. E. New Orleans, Louisiana

"I have used the set ever since and found them surprisingly effective in obtaining exceptionally clear, distinct vision in very bright, and very dull natural light.

My father recently had problems with his eyes and the treatment prescribed makes it painful to drive at night with oncoming headlight beams.

Although he wears glasses I gave him the ones you sent and he wore them over his. He drove about 50 miles at night a week ago and he was elated over the results! He said he had no problems with lights even from drivers who did not dim, and there was no problem in seeing to drive."
J. B. Rockford, Ill.

"Several years ago I purchased a pair of your Mellowtone Goggles, and liked them better than any other I ever owned."
C. O. Garden Grove, Calif.

"I wish every flier could have a pair of these glasses. I used my precious first pair in July and believe me . . . they saved my life many times. They are simply great. They should be mandatory for all fliers."
B. H. Vacaville, Calif.

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