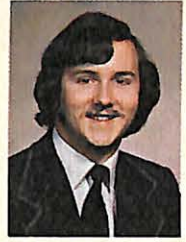


the
Elks
 magazine
 JULY 1976

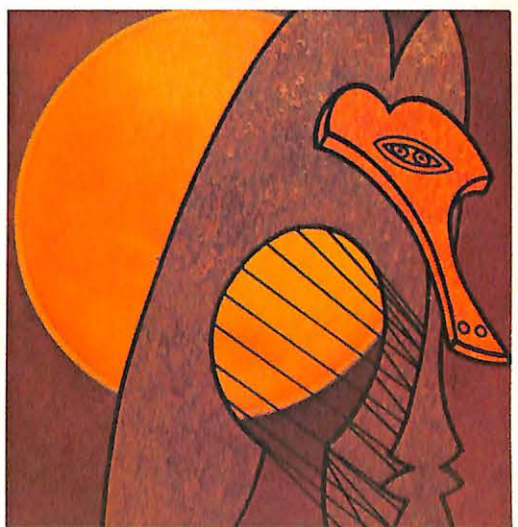
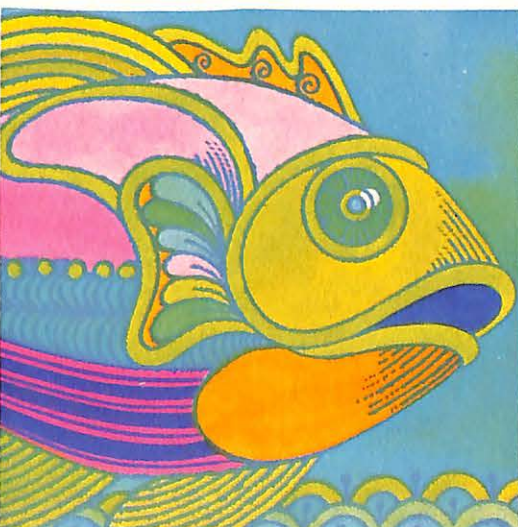
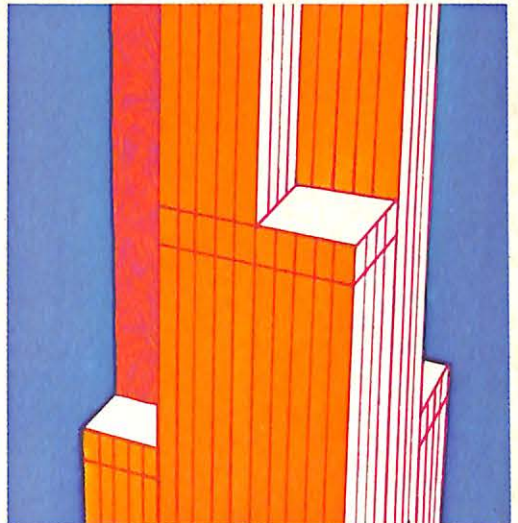
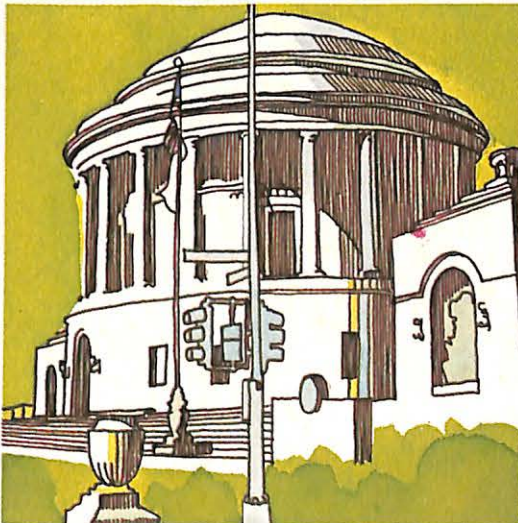
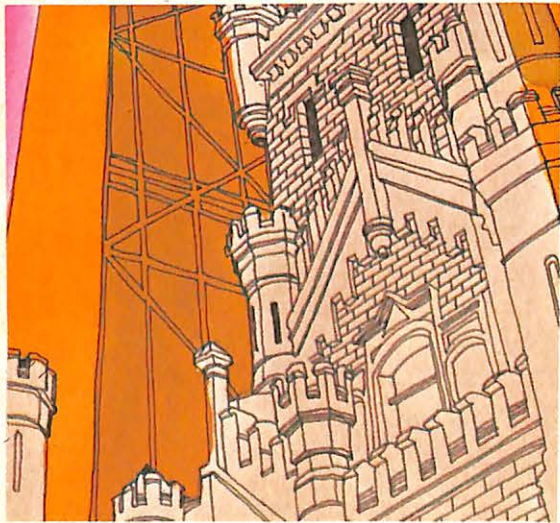
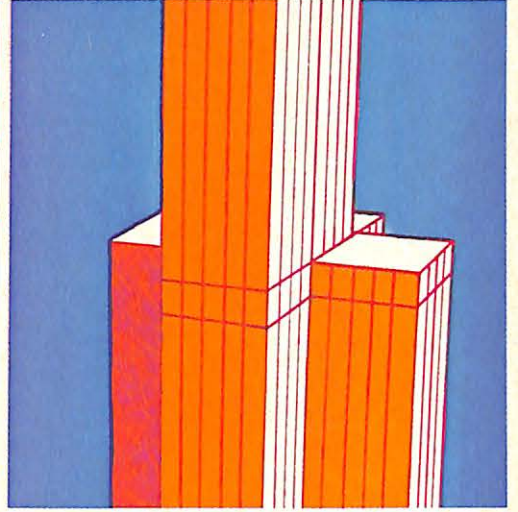
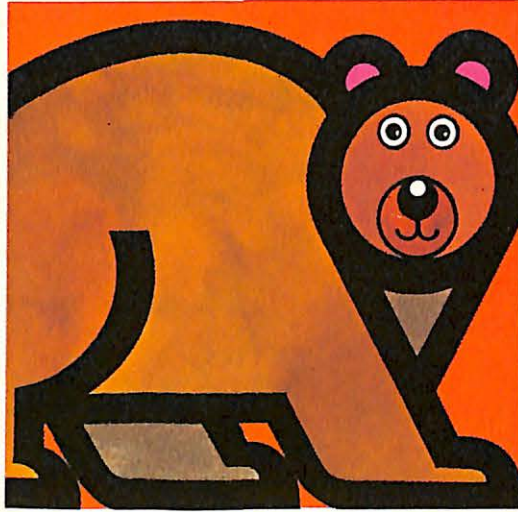
National Winners
 Most Valuable Students



Vicky Lee Gour
 Roy, UT



Michael Montgomery
 Elizabethton, TN



CHICAGO

National Convention
 July 4th-8th, 1976

CosmoPedic™

THE WORLD'S MOST COMFORTABLE SHOES

- Genuine Leather... Smooth or Sueded
- Now Available For Men and Women

NOT \$30.00 NOT 20.00
\$9.99 WOMEN'S
\$14.99 MEN'S



The closest thing to going barefoot! In wonderful deer-tanned smooth or sueded leather... incredibly soft, yet shape-holding. CosmoPedic arch support assures super comfort thru long hours of walking or standing. Stitched collar prevents annoying chafing at ankle. Cushioned insole and neoprene plantation crepe sole pampers your foot from heel to toe, morning to night!

Women's Tan, Black or White Smooth Leather; Also Brown Sueded Leather \$9.99
 Men's Tan Smooth Leather or Brown Sueded Leather. \$14.99

Real leather upper

GUARANTEE
 Latest fashions, finest quality, great value—accurately described and promptly shipped. Plus a promise: you must be pleased with your purchase always (a month from now or a year from now) or your money back fast.

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

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

SATISFACTION GUARANTEED OR MONEY BACK

LANA LOBELL, Dept. M-3174
 Hanover Bldg., Hanover, Penna. 17331

Sure, I'll try the world's most comfortable shoes. Please send me
prs. Women's Tan (M203562B) Size.....Width.....
prs. Women's Black (M203687B) Size.....Width.....
prs. Women's White (M223693B) Size.....Width.....
prs. Women's Sueded (M223784B) Size.....Width.....
 for just \$9.99 pr., plus \$1.50 postage and handling.
prs. Men's Leather (M242578B) Size.....Width.....
prs. Men's Sueded (M242586B) Size.....Width.....
 for just \$14.99 pr. plus \$1.50 postage and handling.

CHARGE IT: AMERICAN EXPRESS DINERS' CLUB
 BANKAMERICARD MASTER CHARGE
 CARTE BLANCHE Interbank #.....

Acc't #..... Date Expires.....

C.O.D. Enclose \$2.00 deposit per pr.
 Enclosed is Md. residents add sales tax.
 NAME (please print)
 ADDRESS
 CITY
 STATE ZIP

Pocket CB

New integrated circuit technology and a major electronic breakthrough brings you the world's smallest citizens band transceiver.



The PocketCom measures approximately 3/4" x 1 1/2" x 5 1/2" and easily fits into your shirt pocket. The unit can be used as a personal communications link for business or pleasure.

SMALL ENOUGH FOR YOUR POCKET

Scientists have produced a personal communications system so small that it can easily fit in your pocket. It's called the PocketCom and it replaces larger units that cost considerably more.

MANY PERSONAL USES

An executive can now talk anywhere with anybody in his office, his factory or job site. The housewife can find her children at a busy shopping center. The motorist can signal for help in an emergency. The salesman, the construction foreman, the traveler, the sportsman, the hobbyist—everybody can use the PocketCom—as a pager, an intercom, a telephone or even a security device.

LONG RANGE COMMUNICATIONS

The PocketCom's range is limited only by its 100 milliwatt power and the number of metal objects between units or from a few blocks in the city to several miles on a lake. Its receiver is so sensitive, that signals several miles away can be picked up from stronger citizens band base or mobile stations.

VERY SIMPLE OPERATION

To use the PocketCom simply turn it on, extend the antenna, press a button to transmit, and release it to listen. And no FCC license is required to operate it. The PocketCom has two Channels—channel 14 and an optional second channel. To use the second channel, plug in one of the 22 other citizens band crystals and slide the channel selector to the second position. Crystals for the second channel cost \$7.95 and can only be ordered after receipt of your unit.



The PocketCom components are equivalent to 112 transistors whereas most comparable units contain only twelve.

A MAJOR BREAKTHROUGH

The PocketCom's small size results from a breakthrough in the solid state device that made the pocket calculator a reality. Mega scientists took 112 transistors, integrated them on a micro silicon wafer and produced the world's first transceiver linear integrated circuit. This major breakthrough not only reduced the size of radio components but improved their dependability and performance. A large and expensive walkie talkie costing several hundred dollars might have only 12 transistors compared to 112 in the Mega PocketCom.

BEEP-TONE PAGING SYSTEM

You can page another PocketCom user, within close range, by simply pressing the PocketCom's call button which produces a beep tone on the other unit if it has been left in the standby mode. In the standby mode the unit is silent and can be kept on for weeks without draining the batteries.

SUPERIOR FEATURES

Just check the advanced PocketCom features now possible through this new circuit breakthrough: 1) Incoming signals are amplified several million times compared to only 100,000 times on comparable conventional systems. 2) Even with a 60 decibel difference in signal strength, the unit's automatic gain control will bring up each incoming signal to a maximum uniform level. 3) A high squelch sensitivity (0.7 microvolts) permits noiseless operation without squelching weak signals. 4) Harmonic distortion is so low that it far exceeds EIA (Electronic Industries Association) standards whereas most comparable systems don't even meet EIA specification. 5) The receiver has better than one microvolt sensitivity.



EXTRA LONG BATTERY LIFE

The PocketCom has a light-emitting diode low-battery indicator that tells you when your 'N' cell batteries require replacement. The integrated circuit requires such low power that the two batteries, with average use, will last weeks without running down.



The PocketCom can be used as a pager, an intercom, a telephone or even a security device.

MULTIPLEX INTERCOM

Many businesses can use the PocketCom as a multiplex intercom. Each employee carries a unit tuned to a different channel. A stronger citizens band base station with 23 channels is used to page each PocketCom. The results: an inexpensive and flexible multiplex intercom system for large construction sites, factories, offices, or farms.

NATIONAL SERVICE

The PocketCom is manufactured exclusively for JS&A by Mega Corporation. JS&A is America's largest supplier of space-age products and Mega Corporation is a leading manufacturer of innovative personal communication systems—further assurance that your modest investment is well protected. The

PocketCom should give you years of trouble-free service, however, should service ever be required, simply slip your 5 ounce PocketCom into its handy mailer and send it to Mega's prompt national service-by-mail center. It is just that easy.

GIVE IT A REAL WORKOUT

Remember the first time you saw a pocket calculator? It probably seemed unbelievable. The PocketCom may also seem unbelievable so we give you the opportunity to personally examine one without obligation. Order only two units on a trial basis. Then really test them. Test the range, the sensitivity, the convenience. Test them under your everyday conditions and compare the PocketCom with larger units that sell for several hundred dollars.

After you are absolutely convinced that the PocketCom is indeed that advanced product breakthrough, order your additional units, crystals or accessories on a priority basis as one of our established customers. If, however, the PocketCom does not suit your particular requirements perfectly, then return your units within ten days after receipt for a prompt and courteous refund. You cannot lose. Here is your opportunity to test an advanced space-age product at absolutely no risk.

A COMPLETE PACKAGE

Each PocketCom comes complete with mercury batteries, high performance Channel 14 crystals for one channel, complete instructions, and a 90 day parts and labor warranty. To order by mail, simply mail your check for \$39.95 per unit (or \$79.90 for two) plus \$2.50 per order for postage, insurance and handling to the address shown below. (Illinois residents add 5% sales tax). But don't delay.

Personal communications is the future of communications. Join the revolution. Order your PocketComs at no obligation today.

\$39.95 NATIONAL INTRODUCTORY PRICE

Credit Card Buyers Call Toll Free

JS&A NATIONAL SALES GROUP

DEPT. EL JS&A Plaza
Northbrook, Illinois 60062

CALL TOLL-FREE . . 800 325-6400
In Missouri call . . . 800 323-6400

© JS&A Group, Inc., 1976

BE A LOCKSMITH



You'll EARN MORE, LIVE BETTER Than Ever Before in Your Life

You'll enjoy your work as a Locksmith because it is more fascinating than a hobby—and highly paid besides! You'll go on enjoying the fascinating work, year after year, in good times or bad because you'll be the man in demand in an evergrowing field offering big pay jobs, big profits as your own boss. What more could you ask!

"I have already master keyed my Elks Lodge and 38 apartments... so you see my locksmith course is practically paid for."
Adelindo Orsi, Jr.
Azusa, Calif.

Train at Home—Earn Extra \$\$\$\$ Right Away!
All this can be yours FAST regardless of age, education, minor physical handicaps. Job enjoyment and earnings begin AT ONCE as you quickly, easily learn to CASH IN on all kinds of locksmithing jobs. All keys, locks, parts, picks, special tools and equipment come with the course at no extra charge. Licensed experts guide you to success.

Illustrated Book, Sample Lesson Pages FREE
Locksmithing Institute graduates now earning, enjoying life more everywhere. You, can, too. Coupon brings exciting facts from the school licensed by N. J. State Department of Ed., Accredited Member, Natl. Home Study Council, Approved for Veterans Training.

LOCKSMITHING INSTITUTE
Dept. 1223-076, Little Falls, N.J. 07424
Div. Technical Home Study Schools



KEY MACHINE
locks, picks,
tools supplied
with course.

LOCKSMITHING INSTITUTE, Dept. 1223-076
Div. Technical Home Study Schools
Little Falls, New Jersey 07424 Est. 1948
Please send FREE illustrated Book—"Your Big Opportunities in Locksmithing," complete Equipment folder and sample lesson pages—FREE of all obligation—(no salesman will call).

Name.....
(Please Print)

Address.....

City/State/Zip.....

Check here if Eligible for Veteran Training

MOVING SOON?

Please let us know, as soon as you know what your new address will be. Be sure to supply us with both your old and new address, including the address label from your current issue. Copies we mail to your old address will not be delivered by the Post Office unless you pay extra postage.

ATTACH ADDRESS LABEL HERE

My new address will be:

NAME.....

ADDRESS.....

CITY.....STATE.....ZIP.....

Mail to: Circulation Manager
The Elks Magazine
425 W. Diversey Pkwy.
Chicago, Illinois 60614

the ELKS magazine

VOL. 55, NO. 2/ JULY, 1976

NATIONAL PUBLICATION OF THE BENEVOLENT AND PROTECTIVE ORDER OF ELKS OF THE UNITED STATES OF AMERICA. PUBLISHED UNDER THE DIRECTION OF THE GRAND LODGE BY THE NATIONAL MEMORIAL AND PUBLICATION COMMISSION.

THE ELKS NATIONAL MEMORIAL AND PUBLICATION COMMISSION

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

JOHN R. RYAN/Publisher/General Manager
JEFFREY BALL/Articles Editor
VERONICA LEWANDOWSKI/Fraternal News Editor
MALCOLM B. CROFFORD/Circulation Manager
EDITORIAL OFFICES, 425 W. Diversey Parkway, Chicago, IL 60614

8 SON OF THE GREAT RACE

"This could be one of the most colorful Bicentennial events. We're taking the celebration abroad."

George Basler

14 CB RADIO—TOY OR TOOL?

Everyone seems to have one—and the electronics industry will never be the same.

Wayne T. Walker

27 NATIVE IN DANGER

A symbol of strength and democracy, the bald eagle is fighting for its life.

Diana Milesko-Pytel

30 THE MANY FLAVORED CRIME

The butler didn't do it . . .

Jack Ritchie

35 SUCCESS IS SPELLED S-I-N-C-E-R-I-T-Y

Words of praise sweeten and enrich our whole existence.

Irwin Ross

DEPARTMENTS

- 4 Message
- 6 Letters
- 7 Welcome to Chicago
- 12 You and Retirement: After 75
- 18 It's Your Business: Future Planning
- 19 Visits of Willis C. McDonald
- 20 News of the Lodges
- 24 Travel: Chicago
- 28 Elks National Service Commission

- 29 Bicentennial Salute: Ethnic Heritage
- 32 Elks National Foundation/ Joy of Giving
- 33 Did You Know?
- 40 Elks Family Shopper/ More for Your Money
- 48 Backyard Gardener: Bicentennial Gardens

ADVERTISING OFFICES



CHICAGO 60614 425 W. Diversey Parkway (312) 528-4500
NEW YORK 10017 50 East 42nd (212) 682-2810

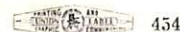
POSTMASTER: Mail notices of address corrections to:

THE ELKS MAGAZINE, Circulation Dept., 425 W. Diversey Parkway, Chicago, IL 60614

MEMBERS: Changes of address should be made through your lodge Secretary. Give him advance notice of at least 30 days. Remember that the day you write, your next copy is already in the mails. Before you move, file your new address at the post office to have mail forwarded. In writing us regarding an address change, please give: Full name, lodge number, membership number, address to which copy is being mailed, and complete new address. Attach label from recent issue if available. Please show ZIP Code numbers in both old and new address.

THE ELKS MAGAZINE, Volume 55, No. 2, July, 1976. Published monthly at 425 Diversey Pkwy., Chicago, IL 60614 by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Chicago, IL, and at additional mailing office. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Single copy price 25 cents. Subscription price in the United States and its Possessions, for Elks, \$1.25 a year, for non-Elks, \$2.50 a year; for Canadian and Foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.

The word, **Elks**, is a registered trademark of The Benevolent and Protective Order of Elks of the United States of America. Copyright, 1976, by the Benevolent and Protective Order of Elks of the United States of America



454



Should your business go up in smoke, now there's an outfit that can replace your loss. In full.

We help you determine how much insurance you need.

There's a good chance that your insurance policy might not give you adequate coverage. If you have a loss, you might be underinsured, suffer a co-insurance penalty and not be paid in full.

With a Kemper Businessowners Policy, there is no co-insurance penalty. We help you determine the amount of insurance you need. No more. No less. So, if you have an insured loss, you will be covered. In full. Minus the deductible, up to the policy limits you select.

We can provide replacement cost coverage.

Unfortunately, many insurance policies use "actual cash value" in determining the value of a loss. Unfortunately, for you. Because that means you get the value of your property, minus depreciation.

At Kemper, we provide "replacement cost" coverage for a broad range of eligible risks. We pay you whatever it costs to replace your property with no regard to depreciation.

Who is the Kemper Cavalry?

We're the Kemper Insurance Companies. And we've been riding hard to protect our customers for over 60 years.

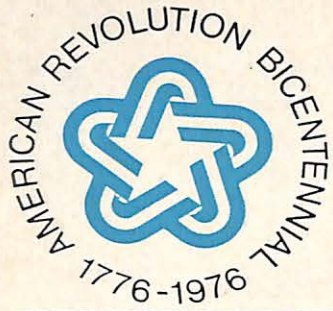
The scout, the man in buckskin, is an independent agent. He's an impartial judge of your insurance needs because he doesn't work for us. He works for you.

For more information about Kemper's business owners policies, call one of the independent agents or brokers who represent Kemper. They're listed in the Yellow Pages.

These coverages currently not available in some states.



We're with you for the long ride.



A Message From the Grand Exalted Ruler

A Great Gratitude

After spending a year criss-crossing this great land of ours, visiting with members of the Order and with others, meeting important leaders in the various communities which we have visited, and coming in contact with the wonderful people who in truth make up this great country and *our* Order and determine its character, we feel a great gratitude that the Good Lord chose to place us here, has permitted us to live here and to do what we have been doing.

We appreciate the opportunity to represent the members of our Order everywhere we have gone, to talk to them, to get to know them, to understand them, and to see the wonderful work that is being done everywhere for others. We have also come to feel that we should have no fear about the future of America, for it is still made up of the people who founded it, who made it great, who built it, who are running it. We have seen many people and have been able to discuss with them their ideas, their desires, their ideals and to know what they want and how they feel. With this understanding has come the strong reassurance that we are the greatest country that has ever been known to man and that our Order is the finest that has ever been conceived. The ideas that we expressed in accepting this office have been greatly reinforced by what we have seen and what we have learned, and we know that there should be no fear for either the future of our country or for our Order. The figures have shown that again we have had a gain in membership, we have devoted more of our substance for help to others than ever before and we have kept all of the pledges that we have made, including the pledge to our Veterans. Of this I think we can all be proud and we can all take pride in going forward into the future with hope and with confidence, with assurance and with courage, knowing that the fundamental people of our country are good, fine, hardworking, honest, and they believe in our Order and in the future of our country.

It is also assuring to note that everywhere we go all of our functions are opened with prayer and closed the same way. This belief in the Almighty is what I believe has kept us as great as we are as an Order and as a Nation, and I am grateful to have seen this reverence in every affair which we have attended.

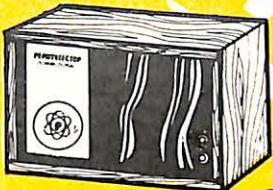
We leave much richer in experience than we were when we started, much richer in a warm glow of friendship that we feel has existed wherever we have gone, with greater confidence than we have ever had before, with an assurance that our Order and our Country shall not perish. We leave, also, with an enormous debt of gratitude to all those who throughout our land have met us, have greeted us, have entertained us, have discussed with us their problems and their successes, have permitted us to enter their homes and be part of their lives. It has enriched us beyond any expressions we can find to describe, and we hope that each of you who has had some part in all of this will continue your work in our Order, will continue your interest in and support of our Country, and will have the blessing of the Good Lord with you wherever you go.

We are not saying farewell, we are simply expressing our appreciation for what was done for us at a change in our status. We hope to continue to be of service and to continue to take part in the wonderful work which our Order is doing. We urge and encourage each of you to join with us in this endeavor in the future.

Willis C. McDonald

STOP BURGLARS

Before they get inside.



PERIMITECTOR®
SECURITY SYSTEM

PERIMITECTOR is the world's most versatile and effective solid-state alarm system. It's the fastest selling Modular burglar alarm because it works. Perimitector provides perimeter protection that stops burglars on the outside before they get inside, **ECONOMICALLY**. Compares with conventional systems costing over \$2,000. Perimitector suggested retail—under \$500. See your authorized Perimitector Dealer or contact Nationwide Scientific for the location of your local Perimitector, Pyro/Sygnal dealer.

FEATURES

- Easily installed • Perimeter Protection • MADE IN U.S.A.
- Module concept—When you move, you can take it with you



**NATIONWIDE SCIENTIFIC - THE NATION'S LEADER
FOR LOW-COST PROFESSIONAL ALARM EQUIPMENT . . .**

VIGILANTE™



"THE FAIL-SAFE
INTRUDER
DETERRENT
SYSTEM"

The Vigilante "senses" only "burglar noises". The tap, squeak, scrape, and so on. All others . . . it disregards. When it "hears" one of these noises, it unleashes a combination of bright lights and a piercing sound the likes of which you've never heard. The result . . . "instant panic", due to the burglar's "loss of cover". The Vigilante is persistent, too - if the intrusion attempt doesn't stop at once, the Vigilante resets and recycles, and continues to do so until the "would-be" intruder abandons his mission.

FEATURES: A.C. w/Battery stand-by • Remote capabilities • Built-in "Blaster" electronic siren • N/O - N/C Terminals • Residential or commercial models available



THE INVISIBLE EYE™
"KEEPS AN EYE ON THINGS . . .
WHEN YOU'RE AWAY"

The Invisible Eye is one of the most effective security devices available. When activated, it fills the protected area with an invisible electronic screen that detects the slightest movement. This screen extends from floor-to-ceiling and from wall-to-wall. It cannot be seen, felt, or heard, and it cannot be avoided. When mounted properly, it is virtually impossible to go over, under, or around. Any movement whatsoever will activate the alarm.



PYRO



SYGNAL



Early Fire Warning Systems

The Pyro/Sygnal smoke and gas detector senses "products of combustion" at the earliest possible stage . . . even before visible smoke or heat is present. Pyro/Sygnal offers remote capabilities and will provide those extra few minutes that are so precious when lives are at stake.

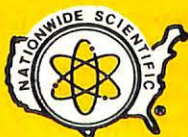
Nationwide Scientific products are marketed exclusively by authorized Perimitector Dealers — coast to coast

LIMITED NUMBER OF AUTHORIZED DEALERSHIPS AVAILABLE

- No franchise fees • Complete inventory and start-up materials included
- No electrical experience necessary • Excellent profits • Exclusive territory
- Patented-registered brand names • Factory training • Proven marketing programs
- \$6,250.00 total investment absolutely necessary

Write for Complete Details or

Call (219) 769-4242 COLLECT

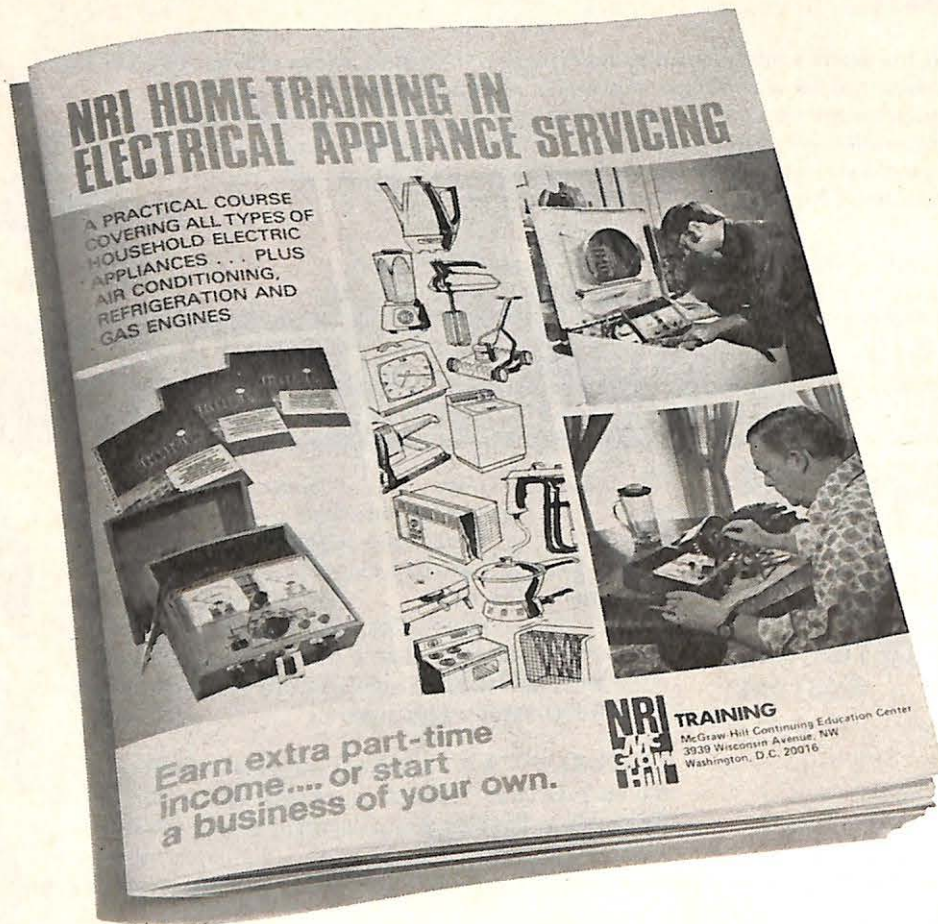


NATIONWIDE SCIENTIFIC SECURITY SYSTEMS DIVISION

NATIONAL HOME OFFICES: 1000 EAST 80TH PLACE MERRILLVILLE, INDIANA 46410

AREA CODE 219 769-4242

Learn the professional method of appliance repair...



Send now for this free NRI catalog.

Train at home in your spare time with this short, easy course

NRI can prepare you quickly to do professional appliance servicing for part-time income or a full-time career. You can finish the course in a matter of months, learning by easy step-by-step bites. And you even get your own professional appliance tester—the one

instrument that's essential for troubleshooting—at no extra cost.

Over a million students have enrolled with NRI, and that's your assurance of expert training from the basics right through to on-the-job troubleshooting. Mail the coupon today for your free NRI catalog. No salesman will call.

RUSH FOR FREE CATALOG



NRI SCHOOLS
McGraw-Hill Continuing Education Center
3939 Wisconsin Avenue,
Washington, D.C. 20016

Rush me your illustrated free book that tells about opportunities in servicing Electrical Appliances and gives details of NRI's simplified training plan. I understand there is no obligation, and NO SALESMAN WILL CALL.

793-076

Approved under G.I. Bill if taken for career purposes. Check for details.

Name _____ Age _____

Address _____

City _____ State _____ Zip _____

ACCREDITED MEMBER NATIONAL HOME STUDY COUNCIL



• Recently in my reading I came across the article, "Could You Save Someone from Choking to Death," which appeared in the April, 1976, issue of *The Elks Magazine*.

I would like to commend you for a well written article dealing with a tragic death situation that can affect anyone at any time.

The lead paragraph particularly caught my attention, stating that 10 or 11 Americans die by choking every day because food is stuck in their throats. I was also shocked to find this is the sixth leading cause of accidental death.

In response to your article, I have personally suggested to Dr. Jerome Lackner, the Director of the California Department of Health, that California adopt an educational campaign similar to the one piloted by Arizona to help prevent choking to death.

Thank you for bringing to light a very real problem. I trust others will appreciate and benefit from this information as much as I have.

Robert P. Nimmo, Assemblyman,
Twenty-ninth District
California Legislature

• I would like very much to compliment Mr. Earl Clark on the fine job he did writing the article "Volcanoes American Style." I wish more magazines generally available to the public would publish similar material. I especially think the public should be aware, as an example, that one volcanic eruption such as Mt. Baker's last summer, made it "Washington State's second major polluter," that "evolutionary geologic processes are still at work," and that "there's absolutely nothing man can do about it."

M. M. Roeber, Jr.
Chief Geologist
Creede District, CO

• I would like to tell you how beautiful I thought the May, 1976, front cover was. It was like looking out our own window. We have an apple tree and a red bird named Pokie. So that it wouldn't be a total loss, I put the cover in a frame and sent it to our grandsons.

Thank you.

Mrs. Lorin Brown
Newcomerstown, OH

• I was so thrilled with the May cover. I believe it's the most beautiful picture of a male cardinal I have ever seen.

Mrs. J. Brack Little
Middletown, OH

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

Welcome to Chicago

Dan Walker,
Governor of Illinois



Richard J. Daley,
Mayor of Chicago



As Governor of Illinois, it is a pleasure to extend a warm welcome to the members and families of the Benevolent and Protective Order of Elks of America to our state and the city of Chicago.

We are delighted that you have chosen to hold your 112th Annual Convention in the Land of Lincoln this Bicentennial year. Our Prairie State is rich in heritage, and Chicago is widely recognized as "Convention Capital of the Midwest" because of its outstanding facilities and the friendliness of its people.

Chicago combines the excitement of a cosmopolitan city, with the warmth of a small town. I believe you will find an endless variety of experiences waiting for you here.

All the citizens of Illinois join me in wishing you an enjoyable and productive visit. We hope you will return often.

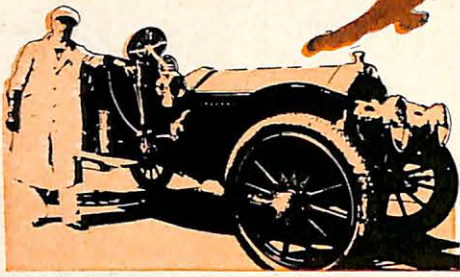
Sincerely,

Dan Walker

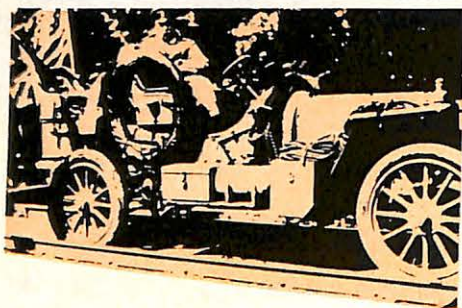
Greetings on the occasion of the 112th Convention of the Benevolent and Protective Order of Elks. Chicago and the nation are indebted to the Elks for all of your many civic contributions. I know your Convention will be a great success. You are most welcome in Chicago.

Sincerely,

Richard J. Daley



SON OF THE GREAT RACE



by George Basler

San Francisco

New York

□ On a cold February day in 1908, Times Square in New York City was witness to a scene that would make world headlines. Bunting hung from the old Astor Hotel, the New York Times building, and other famous landmarks around the Square. Bands played the national anthems of four nations. Con-fetti, blown by the wind, flew from the buildings overhead. And a crowd of some 50,000 persons jammed into the Square to whistle, yell and cheer history in the making.

The cause of all this excitement was six intrepid automobile drivers and their crews. At a time when the "horseless carriage" was still considered a novelty, these men were defying bad roads, uncertain weather and the fragile nature of their cars to embark on a race that would cover the globe.

The event was the Great New York-Paris Auto Race of 1908. Co-sponsored by the New York Times and the French newspaper *Le Matin*, it was designed to publicize the infant auto industry by proving men could drive around the world, an unheard of accomplishment in 1908 when even a 20-mile race was

an event, and a 50-mile race an adventure.

It certainly did that! The race attracted world-wide attention, not only because the men were attempting to drive further than ever thought possible, but also because they were starting in the dead of winter—a time of the year when the few drivers in the United States prudently left their cars indoors and up on blocks.

The London *Daily Mail* called it a "stupendous undertaking." The *Buffalo News* went even further, terming it "a Homeric adventure outdoing all the wanderings of Ulysses, and Aeneas and the Argonauts combined." Both intrigued and skeptical, more than 250,000 persons lined the first eight miles of the race, some reportedly placing bets that not one car would finish.

The bettors were wrong. On July 30, 1908—169 days after the race's start—an American car, the Thomas Flyer, arrived in Paris, having traveled 13,341 miles across the United States, Japan, Russia, Eastern Europe and France. As the winning vehicle chugged over the streets to the office of *Le Matin*, crowds

of cheering Frenchmen watched the last miles of its journey, shouting "Vive la voiture Americaine" and tossing flowers to the crew.

All told, three of the six cars made it all the way to Paris, and their achievement, in no small way, proved to the world that the automobile was here to stay. Sales of the Thomas Flyer boomed, and even the most skeptical had to admit that the "horseless carriage" would have an important role in shaping the future.

Still, time has a way of obscuring even the most notable of events. Now almost seven decades later, this triumph of mechanical ingenuity and the human spirit is remembered by relatively few persons—mostly antique car buffs or movie viewers who recall Jack Lemmon's 1965 film, "The Great Race," which was loosely based on the New York-Paris race.

But, if a group of Americans get their wish, this will change in 1976. These Americans, helped by other people from around the world, plan to recreate the Great Race as part of the nation's Bicentennial Celebration.



The Americans, who call themselves a "grass roots" organization of antique car owners and public relations people, formed the U.S. Committee for the Around-the-World Auto Race in Cleveland, Ohio, in October, 1974, to plan the race. Since then they've been raising money, lining up entrants, and coordinating plans for the race with the U.S. government and foreign countries.

It's been no simple matter, Race Director M. Steven Potash explains. Although the 1976 Event is sponsored by the United States Committee for the Around-the-World Auto Race and is a sanctioned project of the American Revolution Bicentennial Administration, no government funding was forthcoming. The committee had to raise all the expense money from private foundations, community groups and corporations. A major industrial sponsor, Valvoline, a subsidiary of Ashland Oil, is providing the oil for the cars in addition to its monetary aid.

But, this June 15th their work paid off when 9 cars, all vintage 1914 or earlier, chugged off from Istanbul, Turkey on the first leg of a journey that

will take them through Bulgaria, Yugoslavia, Hungary, Austria, Italy, Switzerland, West Germany, Belgium, France, the United Kingdom and the United States.

"We feel this could be one of the most colorful events of the Bicentennial because it's international. We're taking the Bicentennial to other countries," says James J. Jaworski, co-founder of the race.

The cars include a 1912 Detroit Abbott, a 1911 Model-T Ford, a 1912 Cadillac, a 1910 Nagant, a 1907 Protos, a 1908 Laurin & Klement, a 1910 Franklin, and two 1914 Dodges. They're representing Brazil, Belgium, Canada, Germany, and Czechoslovakia, as well as the United States. According to the race's timetable, the entourage will celebrate the Fourth of July in Paris with a special toast to General Lafayette. They'll then return to the United States on the *Queen Elizabeth II*. After a two-day celebration in New York City, the automobiles will line up in Times Square as they did in 1908 and head westward across the United States to celebrate the Bicentennial by

retracing the first leg of the 1908 Great Race. Along the way they'll pass through 12 states before winding up in San Francisco on August 3.

All told, the race is expected to take 52 days, much less time than the 169 days it took the winning Thomas Flyer to cover the New York to Paris course in 1908. This is partly because the new race's course is shorter. But, more important, driving conditions will be vastly better than in 1908.

Back in that year, the six contestants were facing unbelievable hardships. It was an era graphically pictured in the book, *The Longest Auto Race*, when "most of the few cars in the country were not driven at all in the winter. The self starter was still in the future and cold engines were hard to crank. . . . There were no snowplows, no filling stations, no road-maps and, in much of the country, no roads."

In that book, George Schuster, the driver of the winning Thomas Flyer, described how he and his crew spent much of their time repairing breakdowns in the car, digging it out of snow and mud, and replacing blown-

out tires. In some places the roads were so bad that they had to resort to driving along railroad tracks, a "path" that took a heavy toll on tires.

Those grueling conditions led to one of the most dramatic incidents in the race and one of the great acts of sportsmanship in the history of automobile competition.

While crossing Siberia, Schuster and his crew came upon the German car that had become bogged down in mud so deeply that only the tops of its rear wheels showed above the mire. Rather than driving on, the Americans stopped and helped tow out the beleaguered car. When they finished, the German driver, Lt. Hans Koeppen, hailed it as "a gallant, comradely act" and promptly uncorked a bottle of champagne. A New York Times correspondent, traveling with the Thomas Flyer, recorded the event on film, and the artist Peter Helck later recreated it in a famous oil painting.

Drivers in this year's race won't face conditions anywhere near as bad. For the most part they'll drive over highways and thruways. They'll also be followed by two support vehicles, one containing complete machine shop facilities, and the other carrying parts and a room for reporters.

Also, in quite a departure from 1908, the National Aeronautics and Space

Administration (NASA) has confirmed a satellite tracking experiment that will follow the progress of the autos as they travel around the world. Conducted by the Goddard Space Flight Center in Maryland, the experiment will help evaluate a research system normally used for the remote collection of environmental data via satellite.

Once the race starts, though, it will be a full-fledged contest, comparable to a modern-day road rally, where cars compete to reach a certain distance following a specified route within a certain period of time. Heavy emphasis will be placed on the reliability and durability of cars which will be driven anywhere from 100 to 300 miles a day.

But, competition aside, the race is also designed to promote international understanding and good will, in keeping with America's Bicentennial Celebration. So, at cities along the route, once the cars have been officially timed at their check points, drivers will replace their racing clothes with diplomatic garb and chauffeur the mayors to public centers. There, the officials will receive a set of special Bicentennial coins from the U.S. Bureau of the Mint, and the public will get a chance to see the cars.

The purpose of the race is to share the observance of America's 200th Birthday with the 11 European nations

as well as the millions of people in the United States. "We hope one of the main benefits of the race is that it will bring people together," says committee co-founder Jaworski.

For more than a year, he and other committee officials have been painstakingly working to line up contestants. Working on the theory that too many entrants would become unmanageable, the number of participants has been limited to ten. Four will come from the United States, three from Europe, and two from other parts of the world.

This decision to limit the number of entrants has ruffled the feathers of some of the estimated 55,000 antique car owners in the United States who can't get into the race. But Steven Potash, Project Director, emphasizes: "We wanted to invite drivers who have an authentic affection for the hobby, and whose cars would be the best representatives of their nations."

Why would anyone risk a car, ranging in value from \$30,000 to \$75,000, on a venture that, if not exactly dangerous, will certainly mean additional wear and tear on the vehicle?

"It's an adventure," says Jaworski. "It will give the same personal satisfaction as a trip to the moon, or the Lewis and Clark expedition. It's part of what makes owning a car like this worthwhile."

Contestants in the race are just as enthusiastic. Herbert Zipkin, for example, is taking a two-month leave of absence from a plastics company he owns in Elmsford, New York, to compete. He has pumped more than \$3,000 into restoring his car, a 1910 Franklin, completely refurbishing the car's engine. "The competition angle does interest me. It's a challenge to keep one of these old cars running and see if you can do it better than anyone else."

"I'm very enthusiastic about this race, and, as time gets closer to actually hitting the road again, I'm getting more enthusiastic," Zipkin continues.

Several hundred miles to the west in Westville, Indiana, Peter Kesling, a medical doctor, has carefully restored his car, a 1911 Model-T Ford, with the help of two mechanic friends. An antique car enthusiast since his high school days in the 1940s, he's previously restored 24 antique cars and participated in road rallies in the Midwest and New England states.

He calls this year's Great Race a milestone in his life, something that he wanted to be a part of even though restoration of his car has meant a great deal of time and money. Like Zipkin, he submitted his entry application to the Great Race Committee more than a year ago and is pleased they chose it after some of the earlier entrants were forced to drop out.

THE WHITE HOUSE
WASHINGTON

My warmest greetings to the delegates at the Convention of the Benevolent and Protective Order of Elks.

It is appropriate that the highlight of your one hundred and twelfth session will be a rededication of the Elks Memorial Building to the memory of your brothers who served, died or suffered as a result of the Korean and Vietnamese conflicts. This ceremony is more than just the rededication of a building. It is the renewed expression of your inspiring commitment to our nation's hospitalized veterans. It is in the finest tradition of Elksdom and of the national heritage we honor during this Bicentennial year.

I welcome the opportunity to wish you a most enjoyable and rewarding meeting.



"It'll be fun. When you've got old cars, you're always looking for things to do, and I can't think of a better event," he says. "It'll be an exciting challenge trying to get the car up and going every day."

Part of the reason for Kesling's enthusiasm can be explained by the fact that antique car lovers have dreamed about rerunning the Great Race for years, and, in fact, several attempts were made to do so. However, they all died in the planning stage until October, 1973, when several antique car enthusiasts discussed the idea at a national antique car meet in Hershey, Pennsylvania.

A year later they formally organized the U.S. Around-the-World Auto Race Committee and began the nuts and bolts planning of the race—planning that included coordinating with U.S. and foreign officials, as well as raising money and lining up entrants.

A big hurdle was cleared last July when the race was designated an official Bicentennial event by the National Bicentennial Commission, entitling race officials to receive a Certificate of Recognition and the Bicentennial flag.

The committee also had to get the course approved by numerous foreign countries, something that proved to be no problem in most cases although race officials admit they suffered something of a disappointment earlier this year when negotiations with the Soviet Union to pass through that country broke down because of increased international tension and inability to confirm complicated travel and competition arrangements. Officials had originally sought to reverse the 1908 New York to Paris route, but the Soviet Union's veto caused a last-minute change of the route.

"We've had an overwhelming warm reception world-wide. It's very satisfying that the race is viewed as a tremendous opportunity by people of all cultures throughout the world, not just by a few antique car lovers," Potash says.

Now that everything is ready for the race to begin, committee officials can look back on their work with a great deal of pride. They're hoping this year's race will attract the same publicity and rekindle some of the excitement of the first Great Race in 1908. They've worked hard to insure this and feel there's a good chance it will.

So, if sometime this summer you see a pack of antique cars chugging down the road towards you, don't start questioning your sanity. It's just the Great Race, 1976 style, coming through your area—proof that a part of history can be recreated by a handful of present day daredevils for the enjoyment of all.

The Air Bed

From **\$49⁹⁵**



The Bed You Can Fold Up And Carry In A Bag

The Most Natural Way To Sleep!

"The Air Bed" from Inflate-A-Bed offers you the best of many worlds when it comes to serious contemporary bedding. First off, be prepared for the finest, most naturally pleasant and satisfying night's sleep you've ever had. We've got hundreds of letters attesting to this fact, and literally tens of thousands of people are living this wonderful sleeping experience every night. Sleeping on a cushion of air is as nice as it sounds. "The Air Bed" (which you inflate in minutes with a vacuum cleaner or any air pump) shapes itself to your body almost like cradle-ing it—naturally, on a series of specially patented "air coils," which support your body evenly—and with unheard of flexibility in a mattress. No frame or innerspring is needed, although it will fit into any standard bed frame.

"The Air Bed" is incredibly light and incredibly tough (20 mil Poly Vinyl Chloride). It cleans instantly with soap and water. It deflates in minutes for you to fold up and take with you anywhere—visiting, camping, beach (a dynamite water raft), or storing on a shelf when not in use. It is everything a bed should be—delightfully sensual, highly orthopedic, and conveniently mobile. Try one for 2 weeks.

Please send the following Air Bed(s). If not fully satisfied I can return within 2 weeks for an immediate refund.

Twin Size @ \$49.95 Full Size @ \$69.95
 Queen Size @ \$79.95 King Size @ \$99.95
 (Add \$4.95 for shipping and insurance)
 Instead I prefer the Original Inflate-A-Bed (same as above plus a flocced velveteen finish).
 Twin @ \$59.95 Full @ \$79.95
 Queen @ \$89.95 King @ \$119.95
 (Add \$4.95 shipping per bed)
 Check or M.O. Enclosed (Ill. residents add 5% sales tax)
 Charge My Credit Card Checked Below:
 American Express BankAmericard Carte
 Diners Club Master Charge Blanche

Credit Card # _____ Exp. Date _____
 Master Charge Bank # _____ Exp. Date _____
 Name _____
 Address _____
 City _____ State _____ Zip _____
 Signature _____ SLR-7/76

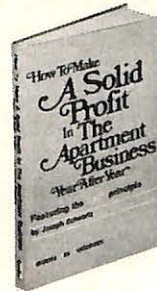
Send Coupon To
Contemporary Marketing, Inc.
 790 Maple Lane, Bensenville, Ill. 60106
 Call Toll Free: 800-323-2408 Ill. call: 312-595-0461

How To Make A Solid Profit In The Apartment Business Year After Year

Seeking An Inflation-Proof Investment? A Pleasant, Lucrative, And Low-Risk Career?

Find out how Joe Schwartz, a highly successful business executive, found even greater success after retirement when he perfected a fool-proof method of investing in small apartment units. The secrets of his success are clearly outlined in his book, **HOW TO MAKE A SOLID PROFIT IN THE APARTMENT BUSINESS YEAR AFTER YEAR**, featuring the TAC Principle (Tenants Are Customers).

If, after reading this remarkable book, you don't agree that you've been well-prepared to make the investment of your life—return the book within 30 days for a full refund!



A Selection of the Macmillan Investors Club

K1

FARNSWORTH PUBLISHING CO., INC.
 78, Randall Avenue, Rockville Centre, N.Y. 11570

Please rush *How To Make A Solid Profit in the Apartment Business Year After Year* at \$8.65 (\$7.95 + 70¢ for postage & handling) on your special no-risk, 30-day guarantee.

() Enclosed is check. () Charge BankAmericard #.....
 Exp. Date.....Signature.....

Name.....
 Address.....
 City.....State.....Zip.....

N.Y.S. residents add applicable sales tax.

EVERY CITIZEN ENTITLED

You Can Get up to \$100,000 in Free U. S. Gov't. Benefits

WASHINGTON, D.C. (Special)- Now, for the first time in history, the American public is being offered a newly compiled and complete government information guidebook that clearly informs every citizen of the thousands of little known free benefits you are entitled to. It further points out how you can quickly take advantage of them.

The new informative easy-to-understand guidebook is appropriately entitled, "How To Get \$100,000 Worth Of Services Free. Each Year. From The U.S. Government."

Unlimited Opportunities

Listed throughout the guidebook are thousands of valuable, yet little known and unused free government services, aids and benefits available for everyone, covering almost every subject under the sun whether business, personal, health or pleasure. You can get special government loans and outright free grants of money. Discover where and how to buy thousands of government surplus items at a small fraction of their original cost. Enjoy these benefits and thousands more.

Benefit Immediately

The guidebook plainly shows you what is offered by the government and how you can go directly to the "right source" to get the easiest and fastest results so you can immediately benefit (and profit) with free government help.

Book Now Available

To get a copy of this highly informative government information book send \$10.00 cash, check, or M.O. to: U.S. INFORMATION BOOK, Dept. EC 7, P.O. Box 40502, Washington, D.C. 20016

ADVERTISEMENT



MANCHESTER
LODGE NO. 430
352 MAIN ST.

ELKS ROAD SIGNS

Welcome visiting Elks to your Lodge by erecting these signs on highways into your city. 30" Emblem sign in official colors. Fiberglass Reinforced Plastic—strong, lightweight; 10" x 24" "Module" plate with 3 lines of lettering.

\$37.40
F.O.B. Factory Pennsylvania
2 or more, same lettering, \$34.75 ea.

Allow 4 weeks for shipment
(We do not supply post)

RH RUSSELL-HAMPTON CO.
Dept. E, 15 South Wacker Drive
Chicago, Illinois 60606

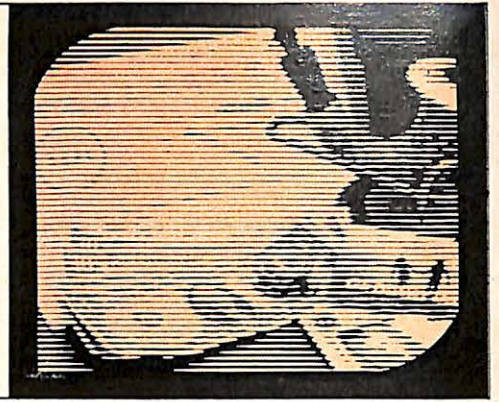
BASEMENT TOILET

Flushes up to existing sewer or septic tank by powerful, self-contained pump operated by normal water pressure. No digging up floors. Clog resistant, easily installed. Make basement into game room, den, apartment with private bath. Financing available. Write for free literature. Dealer inquiries invited. SANDERS, Dept. J-19, Box 92102, Houston, Tx 77206.



YOU AND RETIREMENT

by G. W. Weinstein



LIFE AFTER 75

"Senior citizens" are not one single category. And the retirement years are not a single period, to be planned for once and then lived. Experts in aging point to two distinct segments of the retirement years:

▶ The first decade, from 65 to about 75, in which health is relatively good and long-planned-for leisure activities can be enjoyed, and

▶ The second decade, the years after 75, in which illness is more likely and mobility is increasingly limited.

As you sit down to plan your retirement, therefore, look ahead. Understand that the decisions you make at 65 are not necessarily the decisions that will stand for a lifetime. Your first move is not necessarily your last one. One man, a retired florist, learned this the hard way. He retired at 65 to a rustic cottage in the woods and thought he was set for life; when, several years later, his wife became ill and needed regular medical attention, he realized another move had to be made. He hadn't planned ahead, however, and it was difficult to dispose of the cottage and find an appropriate location on short notice.

The "appropriate location" for an ill and elderly person is often a nursing home. But where, then, does a healthy spouse live? A home or apartment may become increasingly difficult to maintain as the years go by. And it may be far from the nursing home where husband or wife is being cared for. Even in an "adult" or "retirement" community, things can be difficult—and lonely—when a resident is no longer physically able to participate in community activities.

The ideal solution for many is to remain in a community where roots have been established, close to family and to friends and to long-trusted medical care. Unfortunately, however, children often move away, friends become ill, and communities have a way of changing with time.

If this is the case for you—or for an elderly parent—there's another possibility: Comprehensive Life Care. This concept, a combination of retirement communities and long-term medical facilities, began in California a dozen years ago, generally under church sponsorship. Today many such centers, including some which are privately-sponsored, exist in different parts of the nation, usu-

ally near urban areas where there are large numbers of older residents.

Comprehensive life care facilities vary in the specific services provided, but most offer private living units with complete maintenance and heavy house-keeping, at least one meal a day in a communal dining hall, community recreational facilities, and, most important, full medical care. In doing all this, they make it possible for elderly couples to remain in the same community even when one needs nursing care. They also provide companionship for those who are left alone.

One brand new privately-sponsored center is a good example of the comprehensive life care concept. The Pine Run Community in Doylestown, Pennsylvania, open in June, 1976, contains 300 apartments, ranging from studios to two-bedroom units, a central dining room, and a 200-bed health care center. Every apartment has a 24-hour emergency call system, linked to the health care center, so that help is immediately available. The health care center itself is carefully designed so that four different types of care are provided in separate areas: skilled nursing care for patients recovering from heart attacks and the like; long-term custodial care for those who need nursing home care but are not necessarily restricted to bed; long-term custodial care for confused or senile patients; and a self-care unit, providing private living quarters for people in reasonably satisfactory health but unable to maintain their own apartments. The free medical care extended to residents is also applicable at the in-town Doylestown Hospital and, should residents travel, wherever they may be when illness strikes.

Pine Run is set up to provide from one to three meals daily, as residents choose, with a minimum requirement of one jointly-taken meal a day. This is important, since it ensures both proper nutrition and companionship, both necessary for continued good health. The elderly person who can't be bothered preparing proper meals to eat alone is a prime candidate for senility. "While isolation, per se, does not cause illness," says the American Medical Association's Committee on Aging, "it increases the chances of physical or emotional disturbance."

Membership in a comprehensive life

(Continued on page 36)

SPECIAL FLORIDA OFFER! For limited Time Only!

Own a completely furnished 2 bedroom mobile home, plus a 60' by 90' lot with paved streets, sewer, water and underground utilities!



ONLY
\$14,995
BANK FINANCING

An ideal location!

Situated in the heart of the orange grove and lake region of Florida, just eight miles north of Leesburg, directly on U.S. Highways 441-27, the Gateway to Disney World. A self-contained, unspoiled, clean and healthful region. Set in the heart of a Floridian paradise.

The homes are exceedingly attractive

When you visit us you'll see close to 150 lovely Florida homes on beautiful landscaped, king-sized lots. You select the design and home furnishings which best fit your own style of living from the large display of various models ready for immediate occupancy. You have your choice of handsome furnishings that have been designed and co-ordinated by qualified interior decorators.

Why Perma®-Mobile Home living can offer you a tremendous value

Perma®-Mobile Homes are constructed under rigid controls and thorough inspection. Excellent workmanship, high quality materials and quantity production is one of the best ways to beat conventional home building costs today. You'll find that you do not sacrifice quality or appearance, yet your Perma®-Mobile Home will run approximately one half of conventional construction.

The people are neighborly

They come from all parts of the country. Many have grown tired of the tensions of congested, polluted cities, have become weary of the responsibilities of maintaining larger homes elsewhere. They are mature people who elect to claim their place in the sun, to make new friends with similar interests, to recapture the great values of friends sharing, doing things together.

Clubhouse and complete recreational complex for your enjoyment

Our \$250,000 clubhouse offers square dancing, theater, bingo, billiard room, card room, library and a well equipped kitchen for parties. Also, heated swimming pool, sun-decks, shuffleboard courts, 18-hole putting green, horseshoe courts and spacious barbecue and picnic area. Non-sectarian church service held right in the clubhouse.

The climate is delightful

Say goodbye to hard winters! Our average temperature for January is 60.4 degrees. For July it is 81.5 degrees. Enjoy this wonderful sub-tropical climate with a subtle change of seasons.

The importance of owning the land along with your Perma®-Mobile Home

If you buy your home and lot now, you are protecting yourself against inevitable inflationary price increases. Most important, when you own your land you avoid the possibility of unreasonable price increases or eviction. There is no question that owning the property along with your home gives you far greater security than renting.

Big tax savings for Florida residents

You will own your own home and the land outright by a Warranty Deed. Then, as a Florida resident you will qualify for Homestead Exemption—this will afford you a substantial tax saving.

Now is the most opportune time to move to Florida!

Today you probably can afford it! With leading economists predicting continued inflation ahead—maybe tomorrow you can't. At Orange Blossom Gardens you will find the ideal community where you can enjoy comfortable retirement living on a modest income. If you are tired of paying rent and yearn to have a lovely home and spacious lot to call your own—grow fruit trees in your backyard and enjoy the companionship of friendly neighbors—come visit us at Orange Blossom Gardens.

Take advantage of this low price and beat inflation

On this limited offer you get a completely furnished two bedroom 60' x 12' mobile home including drapes, carpeting and appliances, plus a king size lot with paved streets, sewer, water and underground utilities all for just \$14,995 on easy terms with bank financing.

Property Office (904) 753-2270
Main Office (305) 945-2641

All These Features Are Completed At ORANGE BLOSSOM GARDENS

- Security Police
- Free Bus Service
- Storm Sewers
- Wide Paved Streets
- Mercury Street Lights
- Corner Street Posts
- Garbage Collection
- Recreational Complex
- Heated Swimming Pool
- Underground Telephone
- Underground Electricity
- Underground TV Cable
- Central Sewage System
- Central Water Plant
- Fishing Lake On Property
- Bank Financing Available

Prices subject to change without notice

Not offered in States where
Regulated or Prohibited.

SEND NOW FOR FREE INFORMATION

ORANGE BLOSSOM GARDENS, Dept. 52-R
2148 N.E. 164th St., Miami, Florida 33162
Rush complete literature. No salesman will call.

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

CB

RADIO

Tool Or Toy?



by Wayne T. Walker

Sweeping the nation in the manner of an uncontrollable fire, the CB radio craze was born through adversity and turmoil. In fact, it might be concluded that flying bricks generated air waves crowded with Citizen Band radio waves. About two years ago during a nationwide truckers' strike, non-participants were subjected to bricks being hurled at them from overpasses and many were gunfire targets. Not just a few were dragged from their tractor-cabs and beaten by groups of belligerent truckers.

These independent truckers, trying to keep their rigs rolling to feed their families and pay the unbelievably high payments on their equipment, banded together through CB radio communication to avoid trouble spots and keep abreast of the strike progress.

When the fuel shortage tightened

and the 55-mph speed limit brought tremendous pressure on truckers, they all began using their CB units to locate service stations with fuel and to illegally warn each other of police traps.

Their special jargon went something like this:

"Breaker for that westbound 18-wheeler. Got your ears on? Come on."

The driver of the semi-tractor and trailer headed west answered: *"Got 'em on. Go."*

Eastbound driver: *"This is Hurricane Harry here. How's it look over your shoulder? Better watch your double nickels (55-mph), Good Buddy. There's a Smokey (Highway patrol) in a plain brown wrapper (unmarked car) just ahead. Come on."*

"Thanks! Thunderbolt here. The same advice. I wouldn't hammer down



**For sure, for sure, whether
it's mayday or a bear story,
your CB is a good buddy
anytime.**

too much. It's been a ways back, but I saw a County Mountie turn on his bubble gum machines (red lights) and burn rubber. They got a Super Bear (traffic court judge) in this county that sure loves the green stamps (money). Have fun. We gone-gone."

While the spotlight was on the trucking industry in this period the news media over-publicized their use of CB radios. The weird named drivers—Rubber Duck, Chicken Plucker, Lady B—with a language of their own became popular in songs, books and even on a television series. The electronics industry has not been the same since!

There was a phenomenal upsurge in CB radio sales, that has never abated to this day. The world of CB radio has become a fantastic, incredible business. They are being bought by people of all ages and walks of life—from isolated

ranchers to women traveling across country alone. At the present, the electronics industry is capable of producing approximately only half of the CB equipment in demand now.

This year the electronics industry is predicting that sales of CB equipment will reach 1 billion dollars, up from \$400 million in 1974. In 1975, the sales approached the \$750 million mark.

In 1958, the 11-meter radio band (which was allocated for amateur use, but was unpopular with the "hams") was removed from that service and Class D or Citizens Band was established. This consisted of twenty-three frequencies (channels) in the range between 26.965 and 27.255 Mc/s (now known as MHz, in honor of physicist and radio pioneer Heinrich Hertz).

Citizens Band was established by the Federal Communications Commission to provide an inexpensive way to transmit short, personal messages by two-way radio for those who needed it, particularly small businesses. At first, these channels were limited to transceivers (transmitter/receiver) held under the same license. A trucking company dispatcher could talk back and forth with his drivers, but to no one else. A motorist could talk to his home base, but not to another motorist.

This worked out fine until more and more people became aware of the simplicity of CB radio, then the public began pressuring the FCC into setting aside certain frequencies where one licensed operator could converse with another.

Finally, in 1965, the FCC acquiesced and made it legal on channels 10, 11, 13, 14, 15, and 23 for CB operators to talk with one another. Many of them were doing it anyway, so the FCC figured that, at least, they might be able to regulate it. Under their rules, the CeeBees were limited to five minute transmissions, with a full minute break between transmissions.

Overnight, CB became a major cult. They discovered an entirely new world of togetherness, forming CB clubs and emergency organizations—like REACT (Radio Emergency Action Citizens Team)—across the country. It was

quickly learned that this little five watts piece of electronics could be a potential lifesaver. For those who do a lot of traveling, it could help keep them alert and was a means of obtaining assistance without leaving the car, as well as locating good restaurants and places to stay in an unfamiliar locale.

As storm seasons approach in various sectors of the nation, a storm warning watch and alert system is set up among CB operators. During these watches, members of the squads relay storm development information back to a central storm center. This center is in constant contact with officials throughout the threatened area and passes on possible storm warning information.

To those adventurous souls who take to the back country in their four-wheel drive vehicles, the CB radio is definitely not a luxury, but a necessity. Several of these perpetual off-roaders owe their lives to CB radio and the quick response from a CeeBee on the other end. Numerous hunters have been rescued through their use. Even when nothing drastic occurs, it can keep members of an off-road caravan in communication with one another and avoid unnecessary problems.

Over 30 million emergencies and assistance requests were handled in 1975 by a CB radio. Of these, 79% were road-related incidents, 26% were about accidents, 22% about stalled vehicles, 18% were requests for information, and 13% regarded traffic hazards, road obstructions or traffic signal malfunctions.

In every state the highway patrolmen have learned that they can be alerted much quicker about trouble on their highways by utilizing the CB radios. Wrecks, inebriated drivers and traffic snarls are passed lightning-quick from one CeeBee to the next and if Smokey is monitoring a CB radio, he can arrive at the trouble spot "PDQ."

The Ohio State Patrol was the first to realize the importance of CB radios. Captain Robert Kehr asserted: "We think the CB radio is great. They are helpful to the motoring public and a boon to safety." In Tennessee, Com-

CB

missioner Joel Plummer agreed wholeheartedly. He stated that CB operators have assisted in making Tennessee a national leader in the reduction of traffic fatalities.

One of the pioneers among the Highway Patrols to install CB radios in their patrol cars was the Missouri Highway Patrol. The result was so satisfactory that they have erected billboards across the state carrying a picture of a smiling trooper inviting the CeeBees to call Smokey on Emergency Channel 9, for any kind of trouble on the highway.

At first the CB radio calls about Smokey's location infuriated the Highway Patrolmen, but now a strange bond has developed between the CeeBees

and Smokey. Actually, they have found the Smokey reports will slow traffic down and if a trooper plays it right, moving from spot to spot, he can make the highway a lot safer on a busy day. After all, this is the objective of the patrolmen, to promote safety, not issue traffic tickets. But it does amaze the patrolmen how the truckers can watch their movements so closely.

A popular country-western song relates the story of a trucker being arrested for speeding because he was tricked by a Smokey using a CB radio in his patrol car. The Smokey chuckles off into the night proudly proclaiming it was his 12th catch, thanks to a CB. The ditty ends with the trucker swearing he is going to pull his CB out by the wires.

Nevertheless, Colonel Doug Harp, director of the Arkansas State Police, stated the CB radios in Arkansas patrol cars are not there to play cat and mouse games with truckers, or anyone else. Directives have been handed down that the troopers with CBs can only monitor Channel 9, the frequency set aside for emergency use.

He further remarked, "It would be a violation of our guidelines to talk on any other channel."

Meanwhile, the FCC has awakened to the disconcerting fact that they have an explosive problem child on their hands. No electronic fad has caused such a headache for federal authorities as the glut of CB radios which are now flooding the market. The FCC is buried under an avalanche of requests for CB licenses. At the start of 1974, they were receiving about 15,000 applications a month.

John B. Johnston, chief of the FCC's amateur and citizen's division at Washington, stated recently: "It took us 16 years to issue the first 1 million CB licenses, 8 months for the second million, and 3 months to reach the third million mark."

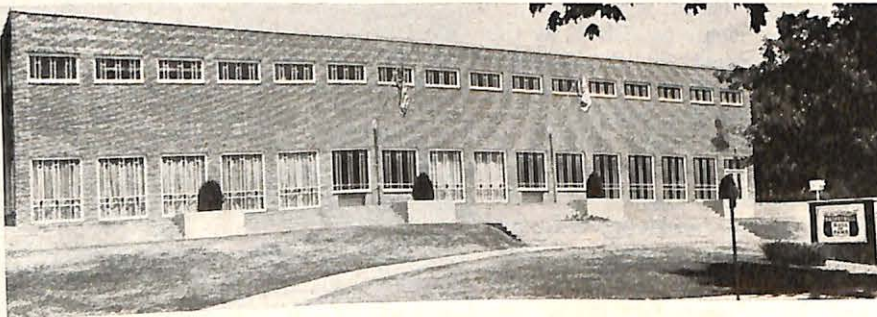
Yet the number of licenses already issued does not even begin to reflect all the CB sets in operation across the nation. One blanket license can cover several units. For example, one company can be issued one license for all the CB rigs used by its employees. The FCC estimates approximately 10 million CBs are presently in use.

Because the FCC licensing machinery is bogged down with requests, about 30 per cent of these CBs are being operated without permits. Some are waiting out the weeks it may take for them to receive their license and others never intend to register. Either way, the operator is still committing an illegal act and can be prosecuted. No one is legally permitted to transmit one word until he receives his license. An unlicensed operator, or "bootlegger," can be fined up to \$10,000 and sentenced to a year in jail.

Some of these bootleg operators belong to the criminal element and use the CB rigs to communicate information about burglaries, narcotic deals and transportation of stolen property. Even the oldest of professions has been cashing in on CB radio to communicate with truckers and lonely males traveling across country. Out on the highways, in the early morning hours, you can hear the prostitutes talking to the truckers over the CB radios.

In an effort to encourage people to apply for their license, the FCC lowered its fee from \$20 to \$4 and, after receiving 6,000 phone calls in December, 1975, they set up a telephone recording that gives general information about CB licenses. Recently, it was stated a special ZIP and initial code number will be assigned for CB license applications.

In Kansas City, Missouri, Richard E. Wiley, chairman of the FCC, informed a conference of lawyers and journalists that he wanted to make temporary licenses available where the CB radio sets are sold. He also wants Congress to appropriate about \$200,000 to beef up FCC rules and regulations.



"Hoop Shoot" Winners Enter Basketball Hall Of Fame

The names of top winners in the Elks National "Hoop Shoot" Free Throw Contest will be enshrined in the Naismith Memorial Hall of Fame at Springfield, MA. The official announcement was contained in a joint news release from GER Willis C. McDonald and Lee Williams, executive director of the Hall.

GER McDonald said: "We are tremendously pleased at this honor accorded our contest and the boys and girls who compete. We expect even larger numbers of entries than this past year's 2¾ million, and we expect many more of the Order's 2,200-plus lodges throughout the country to sponsor local contests."

Williams said: "We join with the belief that this is a very worthy outlet for youth activity and competition. We look forward to joining with the B.P.O.E. in this project as a means of recognizing the male and female youths who have chosen to participate in this segment of basketball and who have excelled. It should be a very worthy addition and attraction to our youth display."

The Brother who has administered the Elks contest since it began four years ago, Gerald L. Powell, national chairman of "Hoop Shoot," said: "We're delighted and gratified at this important milestone. We hope that thousands of Elks and their families will make it a point to visit the Basketball Hall of Fame any time they're near Springfield, MA."

The Order will supply a large plaque on which will be listed each year's winners in each age group since the inception of national competition.

"We want to crack down on the people who are trying to ruin this fine service."

Since no technical knowledge is required and anyone over 18 can obtain a license without taking an examination, it is relatively easy to become a member of the CB network. However, too many are regarding it as more of a toy than a working tool! Many teenagers have them in their cars and vans, ignoring such matters as licenses, rules and regulations. A lot of the irresponsible operators are violating FCC rules by not observing the 5-minute transmission, then taking a one-minute break.

The truckers growl, "The ratchet jaws are bucket mouthing so much anymore, they're jamming the channels and making the CB rigs completely useless a lot of the time."

Today, in metropolitan areas, there is so much "chatter" on the allotted frequencies or channels, the FCC is studying plans to increase the number to possibly 50. However, these new ones would have to be taken from the land mobile services used by industries, which are vigorously protesting such an action. As Chief Johnston states: "There is no vacant space on the broadcast spectrum."

The FCC's Field Operation Bureau, which has 30 staff offices across the nation, received 45,000 complaints regarding CB radios in 1975. Most of them concerned interference to home entertainment items—TVs, AM radios, even electric organs. In most of these cases, a filter was installed to screen out unwanted signals.

Nevertheless, one person never did succeed in entirely blocking out his problem voices. A Baptist minister in a North Carolina town was delivering his Sunday morning sermon when suddenly a loud voice broke out over the auditorium, "Look at that Smokey go!" He quickly flipped off his pulpit microphone and continued in his unaided voice. It wasn't the first time and it wasn't the last time that his mike picked up CB messages from truckers on the nearby highway.

Even though this might be a fault of the receiving equipment most of the time, it is still a problem that will become more acute as the number of CB radios increases. Sometimes, it is the fault of the CB rig, such as a faulty transmitter increasing its normal frequency. Sometimes a "bootlegger" will deliberately increase his frequency from 27 MHz to 54 MHz to give himself more distance; figuring he has nothing to lose; he was already operating illegally anyway.

Waving in the air like flags, the CB antennas quickly reveal which cars and trucks in a parking lot contain the rigs. The sets are easy to steal and easier to sell.

In Kansas City, an interviewed youthful criminal claimed he could get inside a car in 30 seconds and have the CB rig out two minutes later. This is a frustrating situation to almost every police department across the nation, with the theft rate on CB rigs rising as meteorical as the legitimate sales. People who purchase the stolen units at bargain prices are creating a market, as well as being liable for prosecution.

CB radio is only as good as its public that utilizes it. The CB network belongs to no one certain group, community or segment of industry. But the CeeBees must learn to co-ordinate their

transmissions and respect each other; seeking to improve the CB's capabilities. In main, they will have to learn to police themselves.

That's today's CB radio scene—ranchers, farmers, truckers, harvest crews, loggers, industrial facilities, cab companies, housewives, tourists... Despite its problems, it has proven itself to be an exciting aid to the protection and safety of the general public. Sometimes dramatic, sometimes prosaic, sometimes part of the business world and sometimes simply a fascinating hobby.

At any rate, CB radio is here to stay!

FOR 13¢

You get Audel's remarkable Carpenters and Builders Library to use for 15 days, and a \$3.50 bonus book to keep. (Your cost: one 13¢ stamp!)



You could build a house with all the information in these volumes!

Four hardbound carpentry volumes packed with nearly 1,500 pages of advice, thousands of illustrations, and projects on kitchen cabinets—fireplaces—cornices—windows—even houses! How can Audel give you all this to use for 15 days—plus a \$3.50 home repair book to keep free?

The answer is simple. Audel's experience as one of the world's foremost self-help publishers has proven that do-it-yourselfers are not satisfied just to do one or two projects. When a really outstanding build-it/fix-it guide comes along, they're not just interested in sampling it. They want to keep it.

We're inviting you to take the *Carpenters and Builders Library* into your home and use it. Build a home workshop—install a staircase—remodel a doorway—plan a patio—construct a wall. Discover valuable new ideas, plans, techniques, and shortcuts for master carpenters and Sunday do-it-yourselfers, too!

After 15 days, if not convinced that this easy-to-use library will pay for itself again and again—send it back and owe absolutely nothing. But the \$3.50 *Easi-Guide to Indoor Home Repairs* is yours to keep anyway!

On the other hand, we're sure you'll want to use this remarkable, money-saving Audel library for years to come. So why not give it a try? You have a free book to gain, and all you risk is the 13¢ stamp needed to mail the coupon!

Send no money—detach and mail today!

159

FREE-BOOK FREE-TRIAL COUPON

Yes—please send me the *Carpenters and Builders Library* (#23169) to use for 15 days free. If not completely satisfied—I may return it and owe nothing. Otherwise, it's mine to keep for only \$21.25, plus delivery. And, whatever I decide, a gift copy of *Easi-Guide to Indoor Home Repairs* (valued at \$3.50) is mine to keep free!

Name (please print)

Address

City

State Zip

Save shipping and handling costs. Enclose full payment (plus sales tax, if applicable). 15-Day return privilege still applies.

Mail To: **CV 19**

Audel
4300 W. 62nd Street/Indianapolis, Indiana 46206
A Division of Howard W. Sams & Co., Inc.

BINGO

FOR PERMANENT FUND RAISING

Easy way to raise money for your Organization because everyone has fun playing BINGO! Thousands of Organizations are making up to \$500.00 per week using "BINGO KING" supplies and FREE Idea Bulletins. Write for FREE catalog and details on raising money for your Organization.

PLEASE GIVE NAME OF ORGANIZATION.

'BINGO KING'
DEPT. 507B, BOX 2588, LITTLETON, COLO. 80120

THE ORIGINAL BASEMENT TOILET

Genuine Porcelain

FLUSHES UP TO SEWER OR SEPTIC TANK

-No Digging Up Floors-
INSTALLS EASY. ANYWHERE!



Write McPHERSON, Inc., Dept. E
Box 15133 Tampa, Florida 33684

JAPANESE SWORDS WANTED

WANTED—Also Armor, Pole arms, Hara-kiri knives, Matchlock guns, \$50-\$10,000 paid. Send photo & Tel. # to: F. Lohman, 3403 N.E. Broadway, Portland, OR 97232. Licensed & Bonded.

MAKE . . . \$25 to 100 PER HOUR

BADGE-A-MINIT, a complete badge making system lets you make permanent metal pin back badges for fun or profit. Badge parts cost pennies, you sell slogan buttons for up to 75¢ each, photo buttons for up to \$2.50 ea. Get FREE illustrated money making plans by return mail, or send \$34.95 plus \$1.75 for shipping to RPM Assoc. Ltd., Box 618, LaSalle, Ill. 61301 Dept. EL-76.

INFLAMED EYES?

Get prompt relief with LAVOPTIK, the Medicinal Eye Wash. Soothes granulated eyelids, itching, irritation. Aids natural healing. Relied on by millions for dependable eye comfort. Insist on genuine LAVOPTIK Eye Wash with eye cup included, at your druggist. Satisfaction guaranteed or your money back.

REPLICA CIVIL WAR KEPI

• UNION BLUE OR CONFEDERATE GRAY
• SMALL, MEDIUM, LARGE SIZES



ONLY \$17.95

PLUS \$2.00 POSTAGE AND HANDLING MONEY BACK GUARANTEE

COLLECTORS! 32 PG. COLOR CATALOG \$1.00 W.W. II Medals, German Helmets, Flags etc. 100's of items. CATALOG FREE W/ORDER

UNIQUE IMPORTS, INC. Dept. EL-3
610 FRANKLIN STREET ALEXANDRIA, VIRGINIA 22314

REMBRANDT DID IT IN OILS...

Let us do it in BRONZE PLAQUES

FOR ALL OCCASIONS
Write for Free Catalog E12
Engraved Plaques W21



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

HEARING AIDS

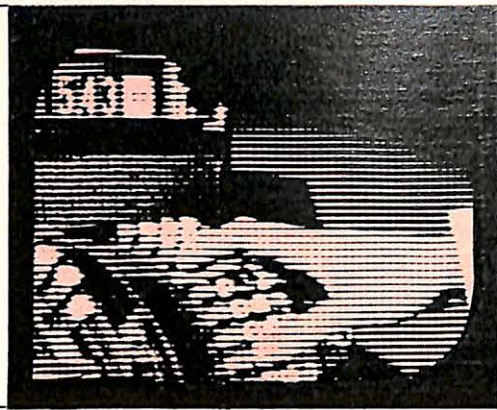
SUPER SAVINGS! Newest, Finest. All types. Buy DIRECT & save up to HALF! No salesmen. Sold by AIR MAIL on HOME TRIAL. FREE Catalog. Write: ~~MONSIEURS~~ Dept. EK7, 9530 Langdon Ave., Sepulveda, Cal. 91343

SAVE 1/2!

FREE CATALOG—WRITE!

IT'S YOUR BUSINESS

by John C. Behrens



REALISTIC PLANNING

Although it hasn't been given much consideration in the past, planning may offer proprietors the realistic answers needed to meet the hazards and economic uncertainties of the months and years ahead. At least that's how a number of business counselors and economists see it.

Proprietors, generally, have avoided the task. "I'm busy enough," one told me not long ago, "keeping pace with jobs, paperwork and getting out next month's orders to contemplate decisions months ahead let alone years away." He probably speaks for a number of others.

Yet planning has taken on new importance to the business owner who seeks a sound future and most proprietors concede that it has value; it's just not high on their list of priorities. The gamble is too big today, however, without some form of planning whether it be a simple game plan stored in the owner's mind or a briefcase crammed with goals. Trade journals and national business publications have issued warnings on the subject periodically as more and more government and private research projections are digested and discussed.

But getting the small business owner to understand how the future will affect him isn't easy, economists and business counselors say. Recently, the National Federation of Independent Business noted that small business has continued to drop in its share of the Gross National Product. Although small business constitutes 96.7 percent of all U.S. firms and a number of concerns in particular classifications have prospered, the small business share of the GNP has shrunk to 43 percent. Further erosion seems likely, *Convenience Store News Weekly* reports. And a 12-year decline has brought the small business portion of manufacturing assets down from 50 to 33 percent. Its share of total profits is now 28 percent. At the present rate, small business' portion will drop to 3 percent by 1996.

Planning, some insist, is one of the factors that could aid the nation's business owners in dealing with the predicted changes they face in the not too distant future. "Planning can avoid the hit-or-miss decisions of many small businesses and it could drastically reduce the uncertainties that plague firms today. Certainly long-range planning involves guesstimates. Yet if pursued over a period of

years such preparation could improve the well-being of so many firms," says Anthony Tartaglia, CPA, a tax and business adviser to several dozen businesses in upstate New York.

"One of the major obstacles I face in counseling many small business owners concerning their financial affairs is that many do not really know the costs of manufacturing their products so pricing is a serious problem," he explains. "Some think they know, but too often they haven't really investigated it thoroughly. Such a problem can jeopardize budget planning or even the future of the business in certain instances."

Tartaglia says that while there are some proprietors who insist that creating plans today for tomorrow is unnecessary, he's encouraged by the interest others are showing in the availability of data, statistical information pertaining to the expansion or contraction of markets and consumerism and customer sophistication. "Planning is a term the proprietor has to become acquainted with if he wants more than mere survival the rest of the 1970s," the business analyst adds.

Just consider a few of the ingredients government and private researchers predict will shape the society of the future:

▶ *Exceptional growth* in the number of families 25-34;

▶ *Discretionary income*—money left for the good life—is likely to double while many families move into higher income brackets within the next five years. By 1980, 39 percent of all families are expected to make more than \$20,000. Five years later, 49 percent of all families will top \$20,000. At the same time, the labor force is expected to grow at a rate about twice as fast as the total population;

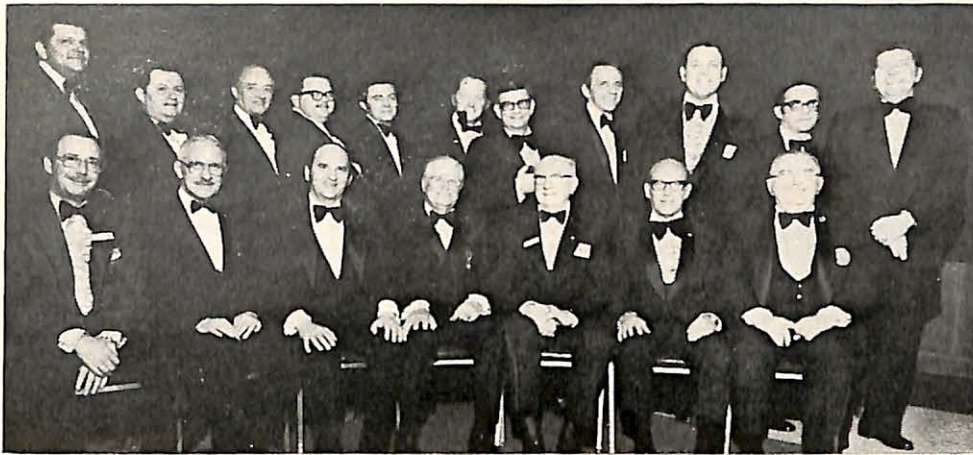
▶ *A mini-birth boom* is expected in the next five years because of the large number of young women of childbearing age. In 1980, experts predict over 20 percent more babies will be born than in 1975.

▶ *Small towns* may become more popular to convenience store owners. The growth of small stores in rural districts, *Convenience Store News Weekly* says, has come about because of lower costs, more readily available sites and the interest displayed by small town residents. The current estimate is that these communi-

(Continued on page 34)

LODGE VISITS

GRAND EXALTED RULER WILLIS C. McDONALD



Honored guest at the Illinois North District's Exalted Rulers Ball in Arlington Heights was Willis McDonald (seated, third from right). Other well-wishers present to pay tribute to the Exalted Rulers from the 11 lodges in the District included (seated, from left) GL Committeeman Robert Sabin, VP Tom McCreadie, DDGER Al Krasnow, PGER Glenn Miller, Grand Secy. Homer Huhn Jr., and SP Richard Stropes.



GER Willis McDonald (second from left), Grand Trustees Chm. Alton Thompson (left), and PGER Robert Boney (second from right) honored St. George, UT, Lodge with their presence at the dedication of the lodge's new quarters. ER Elwood Bowler (right) welcomed the dignitaries, who also participated in the Utah Elks spring meeting hosted by the lodge.



San Juan Lodge extended its hospitality to Elizabeth and Willis McDonald (first and second from right) and PGER William and Mrs. Wall (first and fourth from left) during a recent Puerto Rico trip. Governor Rafael Hernández Colón (third from left) received the GER's party, among whom were ER Rafael Macias Lopez and PDD Miguel Colorado's wife Acacia, at his residence, La Fortaleza.

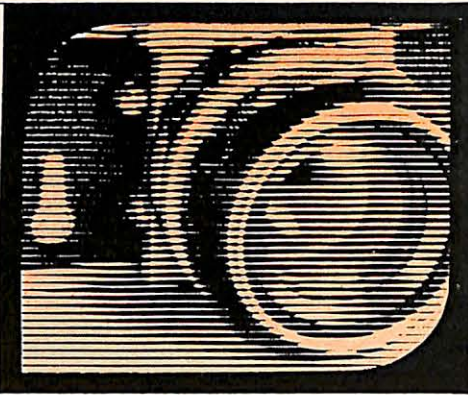


Brother McDonald (seated, second from right) was on hand to help Delaware, OH, Lodge observe its 88th anniversary. Also in attendance at the celebration were (seated) SP Irving Davies, PGER E. Gene Fournace, Grand Est. Loyal Kt. Walter Penry, and (standing) PDD Jack Flahive, ER James Freeman, and State Trustee James Ekelberry.



Willis McDonald (third from right), who was in Missouri for the recent state Elks convention, headed a contingent of state and national Elks leaders at a dinner at Trenton, MO, Lodge. ER Marvin Cudney (third from left) and immediate PER Gary Hurst (right) offered the lodge's official greetings to the GER and (from left) PGER Edward McCabe, PSPs Francis Karr and Donald Nemitz, and VP Jesse Edwards.

NEWS OF THE LODGES

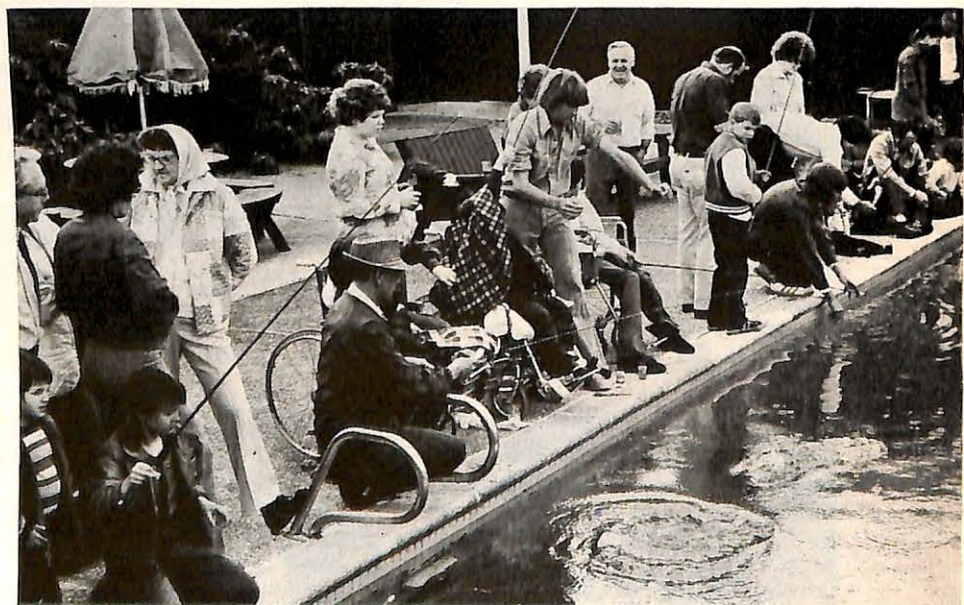


A KEY made by the Building Committee of Esperance, NY, Lodge symbolized the completion of the new lodge building. Presiding at the formal dedication were (from left) Trustees Chm. Phillip Lennox, PSP Robert Bender, who addressed the assembly, DDGER Alfred Verrigni, and ER Harry Kindt.

AN ORTHOKINETIC travel chair purchased by Allen Park, MI, Lodge will make it possible for Diane Radcliff, who lacks muscular control, to attend school. ER Richard Willis and Major Project Chm. Bob Zimmerman delivered the lodge's gift to the handicapped youngster.



AREA YOUNG PEOPLE who won recognition for their crippled children's posters were recent dinner guests of Newton, NJ, Lodge. Crippled Children's Chm. Joseph Bigg (left) and PER David Ewing lauded (from left) Margaret Johnson, Sandy Beshada, and Rita Raymer for their efforts.



MORE THAN 40 handicapped young anglers, aged 3 to 17, gathered at Puyallup, WA, Lodge's trout-stocked swimming pool to participate in the lodge's first annual fishing derby. Chm. Mike Rider and a number of Elks and ladies helped the participants land their catches.



FIRED WITH ENTHUSIASM, (from left) PER Les Pratt and Est. Lead. Kt. Bob Rech led the applause as ER Fran McKeough and Trustees Chm. Mac Magruder completed the burning of the mortgage ceremony at Palm Springs, CA, Lodge. Some 700 contributors joined in the lodge's gala celebration of the event.



A FATHERLY HANDSHAKE was extended by ER Robert Weak (center) of Omak, WA, Lodge to his newly initiated son-in-law Myron Richter. Brother Weak's son David, whom he initiated last year, also congratulated Brother Richter.



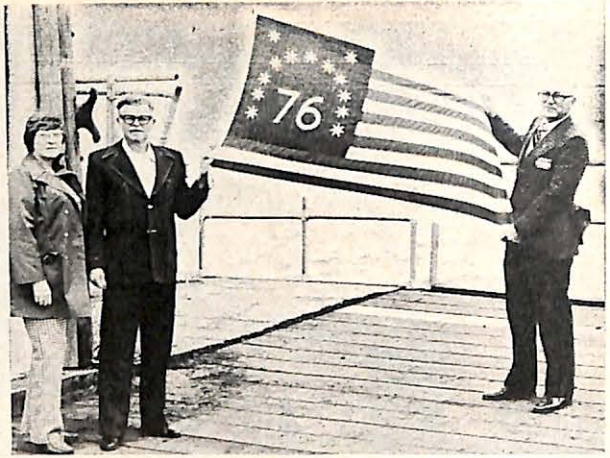
THE "SPIRIT OF '76" Fife and Drum Corps of Foster, RI, was recently presented a Bennington flag by Danielson, CT, Lodge. (From left) Alton Aldrich and Dorothy and Roy Shippee accepted the lodge's gift from Americanism Chm. Nicholas Katsapis and ER John Burke Jr.



IN THE SPOTLIGHT on Old Timers Night at Sioux Falls, SD, Lodge was 93-year-old Steven McCreedy (center), who received a plaque for 70 years of membership. Sharing the special occasion with Brother McCreedy were his grandsons Timothy (left) and Steven (right) and his sons John (second from left) and "Blackie," all of whom belong to the lodge.



AS A GESTURE of appreciation, the first-graders of Garden Heights School constructed an American flag for Moses Lake, WA, Lodge's Purple Bubble Ball. The students wished to thank the lodge for donating the dance's proceeds to the state Elks' program for crippled children.



ON BEHALF of Santa Monica, CA, Lodge, ER Herb Gabel (right) and Mayor Pro Tem Donna Swink awarded a Bennington flag to Dick Westbrook, co-owner of Moby's Dock Restaurant on Santa Monica pier. Westbrook was honored for his support of the lodge's yearly children's Christmas fund and for helping to establish the lodge's Sea Explorer Post.

A \$7,000 CONTRIBUTION to the state major project brought Muskegon, MI, Lodge's donations to aid handicapped children to a total of \$10,151. Participating in the recent check presentation were (from left) William Majeski, Lyle Dell, ER Henry Brezinski, Al Bielinski, and Major Project Chm. Mike Sarade.

LODGE NOTES

EAST PROVIDENCE, RI. Honorary life member Aage Knudsen died recently. A former POW cited for his service with the Merchant Marine in WW II, Brother Knudsen was remembered by an anonymous group with a donation of an American flag for his casket.

NILES, MI. A class of 16 members was initiated in honor of the late PDD Ralph Wegner during the official visit of VP David Blum. Among the new members was Brother Wegner's grandson.

YORK, NE. Dont Tread On Me is one of the mottoes from the 12 early American flags on display at the lodge. A tour conducted by members offered a view of the flags and a history of their origins.

DEARBORN, MI. Over 200 guests were present at the lodge for the recent celebration of PDD Harry Hoxie's 90th birthday. State and lodge officers, family, friends, and a group of retirees who donated \$100 to the National Foundation in his name were among Brother Hoxie's well-wishers.

LEBANON, OH. Lebanon High School's campaign to buy new band uniforms received the support of the Lebanon Elks. A total of \$470 was contributed by the lodge, the PERs, and the Elks' ladies.

SAN RAFAEL, CA. Robert Rich was the first lodge member to receive a founder's certificate for his contribution to the National Foundation. Among those at the presentation were Chm. Robert Taylor and ER John Kunst.

BENTON, IL. A donation of \$500 in memory of Guy Floyd and \$750 collected from a Kangaroo Court project were given by ER Bill Corrie on behalf of the lodge to District Crippled Children's Chm. Monte Hamilton. The money is to benefit the Illinois Elks Association Crippled Children's Commission.

WESTWOOD, NJ. It was a unanimous decision at the lodge that PDD Richard Kroner receive honorary life membership for his services to the order. Also recognized by the lodge were seven youths of Troop No. 335, River Vale, who received savings bonds from ER Jim DePalma in honor of their attainment of Eagle Scout rank.

FALMOUTH, MA. Ninety Elk fathers and daughters recently spent a day at the Ice Follies in Boston courtesy of the lodge.

WYOMING. Four-year scholarships were awarded to Tracy Tidemann, sponsored by Worland Lodge, and Stanley Smith, sponsored by Lusk Lodge. The State Major Project Committee reviewed 14 applications before choosing the two winners.

RIDGEFIELD PARK, NJ. A class of 42 was initiated by ER Ralph Cavallone and the lodge officers in honor of DDGER Erich Brand, who is also a Past Exalted Ruler of Ridgefield Park.

DENVER, CO. First-place winner in the local "Hoop Shoot" contest, lodge-sponsored Rob Harden went on to capture the number-one positions on the district and the state levels.

WILLISTON, ND. The L. A. Jorgenson 25th anniversary class was initiated prior to a luncheon given in honor of Secretary Jorgenson for his years of service as manager of the lodge. ER Jim Warren presented the special guest with a plaque of recognition and a watch.

MURPHYSBORO, IL. Fellowship and competition among over 50 members at the "Frenchy" Copin Pool Tournament made the first annual affair a worthy tribute to the late Brother Copin.

BAYVILLE, NJ. Berkeley Township residents Michael Fedornak and George Baer received "Americanism Good Neighbor" awards from the lodge during its Bicentennial dinner-dance.

VICTORVILLE, CA. In appreciation for assistance from the lodge, the Apple Valley Optimists Club recently became a participating member of the National Foundation. The \$100 check was received by Est. Lead. Kt. Fred Schmidt from Optimists and Brothers Arch Lortzen, Harrison Johnson, and George Rader.

DAYTON, OH. A ribbon-cutting ceremony marked the grand opening of the new lodge building. Dignitaries in attendance at the dedication included DDGER John Cook and SP Irving Davies.

DES PLAINES, IL. Foundation Chm. Mike Nielsen thanked Brother William Woody and ER David Seaholm for their \$100 contributions as he presented them with National Foundation certificates.



WHEN A FALL left 17-year-old high school gymnast Mitzi Morrato almost totally paralyzed, Albuquerque, NM, Lodge requested help for her from the New Mexico Elks Association's Charitable and Benevolent Trust. (From left) ER Harold Newlander, Frank Claus, lodge chairman of the trust, and Cerebral Palsy Chm. Dave Berger presented Mitzi with a \$2,112 check for an electric wheelchair and other equipment as Brother Frank Morrato (right), Mitzi's father, observed.

POLICE OFFICERS from various Staten Island, NY, units were awarded plaques during Staten Island Lodge's night in their honor. ER Robert Greifenstein (standing, second from right) congratulated (standing, from left) Edward Sampel, Allen Hooker, Leonard Pugliesi, and (seated) Kenneth Kathcart, Thomas Paliswait, Fred Wilmot, and Deputy Chief Robert Frawley.



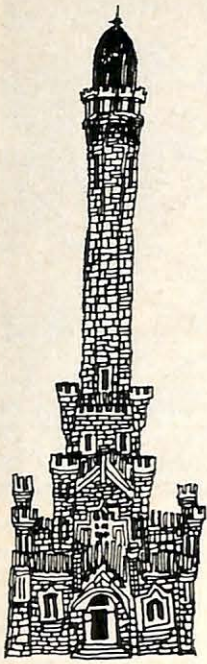
A TRIUMPHANT WELCOME awaited Brian Mulligan when he returned to Westwood, NJ, Lodge after participating in the national "Hoop Shoot" competition in Kansas City, MO. Congratulating Brian, who placed third in his age group, were (from left) ER James DePalma, Youth Chm. Don Capasso, and Est. Lead. Kt. Dave Gangeri.



PINS denoting 40 and 20 years of membership were bestowed on Gabe Abdelnour (third from left) and Treas. Richard Laughrin (third from right), respectively, on the same evening that their sons joined Brawley, CA, Lodge. Brother Laughrin welcomed his sons Danny and Scott into the order, while Brother Abdelnour congratulated his sons Mike and Charles, who presented him with a plaque saluting his long-time Elks affiliation.

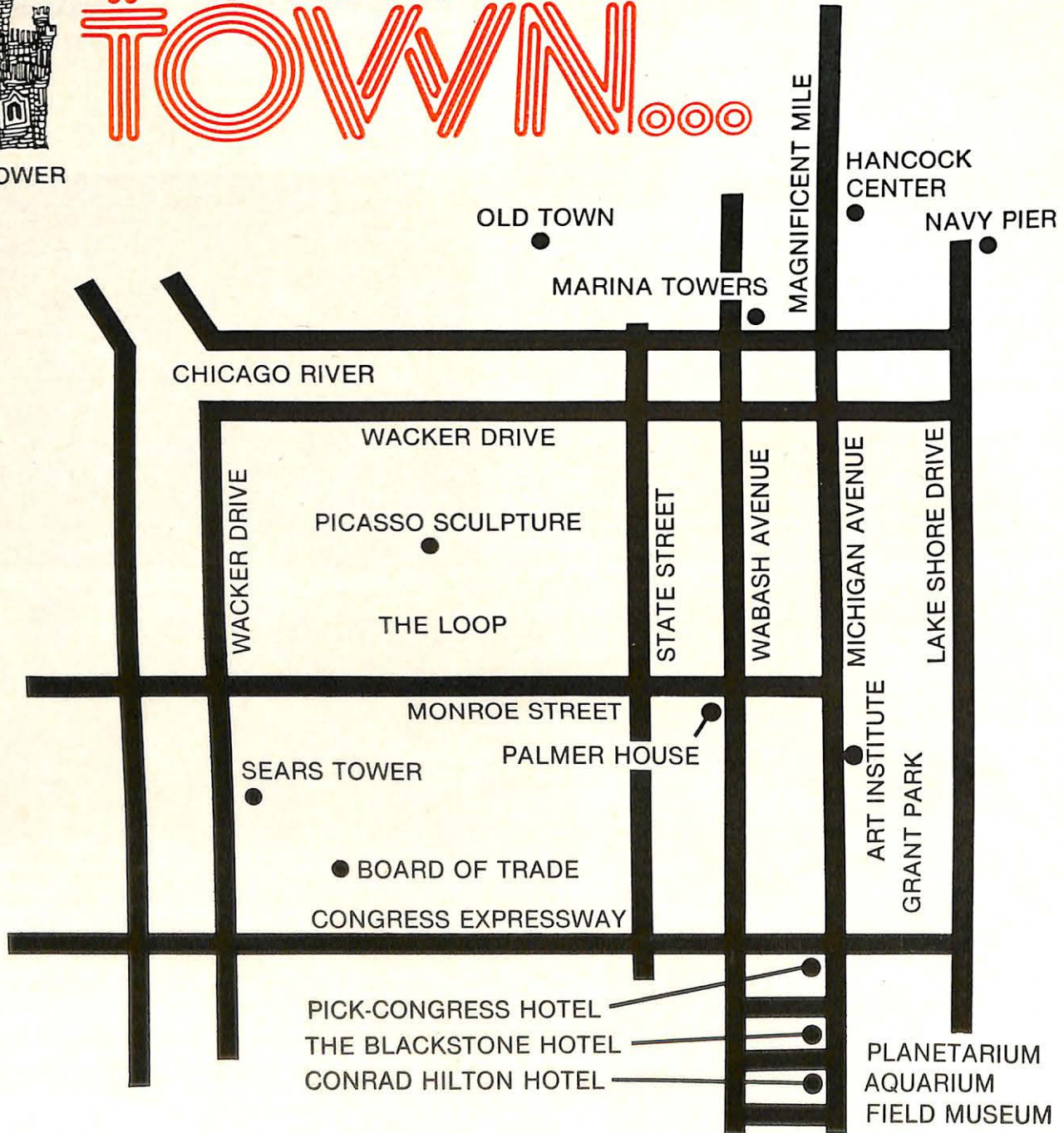
THE CIRCLE OF HOPE auxiliary of the City of Hope National Medical Center was the recipient of more than \$4,300, the proceeds of the second annual benefit sponsored by El Monte, CA, Lodge. Witnessing the presentation of the check to Lois Muldoon (standing, second from right), president of the auxiliary, were (standing, from left) Bob Hill, Chuck O'Connor, Ollie Cassity, Bob Davenport, and (seated) Arlene Kuntz and Stan Johnson.

(Continued on page 38)



WATER TOWER

CHICAGO THAT TODDLIN' TOWN...



by Jerry Hulse

Once again America's *convention capitol* will play host this month to Elks and their ladies at the annual Grand Lodge Convention. Where else but that toddlin' town—Chicago? Where else, indeed. Chicago was selected for various reasons, not the least of which is its reputation as the nation's friendliest city. This and because of its mixture of excellent hotels, nightlife, sightseeing, shopping, museums, theaters and superb entertainment. As the home of the world's tallest skyscraper and the world's tallest bank building, Chicago does everything on grand scale. What it is noted for primarily, though, is its hospitality.

Before beginning your tour of the city we suggest that you take a few minutes to study the following guide. It was prepared especially to make your visit both pleasant and enjoyable.

Old Town

Old Town is to Chicago what Bourbon Street is to New Orleans—a lineup of 19th century saloons, restaurants, art galleries and bazaars. Beer, bright lights and jazz—that's Old Town, an extension of the Near North Side. Try the Steak Joynt (1890 North Wells St.) for the best corn-fed beef in the Midwest (a converted bakery with Victorian trimmings and a piano bar).

Magnificent Mile

Michigan Avenue's Magnificent Mile has been compared with Paris' Faubourg Saint Honore and New York's Fifth Avenue—a glittering strip of stylish shops and department stores extending from Oak Street on the north to the Chicago River on the south. You'll find Marshall Field & Co. as well as Lord & Taylor occupying space in Water Tower Place between Chestnut and Pearson. Others along the Mile: Tiffany, Kia, Gucci, I. Magnin—a total of more than 80 stores. Walking The Mile is one of Chicago's exciting experiences.

The Loop

Other shoppers crowd State Street inside the Loop (so called because of the elevated trains passing over an eight-square-block "loop" above the streets). See public arts works of Chagall, Picasso and Calder as well as the Midwest Stock Exchange. Lots of nighttime action inside The Loop: theaters, nightclubs, etc.

American Furniture Mart

Hundreds of showrooms are devoted

to wholesale home furnishings at the Furniture Mart. Group tours Mondays, Wednesdays and Fridays (\$2.50). Be sure to make reservations (phone 787-4100). Wives especially will enjoy this tour. More than five miles of corridors with thousands of displays featuring room settings by dozens of the nation's famous designers. The address: 666 North Lake Shore Drive.

Adler Planetarium

Explore the universe inside a new multimedia Universe Theater. Produces workings of the celestial orbit. Admission to the building is free, there's a charge for the Sky Show: adults, \$1; children, 50 cents. Hours: 9:30 a.m.-9:30 p.m. Address: 1300 South Lake Shore Drive.

Art Institute

You could spend an entire day here. Chicago's Art Institute displays one of the nation's finest collections of French impressionists. Also, some magnificent Oriental art as well as various paintings and sculptures from all periods—including some marvelous examples of modern works. Opens 10 a.m. Tell the taxi driver to drop you on Michigan Avenue at Adams Street.

Field Museum of Natural History

More than 10 acres of exhibits in one of the world's finest museums. A history of earth from the dawn of time to the space age. Among the displays: primitive arts, civilizations of China and Tibet, botanical exhibits and animal dioramas. Adults, \$1; children, 35 cents. Opens 9 a.m. Address: Grant Park at Roosevelt Road.

Oriental Institute

You'll see artifacts from the ancient civilization of Babylon, Thebes, Egypt, Palestine. If you're a devotee of ancient history, this is one you won't want to miss. Open 10 a.m. Address: 58th & University.

Museum of Science & Industry

This is a do-it-yourself push-button world of gimmicks and gadgetry and talk-back telephones featuring 75 exhibit halls and a couple of thousand displays. Turn the crank, lift the lever, focus in on the future. At the Museum of Science & Industry you can wander through a full-sized working coal mine, board a captured German submarine and trace the evolution of the automobile. (Open daily at 9:30 a.m.) Spot-

light this year is on a new bicentennial exhibit which portrays America's 200 years of growth.

Sears Tower

This is the tallest building in the world (1,454 feet). At its 110-story level one sees four states as well as a mind-boggling view of Chicago itself. It's a 55-second elevator ride from the street to the top. (Cost: \$1.50 for adults, \$1 for children).

Big John

This is the nickname given to the John Hancock Center, elevation 1,107 feet. There's an observation platform on the 94th level. Altogether, nearly 10,000 persons live and work in the world of Big John: apartment dwellers, office workers, department store employees. Big John contains a couple of cocktail lounges (one on the 96th floor), five restaurants and a bank.

Other Sky Views

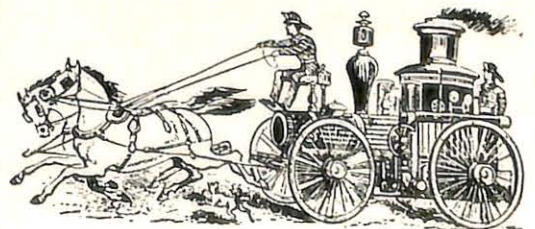
Chicago can also be seen from the lofty heights of the Pinnacle (a revolving restaurant overlooking the Holiday Inn), the Executive House's 71 Club, Stouffer's Top of the Rock (Prudential Building) and Club 39 (United America Building).

Ripley's Believe It Or Not Museum

Besides being a cartoonist, Robert L. Ripley was a collector of curiosities. During travels to nearly 200 countries he purchased dozens of oddities and knickknacks. Anyone who enjoyed his cartoons will enjoy this interesting display. Daily noon to midnight. Admission: Adults, \$2.25; children, \$1. Address: 1500 North Wells.

John G. Shedd Aquarium

Here is one of the nation's truly great aquariums. Sting rays, sharks, octopi and other fascinating underwater creatures. Call ahead (939-2426) and time your visit when scuba divers feed the fish in the Coral Reef, an all-glass container swimming with 500 colorful Caribbean specimens. Educational as



CHICAGO THAT TODDLIN' TOWN.

well as entertaining. Figure on a couple of hours to view all the exhibits, study the underwater life. Hours: 9 a.m. to 5 p.m. Admission: adults, \$1; children, 35 cents. Address: Grant Park at 1200 South Lake Shore Drive.

Zoos

Brookfield Zoo: Figure on an entire day to explore this 200-acre wild animal sanctuary. More than 2,000 animals from around the world—many of them seen in natural habitat enclosures. If you tire of walking, hop a ride on the railroad and safari train. Porpoises perform twice daily at the Seven Seas Panorama. Zoo opens every morning at 10 o'clock, closes at 5 p.m. Admission: adults, \$1; children, 25 cents. Address: 8400 West 31st Street (Brookfield).

Lincoln Park Zoo: A collection of 2,600 mammals, birds and reptiles, including the largest apes in captivity. Another attraction at Lincoln Park is the popular "Farm in the Zoo"—half a dozen typical Midwest farm structures surrounded by dairy herds. Daily, 9:30 a.m.-5 p.m. No admission. Address: 100 West Webster.

Museum of Contemporary Art

Exhibits change regularly. Paintings, sculpture and other modern art. Some particularly interesting displays by American artists. Opens 10 a.m. Admission: adults, \$1; children, 50 cents. Address: 237 East Ontario.

Lake Front

Spend a morning or afternoon (or an entire day) doing Lake Shore Drive. Starts in the north at Lincoln Park. You'll pass the Lincoln Park Zoo,

marinas, lagoons. At the park's south end the Chicago Historical Society houses its collection of Civil War, Lincoln and Chicago historical memorabilia. The Lake Shore Drive also passes multi-storied apartment complexes, the Chicago campus of Northwestern University, the American Furniture Mart, Field Museum of Natural History, Shedd Aquarium, Soldier Field and miles of public beaches.

New Town

Caters primarily to the young crowd. American and ethnic restaurants, pubs, boutiques, nightclubs.

Tours

Architectural Tours: Chicago is a center of outstanding architecture. Students come to Chicago from around the globe to study works of the masters (like Mies, Sullivan, and Wright) side-by-side with modern masterpieces. Tours by bus, bicycle, and foot are offered by the Chicago School of Architecture. Telephone: 782-1776 for loop tours; 326-1393 for the surrounding area.

Chicago Fire Academy: A half hour tour showing firefighters in training for one of the world's largest fire departments. Telephone 744-4728.

Chicago Police Department: This is a fascinating tour of one of the World's biggest police departments. By appointment only. Telephone 744-5570.

Chicago Post Office: World's largest post office under one roof. More than 26,000 workers. Telephone 886-2590.

Chicago Tribune: A 75-minute guided tour followed by a 30-minute color film. Telephone 222-3993.

Chicago Sun-Times & Chicago Daily News: Guided tours Monday through Friday. Telephone 321-2032.

City Hall-County Building: Headquarters for city and Cook County governments. Tours by appointment only. Telephone 744-3370.

Board of Trade: This is the biggest grain exchange in the world. Visitor's balcony open Monday through Friday, 9:15-1:15. Telephone 435-3626.

Navy Pier: You'll see ships from around the world unloading their cargoes. Telephone 744-4206.

Opera House: Opera, concerts and other musical events. Seats 3,531. Telephone 346-0279.

Other Attractions

Picasso Sculpture: This was created especially for Chicago by the late artist. Some 50 feet high, it is on view at Civic Center Plaza.

Elks National Memorial

Dedicated originally to those members of the Order who lost their lives during the two great world wars, the Elk's National Memorial Building will be rededicated at 1 p.m. July 4 to the memory of the men who made the supreme sacrifice during the Korean and Vietnam wars as well as the World Wars.

Sightseeing Agencies

Chicago Gray Line: 400 North Wabash Ave. Both day and night tours of the city. Telephone 329-1444.

American Sightseeing: 530 South Michigan Avenue. Features a four-hour "grand tour" of Chicago as well as two-hour North and South side tours. Telephone 427-3100.

Mercury Sightseeing (332-1353) and **Wendella Sightseeing (337-1446)** conduct boat tours of both Lake Michigan and the Chicago River.

Outside Chicago

Springfield, IL: The state capital is in the heart of Lincoln country. Abraham Lincoln began his law practice here in 1837.

Galena, IL: This was the one-time home of Ulysses S. Grant. Many fine old homes... some open to the public.

Aurora, IL: Home of the Aurora Historical Museum (mastadon bones, Indian relics, cars, carriages and an old-fashioned fire engine).

Wheaton, IL: The 500-acre estate of the late Col. Robert R. McCormick, editor and publisher of the *Chicago Tribune*, is maintained as a public park in Wheaton.

Dundee, IL: Tours through the world's largest art potteries. For reservations telephone HA 6-3441.

New Union, IL: Illinois Railway Museum features streetcars, "el" cars and rail coaches.

Elmhurst, IL: The Lizzadro Museum of Lapidary Art houses one of the largest collections of semi-precious stones in the nation. Telephone 833-1616.

Highland Park, IL: Outdoor concerts are held at Ravinia Festival throughout the summer. Performances by the New York City Ballet, Chicago Symphony Orchestra and others.

Bolingbrook, IL: This is the home of "Old Chicago" with its strolling minstrels, pantomimists, ragtime pianos, street magicians, 31 major rides, etc. ■

Obituaries

DISTRICT DEPUTY Clifford T. Miller of Parkersburg, WV, Lodge died April 9, 1976. Brother Miller served his lodge as Exalted Ruler in 1973-1974. At the time of his death, he held the office of District Deputy Grand Exalted Ruler for the North District.

DISTRICT DEPUTY Ben A. Redding Jr. of Lake Worth, FL, Lodge died recently. A Past Exalted Ruler of his lodge,

Brother Redding was serving as District Deputy Grand Exalted Ruler for the Southeast District.

PAST DISTRICT DEPUTY Robert L. Marquart of Bucyrus, OH, Lodge died April 15, 1976. Exalted Ruler of Bucyrus Lodge in 1949-1950, Brother Marquart was appointed District Deputy Grand Exalted Ruler for the North Central District in 1954-1955.

The American Bald Eagle...



Native in Danger

Throughout history, the eagle has been a symbol of empires. Sumerian and Roman leaders thought the bird depicted strength, Napoleon favored it, and in World War I the German Kaiser used the golden eagle to symbolize his power.

The United States also picked an eagle to represent its democratic form of government, choosing the bald eagle, which is native only to North America.

Today the bald eagle is the most pictured bird in our country. It is found on the Great Seal of the President, on our money, on stamps, in the Library of Congress, the Senate, Supreme Court and House of Representatives. Home dwellers across the country proudly display eagle motifs over their doorways, on door knockers, lamps, weather-vanes, wallpaper, and plaques. The profusion of this image shows that, contrary to a few dour predictions, patriotism is alive and well in America.

The same may not be said for the bird itself, however. The American Bald Eagle is on the Endangered Species List today, facing a triple threat of shooting, pesticides and habitat destruction. If these noble birds become extinct, we will lose more than our national emblem. We will lose part of the richness and variety of our ever-diminishing natural wilderness. Fortunately, several groups of individuals in the United States have become interested in the plight of the bald eagle.

One concerned organization wants to construct a giant replica of the bald eagle, with a 35,000 seat convention center, and observation points in the wings and head of the monument. This group feels that, while the Statue of Liberty is of French design and concept, their monument will be distinctly American, a tribute to the magnificence of our national emblem.

Choosing this emblem was not a simple matter. Two centuries ago, the first Americans fought more than six years to found our country. That done, a battle for a national emblem began, and took almost as long. Three Congressional Committees argued half-a-dozen years about a fitting symbol for the United States. Benjamin Franklin wanted the wild turkey, but others considered that bird too heavy and slow. Finally, in 1787, the bald eagle was chosen, for it represented courage, strength and freedom.

Many eagles flew aloft in our native skies then, but today only about three hundred nesting pairs of Southern Bald Eagles are left, and the Northern Bald Eagle, once common in the continental United States, is plentiful now only in Alaska. Populations of eagles along the Florida coast have diminished alarmingly, and eagles wintering along the Middle Mississippi Valley may soon be wiped out by housing and industry.

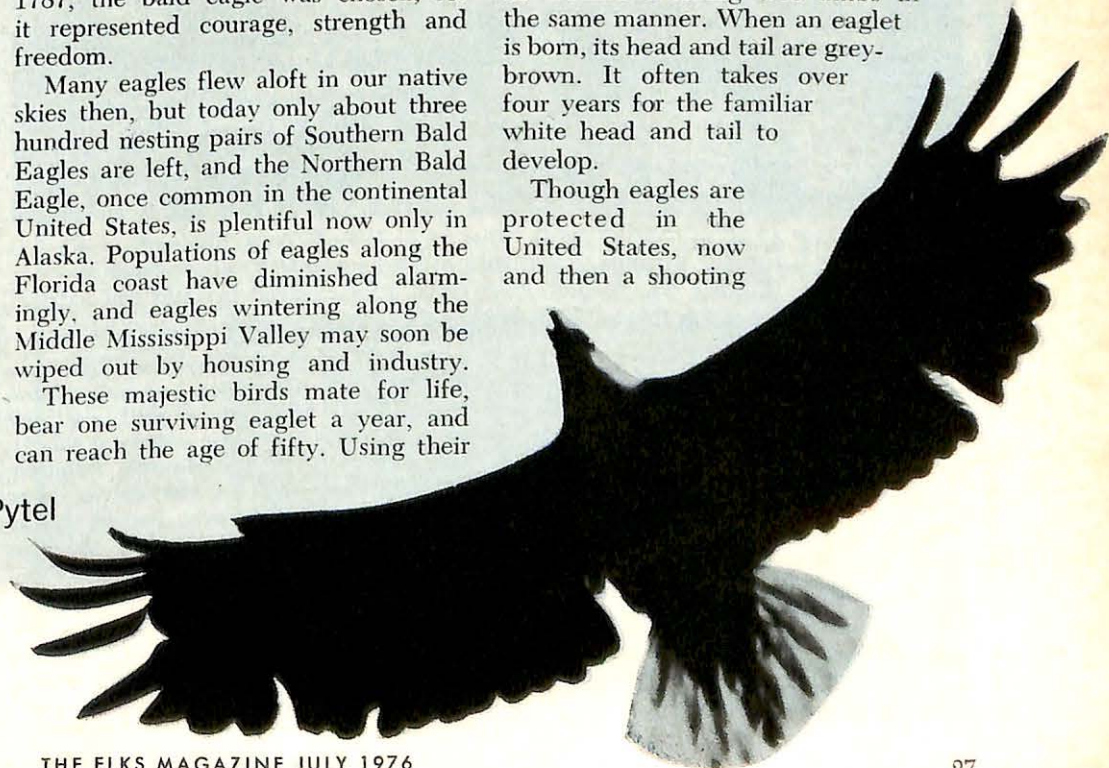
These majestic birds mate for life, bear one surviving eaglet a year, and can reach the age of fifty. Using their

binocular vision, eagles scan the horizon without moving their eyes. They make their nests in trees and on cliff ledges, almost always near water, adding sticks and debris to the same nest each year. The first year, these nests are built four feet deep and six feet across. Each following year, the eagles migrate, then return to the nest, adding more material. Some nests, used more than 15 years, are as much as twenty feet deep and weigh, on occasion, several tons.

The nests are made of sticks six feet long and one and a quarter inches in diameter. Normally eagles will not pick these sticks up off the ground, but snap them off trees in mid-air flight. Breaking a six foot limb off a tree takes a pretty good blow, but eagles, which can snap a deer's neck in flight, have no trouble cracking tree limbs in the same manner. When an eaglet is born, its head and tail are grey-brown. It often takes over four years for the familiar white head and tail to develop.

Though eagles are protected in the United States, now and then a shooting

by Diana Milesko-Pytel



of them occurs. The most outrageous case of shooting eagles was that of a Wyoming rancher charged with hiring a professional to kill eagles from a helicopter. Though 366 eagles were shot, the rancher was fined only \$500 for killing one eagle. Getting the law to level penalties against these bird killers was a big problem. But the incident in Wyoming made a lot of judges realize that exacting fines was necessary. The National Wildlife Federation now offers a \$500 reward for anyone convicted of shooting an eagle, and pressure to punish those who kill the bird is increasing. In 1975, the Kansas Forestry, Fish and Game Commission spent eight months tracking down a man for killing an eagle near Sitka, Kansas. He was fined \$1,000.

Two other threats to the eagle are loss of habitat, which results from an ever-expanding human population, and pesticides. DDT and similar chemicals accumulate in fish, which is approximately 80% of the eagle's diet. Though DDT use has been banned, it is still found in the soil. These pesticides cause a calcium imbalance which results in nearly shell-less eggs.

Many people believe that protecting the eagle from being shot will assure its existence, yet, if the bird has no place to live in peace, and no untainted food to eat, all the protection in the world won't help it.

The ultimate salvation for the eagle may come from grass roots organizations like the Eagle Valley Environmentalists (EVE), in Wisconsin, that work to protect the bald eagle.

EVE was formed in 1972 by Terrence Ingram, who holds a doctorate in Science at the University of Platteville, Wisconsin, and has researched the migratory habits of hawks. He discovered an eagle roosting valley north of Cassville, Wisconsin, that was threatened by developers, and tried to get state and federal governments interested in buying the area, about two miles long and half-a-mile wide. Although the governments agreed the site needed saving, they offered no money.

Ingram and other interested parties realized that the wheels of the government moved too slow when compared with the wheels of a developer's bulldozer. They decided to take matters into their own hands. Several people from the Southwest Wisconsin Audubon Club got together, formed a corporation, (EVE), and took off on a fund raising campaign.

About sixty percent of EVE's fund-raising money came from students, who walked, had bake sales, and sold pickles at noon hour for an eagle. Then, in 1975, the National Wildlife Federation contributed \$47,000 toward one of their roosting valleys.

In the next three years, EVE will

need two and a half million dollars to protect the American Bald Eagle. One million will be used to purchase winter roosting and feeding areas, another million to purchase and preserve nesting areas, and, as present data on the eagle is confusing, EVE needs another half-million dollars for research. They hope to find out where the eagles in the valley are coming from, and where, when and why they leave.

One way to learn this is by putting a radar set on the mouth of the valley near Cassville that will monitor eagle use of the valley. Thus far there has been no accurate count of the birds because the preservationists don't want to disturb them.

Before new land is recommended for purchase to the twelve member board, Ingram finds out whether eagles are using the land, and whether it would be best classified as a buffer zone, to separate eagles from nearby tree-cutting and development noises, or as a sanctuary.

He is well-qualified for this job. Besides the doctorate in Science, he has received grants from the American Ornithologists Union and the University Faculty Board of Regents at Platteville. He has researched the flying habits of red-tailed hawks, helped in the break-through discovery that hawks do fly at night, has banded birds, taught science, been Bird Instructor for the

ELKS NATIONAL SERVICE COMMISSION

"So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him."



A fund-raising drive begun by Sierra Vista, AZ, Lodge's Vets Committee collected \$2,000 in the lodge and \$15,000 in southeast Arizona to buy TV sets for each room in the Tucson VA Hospital. The lodge's efforts were acknowledged by state and national awards which Brother Ras Rowan displayed.



The Pennsylvania Elks State Association recently sponsored its annual arts and crafts competition at the Altoona VA Hospital. Admiring some of the entries were (from left) patient Randy Foreback, one of the contest's winners, Brother Francis Grove, Dr. Carl Mikail, hospital administrator, District Vets Chm. Bernard Drain, and patient Earnest Denson.



At a recent meeting of the Illinois North District Elks at Des Plaines Lodge, Joe Burval (left), Des Plaines Vets Chairman, presented a \$275 check to District Chm. Don Collins. The money will benefit veterans at the Downey Hospital.

National Audubon Camp in Toronto, Ontario, and is a registered naturalist in Wisconsin. For a living, he is a dairy farmer and insurance salesman.

Ingram agrees that the three problems for the eagles are pesticides, habitat loss and shooting. On the good side, many pesticides have been banned recently, and there seems to be a parallel increase of surviving eagle young. EVE, meanwhile, works to save eagle habitat.

But the shooting of eagles continues to be a problem. EVE members find about one hundred eagles a year that are shot. Last year alone, six persons in the nation were charged with shooting at eagles. Though the fine for such shooting could be as much as \$5,000, the maximum penalty leveled against these individuals was \$1,000. Much of this is mere thoughtlessness, and these individuals need to be educated in wilderness awareness.

Both hunters and preservationists are often to blame for a wall of bad feeling that exists between the two groups. "Many of today's preservationists are radicals," says Ingram. "They want all the animals protected all of the time." This is unrealistic, he feels. "On the other hand, hunters must respect the rights of land owners, and get permission before they come on a piece of property." He adds, "A good sportsman will. He won't shoot eagles or disturb their roosting areas."

"Shooting eagles accidentally shouldn't occur because eagles do not fly with ducks. Even the immature eagle doesn't resemble a duck, swan, goose or any game bird," he says. "It might be mistaken for a hawk because of its dark head and tail, but it's twice as big as any hawk." As hawks are also protected by law, Ingram believes there's no excuse to be shooting eagles. "But they still get shot."

Two hundred years ago it was easy to stir the passions of the colonizers against tyrants. Today, however, the crusade to save our national emblem is more subtle.

If we choose to save the symbol of our democracy, some of our priorities must be redefined. More wilderness areas must be preserved, even if this means less industrial and home development. Pesticides must be used even less than they are today, and those who shoot eagles must be prosecuted more vigorously. For if we care enough, and have courage and discipline, the American Bald Eagle can remain a free, wild bird, flying over our land.

Tax deductible contributions may be sent to: Eagle Valley Environmentalists, Inc., P. O. Box 155, Dept. EM, Apple River, IL 61001.

For information about a nationwide fund-raising walk, organized on a community level, contact Terry Ingram at EVE.



Our Ethnic Heritage



While this nation was founded mainly by people from the British Isles, it owes much to many people from other countries who helped substantially in our struggle for independence.

The stories of Haym Salomon and the Marquis de Lafayette have already been featured in this column. There were many others who contributed greatly.

Two Poles were among prominent freedom fighters, Casimir Pulaski and Thaddeus Kosciuszko. Pulaski formed his own corps of cavalry and died at the battle of Savannah in 1779 as he led a charge against the redcoats. Kosciuszko, a brilliant engineer, designed the fortifications at Saratoga and helped the Americans win a decisive victory there.

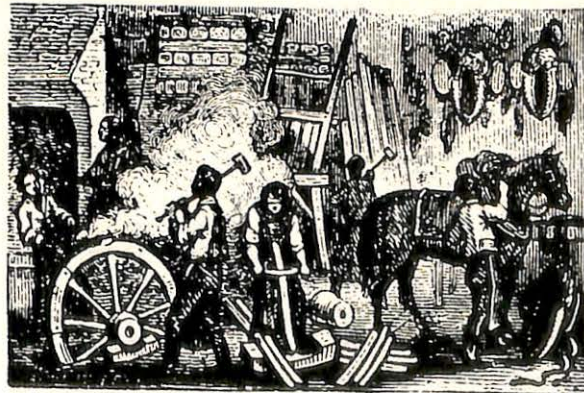
A skilled Prussian officer, Baron Frederick von Steuben, helped change the ragtag force of colonial freedom fighters into an elite corps of infantry that was more than a match for the British.

From Hungary came Michael Kovats. He had already distinguished himself in military service in Europe when he heard of the American struggle. He wrote Benjamin Franklin and offered his services, which were quickly and gratefully accepted. Kovats came to New Jersey, recruited and trained his troops under General Pulaski and helped defend the beleaguered city of Charleston, SC, where he died in battle.

Two Italians played an important role in our earliest history. Philip Mazzei and Francis Vigo came to the Colonies, where they soon became engaged in the cause of the revolution. Vigo helped George Rogers Clark in the Northwest Territories while Mazzei worked for the cause in Virginia and by acting as Gov. Patrick Henry's agent in Europe, seeking support for the American cause.

Freed black men and slaves who sought liberation fought for American freedom in large numbers. James Armistead started as Gen. Lafayette's orderly and became one of the colony's most successful intelligence agents and scouts. Agrippa Hull learned much about medicine and surgery as he treated the wounded on the battlefields, and there were many more such famed black men who helped in the long and bitter struggle.

No matter the ethnic background, this nation owes much of its existence and progress to many ethnic groups. From long before the Revolutionary War to today, the United States of America has taken great pride in the fact that it is a composite, or as some have described it, a "melting pot," of every nation and race of the world which, together, blends into America.





the many flavored crime

by Jack Ritchie

□ "There it is," Gerald Vanderveer said.

Ah, yes. There it was. A bathtub full of firm jello. Basically red, but with occasional streaks of green, yellow, and orange.

"When did you first notice this?" I asked.

"When I went to the bathroom this morning."

"What time did you go to bed last night?"

"About ten."

I nodded sagely. "Evidently someone sneaked past you last night while you were sleeping. You didn't hear water running, did you?"

"No. I'm a rather heavy sleeper."

Gerald's brother, Colonel Frank Vanderveer, appeared at the bathroom door, his face a bit pale. "Milstead has been stabbed. He's dead. In my dressing room."

I frowned. "Who's Milstead?"

"The butler," Gerald said.

We followed Colonel Vanderveer to his rooms.

A middle-aged man in a maroon smoking jacket lay at the foot of the tall windows. He appeared to have been stabbed in the back. A knife lay beside the body.

The colonel and Gerald looked at me for leadership. After all, I was a private detective.

I rose to the occasion. "I think we'd better call the police."

When the police arrived, a Lieutenant Tatum seemed to be in charge.

He studied me. "You say you're a private detective?"

I nodded. "However, I promise not to interfere. You work your side of the street, so to speak, and I'll work mine. I'm here to investigate the jello."

Gerald hastened to explain. "Someone has been putting jello into my things. Monday it was the washbasin.

Tuesday the toilet. And today the bathtub. I finally decided to hire a private detective to get to the bottom of this."

Tatum strode to the bathroom door and looked. "I'll be damned," he said. Then he shrugged and came back. "Who knows about this?"

"Everybody in the house," I said. "The colonel here, his brother Gerald, and Gerald's daughter, Kitti. After all, you can't have a whole bathtub of jello..."

"I mean the murder," the lieutenant snapped.

"Oh, that. Well, I didn't allow anybody to enter this room, but I suppose the news has gotten around, what with the sirens and all."

Two white-coated attendants put Milstead's body on a stretcher. They covered it thoroughly with a sheet and carried it out.

Gerald had been watching them. "Frank," he said to his brother, "Isn't Milstead wearing your smoking jacket?"

Colonel Vanderveer nodded. "Yes, I caught him wearing it several months ago and it turned out that when I was gone he often liked to put on the jacket and indulge in the private fantasy that he owned this house and the grounds. Told him to keep right on doing it if he wanted to. Seemed harmless enough to me."

The fingerprint man raised his head from his work. "No prints on the knife."

A police officer brought in Mrs. Milstead, a somewhat sturdy woman with dry, narrow eyes.

"Mrs. Milstead," Lieutenant Tatum said, "I'm afraid I have some bad news for you."

Her eyes went to the dark spot on the rug. "I know. One of the maids told me that he was dead."

Tatum seemed to wait for tears, but when there were none, he continued. "When was the last time you saw your husband?"

"Around three this afternoon when we had a cup of coffee in the kitchen with the cook. After that I went shopping and did some visiting. I got back a few minutes ago."

"How well did you and your husband get along?"

"We had our arguments. Everybody knows that."

"Was your husband's life insured?"

"Of course. Twenty-five thousand dollars."

"Isn't that a pretty big amount?"

She disagreed. "Not for these days. I tried to get him to take out more, but he was stubborn."

"Do you have any idea who might want to murder your husband?"

"No. Maybe it was just another one of those accidents?"

"Accidents?"

Her eyes went to Colonel Vanderveer. "The colonel was almost killed by an arrow last week. It missed him by just a few inches. And then on Wednesday a flowerpot fell—or was *pushed*—from a third story window just as he was passing below. If he'd been hit, it certainly would have killed him."

Gerald now nodded somewhat reluctantly. "Also yesterday somebody tampered with the brakes of my brother's car. Disconnected them, or whatever people do in a situation like that."

Tatum turned to the colonel. "You had an automobile accident?"

Colonel Vanderveer shook his head. "Actually no. Kitti—that's my niece and Gerald's daughter—happened to borrow

my car. She ran into a tree."

"Was she hurt?"

"No. Just shaken up a bit."

Tatum returned to Mrs. Milstead. "You think that your husband's murder was an accident?"

She shrugged. "It happened right here in the colonel's dressing room, didn't it?"

"Yes."

"My husband is about the same size as the colonel, isn't he?"

"I suppose so."

"I heard my husband was stabbed in the back. Right?"

"Right."

"So the killer didn't get a look at his face, did he?"

"Possibly not."

She smiled grimly. "My husband had his back to the killer. Maybe the light was bad. The killer thought my husband was the colonel and stabbed him."

I cleared my throat. "Could anyone here tell me where I might find a yardstick or a foot ruler?"

Tatum stared at me.

"I'm going to measure the bathtub," I said. "Length, width, depth. That sort of thing. One can't be too thorough, you know."

"There ought to be a ruler in that desk over there," Colonel Vanderveer said.

I found the ruler, went into the bathroom, and measured the tub. When I returned to the main room, Mrs. Milstead had been dismissed.

Tatum now questioned the colonel.

"You are retired from the army?"

Vanderveer touched his brush mustache. "Quartermaster Corps. As a humanitarian, I tried mightily, but vainly, to eliminate creamed chipped beef on toast from the breakfast menu."

"Tell me about those accidents. What about the arrow?"

"Nothing much to tell. I was taking a stroll about the grounds when it shot out of the woods and struck a tree near me. Undoubtedly a stray arrow. The boys from Esterville often go hunting in the woods and have very little idea of property lines."

"And the flowerpot that almost killed you?"

"It missed me by at least six feet. A sudden gust of wind must have blown it off that window ledge."

"The auto accident?"

"Brakes *do* fail."

"Then you don't believe that someone has been trying to kill you?"

"I refuse even to consider such a thing," Colonel Vanderveer said firmly.

"In the event of your death, who gets your estate?"

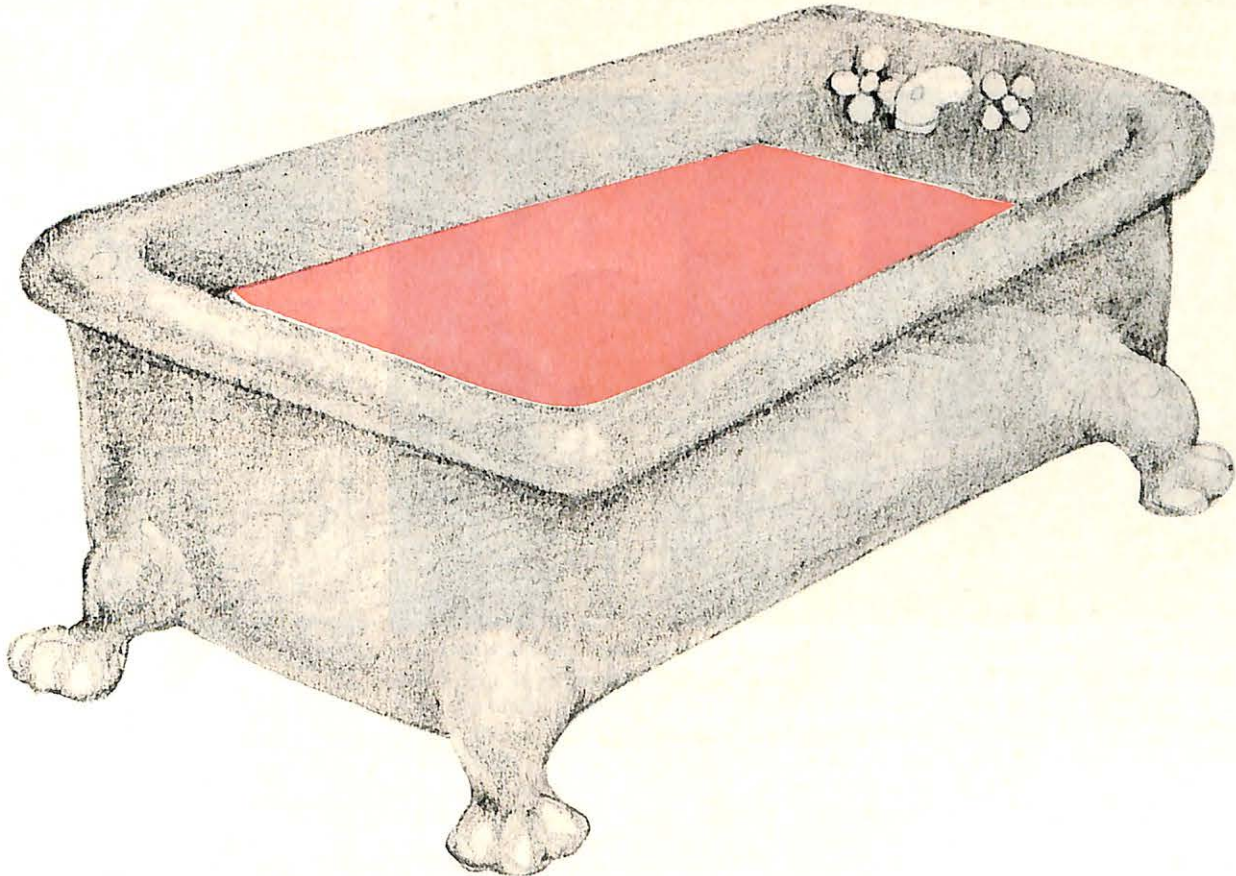
"My brother Gerald."

"How much is it worth?"

The colonel shrugged. "Approximately four million."

Gerald nodded. "On the other hand, I haven't a cent to my name."

"Just one of those things," Colonel Vanderveer said. "Gerald and I both started out with the same modest inheritance. I joined the army and left all of my financial affairs in the hands



of a trusted family lawyer. He made me rich. Gerald chose to personally supervise the investment of every bit of his capital. Lost everything."

Gerald smiled happily. "However my brother provides generously for me and mine. I might just as well be rich, for all that it actually matters. And I pay no taxes."

I had been doing some arithmetic on a page of my notebook. "Could you tell me where I might find the kitchen?"

Gerald gave me the direction and I found Mrs. Milstead alone in the kitchen having a cup of coffee.

"May I have a look at your jello?" I asked. "If there is any left, of course."

She regarded me without enthusiasm and then led me to a small storeroom. She unlocked the door with a key and eyed the shelves. "We've got four boxes of jello. Two lemon, one wild cherry, and one black raspberry."

"Might I examine one of them?"

"Which one?"

"Black raspberry. It's my favorite."

She handed me the box.

I read the directions and other data on the package carefully. "Why do you suppose your husband was wearing the colonel's smoking jacket when he was killed?"

"I don't know," she said. "Suppose you tell me?"

I decided to protect Milstead's private fantasy, even though he was now dead. "I haven't the faintest idea." I studied the package of jello again. "Black raspberry. My neighborhood supermarket always seems to be out."

"Keep it," she said. "It's on the house."

I returned to the colonel's rooms.

Tatum was now questioning Kitti Vanderveer.

She was rather tall and slim, with coal black hair and equally dark eyes.

"Exactly what happened with the car?" Tatum asked.

"I was going to drive to town," Kitti said, "but I'd been having trouble with my own car, so I asked Uncle Frank if I might borrow one of his. He said yes, of course. As I neared the end of our drive, I stepped on the brakes to slow down for the turn onto the highway, only there weren't any brakes. I couldn't see just shooting out onto the highway into the path of some oncoming car, so I turned off the driveway and ran into a tree instead. Luckily I was only shaken up. As it was though, the garage man estimated the damage to the car at one hundred and twenty-five dollars."

"You suspect that someone tampered with the brakes?"

"Well... wouldn't you? In view of

all of the other things—the flowerpot and the arrow, you know."

After Tatum finished questioning her, I followed her downstairs. "When you got into your uncle's car, was it parked in the driveway or in the garage?"

"In the garage."

"After you finished backing the car out, didn't you have to apply the brakes to stop the backward momentum? Why didn't the brakes fail at that particular point?"

She thought that over for a few moments and then brightened. "Actually the car had been put away by backing it into the garage. All I had to do was get inside and move forwards."

"There is the matter of the damage to your uncle's car," I said. "I believe you mentioned the sum of one hundred and twenty-five dollars?"

"Well?"

I rubbed my jaw speculatively. "Considering the fragility of the modern automobile body, it seems miraculous that you could hit a tree and incur damage of only one hundred and twenty-five dollars. Even if you hit a stationary object at only five miles per hour—and I'm certain you must have been going faster than that—the average damage to the average car is in the neighborhood of three hundred and thirty dollars."

THE JOY OF GIVING

Elks National Foundation

2750 Lakeview Avenue • Chicago, Illinois 60614



During a recent meeting at Waynesburg, PA, Lodge, recognition was accorded to members with paid-up subscriptions to the National Foundation. Present were Jimmy Clark (seated), who has two fully paid subscriptions, and (from left) Isaac Rohanna, ER Edward Bogucki, William Garrison, Foundation Chm. Leslie Gwynne, James Burns, Robert Weaver, and PER Herbert Wagener.

Salt Lake City, UT, Lodge's Foundation Chm. C. Frank Gilbert (right) thanked ER Frank Makin for a \$1,000 donation. An honorary founder's certificate acknowledged the recent contribution.



A permanent benefactor's certificate was awarded to Brother LeRoy Bennett (left) of Grand Junction, CO, Lodge for his second \$1,000 contribution. Secy. Glen Dollar made the presentation.



She laughed quickly. "Did I say *one* hundred? I meant to say *four* hundred and twenty-five dollars. Merely a slip of the tongue."

I shook my head. "I suppose it would be a relatively simple matter to phone your garage and find out *exactly* how much the damage to your uncle's car really is? And while I'm at it, I could ask if the garage had to do any work on the brakes? After all, they were supposed to have been disconnected or something."

We were jointly silent while she did some furious thinking.

Finally I said, "No one tampered with the brakes at all, now did they? You simply got into your uncle's car and deliberately ran into a tree?"

Reluctantly she fell back on the truth. "Actually I ran into the tree twice. The first time I chickened out at the last moment and barely touched the tree at all. So I had to back up a few yards and give it another try."

"But why?"

She sighed. "Well, there had been those two previous attempts on the colonel's life, and I didn't want him to think that I might be responsible for them. So I thought that if I could arrange things to *look* as though another attempt had been made on his life, but that I had accidentally stepped into his place all unknowingly, then he would think that I couldn't possibly be the one who was trying to kill him since I certainly wouldn't step into my own trap, now would I?"

I almost asked her to repeat that last sentence, but then decided against it. "Do you have any bows and arrows in the house?"

"I think there's a set somewhere in one of the attic storerooms."

"Are you any good at archery?"

"No. As a matter of fact, none of us is at all good at the sport, except for Colonel Frank."

I went back upstairs to the colonel's room.

I smiled. "How many boxes of jello do you suppose are necessary to properly gelatinize the water in a bathtub?"

Everyone in the room—especially Lieutenant Tatum—stared at me, and obviously none of them knew the answer.

I supplied it. "It would require approximately 1,080 boxes of jello to make the project a firm success. Give or take a dozen."

Tatum seemed to look up at the ceiling. "Is that the family-size box or the regular?"

"The regular. And in the mass, that would be about five and one-half cubic feet of boxes. Actually the jello *itself* would be considerably less in volume. You know how deceptive packaging is these days." I turned to Colonel Van-

derveer. "Do you have a local phone directory?"

He pointed to the phone on a small table next to the wall.

I opened the thin volume and turned to its half a dozen yellow pages. I discovered that Esterville had only two supermarkets. I dialed the number of the first and asked to speak to the manager.

Lieutenant Tatum watched me, his head cocked slightly to one side. It was difficult to gauge his expression. Possibly professional awe?

When the supermarket manager came to the phone, I said, "Have you recently—within the last few days—had anyone purchase an inordinately large amount of jello?"

I almost heard him nod. "Now that you bring it up, it happened just yesterday. Bought us out completely. Had to send to the warehouse for emergency replacements."

"Ah," I said, "Did you by any chance get his or her license number?"

"License number? Why should I get his or her license number?"

That was a bit of a disappointment. "Could you perhaps give me a description of the purchaser?"

"I suppose I could. But wouldn't it," he asked, "be easier just to give you his name?"

"Well . . . yes."

"It was Mr. Vanderveer. Not the colonel. The other one. Gerald. Polite, friendly type person."

I hung up and stared severely at Gerald Vanderveer. "You purchased the jello!"

He flushed slightly. "Well, my brother simply would not face up to the fact that *someone* was trying to kill him. He refused to bring in the regular police or even a private detective to investigate the matter. So I concocted the jello

(Continued on page 37)

did you know..



The first issue of *The Elks Magazine* appeared in June, 1922. Its first editor was Past Grand Exalted Ruler Robert W. Brown of Louisville, Kentucky, Lodge No. 8. He had many years of experience in publications and had previously been editor of the *Louisville Times*. Brown held the editor's post until his death in 1924.

☆☆☆

The Elks National Foundation was born of an idea proposed by Past Grand Exalted Ruler John F. Malley, Springfield, MA, Lodge No. 61. It came into existence in 1928, with Malley as the first chairman of the Board of Trustees. He held that post until his death in 1966, when he was succeeded by Past Grand Exalted Ruler L. A. Lewis. He died October 16, 1966, and the chairmanship was then given to PGER John L. Walker of Roanoke, VA, Lodge No. 197. He is still chairman.

The placing of the American Flag on the altars of Elks lodges had its inception at the Grand Lodge session of 1896 in Cleveland. The practice continued until 1956, when the Special Ritual Committee of Grand Lodge recommended that the flag be removed from the altar, an altar cover be used and the flag was to be on a staff at the right of the altar. The recommendation was adopted by a unanimous vote.

☆☆☆

The Order was founded in 1868 by a group of New York actors and entertainers. For the next 20 years, each convention was held there but a movement began in 1886 to begin holding Grand Lodge sessions in other cities. The proposal aroused strong opposition and was defeated, 85 to 60. This was easy to understand, since the "professional entertainers" held control and lived in New York.

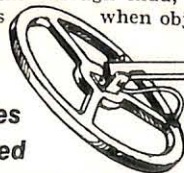
Making the Grand Lodge "migratory" caused constant strife and bitter contention for the next couple of years.

During the 1888 session, the subject was again brought up and put to a vote. This time the resolution carried, 228 to 47. It was then ratified by vote of the subordinate lodges.

FIND BURIED TREASURE

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

Dealer
Inquiries
Invited



Write for Free Catalog, treasure hunting tips and unusual souvenir coin.

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

Financing
Available

It's Your Business

(Continued from page 18)

ties are growing faster than big cities and their suburbs.

The changes may be more pronounced in 25 years, claims Robert Ferber, director, Survey Research Laboratory, University of Illinois. At a spring meeting in Chicago on consumerism and socio-economic trends Ferber briefly explained some of the major differences he sees:

- ▶ Many more consumers than today. A 16 percent increase in the U.S. population;

- ▶ With increasing numbers of women moving into the labor force, real incomes on a per capita basis should increase substantially;

- ▶ An increase of those 65 or older by 2 percent, rising from 10 to 12 percent of the population;

- ▶ A low birth rate and the average size of the family bringing the family size closer to three than present;

- ▶ The level of education of the population increasing and a larger proportion of young people going to college or post-secondary educational institutions. The educational skills required for various occupations will increase as automation assumes more routine tasks.

So how does a business owner plan for such changes?

Whether you're small or big, says William Conway, director of corporate planning at the American Management Association, the planning function is a regular process that becomes the real key to effectiveness and growth. In a recent issue of *Outlook*, a regional newsletter of the First Trust and Deposit Bank, he described the three planning elements businessmen find useful at AMA Workshops: 1. Be specific when you plan; 2. Use strategy in dealing with day-to-day affairs; and 3. Keep it simple.

Each, Conway adds, must be kept in perspective. While it's important to plan ahead, Conway believes you must be a realist not a theorist. "Don't lose sight of the things you have to do now to get where you want to be two years from now certainly."

Tartaglia's advice to business clients is to avoid the crisis syndrome because of a lack of planning and assess where you've been and what you've done before moving ahead. "What most business owners should do is take a long, hard look at their business as it is. I'd suggest four steps really. 1. A short-range view of the history of the business; the costs and other factors that bring the firm up-to-date. 2. A look at each and every cost and a rationalization for it; 3. A specific annual plan that should be reviewed each year and a five year plan which sets realistic goals for the future; and 4. A regular match-up of results against plans to make sure that your ideas reflect your business progress."

One thing for sure, Tartaglia adds, "those who try it don't always need emergency tax surgery on April 15." ■

A SPORTING SALUTE TO THE STARS & STRIPES



DURING the Bicentennial year, more than ever, patriotism has become a watchword of the B.P.O.E. Lodges throughout the country have endeavored to foster respect for our flag and the principles for which it stands through billboard displays, flag presentations, and the observance of Flag Day.

California Elk John Morey, a member of the GL Pardon Commission, felt that a respectful salute to the flag by professional athletes during the playing of the National Anthem at sporting events would be particularly effective in instilling this reverence for flag and country in the spectators, especially young people. Brother Morey exchanged thoughts on the subject with Mr. Tom Landry, coach of the Dallas Cowboys:

- A few lines to commend you for over the years having paid tribute to our nation's flag as *The Star-Spangled Banner* is played prior to your games. How wonderful it would be if, in our Bicentennial year, you could somehow have the rest of your colleagues show that same respect.

What a tremendous impact it would have on the youth of our country, who haven't the least idea what respect for or honor of our flag really means. This present generation looks up to professional athletes as their heroes. A visual example of their idols saluting our flag could well reverse their apparent indifference and lack of respect.

How nice it was during the playoffs and the World Series to witness all of the players and umpires saluting our flag. If all professional athletes would join in, I believe the problem of apathy and disrespect would be solved. Only by bringing back these things that by today's standards are considered old fashioned are we going to have the privilege of knowing our American way of life as we have known it in the past.

With the sincere hope that you will give this matter your serious consideration and set the example for professional football, I am

John B. Morey
Menlo Park, CA



- Your idea of having all of our professional athletes pay a special tribute to the flag during the Bicentennial year is a very good one. We are very negligent sometimes in paying the proper respect at our football games.

I am confident that your efforts will bear fruit whenever they are brought to the attention of a professional team. You may be sure that I will do everything I can to make a special effort to see that others do pay the respect that they should. I will also pass on your thoughts to other people in the National Football League.

I appreciate your loyalty to a flag that merits the respect of us all.

Tom Landry, Head Coach
Dallas Cowboys Football Club

All Elks are urged to write to their favorite sports teams, encouraging them to participate in this patriotic gesture and, by so doing, to express pride in America's heritage and hope in her future.

SUCCESS IS SPELLED

S · I · N · C · E · R · I · T · Y

□ "I can live for two months on a good compliment," Mark Twain once remarked.

Even wealth and fame were not enough to fill a basic human need for the author. He still wanted, as we all do, the commendation, approval, recognition and appreciation of his fellow men.

Words of praise and appreciation sweeten and enrich our whole existence. We turn them over in our minds, cherish them, bank them against the day when our reserve of self-esteem runs low.

A compliment has greater purchasing power than money. It can make even the poorest man among us feel like a Croesus. No man is ever too busy or too successful to receive your words of genuine appreciation. And yet so few of us make use of this inexhaustible storehouse of pleasure that's ours to give.

Do people praise you much? Or, for that matter, do you often express appreciation to others? Most of us pay compliments "as if we had to dig deep into our pockets for them."

The first principle, then, of how to say nice things is that we learn to say them more often. And by observing a few simple things about our words of praise and appreciation—their quality, their subject matter, their timing—we can make our remarks even more gracious. We may even make some of them so memorable that they will still bring pleasure to the recipients

long after we've spoken them.

A "good quality" compliment is sincere, personalized and specific. But sheer flattery is insulting. Basically, it says, "You are so vain that you'll fall for my line."

Some thought and observation will produce something honestly worth complimenting. And if something worthy of praise doesn't turn up at the moment, don't say anything. Most of us agree with humorist Josh Billings that "Flattery is like cologne, to be smelt of, not swallowed."

Our compliments also ought to be personalized, monogrammed with someone's initials. Too often we give credit to inanimate objects, rather than to human beings.

An employer praises his secretary. "This is a neat typing job." Did the typewriter do the job? What he actually means is "You did a neat job." We compliment people's clothes, when we mean "You showed good taste in selecting this outfit." We exclaim to a dinner hostess, "How lovely the table looks," when we mean "How beautifully *you* set the table."

Every situation, every endeavor, has its human element. No piece of art gets painted, no note of music is composed, no task or chore gets done untouched by human hands and it is human beings who need and deserve recognition.

Quite often, you can make a thank you or a compliment distinctive by selecting one specific detail and then

basing your remarks on that detail.

After spending a day at our beach house, one couple wrote that we had really provided a treat for them—not only because of the buffet lunch and the swim—but because, while they had been coming to the beach for years, our invitation gave them their first chance to see the inside of a house in the town, something they had always been curious to observe.

If the couple had not selected this detail to comment on, their thank you would have been a standardized one—welcome, of course, but certainly not as remembered as their thank you has been.

As a rule, what is the subject matter of your kind remarks? People's appearance, clothes, possessions and accomplishments, most likely. We comment mostly upon these obvious, visible things—and that's all.

But how about the intangibles, the less obvious and more lasting things? If we take the trouble to seek even a little bit below the surface, we find many commendable traits in others—humility, tact, modesty, tolerance, open-mindedness, consideration, thoughtfulness—that no one has probably ever praised them for.

The switchboard operator where you work gets plenty of appreciation of her good looks. But what of her constant, inspiring cheerfulness?

Your wife hears many nice things about her cooking. But have you ever told her how much you like her habit

of asking, whenever she rises, "Anything I can get for you while I'm on my feet?"

Seeking traits to comment upon does something warm and heartening to you, too. You soon realize how many nice qualities most of the human race has and how very often it exercises them.

Even the *timing* of our nice remarks can give them added meaning. There are standard occasions when we usually praise. "How nice you look!" we exclaim when someone takes special pains dressing for a party and is almost *expecting* a compliment.

But try, sometime, delivering a compliment out of a clear blue sky, at a wholly unexpected time, and see how much added pleasure you give the recipient. Two compliments I cherish were paid to me upon unexpected occasions.

Once, my wife and I were sitting in our pajamas at the kitchen table having a midnight snack. I had just gotten over an illness and was quite pallid looking and somewhat underweight. Suddenly my wife said, "Gee, you look awfully handsome right now."

And, once, I was standing outside my office, waiting for a friend, when

the head of my firm, passing by, remarked, "I want you to know how much we appreciate having you on our staff."

Both compliments were completely unexpected, unprompted for, and most memorable.

Besides expressing our sentiments only on special occasions, many of us also express them only when a relationship or circumstance is over with, or nearing its end. We live next door to the Evans family for years, and then they move. Their last day, we tell Bill Evans what a good and kind neighbor he's been. Why didn't we tell Bill Evans that at any time during our years next door?

Business firms usually wait until the end of a relationship to express appreciation. You pay off a charge account and you get an expected form letter thanking you. How much more good will the firm would create for itself if, in the middle of paying the account, you got an unexpected letter saying, "We want to thank you for the regular manner in which you're paying your account. We're glad to have customers like you."

Some of the nicest things you may ever hear, or may ever say, needn't be compliments at all. They may be

expressions of tenderness, concern, sympathy, understanding. Spoken at the right moment, they can buoy you up when you are depressed, save you from embarrassment, restore your self-respect.

And some of the nice things people say to you all the time may be wordless. Every time someone performs an act of friendship, a favor, a kind deed, on your behalf, they may not say one complimentary word aloud, but their gracious gesture speaks eloquently. It says: "I like you. I respect you. I value our friendship. I enjoy being of help to you."

And your sincere expression of thanks is, in return, a compliment to them.

Very often, we hear nice things about friends who aren't present. Because nice remarks aren't so plentiful that we can afford to discard even a single one, I try to remember these compliments to pass on to the people they are about.

Irving Hoffman, the Broadway wit, raconteur, and tradepaper columnist, became a close friend of many famous people all over the world. How did he get to know them? By mailing them notes, relaying the nice things that he had heard others say about them. ■

You & Retirement

(Continued from page 12)

care facility is not cheap. At Pine Run, for instance, the initial payment ranges from about \$24,000 to about \$55,000, depending on the size of the apartment unit. This fee is held in trust in the individual member's name for nine years; if the member dies or decides to leave the community within that period, a proportional share of the fee is refunded.

Monthly service fees at Pine Run range from \$380 for a studio resident wanting one meal daily to \$1,050 for a couple wanting three meals a day served in the dining hall; fees are tied to the cost of living, and will rise accordingly. But, say the sponsors, the fees should be compared to an insurance policy, insurance against the costs of a stroke followed by ten years in bed; the fees represent a pooling of the risks of long-term nursing care. And skilled nursing care, plus room and board, in suburban nursing homes, averages about \$1000 a month per person; this figure does not include living costs for the spouse.

Nursing homes vary. Some offer residential care consisting of three meals a day, recreational activities, and housekeeping; residents are usually ambulatory and fairly self-sufficient. Others provide personal care, a combination of residential care and assistance with bathing, dressing, feeding, or whatever activities a partially disabled or handicapped person would be unable to manage. And still others offer skilled nursing care. A few facilities offer various combinations of

care, but there aren't many that provide living arrangements for both the healthy partner and the one in need of care.

Nursing homes differ, too, in the quality and competence of care they offer. There are excellent homes, of course, but scandals have rocked the nursing home industry in recent years and it is extremely important to select any facility carefully. Get a recommendation from a doctor or clergyman, or consult the directory of the American Association of Homes for the Aging, the national organization of non-profit homes. But don't stop there. And don't just read about a home or center, or talk to the director on the telephone. Visit the facility and, in the case of a nursing home, stay for at least a day; in the case of a residential community, try to stay for a week or more. Most residential communities have overnight accommodations for visiting relatives, or you can rent an apartment unit on a short-term basis.

In either case, examine the facility carefully. In a nursing home, or in a health care center within a residential community, determine the size, and the attitude, of the nursing staff. Are nurses cheerful? Are there enough on duty to meet patient needs? Are there emergency buzzers within easy reach of all patients? Talk to some of the patients, and see how they evaluate their care. Inspect the kitchen and, if at all possible, visit the dining room during a meal. Is the food appetizing? Are people enjoying their meal?

In considering a retirement village or

comprehensive life care facility, talk to residents too. Spend some time in the community, sampling the quality of life. Take part in the recreational program. Look at the apartments; be sure they incorporate safety features such as non-skid flooring and grab bars.

Get a clear picture of costs, both basic and extra. Whether you are considering a move for yourself or for an elderly relative, you will want to know just what to expect in the way of fees. In some nursing homes laundry may be included; in many it is an extra charge and can add \$30 to \$50 a month to your bill. Don't make any commitment until you have as clear a picture as possible. And don't be afraid to change your mind later if you do make a mistake; it is always possible to leave. ■



"Not now—wait until he's finished!"

(Continued from page 33)

scheme for the sole purpose of introducing someone competent into the house—ostensibly to solve the jello business, but actually to find out who was making these attempts on Frank's life. I was going to tell you about that later, but frankly I wanted to see how and if you operated and . . ."

Lieutenant Tatum interrupted. "Well, well, so you wrapped up the Jolly Jello Caper. Congratulations. Now I don't suppose you could do the same for the murder of Milstead?"

I pondered a moment. "Perhaps a few suggestions?"

"Be my guest."

"You might see if there are any fingerprints on that broken flowerpot."

He blinked and recovered. "It's probably scattered all over the town dump by now."

"Possibly. But on the other hand, broken flower pots are tremendously useful as drainage material. No gardener could possibly think of just throwing them away. I would imagine that the colonel's gardener might have rescued the pieces for that very purpose." I smiled cheerfully. "As a matter of fact, there is such a shortage of broken flower pots that some people actually take perfectly sound pots and break them just to have shards for drainage."

For some reason Tatum glared at me and then sent off one of his men.

"Also you might check the archery equipment in one of the storage rooms in the attic," I said. "You might find fingerprints on the bow up there."

He sent another man off.

We waited until both of them returned and handed their items over to the fingerprint man.

Tatum still glowered. "Anything else?"

I nodded. "Let us suppose for a few moments that the attempts on the colonel's life were not really genuine. That is, they were meant to fail."

Tatum now frowned. "Dropping a flowerpot on the colonel wasn't an attempt on his life?"

"As he says, it missed him by a good six feet."

"What about the brake tampering? And that damn arrow?"

I evaded the brake episode. "You have been assuming that the archer *inadvertently* missed his target. But suppose he did it deliberately?"

"The arrow came within inches of the colonel. It would have taken an expert archer to do something like that."

"Either an expert or simply a bad archer who got closer than he intended."

"What about Milstead's murder?" Tatum demanded. "There was no miss there."

"You are assuming that Milstead

was killed by *mistake* and that the colonel was really the intended victim. But suppose Milstead was actually killed for himself alone and that *all* of the other incidents were concocted solely for the purpose of making us think that Milstead's death had been just another attempt on the colonel's life, once again bungled."

The fingerprint man looked up. "I'm getting matching prints on the flower pot pieces and the bow."

I carefully removed the package of black raspberry jello from my pocket and handed it to the fingerprint man. "You'll find my prints on this and Mrs. Milstead's. Hers ought to match those on the bow and the pot shards."

I looked about the silent room and smiled. "Mrs. Milstead claimed that the last time she saw her husband alive was at three o'clock in the kitchen. Obviously Milstead wasn't wearing the colonel's smoking jacket at the time, since that was a secret thing with him. And yet Mrs. Milstead *knew* that her husband was wearing that smoking jacket when he was killed. Only the murderer could have known that."

Tatum frowned. "She might have seen the body being carried out."

"No. It was completely covered with a sheet when it left this room."

His frown deepened. "I don't remember Mrs. Milstead saying that she knew her husband was wearing the smoking jacket at the time of his death."

I cleared my throat. "When I spoke to her in the kitchen and told her about her husband wearing the colonel's jacket at the time of his death, she merely *nodded*—which indicates clearly to me that she knew he was wearing the jacket at the time of his death and, as I said, only the murderer could have known that. If she *hadn't* known anything about the jacket, she would have been surprised enough to at least say 'Huh?'"

Tatum seemed to have trouble speaking. "You mean to tell me that you're building your whole case on the fact that she didn't say 'Huh?' when you thought she was supposed to?"

"Well . . . yes. I imagine she killed him for the twenty-five thousand dollar life insurance."

There was an utter silence. Actually rather long.

Finally the fingerprint man spoke up. "The prints on the pot, the bow, and the box of jello match. I guess it really is this Mrs. Milstead."

Lieutenant Tatum looked at me. I had the strangest feeling that he wanted to cry.

But instead he went to the door and spoke to one of his men. "Send Mrs. Milstead up here. I want to ask her a few more questions." ■

HIGH BLOOD PRESSURE IS HELPING TO KILL ONE-SEVENTH OF AMERICA'S ADULTS. AND THEY DON'T EVEN KNOW IT.

Every year, hundreds of thousands of Americans die needlessly from heart disease, strokes and kidney failure caused by their High Blood Pressure. And most didn't know they had it.

So see a doctor, or visit a clinic. It's a lot better to know if you have High Blood Pressure, than to die from ignorance.

A

HIGH BLOOD PRESSURE. Treat it...and live.

The National High Blood Pressure Education Program, U.S. Department of Health, Education, and Welfare.

A Public Service of this Magazine & The Advertising Council 

BINGO

Largest Manufacturer and Distributor of BINGO Supplies

Free Catalogues available for:

- ★ Complete bingo supplies
- ★ Tables & chairs
- ★ Armchair races
- ★ Flags & banners
- ★ Plaques & trophies
- ★ Jar & breakopen tickets

★ Fund raising through group travel
ALL STAR BINGO INC.
P.O. Box 2816, Clearwater, Fla. 33517



1000 GOLD STRIPE ZIP-CODE LABELS 65¢



FREE LOVELY GIFT BOX

1000 Gold Stripe, 2 Color, gummed, padded Labels, printed with ANY name, address & Zip Code, 65¢ + 10¢ pstg. & hdg., or 75¢ in all. Or, 3 sets, all the same or each set different, only \$2.10 ppd. Make money for your club, church,

scout troop, or yourself. Details FREE with order. Money Back Guarantee. FREE GIFT BOX! Pls. allow up to 6 wks. for delivery.

LABEL CENTER
808 Washington

Dept. L-337
St. Louis, Mo. 63101

CAN YOU AFFORD an ULCER?

HOSPITAL COSTS CAN WIPE YOU OUT. Medically-proven formula has helped thousands get dramatic relief of ulcers & digestive problems . . . eat better, sleep better & feel great. Send for FREE information now. Palafox-Knight Labs, Dept EN7, 2311 Veteran, Los Angeles, CA 90064.

NEWS OF THE LODGES

(Continued from page 23)



ESSAYS discussing "What Democracy Means to Me" earned first-place awards for Mark Cupp (left) and Jacqueline Ludes (right) in the seventh and eighth grade categories, respectively, in the Shamokin, PA, Lodge-sponsored contest. Americanism Chm. Vincent Dick presented winner's certificates and \$25 checks to the two young students.



KATHY MONELLO (front row, third from right), local and district first-place winner in the Crippled Children's poster contest, accepted her award from Hawthorne, NJ, Lodge's ER Howard Roughgarden. Congratulations to Kathy and the other winning participants were also offered by Mr. Pavlin (front row, left), high school principal, and (back row) Chm. Joseph Majewski and William Prior, high school art teacher.



HONORED by Leominster, MA, Lodge for their attainment of Eagle Scout rank, (front row, from left) Michael Valeri, Stephen and Michael Joly, and James Martel accepted the congratulations conveyed to them at the lodge by (back row) Youth Chm. John Keefe, John Robertson, district Scout executive, and ER Robert Crowley.



TRANSPORTATION, THERAPY, and educational training for cerebral palsy victims provided by the United CP School of Hampton Roads, VA, received a boost from Norfolk, VA, Lodge's recent \$500 donation. Tidewater CP President J. Posie Edwards (center) thanked ER Murray Sallinger (left) and PER Joseph Clark for the check.



TWIN BROTHERS Kevin (left) and Keith Wells (right), recent initiates of Winchester, MA, Lodge, were welcomed by their father ER Frank Wells. The 21-year-old new members joined the order during DDGER David Batchelder's visit to the lodge.



THE VERMONT Sportswriters and Sportscasters Association and Montpelier Lodge, co-hosts of the 10th annual Vermont Sports Award Banquet, raised \$605.35 for Silver Towers, a summer camp for exceptional children. During the event, which honored Athletes of the Month from the past year, 1975 Association Pres. Bill Noyes (left) gave the proceeds to ER Robert Goodell (center) while 1976 Pres. Gifford Hart observed.



THIRTEEN young people gathered at Falmouth, MA, Lodge with teachers Mrs. Buchanan and Mrs. Socarides to accept prizes for their Bicentennial essays. First-place winners received \$50 savings bonds, while \$25 bonds were awarded to second- and third-place winners.



THE SONS of PER Richard Miller (right) were initiated on PER Day by their father and became the third generation of their family to belong to Jeannette, PA, Lodge. Chris and Richard Jr. were part of a 31-member group designated by ER Charles Lavelle (left) as a Bicentennial Class.



TWO HUNDRED years of Elksdom were represented by five members who attended Rotterdam, NY, Lodge's 16th annual PER Night. (From left) PER Henry Purzycki, Andrew Marone, Antonio Guidarelli, Edmund Nowak, and Edward Krusze were among the PERs, old timers, and charter members on hand for the celebration.



THE FUTURE NURSES Club of Hillside High School in New Jersey was feted at a dinner sponsored by the local lodge for the club members and their parents. Youth Chm. George McDonald (seated, left) and ER Jerry Padovano (seated, third from right) joined the young women and their advisor, high school nurse Kay Redling (seated, center), for the evening.

BOUND BROOK, New Jersey, Lodge chose a billboard display for a Bicentennial year message. ER Lou Possemato (third from left) met fellow members at the roadside location to view their salute to our American heritage.



THE BUILDING COMMITTEE chairman for the Harry-Anna Crippled Children's Hospital, PER Richard Forret, was presented with a \$2,500 check by Treas. Earl Smith on behalf of Fort Pierce, FL, Lodge. The funds came from various members' contributions.

Exotic Plants

Now only \$ **3.99**
5 for

Nationally advertised at
5 for \$4.99
Flown in fresh from all over the world.

Burro Tail.
(Sedum Morganianum) 3 years old . . . and watch it grow: you'll need a hanging basket to contain it!



Aloe Nobilis
True to its name, this deep-glossy African succulent is the "noble" Aloe. Needs full sun but little water.

Panda Ears.
Large Clump. (Kalanchoe Tomentosa) Not just a Panda look, but a Panda feel: its white leaves, brown dotted at their tips, are heavily felted.



Mini Jade
Perfect for your Banzai. Like most cacti and succulents, it requires almost no care.

Pony Tail Palm
Sometimes called Elephant's Foot, can go up to 1 year without moisture, weeping leaves guaranteed to be 10-12" high on delivery.



GUARANTEED TO GROW AND FLOWER

THE CACTUS PLANT SHOP

447 Merrick Road, Oceanside, N.Y. 11572

Send me 5 Exotic Plants. Enclosed is check, money order for \$3.99. Plus \$1.50 postage and handling. N.Y. residents add sales tax.

Name _____

Address _____

City _____

State _____

Zip _____

ELKS FAMILY SHOPPER

More for your money

by Mike LeFan



BARGAINS ARE POPPING

Summertime bargains are popping like firecrackers this month. Those July 4th sales kick off the summer clearances with good savings on children's clothes, ladies' handbags, men's hats, all sportswear, and other summer clothes and fabrics. If you're thinking about a fur for next winter, they're now on sale.

White goods, bedding, and furniture are cheaper during July. Rugs and carpets go on special this month. Several types of heavy appliances are also value priced, including air conditioners, refrigerators, and freezers. If you heat your home with fuel oil during the winter, now's a good time to replenish your supply. Auto tires remain on sale through August.

Supermarket Snoop reminds you that fruits and vegetables are lowest in cost and highest in quality during peak growing seasons. July is the time to buy fresh apricots, blueberries, nectarines, peaches, plums, prunes, and rhubarb.

In the meat market, look for dropping prices on veal, pork, and lamb. You should also save on steaks, roast, and hamburger.

Speaking of hamburger, you can stretch a pound of ground meat by adding one cup cottage cheese and one-half cup bread crumbs (or oatmeal), says Lillian C. of Portland, OR. It makes twice the patties and makes the meat more moist. She

says it's great for meatloaves too. Thanks, Lillian.

Food Facts You Should Know! is a free 12-page booklet on our changing eating habits. It looks at "Quick-serve foods," "Cereals and today's breakfasts," "Nutrition labeling," and the "Nutritional importance of breakfast." Get your copy from Cereal Institute, Inc., Dept. MM, 135 S. LaSalle, Chicago, IL 60603.

Do you have trouble saving a little money or reducing your living costs? Then try "Self-Service." For instance, do you usually pay someone to mow the grass? Wash your hair? Launder your clothes? Paint your house? Wash the car? Next time do it yourself and bank the savings.

Planning a vacation by car? You'll want a copy of the *National Budget Motel Directory*, edited by Raymond Carlson. It lists motels offering single rooms at prices from \$7.50 to \$10 per night. The *Directory* is \$2.50 from Pilot Books, Dept. MM, 347 Fifth Ave., New York, NY 10016.

When you were wrestling with your income tax return back around April 15, did you promise yourself to keep better records for 1976? Well, it's still not too late. Round up your canceled checks, receipts, dividend notices, and other records, then file them in large envelopes marked "Medical," "Charity," "Sales taxes," "Dividends," "Auto," and other need-

Early Americana Nottingham Lace
Lovely 18"x36" Lace Scarf Table Runner
in Authentic Nottingham Lace



\$8.95 Includes Postage and Handling
BankAmericard—Mastercharge—Check
CEDAR HOLLOW GIFTS
Box 385 Bedminster, N.J. 07921



B.P.O.E
1976
BICENTENNIAL
BUCKLE

Beautiful brass finish metal belt buckle (fits belts up to 2-in. wide) commemorating our country's 200 birthday. The perfect gift -- Get yourself one too. Connecticut residents add 7% sales tax.

Only \$4.98 plus \$1.00 Shipping

Sold Exclusively Through

NEW LONDON BADGE CO.

81 Washington Street

P O Box 257, New London, Conn. 06320

ed groupings. Carry a notebook to record deductibles you might forget, like sales taxes, prescriptions, gas mileage, parking fees for medical visits, and so on. You'll be glad that you have more complete information when tax time rolls around again.

Mobile home owners, summer's here calling for some routine maintenance on your wheeled abode. Home Handyman says check your air conditioner operation and replace filters in both the heating and cooling systems. Replenish your supply of butane or fuel oil. Now's also the time to inspect and clean your home's wheel bearings.

Air conditioning is the costliest energy user for all of us during hot weather. Electric bills soar when summer sets in—and this year may be worse than last. But you can stay comfortable and ease the expense at the same time. Insulate if your home needs it. Make up your mind now to air condition as little as possible and to avoid cooling your home to really chilly temperatures. Set your thermostat in the 78 to 80 degree range, which is nice—particularly if it's 90 or 100 outside. Don't run the unit all the time, save it for really hot days. If you're away from home during the day, set the thermostat 10 degrees warmer while you're out. Shut vents in unused rooms and close the doors to those rooms. Keep your cooling equipment in good shape for high efficiency (call a serviceman if it needs a thorough check), clean air filters monthly, or replace filters monthly if you use the disposable type.

Are you thinking about buying a power lawn mower but you balk at the high prices? They are up 12% over last year, but by next summer the new Federal safety standards will push mower prices up another 30%. Now may be a good time to get one if you really need it.

Looking for an effective sunburn protection for these days of fun in

the sun? You want a "sunscreens" lotion to block the burning ultraviolet rays and still let you tan. Lotions containing pure para-aminobenzoic acid (PABA) are the best (brands like PreSun, Pabanol, PabaGel). However, pure PABA lotions may sting and dry your skin, and stain your clothes. Lotions with PABA-derivatives are fairly effective and without those drawbacks (try Eclipse, Sea & Ski Suntan Lotion, Pabafilm, and Estee Lauder Ultra-Violet Screening Creme). To totally block the sun off sensitive areas like lips, nose, ears, use a cream with zinc oxide or titanium dioxide (Solar Cream, A-Fil Cream, RVPaque).

Here's how to renew a dried out felt tip pen: Get some marking pen ink, available at any stationery or office supply store. Use pliers to remove the little plug on the back end of the ink cartridge, and then use an eyedropper to squeeze a few drops of ink onto the felt inside. Replace the plug and your pen will write like new. Repeat as often as required.

You can stop advertising mail you don't want. All you need is a "Name Removal Form." If you want *more* mail catalogs, samples, and other advertising, you can do that with an "Add On Form." Get either of those from the Direct Mail Marketing Association, 6 East 43rd St., New York, NY 10017.

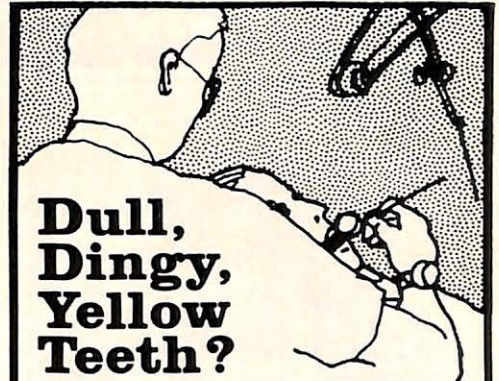
Money Saver of the Month: To remove ugly road tar from your auto, just rub the tarred areas with a rag wetted with common household oil (brands like "3-in-One"). The oil will dissolve tar, but won't damage your car's paint or chrome. This treatment may save you a repaint job. You're welcome.

Send questions, tips, and other mail to Mike LeFan, c/o The Elks Magazine, 425 West Diversey Parkway, Chicago, IL 60614. ■

Shopping by mail can be fun and convenient. But you should know this about mail order merchandise.

- You have the right to know when you can expect your merchandise to be shipped.
- You have the right to cancel your order.
- You have the right to get all your money back if you cancel.

Federal Trade Commission



Dull, Dingy, Yellow Teeth?

How to get them as white and bright as your dentist does

Use Pumi-Dent Tooth Cleanser. It contains the same extra-fine, dental-quality Lipardi pumice that dentists use to remove yellow film, brown tartar, and smoke and food stains. That's why Pumi-Dent gets teeth as white and bright as your dentist does. That's why it's used by actors, actresses, models, and TV personalities. For those special occasions when your teeth have to look their whitest, use Pumi-Dent. Send coupon and \$2 for a year's supply. Satisfaction guaranteed or your money back.

Ken Products, 10 Station Avenue
Metuchen, New Jersey 08840

Please send _____ tubes of Pumi-Dent at \$2 per tube. I enclose _____, check or M.O.

Name _____

Address _____

City _____ State _____ Zip _____

NOW! GET 2 REAL OLD INDIAN HEAD CENTS—Only \$1

Only \$1 brings you 2 old Indian Head pennies issued before 1908. (One set to a customer.) These scarce coins offered to get your name for our mailing list. You will also receive a copy of the most wonderful catalog of US & foreign coins and paper money in America. Send \$1 to: Littleton Coin Co., Dept. RD-49 Littleton, New Hampshire 03561



A CONSTANT REMINDER BIG CLIP DESK SET
EXCELLENT FOR HOME-OFFICE OR GIFT
FULL 7" PLATED CLIP WITH SMOOTH WRITING STREAM LINER PEN IN MOVABLE SWIVEL, MOUNTED SPECIAL BLACK PAPERWEIGHT UNDERLINED WITH FELT GOLD CLIP, BLACK BASE
SALE PRICE \$4.00
THE TREASURE MART
P.O. Box 776, Dept E-1-Big Clip Gray, Ga. 31032

10 Day Inspection, Money Back Guarantee
Forward \$5.00 Check or Money Order. Includes Shipping and Handling. Georgia Residents add State Tax. No C.O.D.



originally
SPECIAL \$9
Summer
PRICE \$5.99

Marshmallow Soft Wedge

So soft . . . so comfortable. Marshmallow softness for your feet. Foam cushioned insole & vamp. Bouncy rubber-like sole. Espadrille wedge with 1 7/8" heel. In White, Lt. Blue, Yellow or Green. Full & 1/2 sizes 5-10.

Satisf. Guar. **\$5.99** plus \$1 postage

OLD PUEBLO TRADERS—E7E

600 S. Country Club Rd., Tucson, AZ 85716

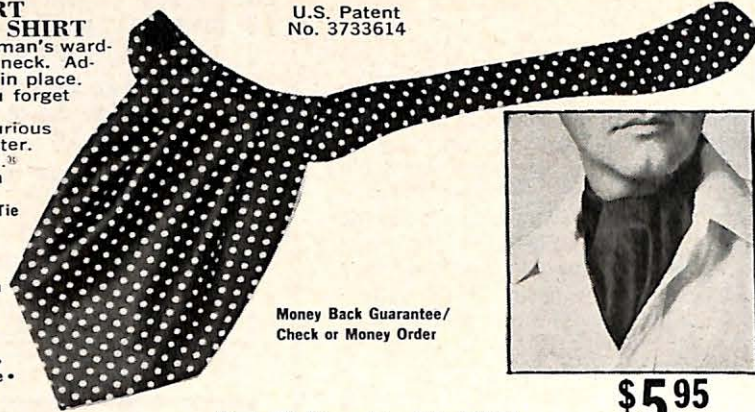
COMFORT WITH OPEN SHIRT

"It's basic to every man's wardrobe." Shapes to neck. Adjusts to size. Stays in place. So comfortable you forget it's there.

Plain shades in luxurious fine denier polyester. Fancies in Estron.³⁵ Shades to match every outfit.

THE OST® Open Collar Tie

- A. Paisley-Navy • Brown • Wine • Green
- B. Dots-Navy • Brown • Wine • Green
- C. Teardrops-Navy • Brown • Wine • Green
- D. Houndstooth-Navy • Brown • Wine • Green • Black
- E. Plains-Navy • Brown • Wine • Green • Tan • Beige • Rust • Copen • Yellow • White • Black



U.S. Patent No. 3733614



Money Back Guarantee/ Check or Money Order

\$5.95

OST® Cravates

Dept. E7, Champlain, N.Y. 12919
in Canada: 6666 St. Urbain, Montreal, H2S 3H1 50¢ Hdlg. Ea.



Cheney. Because Carol loves this house.

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

Helping people help themselves.
CHENEY Wecolators.

Scamp BUILD YOUR OWN TRAVEL TRAILER



- Hunting
- Fishing
- Camping
- Sleeps 4
- Guaranteed

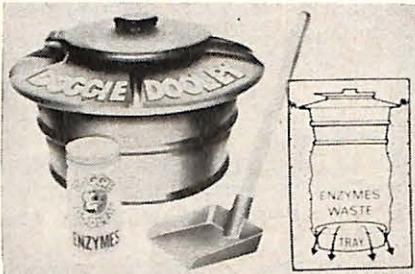
For the first time - a fiberglass Do-it-Yourself Kit! No welding. Scamp kit includes all parts you need and fully-illustrated step-by-step assembly manual. Scamp can be completed in 60 hours with minimum tools. Also available ready to hitch-up-and-go.

Scamp

Write: SCAMP, DEPT. E-7, Backus, Mn. 56435
Rush 12 pg. full color catalog. \$2.00 enclosed.

Name _____ Age _____
Address _____
City _____ State _____ Zip _____
Phone: Bus. _____ Home _____

DOG WASTE GONE

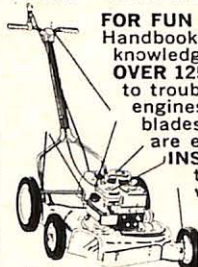


DOGGIE DOOLEY® keeps grounds clean, insect-free, sanitary. Rustproof heavy plastic doggie septic tank installs in ground; uses safe, non-poisonous enzyme-bacteria to liquefy pet stools for ground absorption. Shovel up stools, drop into tank, close lid. Enzyme-bacteria action does rest. Harmless to pets, lawns, shrubs. Handles wastes of 1 to 3 dogs. 17½" x 11½" with foot-operated lid, shovel, 6 mos. of enzymes, and moisture holding tray for faster action. \$13.95 plus \$1.85 postage. Extra 12 mos. enzymes \$3.95 plus 60¢ postage.

Send Check or M.O.

J. W. HOLST, Inc. Dept. ED-76, 1864 E. US-23 East Tawas, Mich. 48730

FIX LAWN MOWERS



FOR FUN & PROFIT! Fascinating new Handbook by F. Peterson gives you the knowledge skilled mechanics learn.

OVER 125 ILLUSTRATIONS show how to trouble shoot, repair carburetors, engines, balance and sharpen blades, etc. Exploded drawings are extensively used.

INSTRUCTIONS COVER reel, rotary and rider mowers, preventive and routine maintenance, how to identify brand names, where to obtain replacement parts. How to buy and use a lawnmower.

TRY THE HANDBOOK OF LAWN MOWER REPAIR.

Rush only \$7.95 plus 50¢ handling on 10-day money-back guarantee. EMERSON BOOKS, INC., Dept. 288C, Buchanan, N.Y. 10511

Shows Actual Size

YOUR NAME & ADDRESS
(and/or anything else you want)
Printed Like This on 2 to 5 Lines
ON 300 GUMMED LABELS

WORLD'S BEST GIFT

Labels of De Luxe Quality! Large & readable. Print (not typewriter) type. Centered lines. Rich blue ink. Snow-white gummed paper. Any copy up to five 35-character lines. Sparkling gift box. 300 for \$2.00. Any 3 orders, only \$5.00. 4-wk. del'y. Ppd. & guaranteed.

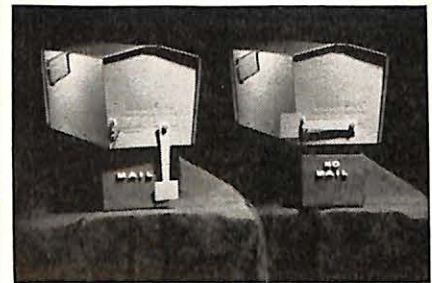
SEND NO MONEY NOW! Pay for labels after they arrive and prove satisfactory.

Writewell Co., 811 Transit Bldg., Boston 02115

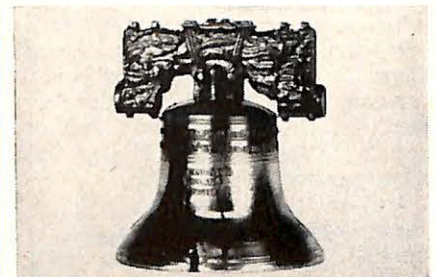
Elks Family Shopper



STARS AND STRIPES PHONE carries the message of the Bicentennial into your home or office. The "1776" Upright is gaily colored and completely equipped with working parts. Ready to use with dial, standard cord and plug for instant use. Only \$89.95 plus \$2.00 shpg. Send 50¢ for catalog of phones. Grand Com Inc., Dept. EL-7, 324-5th Ave., N.Y. 10001.



MAIL-CALL signals when your mail has arrived. If you have a box on the street, this handy red signal arm (located at the back of the box so it can be seen only from your window) goes down automatically when box is opened to indicate mail is there. Easily installed. Fits any size box. \$6.95 ppd. Mail-Call, Dept. 27, Box 1045, Longmont, Colo. 80501.



REPLICA OF THE OFFICIAL LIBERTY BELL is a lovely patriotic decorator item. Authentic replica is special cast metal alloy with an antique bronze finish. Boxed. 2¼" high, \$3.95; 3¼" high, \$4.95. Add 50¢ shpg. each. Edd, the florist, inc., Hickory House, Collectors Div. EK, 823 North Court, Ottumwa, Iowa 52501. Phone 1-800-247-1075.

See Advertisement on Inside Front Cover

SATISFACTION GUARANTEED OR MONEY BACK
LANA LOBELL, Dept. M-3174
Hanover Bldg., Hanover, Penna. 17331

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

-prs. Women's Tan (M203562B) Size _____ Width _____
-prs. Women's Black (M203687B) Size _____ Width _____
-prs. Women's White (M223603B) Size _____ Width _____
-prs. Women's Sueded (M223784B) Size _____ Width _____
- for just \$0.99 pr., plus \$1.50 postage and handling.
-prs. Men's Leather (M242578B) Size _____ Width _____
-prs. Men's Sueded (M242586B) Size _____ Width _____
- for just \$14.99 pr., plus \$1.50 postage and handling.

CHARGE IT:

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

Acc't No. _____ Date Expires _____

C.O.D. Enclose \$2.00 deposit per pr.

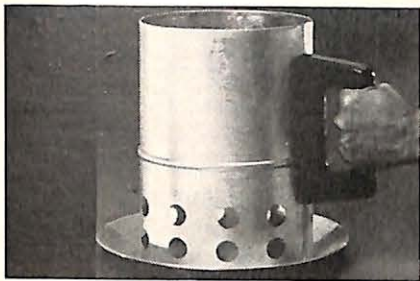
Enclosed is _____ (Md. residents add sales tax.)

NAME _____ (please print)

ADDRESS _____

CITY _____

STATE _____ ZIP _____



RED HOT CHARCOAL IN MINUTES. No more endless waiting for charcoal to heat or worrying about fuel can explosions. Just a match and three sheets of newspaper get charcoal glowing in 4 minutes in Charcoal Starter. No special charcoal needed. \$15.95 plus \$1.85 shpg. J. W. Holst Inc., Dept. EK-76, 1864 E. US-23, East Tawas, Mich. 48730.



"HANDS FREE" TOTE GLASS—perfect for busy people who want to carry their glass but be free to work. Attractive crystal glass is held securely by its unique design and leather strap. Rimmed with pure silver, the glass holds 14 oz. and is 7½" high. \$14.95 plus \$1.50 shpg.; 2 for \$27.50 plus \$1.75 shpg. Quantity discounts on request. (Mich. res. add 4%.) Superior Specialties, P.O. Box 698, Sault Ste. Marie, MI. 49783.

LIGHTNING IS FRIGHTENING ... AND COSTLY!

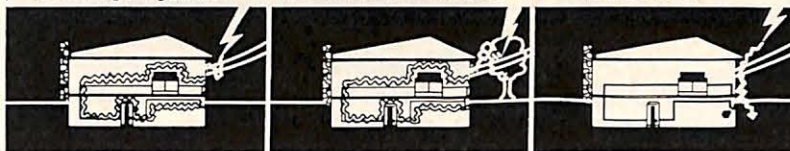
When lightning strikes near your home, or even your power lines far from home, thousands of volts of electrical energy can come surging into your home's electrical system... damaging wiring, motors and appliances. Lightning rods and circuit breakers don't stop the damaging surge.



GE's Protector grounds the lightning to prevent surge damage.



... when lightning strikes ... even when it comes close



This UL approved Protector by GE grounds the lightning to prevent surge damage. It's easily installed by a qualified person. It works over and over again and needs no maintenance or replacement. The Protector comes with a 12 month replacement guarantee. Isn't your home and electrical equipment worth protecting with such a small investment? Send for your Protector today. Return coupon with check or money order. No C.O.D.

\$14.95

UNITY DISTRIBUTING CO. Rt. 13E, 2 Cayman Ct., Jamaica Bay West Fort Myers, Fla. 33901

Please send () GE Protector(s) at \$14.95 each plus \$2 to cover packaging, postage and handling, Total \$16.95. Fla. residents add 4% sales tax.

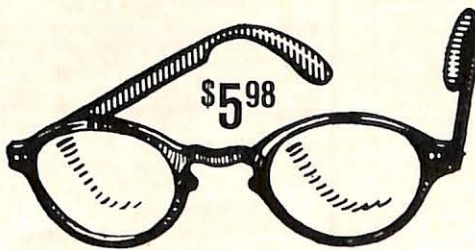
NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____

Nel-King magnifying reading glasses help you...

SEE SHARP AND CLEAR AGAIN!

Many people without eye disease or astigmatism need simple magnification for fine print and close work that we all encounter daily. Nel-King magnifying glasses will make those pages easy to read once again. Choose from four attractive, popular styles with impact resistant lenses. Handy carrying case.

Send in your order today! 30 day money-back guarantee. If you are not completely satisfied, simply return postpaid for full refund. Soon you'll find reading a joy with your new Nel-King glasses.



Nel-King FULL FRAMES smoke-colored stylish glasses give magnification you need for close work. Gets rid of annoying blur—metal hinges for long wear. Stock #280.

SPECIAL OFFER:
\$1.00 OFF ON SECOND PAIR
 Order two. One for home, second for office or car.



Nel-King **BEN FRANKLIN STYLE.** Popular golden-finished wire frames are lightweight and comfortable. Now read newspapers without bother. Raised nosepiece and non-slip earpiece on temples make for added comfort. Stock #281.



Nel-King **REGAL 1/2 FRAME.** Unusual frameless design across top of lens allows for easy reading of fine print, plus unobstructed distant viewing. High-quality black plastic frames with wire cores around lower 1/2 of lens are attractive and durable. Stock #282.



Nel-King **GOLDEN 1/2 FRAMES.** Smart looking half-frame styling made with golden-finished wire. Raised nose-piece. Non-slip earpiece on temples. Tops in comfort and fashion. Looks twice the price and wears and wears. Stock #283.

AGE	STOCK #	ITEM NAME	PRICE	QUANTITY	TOTAL
			\$		\$

Mail To: **NEL-KING PRODUCTS, Dept. EK-76GLS**
 811 Wyandotte
 Kansas City, Mo. 64105


add 75c for one pair
 \$1.25 for two.

TOTAL AMOUNT \$

Name _____
 Address _____
 City _____
 State _____ Zip _____

Check Money Order
 Cash Charge Card:
 BankAm. # _____
 Mstrchg. # _____
 (list all numbers on card)

ENJOY GOLF WITH ONE CLUB!



**PUTTER
DRIVER
3 IRON
5 IRON
7 IRON
9 IRON**

THE adjustable®
ALL-IN-ONE GOLF CLUB

Get plenty of exercise playing golf without being tired from carrying a bag full of clubs! You'll have **FUN** and **EXERCISE** with the Adjustable, America's leading All-In-One golf club. Carry it anywhere! Adjusts to driver, 3, 5, 7, 9 iron and putter. True Temper shaft, Golf Pride "Classic" grip and chromed alloy head make it a top quality golf product. Play the **EASY WAY** and **ENJOY** the game. \$44.90 postpaid, 2 for \$79.50. Money back guarantee. Master Charge and BankAmericard accepted. Send card number and expiry date. *Specify right or left handed and height for proper club length.*

INTERNATIONAL GOLF PRODUCTS
1885A Campeau St., South Bend, Ind. 46617

"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.**

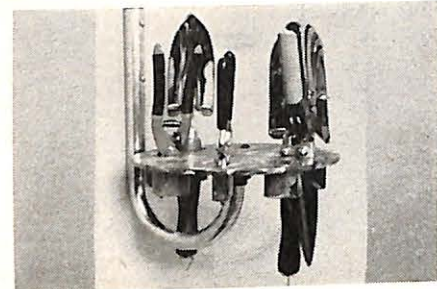
USED BY THOUSANDS: CARDIAC PATIENTS, ARTHRITIS, SENIOR CITIZENS, PHYSICALLY RESTRICTED, POST OPERATIVES...and household convenience.

WRITE FOR FREE BROCHURE AND NAME OF DEALER NEAREST YOU.
AMERICAN STAIR-GLIDE® CORP.
4001 East 138TH ST., Dept. E-76
Grandview, Missouri 64030

Elks Family Shopper



YOUR INITIALS ON A T-SHIRT for the "personal touch". 100% machine-washable cotton in Camel Tan (with Brown initials) or Navy (with White initials). Sizes S-M-L. Give 2 or 3 initials. Allow 4 wks. for delivery. \$14.95; 2 for \$29.00. Send for free men's fashion catalog. Lew Magram, Shirtmaker to the Stars Ltd., Dept. EL-7, 830 7th Ave., N.Y. 10019.



GARDEN TOOL HOLDER keeps your garden tools handy and safe in one place. You can mount it in garage or storage shed or outside near your garden. Weather-resistant and well-constructed. Excellent too to use as a beverage tray or potted plant holder. \$5.95 ppd. (Tools not included.) T&C Enterprises, P.O. Box 638, St. Cloud, FLA. 32769



BAR YOUR DOOR from intruders in hotel, motel, apartment. Door Jam adjusts from 26" to 38". Simply prop the fork end under door knob and push the floor part as close as possible toward the door. Folds compactly into suitcase. \$6.95 plus \$1.00 shpg. 2/\$13.95 ppd. J. W. Holst Inc., Dept. EK-76, 1864 E. US-23, East Tawas, Mich. 48730.

PLAY GUITAR IN 7 DAYS OR MONEY BACK



Thanks to Ed Sale's amazing Secret System, you can play a lovely song the first day, any song by ear or note in 7 days. In this **SPECIAL INTRODUCTORY OFFER** you get all this: 66-page Instruction Book, 52 photos, 87 chord and finger placing charts, 110 songs (words and music), chord finder of all popular chords. Special Guitarist's Book of Knowledge, and extra bonus: special wallet-size tuning device for tuning any guitar by ear.


Total Value \$9.00 \$3.98 NOW ALL FOR ONLY

Send no money. Just send name and address. On delivery pay postman \$3.98 plus C.O.D. postage. Or send \$3.98 plus 50¢ shipping and handling charges with order to save C.O.D. costs. (No C.O.D. outside Continental U.S.A.) *Satisfaction Guaranteed or Money Back*

ED SALE, Studio 193-S, Avon By the Sea, N.J. 07717

I WILL GIVE YOU ZOYSIA GRASS PLUGS FREE!

By Mike Senkiw



It's true the things people are saying about Amazoy Meyer Z-52 Zoysia Grass. (Reg. T.M.) It grows so thick and luxurious that walking on it is unforgettable... like walking on a thick, pile carpet.

Your Zoysia lawn drives out crabgrass and weeds all summer long. It stays green and beautiful in blistering heat when other grass burns out. It cuts mowing by 2/3... It's perfect for summer homes and "problem" areas.

There's no need to rip out your old grass. Plug in Amazoy Zoysia Grass and let it spread into winter-hardy beautiful turf that never needs replacement. It will neither heat kill nor winter kill... merely goes off its green color after heavy frost and regains fresh new beauty every Spring—a true perennial! Every plug guaranteed to grow in any soil in your area. © ZFN, 1976

To end lawn problems, send for Free Interesting facts and low prices of Amazoy incl. Hot Weather Bonus Offer with up to 200 plugs Free! No obligation. Mail coupon to...
Dept. 334, ZOYSIA FARM NURSERIES
(Our 21st Year) General Offices and Store
6414 Reisterstown Rd., Baltimore, Md. 21215

Name _____
Address _____
City & State _____ Zip _____

PET ODORS & STAINS Removed Forever!



Rescue Carpets From Pet Accidents

Stains and odors caused by pet accidents, even urine, removed completely and permanently from your carpet. **RESCUE KIT** contains two 8-oz. scientific sprays (non aerosol) for all stain or odor problems: carpets, upholstery, litter boxes, etc. Specify "A" kit for stains; "B" kit for odors; or "A" & "B" mixed kit. **Must work safely and completely or your money back.** Send Ck. or M.O. 1 kit \$6.50 + \$1 post. Save \$2: Order 2 kits for \$12.99 (and we pay post.)


American Century
135 So. La Brea, Dept. 6076
Box 36232, Los Angeles, Calif. 90036

1976
Our 25th Anniversary

Beautiful 25th anniversary gift, new and different, a lifetime keepsake. (Black wood frame 11"x22"), red background, blue and silver lettering, 25 quarters set in date. Just \$39.50 (Ohio res. add 4% tax). Shipped prepaid, send check or Money Order to

CENTURY MANUFACTURING
P.O. Box 34, Maximo, Ohio 44650

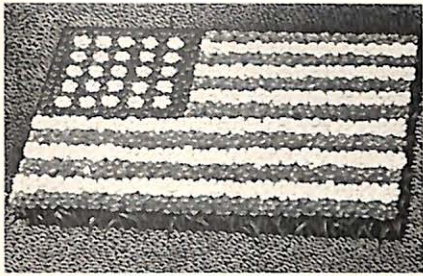
1000 RETURN ADDRESS LABELS \$100



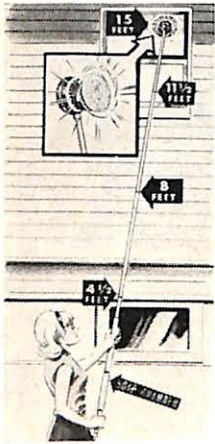
FREE HANDY BOX

Quick and easy way to put your name and return address on letters, checks, books, records, etc. ANY name, address and zip code up to 4 lines beautifully printed in black on crisp white gummed label paper. 1 3/4" long. Free decorative box for purse or desk. Set of 1000 labels, just \$1 ppd. Money back if not pleased. Don't know your zip code? We'll look it up for you.

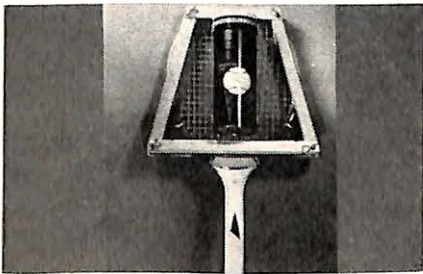
Walter Drake 3297 Drake Building
Colorado Springs, Colo. 80940



FLOWERS GROW INTO THE AMERICAN FLAG. Just set out the pre-seeded matting of hardy red, white and blue flowers. In a few weeks, you have an American flag of over 3,000 flowers. Guaranteed to grow into a Bicentennial display. \$5.00 + 50¢ shpg. (Pa. res. add 6% sales tax.) American Consumer, Dept. JAF-31, Caroline Rd., Phila, Pa. 19176.



WINDOWS TOO HIGH TO WASH? Not with Giant Window Washer that telescopes to 15 feet. Horse-hair brush, whirled by water pressure, easily penetrates corners. Washer head comes with interchangeable squeegee and four handle extensions for 4½, 8, 11½, and 15 feet, plus a liquid soap chamber. Attach to garden hose, flick switch to change from suds to rinse. Shutoff valve. \$19.99 + \$1.25 shpg. Hanover House, Dept. Z-3313, Hanover, Pa. 17331.



TOPS WITH TENNIS PLAYERS—the handy, convenient Tennis Ball Caddy. It's a set of brackets that holds your tennis ball can on the racket press. Caddy is easily attached to press and makes a compact carrying unit of balls and racket. Only \$4.00 plus 75¢ shpg. (Mass. res. add 5%.) Tennis Ball Caddy, P.O. Box 105, Winchester, Mass. 01890.

BASEBALL CARDS WANTED

Top prices paid for pre - 1955 baseball cards and photos issued with gum, candy, cigarettes, food items, etc. Send sample or list for offer.

ROBERT BRUCE

Box 4087

Torrance, California 90510



Bicentennial

BABY BLANKET

For that lucky baby born in 1976

A lovely 40"x45" crib and carriage blanket suitable for boy or girl. Plush velour numerals (red "7", blue "6") applied on a cuddly soft white blanket by Chatham. "Born in" in white silk embroidery. Edged with nylon taffeta binding and red satin piping. Machine washable. A unique and beautiful gift of warmth that's sure to become a family keepsake. Money back if not delighted. Send \$19.95 plus \$1.50 postage to:

Blankety Blankets

Box 438-E4, Mamaroneck, N.Y. 10543
(N.Y. State residents add \$.80 tax)



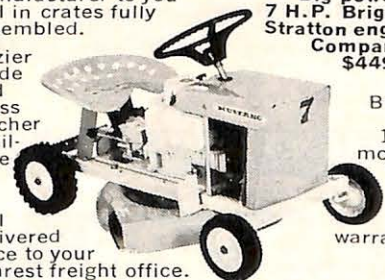
U.S. COINS BY THE POUND plus a gold piece of the world. Assortments may include Indian, Lincoln cents, 2¢ pcs., V 5¢, silver dollars, etc. 35 to over 100 years old. 1 lb. \$16.50; 2 lbs. \$30; 5 lbs. \$72; 10 lbs. (2 gold pieces). \$115. Add \$1.50 shpg. Centre Coin Co., Box 1, Dept. TE, Sherman Oaks, CA 91413.

PUBLIC SALE—239.95

Manufacturer to you still in crates fully assembled.

Big powerful 7 H.P. Briggs & Stratton engine.
Compare at \$449.95

Dozier blade and grass catcher available



Brand new 1976 models with full factory warranty.

Full delivered price to your nearest freight office.

5 h.p. Briggs & Stratton Rototillers only \$219.00

Send money order, or send for free picture brochure while they last.

MOW-ITT MFG. SALES Dept. EK 817/461-2751
407 B Lillard Rd., Arlington, Texas 76012



HOW TO LURE HUMMERS:

Hang one or more "Hummy - Bird Bars"® in your garden. It's a delight to watch them sip from the original four-at-a-time feeder. Beeproof; no drip or rust; glass bottle. Instructions. Guaranteed. \$4.20 Post Paid in U.S.A. Add 25¢ tax in Calif. No COD's.

HUMMINGBIRD HEAVEN,

10726-E Samoa Ave., Tujunga, CA. 91042
(Also makers of the Oriole "Fun-Bar") Made in U.S.A.

OUR 21ST YEAR!



A PERFECT GIFT FOR BOYS

This miracle mountain boy could be used in five ways—a binocular, a magnifying glass, a magnetic compass, a signal mirror, and a focus control dial.

Only \$7.95 PP

J. N. HAYNES, INC.
Box 74, Clear, Alaska 99704

FREE GLOVE!*

THE EXTRAORDINARY "WONDER" GOLF GLOVE

Pro style with VELCRO® fastener! Crafted with a soft, exclusive suede-textured surface for BEST CLUB CONTROL! WASHABLE. Long-lasting! U.S.G.A. APPROVED.



What golfers say about "WONDER" glove:

"... I am recommending this glove to all my golf playing friends—it's truly a "wonder." Thank you. John Vosejka, St. Paul, Mn.

"... The best glove I've found in 7 years of playing golf! Geo. Chaffee, Casseyville, Ill.

* FANTASTIC OFFER - BUY ONE AT \$6.95

GET ONE GLOVE FREE!!!

SATISFACTION GUARANTEED

Limit: 3 gloves, and 3 gloves FREE

Add \$1 total shipping & handling. Calif. res. add 6% tax.

Your choice of: black beige blue red

How many to be WORN on the

RIGHT hand? _____

Send with check or money order, or charge

(over \$10) Bank Am. Master Charge

Card # _____ Exp. _____

to: MASTERGRIP—Box 233, Canoga Park, CA 91305

INTRODUCING



THE ENFORCER . . . Now! You can buy this striking leather hat for the striking low price of \$11.95 plus \$1.00 shipping and handling. Hats of similar quality surely sell from \$18 - \$30.00 easily! This attractive hat is handmade in Morocco of a high quality ox leather by skilled craftsmen. You'll feel better because you'll look better with **THE ENFORCER!** 10 DAY UNCONDITIONAL MONEY BACK GUARANTEE. Sizes (Sm, Med, Lg). Colors . . . Brown and Bone (natural). Please specify! This Low Price Will Be Going Up! **PLACE YOUR ORDER TODAY!** Send your check or money order to:

FRONTIER TRADING POST
6323 - 16th AVE., BROOKLYN, N. Y. 11204

MODERN STANDARD COLOR TELEPHONES



A complete modern phone ready for instant use. Factory rebuilt. Available in white, black, beige, pink, red, blue, ivory, ideal for an extra phone. **\$23.95** plus \$2.00 handling chg.

SEND 50¢ FOR CATALOG

GRAND COM INC Dept. EL 7-6
324 5th Ave., N. Y. 10001



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.

SIDLES Auto SUN SHADES



RIDE UP TO 15° COOLER with SIDLES SHADES. Custom made from durable aluminum to block out the sun's rays. Easily installed and instantly removable. Increases air conditioner efficiency and saves passengers and contents from the ravages of a blazing sun. For free information send year, make, series, model (sedan, station wagon, pickup, bus, etc.), and style (2 or 4 door), with your name and address to **SIDLES MFG. CO., INC., Box 3537E, Temple, TX 76501.** For questions and/or same day shipment on Master Charge phone orders, call (817) 778-1636.

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. 52, P.O. Box 484,
Somerville, Mass. 02143

COOPERATE WITH THE ZIP CODE PROGRAM OF THE POST OFFICE DEPARTMENT USE ZIP CODE NUMBERS IN ALL ADDRESSES

See Advertisement on Inside Back Cover

AMERICAN CONSUMER, INC.
Dept. VM-277, Caroline Road,
Philadelphia, Pennsylvania 19176

Please rush me _____ (VM) Set(s) of 4 Molybdenum Steel Knives at only \$9.98. Please add \$1 to partially cover postage & handling, and add sales tax where applicable. If I am not completely satisfied, I may return them for money back. Check or money order. No C.O.D.'s. Total enclosed \$ _____

SAVE \$1.00—Order 2 Sets for only \$18.95. "The Gift of the Year". Add \$1 postage.
(Penn. residents add 6% sales tax.)

CHARGE IT: (check one) Exp. Date _____
 BankAmericard American Express
 Master Charge

BANK NUMBER

Credit Card # _____

Name _____

Address _____ Apt. _____

City _____ State _____ Zip _____

MAIL NO RISK COUPON TODAY

Elks Family Shopper



AN INVENTORY OF HOUSEHOLD FURNISHINGS and all your belongings is invaluable in case of fire or storm damage. In Household Inventory Book, you keep a list of your possessions by room with original value listed plus estimated value now. \$2.50 + 50¢ shpg. 2/\$5.00 ppd. The Writwell Co., 810 Transit Bldg., Boston, Mass. 02115.



WIG STRICTLY FOR MEN. It's cool, lightweight, like human hair, & stretches to fit any head, covers all hair, sideburns too. Black, off black, chestnut, dark or medium or light brown, dark blonde, black or brown mixed with gray. \$9.95 ppd. Specify color, style #M-130. Franklin Fashions, Dept. EL-76, 103 E. Hawthorne Ave., Valley Stream, NY 11580.



ORIGINAL PINAUD MOUSTACHE WAX for grooming, styling & color touch-ups of sideburns, beards & moustaches. Color gray or blend in faded or streaked hair. Greaseless, washes out easily. Moustache brush & comb with each tube. Specify Natural, Black, Brown or Blonde. \$1.95 ppd. P-J Sales, 930 Yale St., Room 76, Wilmette, IL. 60091.



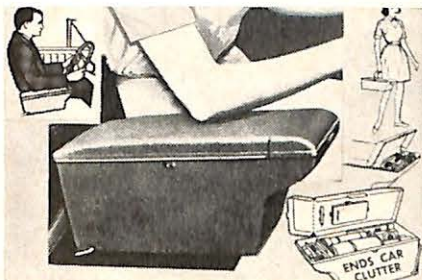
FOR ELKS WHO TRAVEL—a handsome heavy gauge vinyl garment bag to protect clothes. Trav-L-Lite Transporters have the official Elks emblem imprinted in gold. A full length vinyl partition forms two separate compartments with a zipper on each side. 24" x 40", black. Handy to use at home too. \$5.00 ppd. Trav-L-Lite Products Co., P.O. Box 10, Naperville, Ill. 60540.



POWERFUL TANK SPRAYER has no motor, uses no gas or electricity; yet it shoots a powerful 30-foot jet stream or a fine mist. Holds one gallon of liquid to spray insecticides, fertilizers, etc. Pistol trigger with 3-ft. long hose, adjustable dial nozzle. \$5.99 plus \$1 shpg. Jay Norris Corp., Dept. EL-7, 25 W. Merrick Rd., Freeport, NY 11521.



ACCORDION AND ORGAN ARE COMBINED in one instrument—the easy-to-play Cordovox. Play either or both at once. Full range of sounds from deep string bass to full flute section to special effects. Standard accordions, famous makes available. Write for free catalog. Accordion Corp. of America, Dept. E-76F, 5535 W. Belmont, Chicago, IL 60611.



DRIVER ARM REST/CAR CADDY makes driving a pleasure. Arm rest keeps arm comfortable while caddy holds all driving aids—maps, tissues, glasses in 3 compartments underneath. 15"x6"x7", fits in front or back of car. No tools needed to install. Black Morocco finish. \$7.70 ppd, 2/\$14.00. Merit House, Dept. EK-76, 151-30 34th Ave., Flushing, N.Y. 11354.

See Advertisement on Back Cover

Haband's 100% Polyester Executive Style KNIT SLACKS, 2 pairs for only \$19.95
 HABAND Company, 265 North 9th Street Paterson, NJ 07530 728-022
 OK, Haband: I'll try _____ pairs of these new Knit Slacks. My size & color choices are below and my remittance in full of \$ _____ is enclosed.
GUARANTEE: If I do not wish to wear them when I see them, I may return the slacks to Haband for full refund of my remittance.
FULL GENTLEMAN'S CUT in YOUR Exact Size!
 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
Light GREEN			
BROWN			
GREY			
NAVY			
CHAMPAGNE			

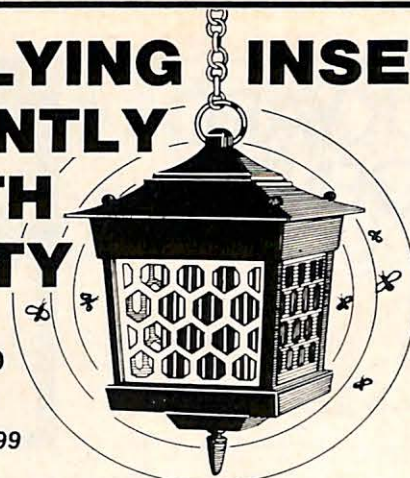
3 for 29.75 4 for 39.30 5 for 48.95

NAME _____
 STREET _____ APT. NO. _____
 CITY _____
 STATE _____ ZIP CODE _____

KILL FLYING INSECTS INSTANTLY WITH ELECTRICITY

BUG KILLER \$10⁹⁹ LANTERN

Buy 2 and save! 2 for \$20.99



This amazingly effective Bug Killer works without poison or chemicals, unpleasant odors, or bothering with bags, refills. It's special "lure-lite" draws phototropic insects into interior grille where low, safe current electro-

cutes them at once. **HARMFUL ONLY TO INSECTS.** Just plug in for low cost, 'round the clock relief. Attractive style in gray finish 7½" high. Hang indoors or out with 8" chain. Money Back Guarantee.

UNITY DISTRIBUTING CO.

Rt. 13E, 2 Cayman Ct., Jamaica Bay West, Fort Myers, Fla. 33901

Please send () Bug Lanterns at \$10.99 plus \$2 for packaging, postage and handling. Return coupon with check or money order. No C.O.D. Fla. residents add 4% sales tax.

NAME _____
 ADDRESS _____
 CITY _____
 STATE _____ ZIP _____

PRICE BREAKTHROUGH

VITAMIN-E

100% PURE ALPHA TOCOPHEROL CAPSULES

PUT AMOUNT DESIRED IN BOXES

FREE PRODUCT LIST WILL BE SENT TO YOU

SATISFACTION GUARANTEED

100 I.U.	200 I.U.	400 I.U.	1000 I.U.
100 for .80	100 for 1.20	100 for 1.95	100 for 4.78
500 for 3.75	500 for 5.75	500 for 9.50	500 for 23.50
1000 for 7.25	1000 for 11.25	1000 for 18.75	1000 for 46.00

SAVE! SPECIAL DISCOUNT PRICES!

LECITHIN CAPSULES (19 gr.) 100—1.15 300—3.00	VITAMIN C TABLETS 500 mg. 100—.90 500—4.25	WHEAT GERM OIL 11 min. 100—.79 500—3.80
ZINC TAB 10 mg. 100—.45 500—2.15	VITAMIN B-1 (Thiamine) 50 mg. 100—.60 300—1.60	VIT. B-6 (PYRIDOXINE) 25 mg. 100—.65 300—1.75
NATURAL GARLIC PERLES 6 min. 100—.79 1000—6.50	DOLOMITE TABLETS 100—.35 1000—1.90	CALC. PANTOTHENATE 30 mg. 100—.65 1000—5.75

TOTAL AMOUNT ENCLOSED _____

MAIL TODAY-ORDERS SHIPPED POSTPAID PROMPTLY!

SEND TO:
 NAME _____
 ADDRESS _____ APT. _____
 CITY _____
 STATE _____ ZIP _____



Vitamin Products

16 NASSAU AVENUE
 ROCKVILLE CENTRE
 NEW YORK 11570

ELK-1

BACKYARD GARDENER

by Helen Rosenbaum



BICENTENNIAL GARDENS

A flag of flowers?

A liberty bell on your lawn?

Or a red, white and blue-tiful star—starring 600 petunias!

Yes, let freedom bloom with one of these patriotic plantings—providing you have a big backyard and ambition to match. Here's how according to George J. Ball, horticultural suppliers, in conjunction with The National Garden Bureau:

Drawings to scale are necessary. Purchase a large sheet of graph paper or rule off 1-inch squares on shelf or wrapping paper. Lay out the outline and pattern of colors. Calculate the numbers of plants of each color required by drawing circles on 1-ft. centers for large plants and 6-inch centers for small plants (to scale, of course).

A rule of thumb is to mass annuals about the same distance apart as their mature height. There are exceptions to this rule, however, depending on growth habit. Tall snapdragons take just the same amount as petunias, while the bushy verbenas need twice as much room.

When transferring the plan to the plot, lay garden hose along pattern lines and arrange it by "eyeballing." More precise measures can be taken by rotating a tape measure or knotted string from a central radius peg or pegs. Mark the hose lines with ground limestone and remove the hose for accessibility.

Six hundred red, white and blue petunias form the star. You can scale down somewhat from its 28 feet width, but at least two rows of plants should be used to form each element in the design.

Two hundred sixty-five coleus plants and three dozen dwarf golden celosia make up the liberty bell, complete with a crack! To approximate bell colors, use red coleus for the bell mount, bronze coleus for crack, border and clapper.

One thousand red, white and blue petunias were planted to grow the flag. Thirty-eight feet across, this flag would be most suitable for park plantings but elements of it, such as the "76" can be adapted to home gardens.

Six kinds of annual flowers regularly grown as separate colors by seedsmen, produce all three "flag colors":

Aster	Petunia
Cornflower	Sweet pea
Larkspur	Verbena

Special Bicentennial tri-color seed mixtures are being sold to grow cornflowers, petunias and verbenas. Grow a large bed of any one of these and revel in color all summer long. You might begin by patri-

otically parading around the petunias.

Note: Generally, flowers described as "Dwarf" will grow up to 1 foot or less in height. Geranium, verbenas, ageratum and lobelia can be pruned back to desired size.

Flower beds look best when you plant white flowers between red and blue. Bright red and dark blue cheek by jowl are a bit heavy in effect.

Seed packets of separate colors are not always available in seed displays and may have to be ordered. Plants of separate colors are usually available at larger nurseries.

But don't let the bicentennial pass you by without at least starting some red, white and blue flowers from seeds. The following chart should get your garden off to a Yankee Doodle Dandy Bicentennial start:

Backyard Bicentennial

Fast Growing, Cool Loving Flowers

Red	White	Blue
Aster	Alyssum	Ageratum
Begonia	Aster	Aster*
Cornflower	Baby's Breath	Cornflower
Larkspur	Begonia	Nierembergia
Poppy 'Flanders Field'*	Candytuft, Hyacinth Flowered	Delphinium, annual
	Cornflower	Forget-me-not
Snapdragon*	Larkspur	Larkspur*
Stock	Snapdragon	Lobelia*
Sweet pea*	Stock	Live-in-a-mist
	Viola	Pansy & Viola*
		Texas Blue Bonnet*

Summer Planted, Heat Resistant Flowers

Red	White	Blue
Celosia*	Geraniums, Impatiens	Blue Flax
Cockscomb*	Cleome	Blue Lace Flower
Coleus	Nicotiana, Dwarf	Browallia, Heliotrope*
Cypress Vine* (Climber)	Petunia	Morning Glory (Climber)
Dianthus (Pinks)	Pinks (Dianthus)	Nierembergia* (Violet)
Geraniums*, Impatiens	Shasta Daisy	Petunia*
Morning Glory (Climber)	Verbena	Salvia farinacae
Nicotiana, Dwarf	Vinca rosea	(Blue Bedder)
Petunia*	Zinnia	Summer forget-me-not
Pinks (Dianthus)	Morning Glory (Climber)	Torenia
Salvia*		Verbena*
Scarlet Flax*		
Verbena*		
Zinnia*		

*Starred varieties of reds will produce either a dazzling fire-truck scarlet or an intense deep red; either would be satisfactory for a "flag" red. Starred blues come in varieties that will produce a deep violet, which is about as close as you can come to the navy blue of Old Glory. Reds not starred grade toward bluish red or crimson; non-starred blues grade toward medium or light blue.

Big bicentennial plans for a tiny garden? Try the following combinations of red, white and blue flowers for small beds:

Sunny Areas

Red	White	Blue
Dwarf Aster	Sweet Alyssum	Ageratum
Dwarf Dianthus	Dwarf Aster	Dwarf Aster
Dwarf Celosia	Geranium	Dwarf Delphinium
Geranium	Dwarf Nicotiana	Lobelia
Dwarf Nicotiana	Verbena	Verbena
Dwarf Salvia		
Verbena		
Dwarf Zinnia		

Lightly Shaded Areas

Red Coleus or Impatiens	White Impatiens	Blue Forget-Me-Not or Browallia
----------------------------	-----------------	------------------------------------

(National Garden Bureau)

OUR GUARANTEE IS FANTASTIC OUR PRICE IS UNBEATABLE

14 1/4"
CARVING KNIFE

12 3/4"
CLEAVER

10 3/4"
COOK'S KNIFE

8" PARING
KNIFE



BECAUSE WE PURCHASED THE ENTIRE FACTORY PRODUCTION ON FAMOUS MOLYBDENUM VANADIUM STEEL KNIVES WE HAVE REDUCED THE PRICE TO \$9.98.

Simply here are the facts:

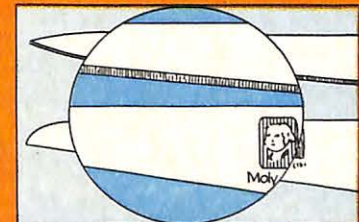
1. MOLYBDENUM VANADIUM STEEL (very expensive) makes our knives razor sharp. You will cut slices so thin you'll see through them. Carve a roast wafer thin. Cut a soft spongy tomato to perfection. Slice an onion so close that you'll read the small logo on the blade while in the onion.
2. MOLYBDENUM VANADIUM STEEL makes our gourmet knives virtually indestructible. Please, please don't sharpen our knives. . . Experts say our edges will Never Ever have to be sharpened the old way. Simply rub them over any china plate and the razor honed blades will be restored. It is reported that no other knife in the world whose edge is so perfect can be restored so easily. Metallurgists say they won't bend, dull, rust or lose their hardness ever.
3. MOLYBDENUM VANADIUM STEEL makes these knives durable and tough. Cut through big bones easily and effortlessly. No job too tough. Glide through big turkeys. Tough but flexible cuts slices close to bone and then cuts bone in half cleanly.
4. Beautifully designed set of 4 with handsome rosewood handles. Magnificent in attractive design and practical in every way. 14 1/4" carver, 11 1/2" Cook's knife, 11" dicer, chopper and 8 1/2" parer. Stunning rosewood handles are impervious to grease and oil and safety bonded to the blades. You'll be proud to display these knives.
5. **OUR GUARANTEE.** We have a super fantastic product at a great price and we are willing to guarantee these gourmet knives unconditionally. If you don't agree that our knives are the best cutlery offer anywhere return them for full purchase price anytime. Not ten days, not thirty days, not even ten years. Return them anytime for full refund. Save our unconditional guarantee and maybe your great grandchildren can refund your sets. We're not worried because even three or four generations from now these knives will be razor sharp, free of rust and as beautiful and practical as they are today.
6. **OUR PRICE.** Simply our price is \$9.98. Yes, you could pay up to forty dollars more to get gourmet knives of this quality.

SUPPLIES ARE LIMITED

We promise to rush your order if you order now. We must let you know that supplies are truly limited and at our truly remarkably low price these gourmet sets are sure to go fast.



Razor sharp and precise, the Total Edge Knives cut meat, onions, luncheon meats, vegetables, cheese—anything—paper thin.



On ordinary knife, edge is just a fraction of total surface. On the Total Edge Knives, the entire blade is the cutting edge.

SET OF 4 FOR THE UNBELIEVABLE PRICE OF

\$9.98

American Consumer, Inc.

*MONEY BACK GUARANTEE

OUR MOLYBDENUM VANADIUM KNIVES ARE unconditionally guaranteed to be your sharpest, toughest, longest lasting knives. Designed to last FOREVER. Guaranteed against manufacturer's defect, rusting, pitting, bending, staining. This will be the finest set of knives you've ever owned or return them and we will promptly replace or refund your full purchase price, postage and handling excluded, no questions asked.

AMERICAN CONSUMER, Dept. VM-277
Caroline Road, Philadelphia, PA 19176

Please rush me _____ (VM) Set(s) of 4 Molybdenum Steel Knives at only \$9.98. Please add \$1 to partially cover postage & handling, and add sales tax where applicable. If I am not completely satisfied, I may return them for money back. Check or money order. No C.O.D.'s. Total enclosed \$_____.

SAVE \$1.00—Order 2 Sets for only \$18.96. "The Gift of the Year". Add \$1 postage.

(Penn. residents add 6% sales tax.)

CHARGE IT: (check one) Exp. Date _____
 BankAmericard American Express
 Master Charge
 BANK NUMBER

Credit Card # _____

Name _____

Address _____

Apt. _____

City _____

State _____

Zip _____

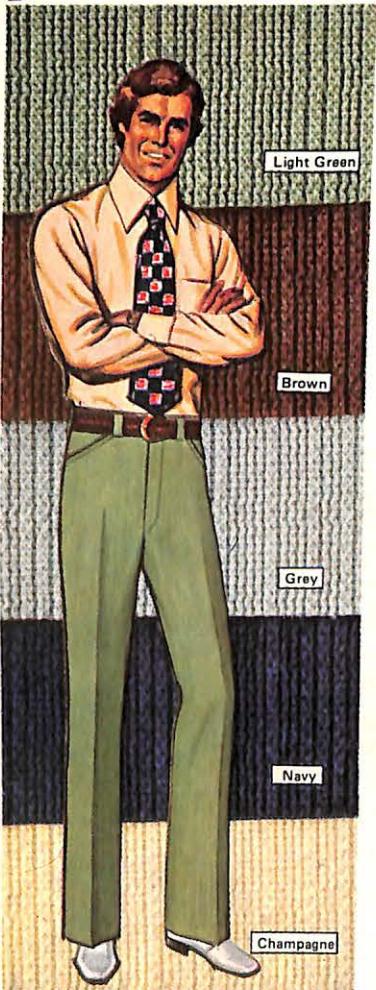
MAIL NO RISK COUPON TODAY

DON'T GET CAUGHT in \$40 Slacks!

We are constantly amazed at the price of ordinary men's slacks as sold in Department Stores and Executive Shops around the country. That's why we say our remarkable Haband 100% polyester Knit Slacks are an uncanny buy. You don't have to pay outrageous prices. Instead, we will send you TWO PAIRS of handsomely tailored made-in-U.S.A. Executive Slacks:

TWO PAIRS for only 19.95!

Many people ask, "At these prices, how can the slacks be any good?" Suffice it to say, we have been in business over 50 years selling to busy executives all over America. Last year we shipped over one-million pairs! You get better fit. Fuller feel in seat, knees, crotch & thighs. A taller, trim straight look that never sags, bags or droops. No tension or tight spots. No wrinkle worries. No Dry Cleaning. No Ironing. You know Business Slacks are Haband's Business. Now even for us, here's an exceptional value. It's a good chance to get acquainted.



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

Because we give them extra good looks — new styles, new colors, and NO FOOLING AROUND! We carry all sizes in stock, ready to ship. Your order gets our conscientious personal service. We deliver postpaid on approval, direct to your door. At 2 pairs for 19.95, you will never get a better deal!

HABAND

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

For easy, at home service you may use this coupon to order direct:



Haband's new 100% polyester non-srag

EXECUTIVE

NO IRON KNIT SLACKS

2 pairs for only **19⁹⁵**

Now featuring **CHAMPAGNE**
The new "SPECIAL OCCASION" SUMMER COLOR

YES — They are better made, strictly executive slacks, but in these nice colors even the most hard-nosed executives don't always have to stick to business. You'll want to wear them on vacation, on weekends, or visiting friends too.

NEW KNITS KEEP IMMACULATE!

Haband's new 100% Polyester Knits don't spot or stain like other slacks. Don't hardly wrinkle at all, and they are 100% automatic machine Wash & Wear. Here are some of the fine tailoring details that keep you looking your absolute best:

- 100% Polyester NON SNAG KNIT
- New Unbreakable "Talon" Nylon Zipper.
- Ban-Rol NoRoll Inner Waistband
- Handsome Slash Pockets
- Two Deep Back Pockets.
- Full 9-inch bottoms, Heavy No Hole Pockets.
- Hook Top Closure.
- Wide Belt Loops for Today's Wider Belts.

GET ALL THIS & MORE @ 2 pairs for \$19.95

To see for yourself, simply send in easy order form below. We will be proud to send any two pairs ON APPROVAL. Try them on in your own home — show your wife and family. Then decide.

Haband's 100% Polyester Executive Style

KNIT SLACKS 2 pairs for only **19⁹⁵**

HABAND Company
265 North 9th Street
Paterson, NJ 07530

FULL GENTLEMAN'S CUT in YOUR Exact Size!

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.

OK, Haband: I'll try pairs of these new Knit Slacks. My size & color choices are at right and my remittance in full of \$ is enclosed.

GUARANTEE:

If I do not wish to wear them when I see them, I may return the slacks to Haband for full refund of my remittance.

COLOR	How Many	Waist	Inseam
Light GREEN			
BROWN			
GREY			
NAVY			
CHAMPAGNE			

3 for 29.75 4 for 39.30 5 for 48.95

72B-022

Name

Street Apt. #

City

State ZIP CODE

Fast Reliable Service — Direct by U.S. Mail!