



the
ELKS
magazine

NOVEMBER 1985

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(Page 8)

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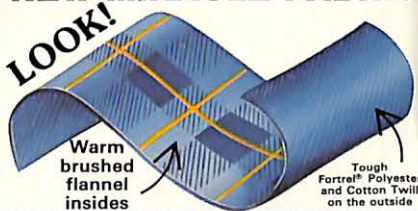
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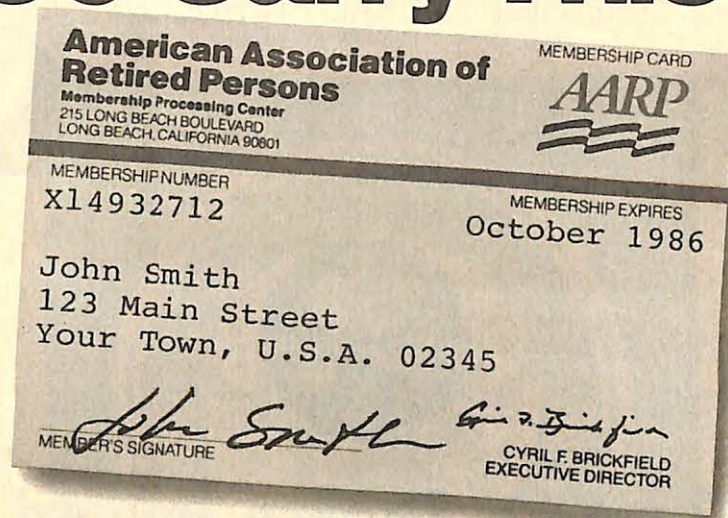
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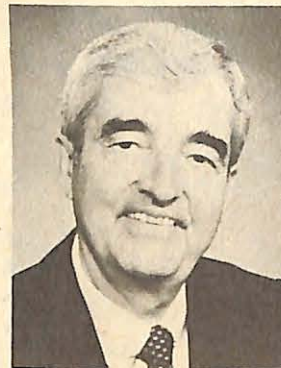
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A MESSAGE FROM
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Hundreds of thousands of Elks served our country in the two World Wars, the Korean War, and the Vietnam War.

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During this month of November the sacrifices made by our veterans are poignantly brought to mind in the observance of Veterans Day throughout our nation. As Elks, we renew our pledge:

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

The freedoms we enjoy were purchased by the very dear prices of life and physical wellness. We, as Elks, owe these dedicated men and women our continued commitment to our pledge. We, as Elks, are mindful of the distress and loneliness of constant hospital confinement. Just as every gentleman is mindful of the needs of others for encouragement and kindness, the Elks meet this criteria of a gentleman in our program to benefit veterans.

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John T. Traynor
John T. Traynor

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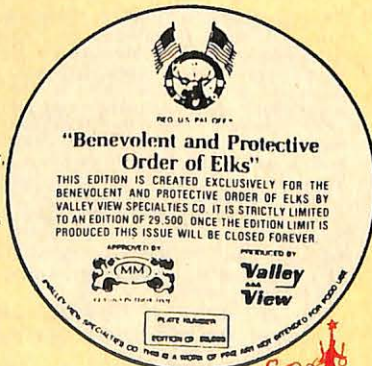
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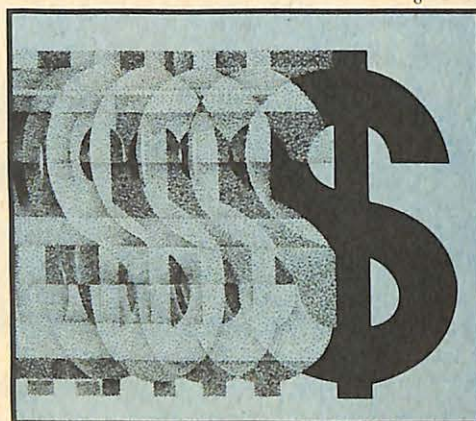
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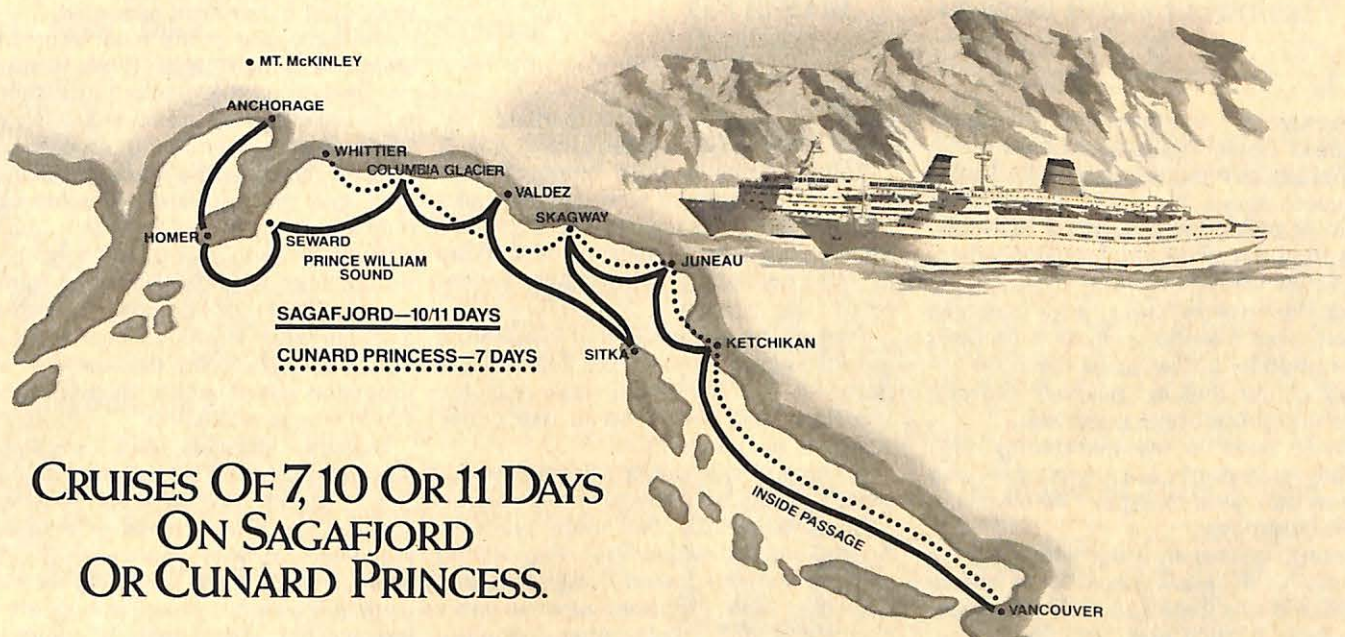
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IT'S YOUR BUSINESS

by John C. Behrens

SMALL BUSINESS PUBLIC RELATIONS

George A. is the type of small business person you like to be around. He boosts community events and talks positively about "his town" and how his furniture store likes to sponsor activities. He's truly the good small businessman-citizen we need.

But he doesn't see any business growth from his efforts. In fact, he feels threatened by a new, large discount furniture center that is obviously drawing more and more of his business.

"What good is my community PR? People really don't care anymore as long as they can get it cheaper," he says with some bitterness.

George is actually a figment of my imagination, yet I know a number of people who fit the role quite easily. The problem they face is quite real, and much of it, sadly enough, comes from a distorted or completely misunderstood view of public relations in a modern society. These business people have used traditional methods of earlier times that perhaps were drummed into their heads by fathers and fathers of fathers over the years. To be a good retailer, they were told, you must be a community person and quite visible.

People respect such a commitment, their fathers and families said. Have things changed?

I want to believe the old axiom because I believe we truly need the old-fashioned community-spirited individual, but I am also a realist. There are a number of considerations that have placed small business people in a "Catch-22" situation today.

Ask the businessman who wants to support an event and discovers his insurance won't protect him and he could be sued. Or ask the proprietor who has generously supported an event only to discover that the chain store was given better exposure because of local politics. Or better yet, ask the merchant who has had to clean up his property after letting others use it in good faith. Based

upon the repairs he had to make, he might tell you that it wasn't worth it.

Things certainly have changed, and the business person who naively walks into the business climate of any community with such missionary zeal today is, in my opinion, willing to walk in a mine field.

Part of the reason is that proprietors get involved in community activities for personal—not really business—reasons, I believe, and they tend to use public relations as a scapegoat.

So how should public relations be applied to small business?

Much differently than many practice. Friend and colleague Prof. Ray Simon wrote a textbook called *Public Relations Concepts and Practices* several years ago which attempts to better define the misunderstood social science in a practical way. Public relations, he suggests, has merely been a "buzzword" for many people to get publicity, market a product, accept an award, or do a host of other related and totally unrelated things on a one-time basis. That, in his opinion, is where small business owners frequently ignore the meaning and value of the process.

"Years ago, when life was comparatively simple," he writes, "a commonly accepted definition of public relations ran something like this: 'Doing good and telling people about it.' In an increasingly complex world, we have learned this definition could just as well apply to show-and-tell in the first grade."

Public relations, Simon says (with no pun intended) is today a six-step function that includes the following:

1) a management task that involves research and a planned effort guided by ethical standards (given the skepticism many have of business ethics today)

2) the relationship between the organization and its publics

3) examination of management policies and procedures to see that the organization and its publics have mutual

and, hopefully, common goals

4) an analysis of public attitudes and opinions

5) the use of a planned program of communication and action

6) the achievement of good will, understanding and acceptance as the necessary end result.

Too frequently, the average business person sees such objectives as academic "ivory towerism." Unfortunately, such an attitude can lead to the same problems as the person who builds a successful enterprise and doesn't think he needs an accountant or attorney until too late. Public relations, then, while still an infant field as compared to accounting or law professions, has emerged as an important tool in conducting business, and it demands expertise.

Certainly one of the most impressive elements of the Reagan White House, in my opinion, is the masterful practice of public relations by the President. I saw it up close and personal not long ago.

Sure, mistakes are made from time to time, but the consistency of favorable public opinion of the President and his policies for such a long time describes a group of professionals who know timing, interpretation of polling techniques, analysis and strategy. The President and his staff grasp the pulse of the American society better than many past White House occupants.

Sensing changes and reacting to them is crucial. In his popular textbook, Simon writes: "When most Americans lived on farms or in small isolated communities, life was relatively uncomplicated. People knew their neighbors and were somewhat independent of external forces. There was a sense of community and belonging. There were problems, plenty of them, but one had the feeling these problems were manageable and within one's ability to solve."

That's much different today. "Now that most of us live in cities, life is complicated. Neighbors are often the people who moved in last week (or was it the week before?)...There is little sense of community and a great many maladjusted people...By no means should we look upon public relations as a panacea for the better life for all of us nor as some sort of magical cure-all...but public relations can help bridge the gap of understanding," the author says.

For the small business person who can translate such changes into meaningful policies, it can bring realization of short and long-range goals. Using a personalized envelope instead of the impersonal printout label or offering a free delivery service within the community is the kind of service that can aid customer relations for the proprietor. This service can be more valuable than the lavish promotion events that consume budgets and are quickly forgotten. And it can be a part of a sound public relations program that brings results, too. ■

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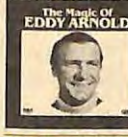
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News of the Major Projects

Oregon Elks "Vision for the Future"

Staff Report

Blindness is the disability most dreaded by 76 percent of the American people, according to a recent national survey. Every year the United States spends more than two billion dollars to care for those already blind. But the "Vision for the Future" program sponsored by the Oregon State Elks Association has a different scenario in mind. Since 1949 the Oregon Elks, in cooperation with the Oregon Health Sciences University in Portland, have supported this unique statewide program for the prevention and treatment of visual handicaps in children.

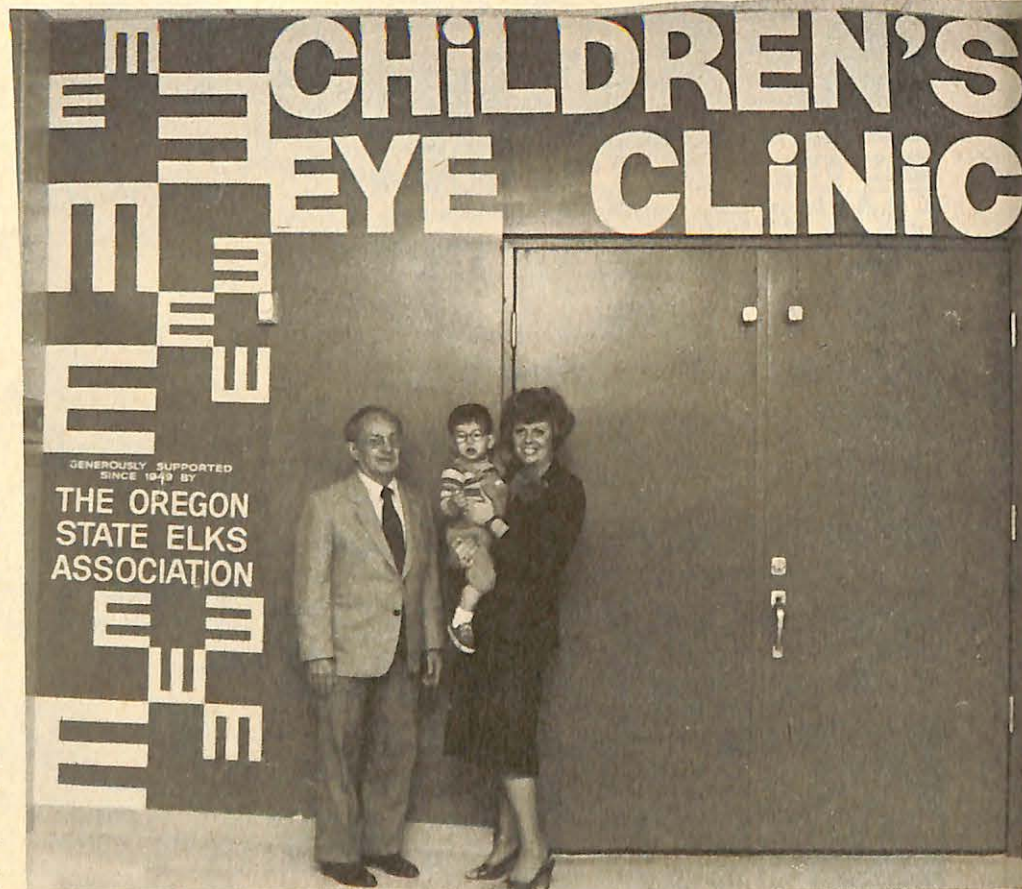
The Oregon Elks Children's Eye Clinic, the "crown jewel" of the "Vision for the Future" program, has become one of the major children's eye clinic facilities in the world, serving as a model for other university-based eye clinics for children. The cornerstones of this benevolent program for the prevention of blindness are research, education, patient care, and community service. The Oregon State Elks Association is committed to preventing and correcting blindness so that Oregon children's "Vision for the Future" couldn't be brighter.

Since 1949 over 35,000 individual children have made more than 125,000 visits to the Elks Children's Eye Clinic. The clinic now sees approximately 250 patients from birth through 19 years of age each month.

All have benefited from the advanced technology generously made available with more than four million dollars in equipment and support contributed by the Elks of Oregon over the years. Funding is also received from the Elks National Foundation.

One out of seven patients has required surgical or extensive medical services not otherwise available. These include corneal transplantation and laser treatment of glaucoma and retinal disease. More than 5,000 operations have been performed.

In 1949, the outlook for children with eye difficulties was bleak. There was only one medical school in the entire northwest



Shown with a patient at the entrance to the Oregon Elks Children's Eye Clinic are Bernie Urlie, chairman of Elks Youth Eye Service, and Diane Hardin, liaison officer for the Oregon State Elks Association and the department of ophthalmology at the Oregon Health Sciences University.

Photos by Alan May

portion of the United States, and ophthalmology training was not available.

No facilities existed specifically for the treatment of visual disorders or eye injuries encountered in children. What services were provided were limited to the Portland area. In many cases it was not economically possible for families with children needing treatment to travel to the Midwest, where appropriate facilities were located.

At their 1949 midwinter meeting in Tillamook, Oregon Elks officially established

the Oregon State Elks Association Eye Clinic Committee and dedicated themselves to the task of sponsoring a program to provide charitable care and treatment for Oregon children with visual handicaps; to finance research into the causes, treatment and cure of visual defects of children; to promote educational facilities for teaching doctors and technicians; to provide educational and recreational aid to visually handicapped children; and to provide social services for such children. The facilities for treatment were provided

in conjunction with the University of Oregon Health Sciences Center in Portland. This established the first department of ophthalmology at the university.

Dr. Kenneth Swan, professor emeritus and an Elk life member, served as the clinic's first director for more than 30 years. He noted that since 1949, members of the committee have served year after year without financial return. "Their dedication," he said, "is the key to the progress of the program."

State Sponsor PGER Frank Hise of Corvallis Lodge was an early member of the committee.

The level of excitement for this major project has grown continually since the inception of the Elks Children's Eye Clinic, reaching far and wide to touch the lives of Elks, community leaders, and the families and friends of patients who have benefited from the care and treatment provided by the clinic.

This program was initially to be financed by donations of sixty cents per member. Through growth, the addition of new lodges, and the contributions of those outside of Elkdom who realized the worth of the program for visually handicapped children, reserves in excess of \$120,000 were available by 1964.

Many Elks and others desired to bequeath substantial sums of money to this great program of sight conservation, but an assurance that their bequest would be fully protected and that only the interest from such moneys would be expended was necessary.

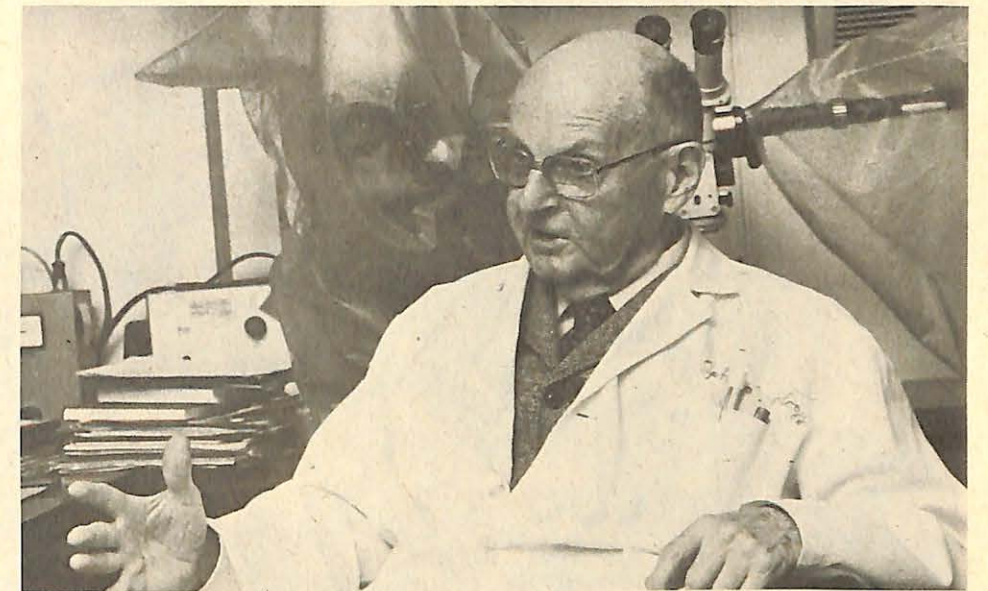
The time had come to set up a separate, nonprofit corporation, under the name of Elks Youth Eye Service, Inc. (E.Y.E.S.), which would be empowered to invest these funds and turn the income back to the committee for use in the program. In this way, the principal could not be expended unless specifically provided for by the donor. E.Y.E.S. consists of five members, with each state president appointing one member for a five-year term.

Also in 1964, the original Eye Clinic Committee was reorganized as the Visual Program Committee. This committee is made up of seven members, one from each district in the state.

According to Bernie Urlie, Past Grand Est. Lect. Kt., chairman of E.Y.E.S., the Visual Committee originally funded the E.Y.E.S. investment program with \$20,000. In the last 21 years, E.Y.E.S. has built that fund to almost two million dollars.

Said Brother Urlie, "There is a great feeling of security knowing this work will continue forever, with the principal remaining intact and growing every year."

The interest and all earnings are made available to the Elks Visual Program Committee for the operation of the state major project on a yearly basis. If the



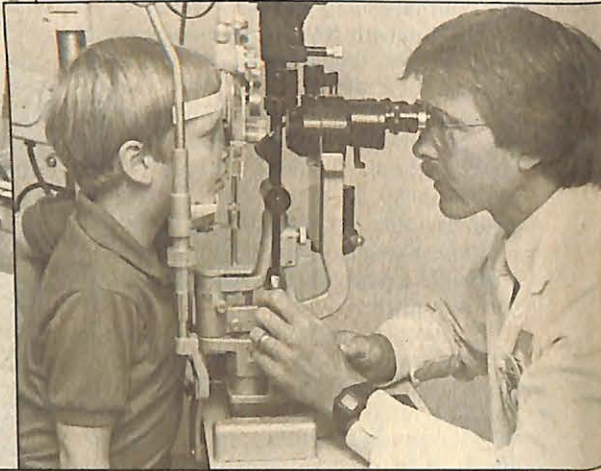
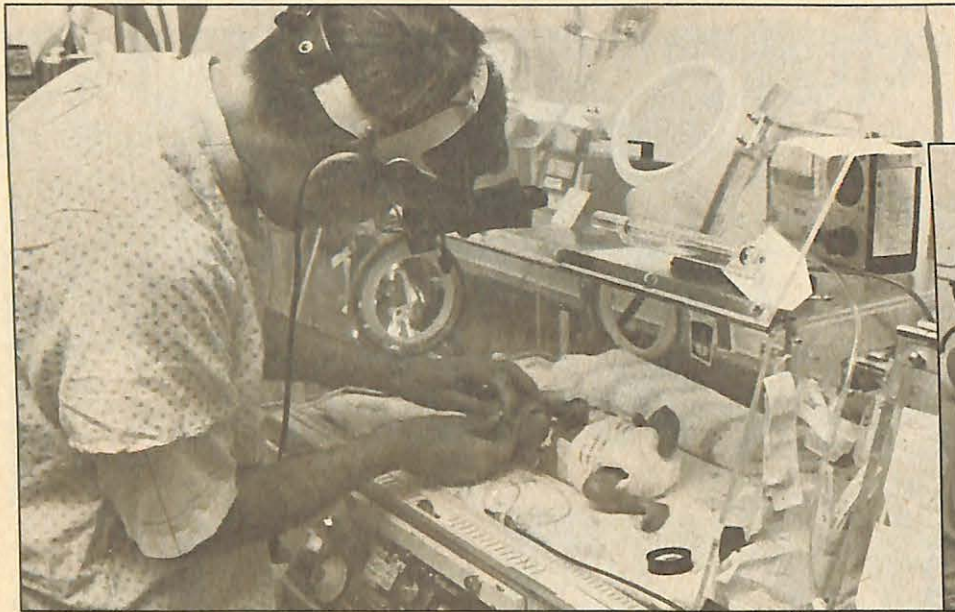
Dr. Kenneth Swan served as the clinic's first director for more than 30 years. Professor emeritus and a life member of the Elks, Dr. Swan was instrumental in the development of the Elks Children's Eye Clinic and the direction and growth of the services offered.



Dr. Earl Palmer, current director of the clinic, is responsible for its daily operations and is involved in all surgical procedures.



A clinic nurse leads a young patient down the hallway to his room.



Infants, children, and veterans are all served by the Oregon Elks Children's Eye Clinic.



"Vision for the Future" Program

Visual Committee has unused funds at the end of the year, these are returned to E.Y.E.S.

These surplus funds and bequests are the only funds that go directly to E.Y.E.S. All contributions from lodges and the National Foundation go directly to the Visual Committee.

Elks funding pays for special equipment, medication, outpatient care, research, and training.

Any child between birth and 19 years of age may be seen as a patient at the clinic. No one is ever turned away, and referrals are not required.

The out-patient service fee is based on the ability of the patient's family to pay, as determined by the university. The Elks will pay up to 50 percent of the patient's expenses. A "backup fund" exists to assist families who cannot pay even one half of their child's expenses.

Inspired by the Elks' commitment to the clinic, other philanthropic individuals have provided funds for the salaries of the doctors at the clinic.

Dr. Earl Palmer, current director of the clinic stated, "It is hard to imagine what the clinic would be like today without the continued support of the Elks. The per-capita contribution meets 50 percent of the day-to-day operational expenses of the clinic. In addition to this, donations of major equipment are of enormous importance."

Dr. Palmer added, "The way the Elks have provided the funding has allowed the clinic to develop in a very special way. A key example of this has evidenced itself in the area of research."

A major commitment by the Oregon Elks has been the purchase of ophthalmic equipment to advance knowledge through research into blinding diseases of prematurity, infancy and older children.

The very first piece of equipment purchased after the eye clinic was established in 1949 was a \$2,000 oximeter, an oxygen measurement instrument. At that time, one out of every four premature infants was blind. To give these infants sight, a multi-phased program was needed. It included research to prevent the condition, new technology to treat it, and special education programs to prepare those children who were blind and their parents to cope with modern society.

Through the contribution of the oximeter, it was possible for the staff of the eye clinic, in cooperation with other institutions, to help establish that excessive oxygen was the major cause of blindness in infants. The incidence of this disorder has since dropped dramatically.

The very first surgical laser in the Northwest was purchased by the Elks and used at the Elks Children's Eye Clinic. Using motion-picture photography to record the movement of dye through the

blood vessels of the eye to aid in surgery was also initiated at the clinic.

Recently, the Gateway, OR, Elkettes contributed \$4,550 for the purchase and adaptation of a photokeratoscope. This instrument is used to mathematically measure the curvature of the cornea of the eye. This device is normally used for adults.

No piece of equipment was available to make this measurement on infants and small children, though the need was present. Members of the staff saw a way to modify this piece of equipment to enable it to be used on babies.

The modified photokeratoscope is now used in the operating room so that contact lenses can be inserted during cataract surgery. The technique has been used on infants as young as seven weeks old. This adaptation received national coverage in a scientific journal as well as local television coverage.

Because this joint venture with the Elks

was a strictly speculative adaptation, funding would not have been approved through normal state government channels.

A new national eye research project to study a promising treatment for the major blinding eye disease of premature infants will be headquartered at the Oregon Health Sciences University.

"The disease is retinopathy of prematurity, and it is estimated that more than 2,000 infants each year suffer eye damage from this disease and approximately one quarter of them will be blind as a result," said Dr. Palmer, designer and chairman of the project.

Retinopathy of prematurity affects children of low birth weight. The treatment this project will study is called cryotherapy.

Dr. Palmer expects that 6,000 such infants can be identified over a two and one-half year period. From this group, 300 infants who are expected to be stricken by the most severe form of this disease will be selected for study.

"Infants selected to participate in the study will have about a 50 percent risk of blindness," Dr. Palmer said. "We hope that cryotherapy will reduce the number of blind infants by more than 20 percent."

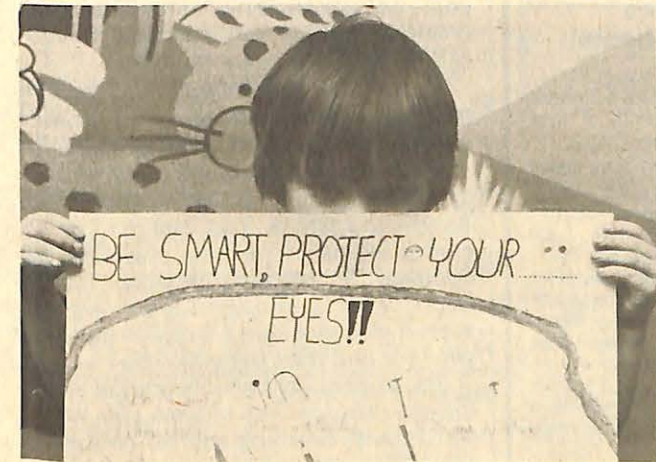
An initial grant of \$125,000 was made for the first six months of the five-year study to organize the multicenter project. Twenty major hospitals across North America will be selected as study sites from dozens of applicants.

Surgeons from the selected centers will all be trained at the clinic this fall so that consistent cryotherapy procedures are used.

The research project is funded by the National Eye Institute of the National Institutes of Health. A major portion of the funding for the pilot study and initial organization of the new project was pro-



Diane Hardin, Bernie Urlie (center) and Dr. Earl Palmer meet to discuss plans for the future growth of the clinic.



A youngster displays his entry in the Oregon Elks Eye Injury Protection Poster Contest.

vided at the Elks Children's Eye Clinic by the Oregon State Elks Association.

Dr. Palmer said, "The initial project development, documentation, and necessary equipment purchases to prepare the government funding proposal would not have been possible without this 'seed money' from the Elks."

It is through contributions such as these

that the Elks Children's Eye Clinic has evolved into an internationally recognized facility for patient care, research, teaching and community service in the field of ophthalmology.

The department of ophthalmology is currently the recipient of 31 grants supported by outside agencies. It is now the
(Continued on page 18)

Corneal Transplant Prevents Loss of Vision

Through the support of the Elks Children's Eye Clinic by Oregon Elks, another story of love, charity and hope has been born. It is the story of a three-year-old girl named Reanna.

Reanna Carpenter suffered an extremely serious eye injury when a light fixture broke and cut her left eye when she was 18 months old. Four weeks after the accident, Reanna had to undergo a corneal transplant. This transplant and the follow-up care Reanna received at the Elks Children's Eye Clinic required a great deal of teamwork from the ophthalmic specialists.

Not only were there a team of corneal transplant surgeons and the ancil-

lary surgical members assisting them, but a pediatric ophthalmologist and orthoptist (a specialist in eye muscle function).

Additionally, Mr. and Mrs. Carpenter spent weeks assisting with the therapy to restore the vision in Reanna's injured eye through patching, prism glasses and exercises.

"My husband was so devastated that he wanted to give up his own eye for her! The help we got from everybody, especially since we didn't know that all this technology was available, why, it's just like a miracle to us," remarked Mrs. Carpenter.

"If it were not for the equipment and other support that I know the

Oregon Elks donate to the clinic, Reanna wouldn't have had the second chance that she did."

"A heartwarming fact about this success story is that Reanna's visual development was at a particularly crucial period when she sustained the injury. Literally, a week or two without vision in her eye may have caused permanent visual loss. But, thanks to the technology made possible by the Oregon Elks, Reanna's vision in her injured left eye went from total blindness to 20/25," stated Dr. Scott MacRae, the corneal specialist who treated Reanna.

Miracles do, indeed, happen in Elkdom!

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YOU & RETIREMENT

by Grace W. Weinstein

SOCIAL SECURITY: AN ANNIVERSARY

August 14th was the 50th anniversary of Social Security. Where does it stand, now that it's a mature adult? What can you—and, perhaps more important, your children—expect from the Social Security system in the years to come?

In the last half-century, the federal government has paid out over \$1,800 billion in Social Security benefits to 115 million people, including 36.7 million current recipients, or one out of every six American citizens. This vast number includes 22 million retirees, over 3 million spouses of retirees, one-half million dependent children and 7.2 million survivors; it also includes 2.6 million disabled workers and their dependents.

Social Security benefits are the single largest source of income for older Americans, reaching over 91 percent of the older population. The majority of those who receive Social Security benefits depend on those benefits for over half of their incomes. The system itself, including retirement benefits and disability benefits and supplemental programs, accounts for one fifth of all federal spending.

The average benefit for a married couple in which the husband receives Social Security retirement benefits based on his earnings and in which the wife receives spousal benefits based on her husband's earnings is now \$776 per month or approximately \$9,300 a year. The average benefit for an individual retired worker is \$449 a month or \$5,388 a year.

Looking at these statistics, it's not surprising that Social Security enjoys great popular support. What is interesting, though, is that Social Security enjoys that support among all age groups. A 50th anniversary survey conducted by Yankelovich, Skelly and White for the American Association of Retired Persons found that fully 88 percent of Americans oppose the phasing out of Social Security and replacing it with reliance on private pension plans.

This widespread support is based, at least in part, on the view that the demise of Social Security would lead to increasing numbers of the elderly being dependent on their families or on welfare assistance. Young as well as older

workers expect to rely on Social Security to fund part of their own retirement income. And most workers, given a choice, would elect to remain in the system.

These are interesting findings in view of recent criticism of the Social Security system and concern over the adequacy of its funds. Even today, according to the AARP survey, only one in eight people expresses strong confidence about the future of the system. Will it really be there when we need it? While most of us support the system and want it to continue, in other words, we're not necessarily sure that it will.

Perhaps the Social Security Administration must work a bit harder at getting its message across: The retirement system is solvent and, assuming no severe downturn in the economy, should be adequate to pay old-age, survivors and disability benefits for the next 75 years.

Right now, as AARP puts it, public support for Social Security translates into political support. Most of us feel that the federal budget deficit is a serious problem, and most of us feel that the solution is to cut government spending and/or increase taxes. When asked to sort through the options for reducing government spending, however, almost 90 percent of Americans oppose cuts in Social Security benefits. We don't want to see reductions in cost-of-living adjustments, a means test which would limit benefits only to poorer retirees, or any further federal income tax levied on Social Security retirement benefits. Many of us do want to have higher retirement benefits.

While the outlook right now is positive, specific issues do need to be addressed if the future of Social Security is to be assured:

- Medicare benefits and funding deserve close attention. Benefits have been reduced—with out-of-pocket costs to Medicare patients rising sharply in recent years—yet additional sources of revenue may still have to be found to keep the system solvent. Recent restrictions on payments to doctors and hospitals, adopted as a cost-cutting measure,

(Continued on page 33)



NEWS OF THE LODGES



Pittsfield, MA.

PITTSFIELD, MA. For the third consecutive year, Pittsfield Lodge sponsored the State Championship Soap Box Derby Races. This year the winners in both the junior and senior divisions were from Pittsfield.

Pictured from left are ER Anthony Barresi, assistant derby director; Bob Garrity Sr. and his son Bob Jr., junior division winner; Mario Aulisio, senior division winner, and his father Gennaro Aulisio, derby director.

SCHENECTADY, NY. At an awards dinner, Schenectady Lodge honored recipients of Elks National Foundation "Most Valuable Student" scholarships.

Jeffrey Somers and Rebecca Scaife each received national MVS scholarships, and Kathleen Wolfe received a state-allocated MVS scholarship.

WAUKEGAN, IL. Using a live model of the Statue of Liberty on its float, Waukegan Lodge competed in two

parades recently. Dressed in costumes from several foreign countries, members of the lodge's youth group walked alongside of the float. The float was awarded second place out of over 100 entries in one parade, and received an honorable mention in the second parade.

POMPAÑO BEACH, FL. Lodge donated \$7,500 to the state Major Project, the Harry-Anna Crippled Children's Hospital in Umatilla. The money was raised through various fund-raising events, including dances, picnics, and bingo games.

UPPER SANDUSKY, OH. Lodge won an invitational golf tournament sponsored by Bellevue, OH, Lodge. A total of 143 Brothers from Upper Sandusky, Bellevue, Willard, Sandusky, and Port Clinton Lodges participated in the event.

The Upper Sandusky team agreed to donate its winnings to cerebral palsy, the state Major Project.

HUNTINGTON, WV. Upon completion of a \$300,000 lodge renovation program, which included a new flagpole, Huntington Lodge received a flag previously flown over the nation's Capitol in Washington. Many local and state dignitaries attended the flag presentation ceremony.

CORTLAND, NY. Lodge's Youth Committee conducted its most successful annual baseball clinic this summer. Over two hundred children between the ages of 8 and 18 attended the clinic at Beaudry Park. Doug Ault, manager of the International League Syracuse Chiefs, and two of his players gave instructions and helpful tips to the young enthusiasts.

GREENSBORO, NC. Brother Sam Loder of Greensboro Lodge was chairman of the committee which hosted a swim party for children from Northern Ireland and their host families.



Seattle, WA.

SEATTLE, WA. At the national convention in Seattle, ER Larry Wiley (center) of Napa, CA, Lodge presented the PGER Raymond Benjamin Trophy to immediate PER Richard Myers (right) of Ogallala, NE, Lodge, which won the National Ritualistic Championship. At left is G. Lester Von Bargen, then-chm. of the GL Ritualistic Committee.

SEATTLE, WA (upper right). The All-American Eastern Division Ritualistic Team was presented at the Seattle convention. Standing from left are immediate PER William Hamilton of Bath, NY, acting as ER; ER Warren Sanders of Kingsport, TN, acting as Est. Lead. Kt.; Est. Loyal Kt. Howard Owens of Chillicothe, OH; Est. Lect. Kt. James Bell of Dalton, GA; Esq. Larry Hathcock of Dalton; Chap. Garner Werntz of Annapolis, MD; and In. Gd. Tom Stocks of Dalton. Seated are candidate Ken Webb of Annapolis and Coach Phil Bailey of Dalton.

In third photo is the All-American Western Division Ritualistic Team. Standing from left are ER Leslie Wick of Laramie, WY; Est. Lead. Kt. George Dweller of Milwaukie, OR; Est. Loyal Kt. William Harrington of Ogallala, NE; Est. Lect. Kt. James Allen of Milwaukie; Esq. Joel Engdahl of Ogallala; Chap. Dean Dow of Milwaukie; and In. Gd. Robert Goodwin of Ogallala. Seated are candidate Gary Krajewski of Ogallala; and Kevin O'Donnell of Ogallala, who accepted the coach's award for John Lund.

CARTERSVILLE, GA. As a summer project, Cartersville Lodge planted and maintained a one acre vegetable garden. The bountiful crop was given to the community's Hickory Log School for the Retarded. Many members of the lodge donated their time, effort and equipment to this project.

PAGE, AZ. Lodge hosts an Elks Teen Dance every month, with each dance having its own costume theme, such as "Beach Party" and "Halloween." The theme for a recent Teen Dance was "Toga!"



Seattle, WA.

CHAMPION, PA. In the Second Annual Tournament of Champions, held recently at the Seven Springs Mountain Resort in Champion, Sue Mitchell (second from left) won the senior state and regional tennis championships. Sue was sponsored by Pittsburgh (South Hills), PA, Lodge.

Also pictured are PGER Homer Huhn, Jr. (left); Pennsylvania SP William

Henry; and Ed Gillen, Youth Activities chm. of South Hills Lodge.

The tournament is sponsored by Region II of the BPOE. More than 200 teenage boys and girls, sponsored by Elks lodges in Delaware, the District of Columbia, Maryland, New Jersey, Pennsylvania, and West Virginia, competed in bowling, golf and tennis events.

(Continued on page 22)

Champion, PA.



The CALIFORNIA "RIVIERA"



Nestled between mountains on the east and the Pacific on the west, San Diego's burgeoning skyline is rapidly becoming a symbol of the city.

by Jerry Hulse

Wherever I travel—whether in this country or overseas—I am asked: What is California *really* like? To travelers the world over, California spells adventure, mountains, a lovely coastline, verdant valleys, famous desert resorts...these and other attractions that will linger in the memory long after a visit.

To begin with, there is Laguna Beach with its sidewalk art shows and community plays—an artists' colony clinging to craggy cliffs, the ocean at its door. At Emerald Bay, the fragrance of eucalyptus perfumes the air, and beyond here Laguna appears like some Mediterranean hill town. Artists set up their easels, capturing the scenes on canvas.

In summertime, famous paintings come to life, literally, during the annual Festival of Arts and Pageant of the Masters in July and August. Hundreds of residents—housewives, schoolchildren, salespersons, grocers, attorneys—gather to create this world-famous spectacle. They are the stars of this show: the program sellers, the designers, the makeup artists. With nightfall, a hush falls across Laguna's huge amphitheater, and suddenly paintings portrayed by

these residents come to life with dramatic reality.

Beyond Laguna, visitors look in on galleries at La Jolla and the Scripps Institute of Oceanography. La Jolla brings to mind a village along the Italian Riviera. I'm reminded of Sorrento or Positano. Like Laguna, La Jolla attracts painters and sculptors. Surfers say that La Jolla possesses the finest surfing beach this side of Hawaii.



A view of the rugged coastline at Pacific Grove.

At La Jolla, the cliffs burst with bougainvillea; there are peaceful coves and flowered patios. La Jolla took life as an art colony shortly after the turn of the century when the wife of a composer succumbed to its loveliness, creating Green Dragon Colony where artists exhibit their works. Today there's the impressive La Jolla Museum of Art.

Because residents insist on keeping La Jolla unspoiled, there are no flash-

ing neon signs, no billboards. Among the landmarks is a pink-stuccoed structure, Hotel La Valencia, that has provided shelter for countless celebrities—David Niven, Audrey Hepburn, Gregory Peck and dozens of others.

South of La Jolla, waves spawned by the vast Pacific spill against the shores of San Diego. Aircraft carriers stand at anchor, while sightseeing boats cruise through the harbor. What nature failed to provide, San Diego produced: man-made islands and man-made lakes that appear to have been there all the time.

As California's most southern playground, San Diego is one of those rare resorts that pleases all visitors. San Diego is said to have the finest weather on earth. Its streets are spotless; its people are friendly. There is, indeed, a small-town flavor that's infectious. Because of its excellent weather, San Diego is an outdoor



A waterfront restaurant on Monterey's Cannery Row, an area made famous by John Steinbeck's novel of the same name.

land of bays and beaches, hiking trails and snug resorts. There's a sophisticated side as well: theater, opera, night clubs and rooftop bistros.

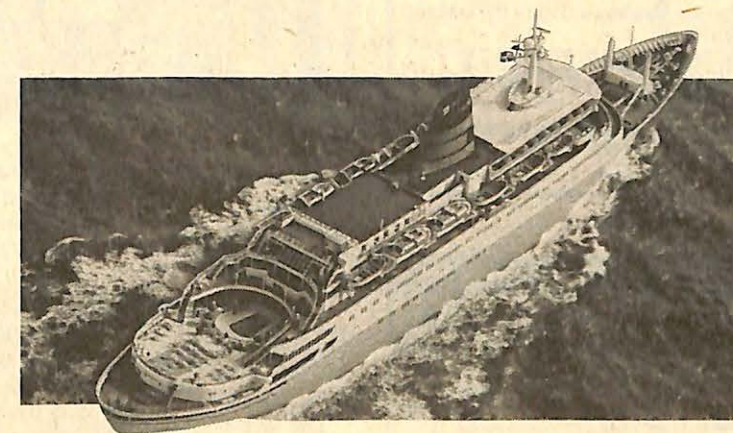
In San Diego, there's a pride in the old as well as in the new, so certain neighborhoods have escaped the wrecker's hammer. Consider Heritage Park with its magnificent gingerbread structures—marvelous old Victorian gems. And there's Gaslamp Quarter, where dozens of turn-of-the-century buildings have been willed to posterity. The result is a flashback to *old* San Diego, with brick sidewalks and Victorian benches, scenes that are bathed in nostalgia as well as in the glow of Victorian lamps.

And there are San Diego's other attractions: its zoo (largest in the

(Continued on page 20)

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Vision for the Future

(Continued from page 11)



national headquarters for the registry of drug, environmental, and chemically induced ocular side-effects. This monumental program has drawn nationwide attention.

The registry collects data, surveys world literature, writes and updates books and articles, and interfaces with other eye registries throughout the world.

The department, chaired by Dr. Fritz Fraunfelder, consists of 22 faculty members. This number has actually more than doubled in the last five years alone.

In addition, there are 13 residents and two fellows within the department, and seven individuals who devote their time solely to vision research. The department includes another 43 staff members of varying medical backgrounds and talent.

There are a total of 87 individuals committed to research on the Oregon Elks' mission of prevention of blindness and the restoration and preservation of sight through the department of ophthalmology at the university.

The Elks Children's Eye Clinic, operating in conjunction with the department of ophthalmology, has three full-time doctors and one part-time doctor. The staff also includes one orthoptist, who specializes in eye muscle problems, and who examines, evaluates, and provides non-surgical, non-medical treatment and exercise therapy.

There are three doctors in the clinic's residency program who have completed their internship of two years of training after medical school. Because of the reputation of this exceptional program and the research and educational opportunities available at the clinic, applications for the three resident positions number in excess of 450 each year.

A technician, the clinic receptionist, and an admitting clerk complete the staff.

Diane Hardin serves as the liaison officer for the Oregon State Elks Association and the department of ophthalmology.

Inspired by the great work of the Oregon State Elks Association Visual Program, many civic groups, communities, and individuals have supplied the funds necessary to cover hospitalization charges and other patient-care costs not

provided for by the Elks.

The Visual Committee originally felt that its expenditures would benefit more people if the funds were used for major equipment purposes, rather than on the hospital costs for individual patients. For an expenditure of \$5,000, for example, a piece of equipment could benefit thousands of patients over its many years of usefulness. That same \$5,000 might pay the hospitalization costs of just one patient.

At one point, major replacement equipment purchases were being made for the Elks Children's Eye Clinic. Instead of trading the older equipment in, the Oregon Elks decided it might be effectively used at the Veterans Administration Medical Center located nearby to upgrade the facility. The federal government will not purchase used equipment, so it was loaned to the center.

Several years later, the Veterans Administration bent its rules slightly, and allowed the veterans to be brought to the clinic for diagnosis and treatment. This is the only case of hospitalized veterans being treated outside of Veterans Administration facilities.

Through the Oregon Elks' never-ending dedication to veterans, and the formidable efforts to make the clinic what it is today, plans are now being formalized to make this clinic a regional and national referral center for all veteran visual problem cases.

Thanks to the generosity of the Veterans and Hides Committees of the Oregon State Elks Association, the Elks Children's Eye Clinic now has a Krypton laser. A total of \$70,000 was donated for this laser and its ancillary attachments.

In the first few months of treating veterans with the Krypton laser, 15 veterans threatened with blindness from circulatory disturbances in their eyes received successful laser therapy.

Service to the community is an important aspect of the "Vision for the Future" program. An outstanding example is the annual Oregon Elks Eye Injury Prevention Poster Contest. The aim of this contest is to reach the children who are most susceptible and make them aware of the vulnerability of the eye to accidental injuries in the expectation that some eyes might be saved.

Begun in the spring of 1975, the contest is open to 4th, 5th and 6th graders with competition at lodge, district and state levels. Savings bonds are awarded to first, second and third-place winners.

According to Dr. Palmer, 160,000 children in the United States ages 5 to 17 suffer eye injuries each year.

"Children must be taught to play safely because two thirds of children's eye injuries occur during play or sports, usually when the children are unsupervised. At least 90 percent of eye injuries can be prevented," said Dr. Palmer.

More than 5,000 posters are submitted each year. As stated by an Oregon Elk,

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When prevention fails, the Elks are there. Consider the story of Leslie Bywater, who was two years old at the time of her accident. She and her four-year-old sister discovered their parents' batch of homemade root beer. Playing with the filled bottles offered them a great deal of fun—until one of the bottles exploded in Leslie's face.

Leslie's father, Doug Bywater, was at home and immediately responded to the emergency. After seeing Leslie's blood-soaked face, he realized that some glass may have been thrown into her left eye.

Mr. Bywater rushed Leslie to a hospital, where the physicians decided she needed specialized care. Leslie was then transported to the Oregon Health Sciences University in Portland, where she was examined by a resident physician of the Elks Children's Eye Clinic, along with an attending staff physician. Surgery was a must.

"If it were not for the friendliness and understanding of the admission staff, I would not have made it. I was a different person after the doctors from the Elks Children's Eye Clinic examined my child and reassured me and my husband," said Mrs. Bywater. Leslie's parents had to endure over three hours of waiting while Leslie was undergoing surgery.

When the waiting was finally over, the good news overjoyed them. Leslie did not have any glass within her eye. However sixteen stitches were required to repair the eye, and many follow-up visits to the Elks Children's Eye Clinic were necessary.

"Leslie particularly enjoyed her follow-up visits to the Elks Children's Eye Clinic. She was taken on rides in a big red wagon and truly giggled at the sight of the little play animals that were attached to the examining equipment used to check Leslie's progress after surgery," said Mrs. Bywater.

Leslie now wears glasses to help the injured left eye work properly, and her right eye is patched three hours each day to make the injured one work.

Participation by the individual lodges is extremely important to the Elks "Vision for the Future" program. The lodges supply the funding for many large equipment purchases, and at times have equipped entire specialized rooms. Plaques are placed throughout Elks Children's Eye Clinic in honor of all large donations, and individual rooms which have been equipped also carry a plaque naming the benefactor.

The relationship between the Elks Children's Eye Clinic and the Elks of Oregon is one of cooperation, based on a solid trust of each other.

When the time came to actually purchase the first surgical laser, funds available fell short of the actual purchase price. The message went out that additional funds were needed as soon as possible.

(Continued on page 23)



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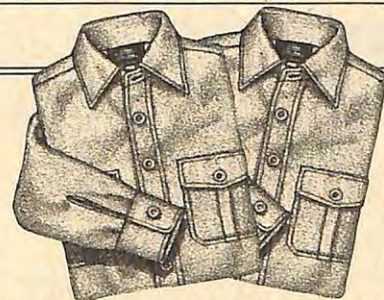
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California

(Continued from page 17)

world), Mission Bay, Coronado Island, Sea World, Old Town and California's oldest mission. Little wonder that San Diego is considered tops by vacationers, for it is simply an attractive, comfortable, relaxing place to spend a few days, a few years—or even a lifetime.

From San Diego, visitors board the Tijuana Trolley, so named because that's its terminus—Tijuana, Mexico, with its shops and bazaars, bullfight arena and jai alai. From Tijuana, it is only a short spin south to Rosarito Beach and other adventures. While Rosarito Beach is no Cancun, it is popular with visitors who make the 30-minute trip from the border.

California's visitors need no introduction to such well-known attractions as Disneyland, Marineland, Universal Studios, the Queen Mary, Knott's Berry Farm and the Huntington Library. Visitors will also discover glamour in Beverly Hills. Magnificent mansions face its streets. Quiet streets. Streets often empty, except for tour buses that crawl through town. One gets the idea that Hollywood designed Beverly Hills, and that some cigar-chomping director is about to shout "Cut!" and the whole place is going to disappear.

Celebrities moved to Beverly Hills following the arrival in 1919 of Mary Pickford and Douglas Fairbanks. After that, Will Rogers became honorary mayor, and suddenly, "Glitterville" was the fashionable province of the rich and the rich rich. Celebrity limousines line up at La Scala and The Bistro, which is Beverly Hills' top-rated watering hole.

Elsewhere, visitors come upon entrepreneurs seated curb-side, selling maps that pinpoint the homes of film stars. The town is a mishmash of modern-, Georgian-, and antebellum-style mansions. Even the alleys are things of beauty, paved and spotless.

Rodeo Drive runs headlong into Wilshire Blvd. and Hernando Court-right's magnificent Beverly Wilshire Hotel. Other wayfarers bed down at the Beverly Hills Hotel, the register of which has been autographed by hundreds of celebrities. Tucked away in one corner is a snug hideaway called the Polo Lounge, which, in late afternoon, fills up with the cocktail crowd: producers, starlets and wide-

eyed tourists. What the visitors see is glamour. And that, of course, is what Beverly Hills is all about.

Turning north, there's Santa Barbara, with its Spanish influence and the Mediterranean blueness of the Pacific...the graceful Queen of Missions...the Spanish-Moorish courthouse...the old adobes and galleries and the Presidio, over which the flags of three nations—Spain, Mexico and the United States—have flown.

Sunday is a day given over to arts-and-crafts shows and long, leisurely brunches at the city's hotels and resorts. While mission bells ring, visitors stroll along El Paseo; they explore Stearns Wharf, the Andree Clark Bird Refuge, the Museum of Natural History, a 65-acre botanical garden, a children's zoo, art galleries, Dos Pueblos Orchid Farm and nearly 50 clustered antique shops.

Those with time to spare take in Los Padres National Forest, the sun-blessed Santa Ynez valley, the flower fields of Lompoc and the charming little village of Solvang—a touch of Scandinavia rising from the rich California soil. A page from Hans Christian Andersen, Solvang comes complete with gas lamps and windmills as well as homes and shops (some with storks nesting atop chimneys) vividly reminiscent of faraway Denmark.

Beyond that point, Highway 1 skirts Hearst Castle and locks onto the haunting Monterey Peninsula. It has been argued that nothing on earth could be so lovely. Nothing. The Monterey Peninsula is a poem created of crashing surf, of velvet headlands, of half-moon beaches, of gentle coves, of dizzying landfalls. And always the song of the sea, the voice of the wind. A symphony of sights and sounds and ocean rumblings. Lonely, wild, haunting. That is the Monterey Peninsula.

Henry Miller wrote: "One feels exposed—not only to the elements but to the sight of God." He described the peninsula as "a place of grandeur and eloquent silence." It is all of that. And more. Why, one asks, should anyone wish to run off to the Cote d'Azur when California's Monterey Peninsula is every bit as lovely?

Just as in France and Italy, hill towns provide the same stirring scene. No one who has traveled this coastline will forget it; it is written indelibly in the mind. Deer peer from the forest. White surf pours into hundreds of rocky coves. Cypress lean at

the beckoning of the wind. And wildflowers carpet hillsides, sand dunes, and the roadside itself.

There is the action of Carmel/Monterey and the silence of Big Sur—unharnessed, primitive, ageless. In Big Sur, few sounds disturb the peacefulness. Only the chirping of a blue jay perhaps. Or the voice of a sparrow nesting in an ancient redwood.

Carmel, that loveliest of California coastal villages, took root as an art colony early in the century. It became a retreat for painters, poets, sculptors, writers, photographers, and ceramists. Afterward came the film stars. And finally the vacationers. Carmel took the cue. Nowadays, a myriad of fashionable shops lines its streets. Visitors take shelter in snug inns and bed-and-breakfast places, some of which bring to mind those British affairs that lie half-hidden in some deep cleavage of the Cotswolds. In winter, guests snooze beneath goosedown comforters and are lulled to sleep by the voice of the sea.

In Carmel, a cheery fire blazes in the lobby of the Pine Inn. Victorian chandeliers cast their glow, and a grandfather clock ticks away the hours. It is a flashback to a less troubled time, one of simple wants and needs, a precious period that appears at times to have vanished. The spell is cast. Waves with rainbows in their spray spend themselves on glorious beaches, and birds ride the swells.

In winter the land is a carpet of greenery, and in summer the grass turns golden; but whatever the season, Carmel is a place of beauty. Of seals and birds and twisted cypress. No other village in America is so vain, so jealous of its lovely self. Trees sprout in the middle of the street, and residents follow the seasons by planting marigolds, chrysanthemums, hollyhocks and daisies. Sometimes the fog rolls in; it fills coves and canyons. On such nights, fireplaces crackle and there's the heady scent of burning eucalyptus.

Next door in Monterey, vacationers follow the footsteps of departed ghosts. John Steinbeck's characters. Yes, on Cannery Row—the very place where Steinbeck struck life into The Row's wonderful figures. The tourists still arrive, searching for the magic that was generated by what one writer terms "a delightful assortment of social misfits." Those were the characters who strode through the pages of Steinbeck's novel *Cannery*

Row. Doc Ricketts actually lived—and later died—near Cannery Row. There was Dora's and Lee Chong's grocery. And it all ended.

In its heyday, the waterfront was a hedgerow of canneries and reduction plants. Earthy characters roamed its streets and alleys. They fought and drank. Some grew rich. Others died poor. But the legend lived on. Whistles screeched. The canneries roared day and night. There was the smell of sardines and the smell of money. The noise was relentless.

Every last drop of sweat meant money in the bank for the men at the top. The beat continued without interruption 24 hours a day. Odor, grime, wealth—that's what The Row was all about. The economy was built on sardines. They were so thick that a man could nearly walk on them. They rode the tide—a silver tide of fish. They came in schools by the millions. John Steinbeck wrote: "Cannery Row is a poem, a grating noise, a quality of light, a tone, a habit, a nostalgia, a dream."

Well, the dream ended. Greed finally killed The Row. Almost overnight, the sardines disappeared. Just like that, they were gone. The Row

grew quiet. No more angry men in yellow oilskins.

The requiem was read, but the soul lives on. About the time the sardines disappeared, the tourists showed up. There was a reincarnation. Restaurants and boutiques opened. Cannery Row was alive again. And now it's the site of a magnificent new \$40 million aquarium.

But there is more to the peninsula than Carmel and Monterey. There is Pacific Grove—Butterfly Town, U.S.A. During October, millions of orange-and-black monarchs swarm into Pacific Grove, just as the swallows return annually to Capistrano. Residents celebrate with parades and carnivals. Youngsters dress up as butterflies. Parents man booths, lead tours and sell pies, cookies, and cakes. Pacific Grove is an anachronism, a flashback to the turn of the century...a Norman Rockwell painting come alive.

The Monterey Peninsula: It is sand dunes and ice plant...the 17-Mile Drive...Pebble Beach and golf...trout fishing in mountain streams...Huckleberry Hill and Carberry Knoll...nesting cormorants, leopard seals...rocky cliffs and a thundering surf.

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NEWS OF THE LODGES

(Continued from page 15)



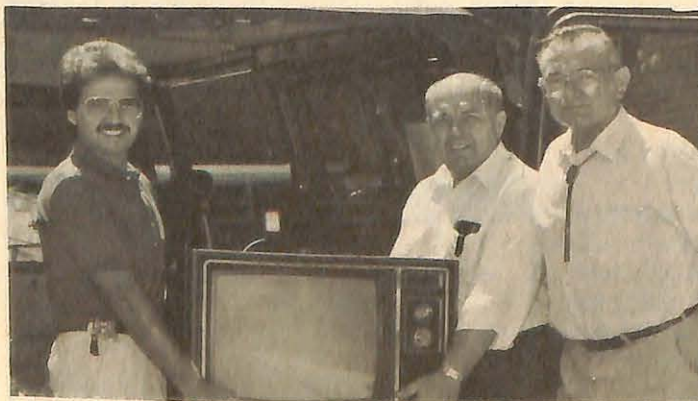
LANCASTER, OH. PER Ron Marsh (second from right) and Secy. Lloyd Tobias, Jr. (right) of Lancaster Lodge, on behalf of the Cerebral Palsy Training Board of the Ohio Elks Association, presented a check for \$10,000 to Dennis Stillwell and Becky Edwards of United Cerebral Palsy of Lancaster-Fairfield County and Vicinity. This grant is one of several disbursed by the Training Board this year.



STURGEON BAY, WI. To help raise funds for the Statue of Liberty Restoration Fund, members of Sturgeon Bay Lodge made a replica of the statue. "Miss Liberty" also rode on the Elks' float in the June Jubilee Parade and is now on display at the lodge.



MENDOTA, IL. During a banquet for 50-year members of Mendota Lodge, G.A. "Bing" Prescott (left), PER and retiring trustee, was honored for his 60 years of service as an officer of the lodge. Bing and his three brothers—from left, Frank, Allen, and Guy—have a total of 212 years of continuous membership in the lodge. At right is Frank's son, PDD William Prescott.



ARLINGTON HEIGHTS, IL. Lodge purchased six Zenith 19-inch portable color TV sets for the North Chicago VA Medical Center. The sets were delivered by PER Richard Eirich (center), lodge and state Americanism chm., to Gary Purk (left), recreation director of the center, and Warren Taylor, chief of voluntary services. Also delivered were cartons of men's clothing and paperback books, magazines, puzzles, a slide projector, and other assorted items.



WARREN, MI. PER Bob McKinney of Warren Lodge presents a check earmarked for the state Major Project, aid to handicapped children, to ER Bob Walters. PER McKinney and PER Dennis Doran rode their motorcycles from Michigan through Canada, Wisconsin, Minnesota, Illinois and Indiana, logging 2,021 miles in six days' time. Pledges from lodge members, based on mileage, added up to a \$705 donation to the Major Project.

Vision for the Future

(Continued from page 19)

ble. It took only four days for eight lodges in eastern Oregon to raise the necessary \$7,500.

Another invaluable service provided through the lodges is preschool vision screening. This is conducted by Ladies of the Elks throughout the state, in cooperation with the Elks Children's Eye Clinic staff. The ladies conduct visual screening of preschool children in their home communities, and the program has been very successful.

As Suzanne Meyer, project coordinator for all vision screenings at clinic stated, "There is so much to see in this world when you are four years old."

Approximately 1,200 children were screened this year by these groups of dedicated volunteers who were trained and supervised by the clinic staff. Several of these children were referred to an ophthalmologist for needed ophthalmic care.

The news of this important project has spread through communities across the state. The number of calls from schools requesting the vision screenings is increasing steadily.



Lodges also fund a program to provide eyeglasses to children of families not able to afford part or all of the cost.

One of the main purposes of the lodges is to make the people of their communities aware of the existence of the Elks Children's Eye Clinic and the services provided there. Each lodge has a supply of referral forms.

In addition, many lodges either transport patients from their community to the clinic, or contribute funds for transportation.

For 36 years the Elks of Oregon, through their "Vision for the Future" program, have brought special education and advanced medical care for visually impaired children to Oregon. Research

sponsored by the Elks has benefited children all over the world. Educational programs for physicians and other health personnel have brought these advances to every area of the state.

Recognizing that these programs should be made available to Oregonians of all ages while maintaining the Elks Children's Eye Clinic, and recognizing as well that new technology has created a need for expanded facilities, the Oregon State Elks Association in 1981 passed a resolution stating, "All Oregon lodges and members pledge their support to the new building program to be known as the Oregon State Elks Ophthalmology Center."

The initial plan was to expand the present Elks Children's Eye Clinic, but a larger and free-standing, centrally located facility now is needed. The new facility must also be more accessible from the new Veterans Administration Medical Center.

Richard Meier, the pre-eminent American architect who designed the \$100 million J. Paul Getty Museum in Los Angeles, was chosen as the architect.

The new center will be functionally designed to consolidate in one locale all phases of eye research, clinical services and teaching.

The cost of constructing and equipping the new building will be over \$11 million, with approximately 60 percent already funded by bonding, grants and donations.

(Continued on page 32)

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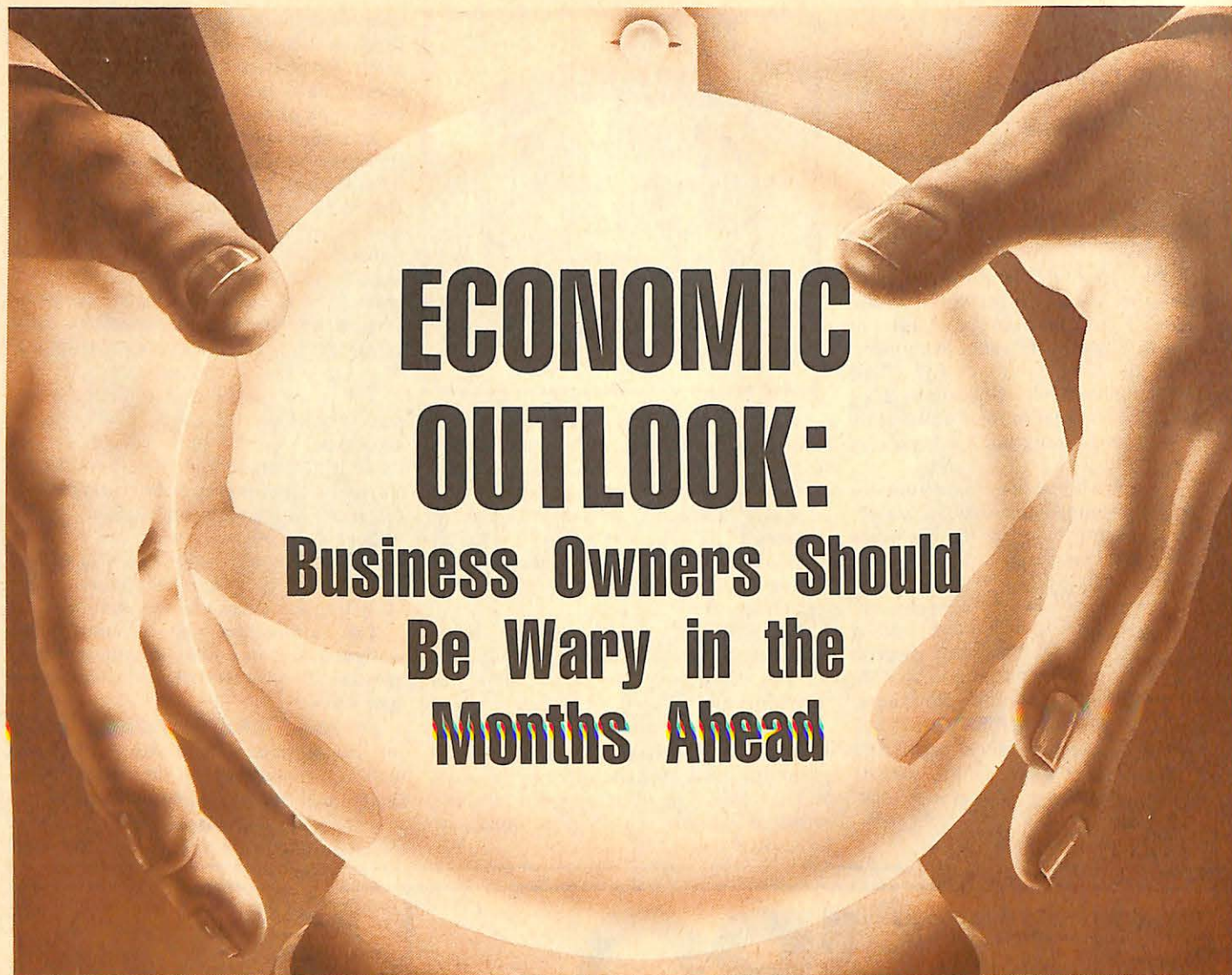
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ECONOMIC OUTLOOK: Business Owners Should Be Wary in the Months Ahead

by John C. Behrens

The power went out on Capitol Hill during a muggy, mid-July morning in Washington and, while bureaucrats and their office workers were helpless without their air conditioners and electric typewriters, the Senate, said an AP dispatch, "illuminated by a single bulb, began its session with a clerk banging a wastebasket instead of the usual bell-ringing."

"Just think," said an amused bystander, "how many forms and bills weren't finished. The silence is breath-taking!"

Business owners and economists may be hoping for more "power outages" in government these days as they watch a sluggish economy flicker and legislators argue about what should be done to bring back the euphoric days of 1984. In the background is President Reagan's tax reform plan, which the administration insists will complete its goal of easing the load of the over-burdened

taxpayer, aiding the proprietor and stimulating the economy...all at the same time.

"Business as usual" causes uneasiness among many, even though polls show America's confidence is at an all-time high. Business owners, however, worry about a huge federal deficit, the strength of the dollar overseas, a bulging federal budget no one wants to claim, the loss of jobs to firms abroad, and a number of other signs that usually sound the alarm when the economy turns sour.

Critics, of course, warn of serious consequences ahead, but they concede the President's track record for getting the job done and convincing the public that his administration is on the right path makes their task difficult. "As long as unemployment stays relatively stable and inflation is low, it's hard to cry 'wolf' about the future and have people take you seriously today," said one economist

who has disagreed with Washington's assessments since 1980.

Economic improvement, virtually non-existent during the first two quarters of 1985 when compared to last year's early rounds, gained momentum by July, according to most indicators, and a number of forecasters are now optimistic about the last half of an admittedly mediocre year.

When he gave Congress his required semi-annual report in July, Federal Reserve Board Chairman Paul Volcker said his colleagues at the central bank believed economic growth would rebound in the last half of the year. "Four percent plus," he predicted. But Volcker also warned congressmen of the "strain, imbalance and danger" in the economy unless something is done about ballooning federal budget deficits.

His estimate of growth generated mild enthusiasm, although, some

pointed out, the administration had also been optimistic about the January-to-June period and the figures were far from good. The Gross National Product grew a disappointing 1.7 in the second quarter, down 1.4 from projections. Personal income, to illustrate, had only inched ahead, and take-home pay dropped 2.2 percent, the largest decrease in a decade.

Yet many areas of the country remained steadfastly optimistic about

the United States is no longer a country dominated by manufacturing. Seventy-five percent of American jobs involve the service sector today.

People in the Utica-Rome, New York, area certainly would agree. A state official reported recently that a 1969 to 1984 study showed that of the area's 160,000 work force, more than 17,000 manufacturing jobs were lost. They were replaced in approximately the same time frame by nearly 17,000 service-related positions.

sales and 68 percent look for higher profits.

Economist Allyn Earl of New York sums up what's ahead this way: "The last six months of this year will be somewhat stronger. We've had pretty strong growth in the money supply really since last November which, at least historically, has tended to promote business activity down the line...and we're down the line a bit. Interest rates are up slightly, but that's not a problem really. Inventories seem to be pretty well in line, which is usually good for the business cycle."

Account executive Michael Evans of the central New York investment firm of M. Griffith Inc. sees a different perspective while reaching a similar conclusion: "Businesses are operating much leaner these days. Inventories are being maintained at very conservative levels—price increases are modest, which means we're not going to blow customers out of the marketplace. Costs of doing business are being cut, and hiring is restrained, as are pay raises. What this means is that business managers are uneasy... and when they are uneasy, business prospers."

So how will President Reagan's tax reform proposal affect such a fluid condition?

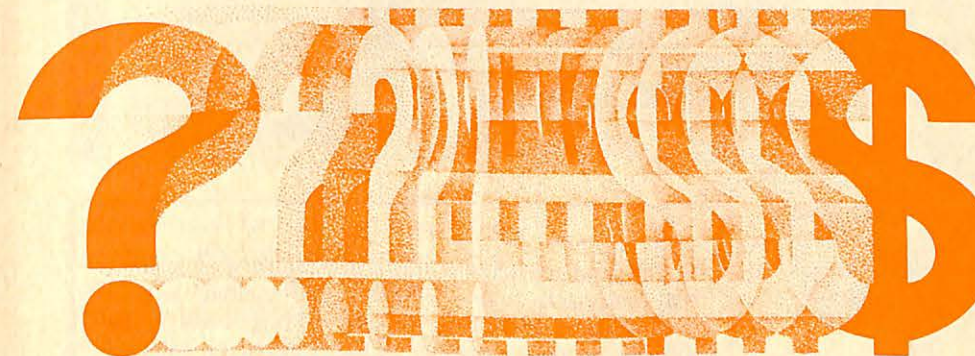
Dramatically, some say...drastically, critics retort.

At a four-hour tax briefing in Washington not long ago, Presidential Aide Don Regan—the man credited with planning the original tax overhaul—and Secretary of the Treasury James Baker, along with the President, explained and defended their proposed revisions of the code to 80 journalists as a necessary change that would be in place by the end of the year.

"Our present (tax) code is not only, in our view, unfair, but it slows the economic growth and job creation and hinders technological advancements by interfering with free markets in diverting productive investment into tax shelters and tax-avoiding schemes," Baker said. The administration, he continued, started to make changes in 1981 and "the result has been 32 straight months (by July) of economic expansion."

"Now, in our view, is the time to build on that success, redesign the basic structure of our tax system to discourage non-productive economic activity, to encourage greater com-

(Continued on page 27)



**"The economy definitely
has problems."**

the future. Florida, for example, feels economic weather like it does tropical storms, and the current mood is upbeat, say the majority of those responding to a survey in Hillsborough County on the west coast. Forty-four percent told Media General interviewers that they believe business conditions have improved. Another 48 percent said conditions hadn't changed.

A note of caution, though. The survey also showed a 6 percent drop in optimism since a poll of consumer confidence during the first quarter of 1984.

"The economy definitely has problems," the chairman of the business survey committee of the National Association of Purchasing Management told the Miami *Herald*. The group's economic indicators have been the lowest since the latter part of the recent recession. He called the situation "a matter of serious concern."

At the same time, some are convinced that the economy is neither moving up or down...it's moving sideways.

What's happening, say several experienced economy watchers, is that

The problem, says Edward M. Kerschner of the Wall Street investment house of Paine Webber, is that, "econometric models used by economists today were built by analyzing a manufacturing economy in which the business cycle was driven by savings in the production of durable goods."

Others agree and point to farming as another critically ill area, too. "Technically, you know, we are in a farming recession if you consider the usual procedures of two quarters of decline of the Gross National Product. Farming has been in trouble for several years," a Northeastern economist said.

Yet there is growth and the potential for a better performance, some contend.

"The fundamental reason for this achievement is that the service sector continues to create new jobs that more than offset the loss of jobs in the manufacturing sector," Kerschner told the *Herald*.

A Dun and Bradstreet report in early summer said, "Business leaders remain highly optimistic about business activity in the third quarter." The D&B statement said that 74 percent of those surveyed expect higher



**"ELKS
SALUTE THE
STATUE OF
LIBERTY"**



1986 will begin with a chuckle of laughter for the millions of Americans who will spend New Year's Day watching the Rose Parade. The theme of this year's parade is "A Celebration of Laughter." The Benevolent and Protective Order of Elks promises there will be plenty of celebrating with its float titled "A Birthday Celebration."

The float will be a floral creation of the Statue of Liberty standing beside the largest American Flag ever produced with fresh flowers. It will be a fitting tribute to all the various cultures of our great country and is exactly on target for the parade theme. It will serve as a happy reminder that all of America will be joining together to celebrate the 100th birthday of the Statue of Liberty on July 4, 1986. Depicting the glory that is America, this Elks float promises to be unforgettable to the viewing audience.

President Ronald Reagan, the three living former Presidents of the United States, and the 50 state governors have been requested to participate with the Order of Elks in the creation of this dazzling display of patriotism. Over half of the governors have responded by pledging two dozen roses to be placed in the flag's stars representing their states. In addition, each governor is responding with a letter highlighting his remarks on the significance of the Statue of Liberty and the American flag. These letters will be published as a collector's edition for all America to enjoy as a remembrance of this occasion. One hundred percent participation by these honored statesmen is anticipated.

1986 marks the sixth year that the Elks have entered a float in this most prestigious parade. The second year, the Elks float was awarded the most coveted "Sweepstakes" award as the first place float in the parade. Subsequently, the Elks won the Coleman Award for the most Whimsical Float and have been awarded top float in their category two other years. This public relations effort by the Order has indeed enhanced the image of Elksdom. The 1986 entry "Birthday Celebration" will again be a proud effort for all Elks.

Dear Brother:

The great spirit and patriotic dedication of ELKDOM will continue to be seen by millions throughout our land with the participation of the Grand Lodge Float in the 1986 Pasadena Tournament of Roses Parade. It will be a drama most fitting to our Order, a "Salute to the Statue of Liberty."

The Elks Float will honor Miss Liberty on her 100th Anniversary with our entry "A Birthday Celebration." The 1986 Parade theme is the "Celebration of Laughter."

THIS IS INDEED A MAGNIFICENT TRIBUTE, HONORING THIS MAGNIFICENT LADY WHO HOLDS HER TORCH HIGH IN THE SKY, EXTENDING "JOY OF FREEDOM."

The Elks proudly salute the spectacular, soon-to-be rededicated Statue of Liberty which will be one hundred years old on July 4th, 1986. Depicting the Glory that is America, this entry promises to be unforgettable to the millions in the viewing audience, wherever they may be.

The Elks have exceeded their pledge of one million dollars for the restoration of the Statue of Liberty, and with your financial support we will once again emphasize Elksdom's dedication to our country and our spirit of "PATRIOTISM."

Your contribution of \$2.00 or more towards this beautiful float, this enhancement of ELKDOM'S IMAGE, is really a small amount to give. Please take this opportunity offered to the Elks to salute that Lady who brings "JOY OF FREEDOM" to so much of the world.

Most cordially and fraternally,

John T. Traynor
Grand Exalted Ruler

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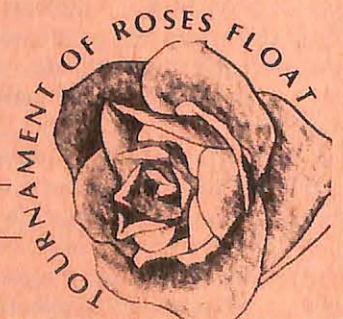
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Economic Outlook

(Continued from page 25)

pliance, and to really free the American entrepreneurial spirit to soar even further."

Baker pointed out that 58 percent of all Americans will see their taxes reduced by the reform legislation; another 20 percent will see no change and still another 20 percent will see lower rates on the increases that must be paid.

It's a pro-growth proposal, not a political redistribution project, the President said. "Most new American jobs are created by small business, where men and women invent, invest, and take risks to put their ideas to work," he said. "America's Tax Plan contains incentives for new businesses to get off the ground, expand and generate employment...It lowers the top corporate rate from its present 46 percent to 33 percent with a rate of 15 percent for income below \$25,000 and gradually rising rates in between ... (it) helps businesses raise capital to create jobs. It excludes from taxes half of long-term capital gains, lowering the top tax rate on capital gains from its present 20 percent to 17 1/2 percent."

Opponents, while agreeing with the President about the urgent need for tax reform, charge that the administration's plan would seriously damage state and local revenue programs by removing such taxes from the federal deductible list and, among other negatives, punish life insurance policyholders by requiring that taxes be paid yearly on the increase in the cash value whether the policy is surrendered, paid off or continued. Such changes would create as many hardships as improvements, critics insist.

Two-thirds of the nation's governors, understandably, are against the proposal as it is and, according to a *Time* magazine survey, nearly 75 percent of Americans polled don't believe such a reform can be passed.

Reagan answers critics of his elimination of state and local tax deductions at grassroots functions like one in the Southwest a few months ago. "Every state has the right to manage its own affairs. But they do not have the right to make all of you carry the burden of their decisions," he said. His aide, Don Regan, adds a potent argument: "You have to remember that two-thirds of Americans don't itemize and since

(Continued on page 29)

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ELKS NATIONAL SERVICE COMMISSION

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



The Michigan Elks Association presented a stained glass window to the VA Medical Center at Battle Creek, MI. From left are Area Hospital Chm. Fred Leasor, immediate PSP John Jordan, and Center Director Viola Johnson.



Funds raised by Haverstraw, NY, Lodge from a dinner-dance, minstrel show and raffle were used to purchase four color television sets and 233 canteen books for patients at the VA Medical Center in Montrose, NY. R. Vincent Crawford (right), associate director of the center, thanked Joe Tedesco, National Service Committee chm., for the donation. Standing behind the TV sets are (from left) Brother John Burkert, Est. Lead. Kt. John Forsyth, and Mike Iovino, co-chm. of the veterans' fund-raiser.



Members of San Juan, PR, Lodge presented a plaque to the San Juan VA Medical Center which reaffirms the pledge that, "So long as there are veterans in our hospitals, the Benevolent and Protective Order of Elks will never forget them." The plaque is to be displayed in a prominent place in the center. From left are Brother Juan Rivera; PER Angel Rivera; Center Director Charles Freeman; DDGER Luis Salazar; Brother Thomas Holthaus, assistant director; and Brothers Francisco Lucena and Henry Diaz.



Robert Fallis, Elks National Service Commission representative at the Des Moines, IA, VA Medical Center, presented a voice aid to Dr. Jon Deal of the center staff. The voice aid was a gift from the Iowa Elks Association.

MOUNT PLEASANT, PA. Lodge sponsored its Third Annual Fishing Derby and Picnic for patients of the Aspinwall VA Medical Center. The event was held at Twin Lakes Park in Greensburg.

ELK GROVE, CA. Lodge joined with Placerville and Woodland, CA, Lodges to contribute \$3,000 for the purchase of a much-needed knee therapy machine at the Fort Miley VA Medical Center in San Francisco. PVP Angelo Sannino presented the check to the center.

POMONA, CA. U.S. Congressman David Dreier, a member of Pomona Lodge, worked

with the Department of the Army to obtain a Bronze Star for Master Sgt. Leroy Becraft, USAF (ret), a Pomona resident and former World War II POW.

Despite Becraft's fine war record as a member of the Army Air Corps and the years he spent as a POW, he had never received a medal or other recognition from the army. He asked his friend John Porto, Veterans Service chm. of Pomono Lodge, to assist him in obtaining recognition for his service. After several fruitless attempts corresponding with various government agencies, Brother Porto enlisted the aid of Congressman Dreier.

Presentation of the medal and a Certificate

of Meritorious Achievement took place in the congressman's office in Covina.

SAN MATEO, CA. The National Service Committee of San Mateo Lodge has an active program for the veterans at the Menlo Park VA Medical Center. One facet of the program is the donation of a new color TV set on a monthly basis. Money for the TV sets is raised by lodge members who collect glass bottles, aluminum cans, and newspapers for recycling.

The San Mateo "Jolly Corks" entertain the veterans frequently, and barbecue lunches are also held at the center on a regular basis.

Economic Outlook

(Continued from page 27)

they don't itemize, they don't get state and local deductions."

"Reform in this case, I think, is a misnomer and has been, but there has to be a fundamental change in the tax code eventually. The taxpayers are crying for it, and ultimately, the legislators are going to have to suck up their guts and do something substantial," said a New York businessman on a talk show recently.

The question, of course, is will the reform measure pass this year?

"Take yourself back to 1981—major tax reform then—I was secretary of the treasury at the time, and I recall it was thought we would have a difficult time getting a tax cut out," Regan said. That bill emerged and it was signed in August and it started back in March or April. Yes, we should have legislation...if we don't, we will push like hell next year. But we suggest that Congress not go home until they've given the taxpayers a Christmas present."

Rep. Dan Rostenkowski (D-IL), chairman of the Committee on Ways and Means, sees a possibility but hints that the Senate could decide the issue. "I have been reluctant to predict when a bill would emerge...I do think it is possible for the House to complete work on tax reform legislation this year. I don't think there is any single issue that threatens to derail the process. Clearly the bill that emerges will require transition rules. In this instance, we will doubtless(ly) feel the usual tension between protecting taxpayers involved in ongoing arrangements and collecting revenue due under the new plan as quickly as possible," he says, adding that "I can't speak for the Senate."

Ironically, some believe, the Senate—a Republican stronghold that has supported the President on a number of issues—could be the Achilles' heel for the White House because of the influence of special interests and recent conflicts with the President and his aides over strategy.

"What if?" questions abound, of course, but a number of those who monitor the marketplace are convinced that tax reform, if passed this year, will have an effect on the economy by the first half of 1986.

"I think it will, especially since one of the provisions—investment credits

—would be seized upon by those wanting to take advantage of the current code. I think there would be an impact certainly. It would perk up spending especially toward the end of the first half of '86," economist Earl says.

If tax reform isn't passed, and he is doubtful Congress will approve the President's legislation, the New York economist projects a modest growth in early 1986. "Retailers are noticeably leaner in their approach this year," he says. "They are not ordering as much as last year, and that will probably help the final quarter of

1985." While economists talk in general terms, perhaps a more poignant answer comes from a drugstore owner in Georgia who hasn't written his congressman, hasn't been polled by anyone, vaguely remembers college economics, and merely hopes to have another good year while he toils after hours to handle the paperwork and mulls over prices on inventory that hasn't been sold.

"To be wary may not be the best thing for your health," he says, "but it's the best darn tonic for business I can think of."



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CITIZEN CRIME STOPPERS



by Robert L. Snow

Two gunshots ring out from inside the small liquor store, followed in a moment by two deeper blasts. A second later, the front door bursts open and two men, one carrying a .38 caliber revolver and the other a sawed-off pump shotgun, dash out into the lights of a television camera. The man shouldering the television camera follows the two men to a rust-eaten Pontiac station wagon and films the squealing tires as the car speeds away.

The door to the liquor store opens again and a short, balding man, his white shirt splattered with blood, staggers out and collapses to the pavement. Several police officers standing nearby watch with interest, but make no attempt to stop the fleeing robbers or assist the mortally wounded store owner.

The latest episode in a TV crime drama?

No, it is the filming of a "Crime of the Week" segment for the Crime Stoppers program, a reenactment of an unsolved crime to be shown later in the week on the local evening news. The "robbers" and "murdered store owner" are drama students from a local college, the weapons and car loaned by the local police department.

The Crime Stoppers program, a brainchild of Albuquerque police officer Greg MacAleese, was founded on the premise that many serious crimes are solved not so much by evidence found at the crime scene as

by information given to the police. In a city with one of the highest rates of crime per capita in the nation, MacAleese watched as the crime grew even worse. He knew that somewhere were dozens of people with the information necessary to bring many of these criminals to justice, but they were either afraid or unmotivated to come forward.

Hoping to solve this problem, MacAleese formed the first chapter of Crime Stoppers, a program offering both a guarantee of anonymity and cash rewards for anyone giving information on unsolved crimes.

Growing from this one program in 1976, Crime Stoppers has now spread to over 550 communities in the United States and Canada, and boasts over 61,000 cases solved, over \$300 million in stolen property and narcotics confiscated, and a conviction rate of 97 percent of the more than 15,000 defendants brought to trial through information gathered by this program. From a rape in Boca Raton, Florida, to a murder in Waukegan, Illinois, to a burglary in Houston, Texas, the Crime Stoppers program has supplied the vital information necessary to solve these crimes.

The keystone of all Crime Stoppers programs is the guarantee of anonymity given to those who call the special Crime Stoppers number. No attempt is ever made to persuade callers to reveal their identity; instead each caller is assigned a code number, which is then used for identity in all future contacts.

The information the callers give is immediately passed on by a "police coordinator" to the police detective investigating the case, and callers are given a specific time to call back, usually a week later. During this interval, the information is evaluated, and any questions concerning further information the detective needs are formulated.

When the callers again contact the Crime Stoppers program, they are given an update on the case, and any additional information needed is elicited. The callers are then given a specific time each week to call back for updates.

If the information does lead to an arrest and indictment, a reward, usually up to \$1,000, is paid to the caller.

Since the anonymity promised must be insured in order for the program to work, the payment is made in

cash at some public place mutually agreed upon. In cases involving a particularly vicious crime or criminal, where the caller fears retaliation, a drop of the money at some agreed-upon location is arranged so that no one ever learns the identity of the caller.

Although a Crime Stoppers program must work in close cooperation with the local police, it is a citizen-run crime-prevention program operated by a citizen board of directors which scrupulously maintains its position as an organization not affiliated with any government agency. By doing this, most programs have avoided the often binding regulations and time-consuming red tape associated with many government programs.

The reward money used usually does not come from any government source, but from contributions made by citizens, businesses, civic organizations and foundations. Some programs have set up arrangements with local governments, where, for example, a certain amount of each fine levied in the community is put into the Crime Stoppers reward fund.

The Crime Stoppers program, while not a part of the local police department, must still have a police coordinator, an officer selected from the local police department who works as a liaison between the Crime Stoppers program and the local police. This officer is usually responsible for seeing that the special Crime Stoppers telephone lines are manned, for passing along the information received to the proper detective, and for reporting back to the board of directors on the value of the information received from various callers.

While a Crime Stoppers program is basically set up to assist citizens who want to help the local police, but who fear retaliation or being labeled a "busybody" or "snitch," most programs also receive many calls from "fringe" people, those who occasionally associate with criminals, and from criminals themselves. The last two groups are usually motivated by the possible reward.

In most programs, the reward given for information is not a set amount for each specific type of crime, but an amount voted on by the board of directors based on a number of factors, including:

- The quality of the information;
 - the severity of the crime;
- (Continued on page 41)



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Vision for the Future

(Continued from page 23)

This includes a million dollar commitment from the eye department faculty.

Inasmuch as the Elks Children's Eye Clinic will vacate space in the university estimated to be worth \$3 million, the university will pay this amount toward construction of the new facility.

Bruce Holman, representing Development Management Associates of Long Beach, California, is the funding coordinator for the building program. Assisting Mr. Holman to coordinate the Elks participation in the Eye Center Campaign is liaison Diane Hardin. To raise the remaining \$4½-5 million needed to complete the funding for the project, individuals, lodges, corporations, and foundations are being contacted.

In recognition of the millions of dollars of support which the Elks have already provided over the years, one entire floor

and portions of two additional floors of the six-to-eight story facility will be designated as the Elks Ophthalmology Center. While the Elks Children's Eye Clinic will remain the "crown jewel" of this endeavor, services will be provided to patients of all ages.

The Elks will continue to provide the special high technology equipment and support personnel, and participate in policy determinations.

The equipment which the Elks have already provided will be moved into the new Eye Center. Under the direction of the Visual Committee, the Elks of Oregon already have raised over \$600,000 for additional movable and built-in equipment.

It is the continuous generous support of this type that will make the Elks Ophthalmology Center a reality within the next three years.

Dr. Fraunfelder stated, "It's not so much that we're seeing so many more patients each day with the same types of problems that we've been taking care of all these years, but that we are diversifying."

"We are expanding our role and are becoming more heavily involved in the re-

search of children's eye diseases. We are also exploring other services we can provide, such as a learning disabilities clinic within the Elks Children's Eye Clinic.

"We picture it as a multi-disciplinary facility. For example, we will have a pediatrician, and also someone skilled in psychological testing to enhance the present personnel. This will give us an expert opinion from many different angles for each child needing help."

With its unique architectural style and a highly visible position just inside the entrance to the University of Oregon Health Sciences Center, the new building will stand as a constant reminder of the Oregon Elks major project.

Summing up, Dr. Palmer said, "The Elks Children's Eye Clinic will continue to provide a valuable service not only to the residents of the state of Oregon who come to the Children's Eye Clinic, but also to those across the nation and throughout many foreign countries who benefit from the medical and technological advances initiated right here at the clinic." ■

JOHN R. RYAN in Portland
JUDITH L. KEOGH and
CHARLES T. COFFIN in Chicago

Retirement

(Continued from page 12)

should also be carefully evaluated in terms of the quality of care. Congress will have to address these issues, although it will probably not do so until after the 1986 elections.

• The disability insurance program needs close attention too, especially in the wake of Administration efforts to reduce disability rolls. While many recipients may have deserved to have disability benefits curtailed or eliminated, many others have faced severe hardship in the wake of massive cutbacks. The government faces thousands of lawsuits filed by people who say their benefits were improperly cut off. New regulations need to be issued, and eligibility for benefits must be clarified.

• Despite years of study and reports, the issue of women and Social Security (specifically Social Security retirement benefits) has not yet been resolved. The Social Security system still functions largely as it did in the 1930s, on the assumption that families are made up of one breadwinner and one stay-at-home, dependent spouse.

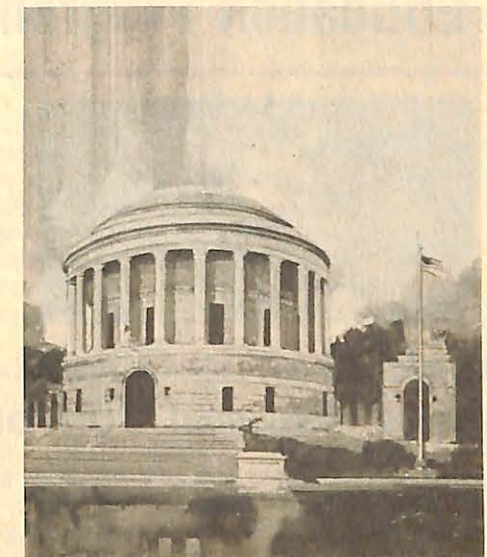
This assumption does not match the reality of the 1980s, and working wives often get little or no return on the Social Security taxes they have paid over the years. They may get no more than they would have received if they took spousal benefits, based on their husbands' earnings, and never worked outside the home at all.

At the same time, some two-income couples actually find themselves receiving less in combined Social Security benefits than they would have if the total family income was the same amount but earned by a single person. This is a complicated and costly question to address, and may take years to resolve.

• The number of older people is growing rapidly, with more than 5,000 Americans turning 65 every day. Those over 65 made up 10 percent of the population in 1982 and may be more than 20 percent by the year 2030. An ever-increasing proportion of the elderly is in the over-75 bracket, as Americans are living longer and healthier lives. As *The New York Times* noted recently, a larger and larger number of obituary notices seem to involve people in the 80 to 90-plus range. As the population ages, of course, fewer workers will be paying into the Social Security system to support larger numbers of retirees.

All four issues—Medicare, disability, women, and the sheer number of older people—will have to be addressed in the years to come. But we can be reasonably certain, given the level of popular support, that the Social Security system will survive. It will be there when we need it. ■

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Annual Report of the Grand Secretary, 1984-85

New Lodges

| GRANTED DISPENSATION | NAME AND NUMBER OF LODGE | INSTITUTED |
|---|-----------------------------|------------|
| Granted by Grand Exalted Ruler Kenneth V. Cantoli | | |
| 9-19-83 | Gold Beach, OR, No. 2675 | |
| 2-1-84 | Highlands, NJ, No. 2681 | 6-24-84 |
| 4-24-84 | Marion County, AL, No. 2684 | 5-20-84 |
| 5-18-84 | Buckeye, AZ, No. 2686 | |
| 7-6-84 | Bristol Bay, AK, No. 2687 | |

| GRANTED DISPENSATION | NAME AND NUMBER OF LODGE | INSTITUTED |
|---|-----------------------------|------------|
| Granted by Grand Exalted Ruler Frank O. Garland | | |
| 8-6-84 | Gold Beach, OR, No. 2675 | 8-4-84 |
| | Eagle River, AK, No. 2682 | 8-29-84 |
| | Buckeye, AZ, No. 2686 | 12-1-84 |
| | Bristol Bay, AK, No. 2687 | 8-28-84 |
| 8-27-84 | Destin, FL, No. 2688 | 9-23-84 |
| 10-30-84 | Sallisaw, OK, No. 2689 | 11-3-84 |
| 12-3-84 | Ardley, NY, No. 2690 | 2-16-85 |
| 12-10-84 | Douglasville, GA, No. 2691 | 1-5-85 |
| 12-26-84 | Watonga, OK, No. 2692 | 2-9-85 |
| 4-8-85 | West Citrus, FL, No. 2693 | 4-20-85 |
| 4-15-85 | South Orlando, FL, No. 2694 | 4-28-85 |
| 4-18-85 | Chesapeake, VA, No. 2695 | |
| 5-15-85 | Taylorville, IL, No. 2696 | 6-2-85 |

Benevolent Activities

Below is a list of Charitable, Educational, Welfare and Patriotic activities in which Subordinate Lodges are engaged, together with the total monies expended for the same during the Lodge year from April 1, 1984 to March 31, 1985.

| ACTIVITIES | AMOUNT |
|--|--------------|
| Handicapped children | \$ 2,274,411 |
| Needy family (includes Thanksgiving and Christmas baskets) | 2,606,818 |
| Youth Program | 2,000,028 |
| Hoop Shoot | 713,779 |
| Scholarships | 2,192,966 |
| Athletic teams | 1,374,024 |
| Scouting activities (Boy Scouts, Girl Scouts, etc.) | 600,547 |
| Other | 1,113,082 |
| Major Project | 5,826,733 |
| Elks National Foundation | 2,084,735 |
| Veterans Programs | 1,327,316 |
| Support of hospitals and other charitable institutions | 1,218,516 |
| Camps and outings, etc. | 493,763 |
| Patriotic programs | 962,308 |

| | |
|--------------------|---------------------|
| Community projects | 1,768,276 |
| Miscellaneous | 1,840,426 |
| Total | \$28,397,728 |

Membership Gains And Losses By States

Lodge Year Ended March 31, 1985

| STATE | GAIN | LOSS | MEMBERSHIP |
|--|-------|-------|------------|
| Alabama | | 19 | 8,386 |
| Alaska | | | 12,965 |
| Arizona | 216 | | 32,308 |
| Arkansas | | 338 | 7,869 |
| California | | 517 | 168,693 |
| Colorado | | 762 | 52,871 |
| Connecticut | 130 | | 33,011 |
| Florida | 2,243 | | 82,000 |
| Georgia | | 409 | 12,730 |
| Hawaii (inc. Guam and Rep. of Philippines) | 156 | | 4,565 |
| Idaho | | 1,009 | 19,245 |
| Illinois | | 1,425 | 59,508 |
| Indiana | | 954 | 47,640 |
| Iowa | | 1,345 | 24,478 |
| Kansas | | 879 | 21,841 |
| Kentucky | | 86 | 8,040 |
| Louisiana | | 197 | 4,247 |
| Maine | | 15 | 12,770 |
| Maryland, Delaware and Dist. of Columbia | 521 | | 25,794 |
| Massachusetts | 86 | | 63,582 |
| Michigan | | 624 | 59,587 |
| Minnesota | | 154 | 19,559 |
| Mississippi | | 93 | 4,826 |
| Missouri | 349 | | 25,515 |
| Montana | | 702 | 24,354 |
| Nebraska | | 1,623 | 31,831 |
| Nevada | | 171 | 7,513 |
| New Hampshire | | 95 | 9,770 |
| New Jersey | | 184 | 54,802 |
| New Mexico | | 389 | 16,886 |
| New York | | | 87,163 |
| North Carolina | 357 | | 14,842 |
| North Dakota | 402 | | 30,981 |
| Ohio | 144 | | 65,072 |
| Oklahoma | 47 | | 24,372 |
| Oregon | | 3,146 | 84,641 |
| Panama | | 96 | 1,417 |
| Pennsylvania | 1,293 | | 89,317 |
| Puerto Rico | 6 | | 337 |
| Rhode Island | | 56 | 7,310 |
| South Carolina | | 329 | 7,088 |
| South Dakota | | 942 | 16,281 |

| | | |
|-----------------|--------------|------------------|
| Tennessee | 63 | 15,943 |
| Texas | 1,002 | 27,192 |
| Utah | 201 | 12,005 |
| Vermont | 166 | 9,920 |
| Virginia | 143 | 13,497 |
| Washington | 2,352 | 76,339 |
| West Virginia | 418 | 15,175 |
| Wisconsin | 278 | 22,813 |
| Wyoming | 933 | 15,063 |
| TOTALS | 5,503 | 24,196 |
| NET LOSS | | 1,594,954 |

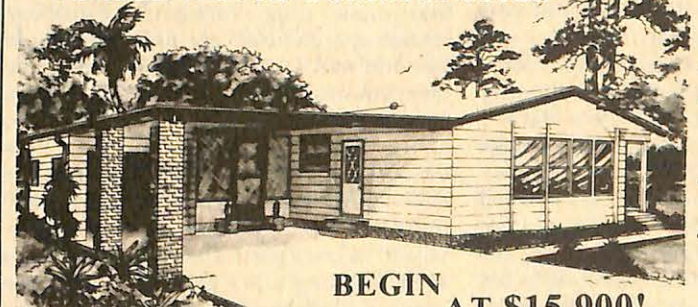
Charitable Activities By States

The following table shows the amount expended in Charitable work by each State and Special Jurisdiction, during the period from April 1, 1984 to March 31, 1985, (including cash, travel and hours donated).

| STATE | AMOUNT | STATE | AMOUNT |
|--|----------------------|--------------------|-----------|
| Alabama | \$ 501,234 | Nebraska | 451,170 |
| Alaska | 553,141 | Nevada | 373,047 |
| Arizona | 1,382,698 | New Hampshire | 548,510 |
| Arkansas | 175,649 | New Jersey | 4,149,201 |
| California | 8,674,679 | New Mexico | 682,591 |
| Colorado | 2,061,583 | New York | 3,625,320 |
| Connecticut | 658,061 | North Carolina | 442,895 |
| Florida | 5,247,778 | North Dakota | 620,880 |
| Georgia | 448,965 | Ohio | 1,192,753 |
| Guam | 5,085 | Oklahoma | 1,057,819 |
| Hawaii | 192,710 | Oregon | 2,801,335 |
| Idaho | 693,273 | Panama | 61,092 |
| Illinois | 2,039,975 | Pennsylvania | 1,729,688 |
| Indiana | 832,073 | Philippine Islands | 2,920 |
| Iowa | 425,556 | Puerto Rico | 60,069 |
| Kansas | 462,682 | Rhode Island | 420,313 |
| Kentucky | 192,578 | South Carolina | 293,030 |
| Louisiana | 279,603 | South Dakota | 207,059 |
| Maine | 481,575 | Tennessee | 790,442 |
| Maryland, Delaware and Dist. of Columbia | 1,409,605 | Texas | 2,594,340 |
| Massachusetts | 3,327,649 | Utah | 798,522 |
| Michigan | 1,453,959 | Vermont | 493,803 |
| Minnesota | 571,837 | Virginia | 670,102 |
| Mississippi | 138,124 | Washington | 1,844,248 |
| Missouri | 1,355,960 | West Virginia | 348,327 |
| Montana | 370,488 | Wisconsin | 633,368 |
| | | Wyoming | 179,587 |
| Total | \$ 61,008,951 | | |

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Drug Awareness Education Program



Federal Drug Official Addresses National Convention

Ann Wroblewski, deputy assistant secretary of state for international narcotics matters, was a featured speaker at the 121st Grand Lodge Session in Seattle. Ms. Wroblewski formerly served as Nancy Reagan's coordinator on narcotics matters. Following is the text of Ms. Wroblewski's speech.

I'm delighted to be here to discuss the international aspects of narcotics abuse and control. Before I begin, I want to offer a sincere thank you for the work you are doing to fight drug abuse.

Most people do not realize that our success abroad is dependent on our success here at home. We cannot preach what we do not practice. Your work has made my job easier, and I want to thank all of you involved in the Elks' effort.

I think that it is safe to say that no community in our nation is immune from drug abuse and trafficking. We have learned over the years that no social group, no age group, and no economic class has a lock on the drug abuse market. We are startled at statistics indicating that 24 million Americans have used, or are using, cocaine. That means that at least one in ten Americans has contributed to an illegal international network of crime, violence, and murder in order to satisfy his or her desire to get high.

You know these people who use cocaine: they are your neighbors, your co-workers, your children. They are the school bus drivers who are responsible for many young lives, the stockbrokers who are investing your money, and the nuclear technicians who literally hold our lives in their hands.

We are also startled to learn that marijuana is cultivated for profit in every state of our union. At one time, marijuana farmers were portrayed as harmless, peace-loving dropouts from our society who just wanted to be left alone to tend their small farm.

I can assure you that nothing is further from the truth. Marijuana cultivation,

here and abroad, is big business; a business with high stakes.

The farmers have gone to great lengths to protect their crop. They are taking our lands away from us, just as they and the dealers are taking our children away from us.

All over the world today children are succumbing to the dangers and effects of drugs. Every country and culture has its own initiation rites into adulthood. For too many children, part of initiation is drug and alcohol use. The "gateway" to their adult years is passage through an adolescence filled with experimentation—and too often, serious drug use.

In our own nation young people use marijuana or alcohol as their gateway drugs. In Mexico, young people abuse marijuana and inhalants. European school-age children are not immune. In London and Dublin, dropouts and troubled youths smoke not pot, but heroin. Young people in Lima have begun to abuse 'basuco'—a potent mixture of tobacco and marijuana with coca paste. In Bolivia, this mixture is called 'pitillo,' and more and more teenagers are becoming involved in coca paste abuse. In Asian cities such as Hong Kong and Bangkok, marijuana is used by many of the young, and many there also smoke heroin. Pakistani teenagers begin lives of drug abuse by smoking hashish and by using pills. As you can see, no children are safe from the dangers of drugs, and no country stands alone in its problem.

What we have learned in the past ten years about drug abuse fills volumes. We have learned that there are no harmless recreational drugs. We no longer distinguish between hard and soft drugs.

Marijuana works in insidious ways and very often encourages abusers to try other drugs. Heroin abuse is no longer limited to the inner cities. Frequently, that drug is used by cocaine abusers who find that they need something to help them come down. And cocaine, we have learned, is more addictive, and more dangerous, than heroin.

It is reported that every day 5,000 Americans try cocaine for the first time. Cocaine, once the drug of the jet-set, has now become the drug of choice for middle and lower income people. The abundance of cocaine, processed in Colombia from the leaves of the coca bush grown in Peru and Bolivia, has created a new market.

There are more than 60 metric tons of cocaine available in the United States, and this cocaine is plentiful in every region of our nation. Always in search of new markets, the cocaine dealers have set their sights on Europe and Asia as new venues for their trade.

South America, once thought safe from cocaine abuse, has now succumbed. The dangerous practice of smoking 'basuco' is widespread in South American countries. Young people become quickly addicted to this potent form of coca, and the producing nations are now suffering as we are.

But, international narcotics trafficking and drug abuse are not only health and social issues, they are significant national security issues. Increasingly, nations are taking that threat very seriously, just as the United States has done.

The Malaysian Government considers heroin abuse as its number one security issue. Colombia witnessed the erosion of its democratic institutions with the increasing power of the drug traffickers, and with the assassination of that nation's justice minister, the point was driven home.

Narcotics traffickers have gained power, influence and protection in many quarters. The terrorism and violence narcotics trafficking breeds has undermined the institutions democracies hold dear.

Our own nation has marshalled forces to deal with this international threat as never before. As a national security issue, a combination of resources has become necessary to fight the drug war. The cooperation of all agencies involved is essential. In order to succeed, it is necessary for all components of our "National Strategy For the Prevention of Drug Abuse and Drug Trafficking" to work together.

In his introduction to the 1985 National Strategy, President Reagan stated that "...we have made progress in the fight against drug abuse. Permissive attitudes are giving way to a sense of responsibility to ourselves, to our families and to our country. Hopelessness and helplessness have been replaced with optimism and a willingness to work toward a better future."

When the President said that permissive attitudes have given way to a sense of responsibility, he hit on a theme which has gained wide acceptance over the past few years. That is the theme of "no passive user." For too long, Americans were told that drug abusers were committing victimless crimes, and that drug abuse was a harmless recreational activity. Cocaine was virtually ignored by most of the

health community during the past decade, and the dangers of marijuana were minimized.

However, it is abundantly clear that the user of marijuana, cocaine, or heroin, however casual his use, is contributing to the massive illegal narcotics network which spans continents, and which links the grower to the user. The user must take responsibility for his action, since the demand for narcotics is now being seen as part of the chain of illegal activities.

A marijuana user might defend his actions by saying that marijuana is a relatively harmless drug; but what of the law enforcement agent killed in the line of duty as he tries to break up a multi-million dollar marijuana network? The marijuana user must bear some responsibility for that agent's death.

Many Americans do not know that the money they spend on drugs fuels insurgencies, terrorist movements, and crimes all over the world. Dollars spent on heroin are funding the Shan United Army activities along the borders of Thailand and Burma. Hundreds of Thai Army soldiers and enforcement officers have been killed fighting this insurgency and protecting law and order.

In South America, American cocaine money does not help the poor coca farmer who is being squeezed by the traffickers and the unscrupulous trafficking network. Profits from the marijuana trade create instability in Mexico, Jamaica, and Colombia. Users rationalize their drug purchases as 'a business transaction.' It is the business of terrorism, violence, and murder.

"The grower to user chain" is a term that we have used to portray the complex narcotics trafficking and abuse network that exists around the world. Both the grower and the user are bound in misery by this chain; neither knows the existence of the other.

The opium farmer in Thailand does not know of the heroin addict in New York. The coca farmer in South America does not know of the young professional who is desperately trying to kick his cocaine habit. The chain binds these people together; they are shackled in misery.

At the Bureau of International Narcotics Matters (INM) in the State Department, we are working to ensure that both the grower and the user understand the consequences of their actions. By its very nature, drug trafficking is an international issue which must be dealt with at high levels in drug producing and consuming nations.

Secretary of State Shultz has made narcotics a high priority in our foreign policy dealings with other nations. Many nations have responded positively to the need for international cooperation leading to a reduction in drug supply and demand.

We are working to encourage the theme of 'no passive nations' as well. The time

has come for all nations to understand the very real threat that narcotics pose to them, and to act quickly to ensure that traffickers cannot find a safe haven for evading the law.

Through the elimination of traffickers' profits, the seizure of his assets, the shutting down of money laundering facilities, and by opening wide secret bank records, governments will be able to more effectively stop narcotics trafficking.

We have been working with narcotics producing and consuming nations toward an elimination of narcotics at their source. One of the primary functions of INM is to ensure that the issue of narcotics control is considered high on the foreign policy agenda of our nation and other nations.

Through a program of negotiating and supporting bilateral and multilateral agreements with other nations to eradicate illicit crops, and to support narcotics enforcement in producing and transit nations, INM has raised the priority of narcotics control as a bilateral and regional issue.

The INM philosophy states that through a program of enforcement and crop control, nations can significantly reduce the amount of narcotics destined for the United States, Europe, and Asia. Without a strong enforcement component, crop control cannot work. Coca, opium poppy, and marijuana farmers are being told by their governments that the cultivation of these crops is against the law, and that their crops will be destroyed if they are not eliminated voluntarily.

The Bureau is also playing a strong role in training law enforcement officers from all over the world. During the past several years, many officers have received INM funded training in the basics of drug enforcement including investigative and interdiction techniques.

We are also involved in providing technical assistance to nations for prevention and education programs. During the past several years, the Bureau has sponsored public awareness seminars in Quito, Lima and European cities. During the fall of 1985, a ministerial-level conference is planned for Latin America.

In addition to these international assistance programs, INM has worked with US parents groups to facilitate international participation in these groups and to provide up-to-date information on production and narcotics control issues.

It is in the area of international cooperation that we have good news to report. Perhaps the most visible demonstration of cooperation in the area of narcotics control was the First Ladies Conference on Drug Abuse held this April in Washington and at the PRIDE Conference in Atlanta.

On a personal note, I want to thank you for the Elks contribution to the PRIDE conference. I can assure you that your assistance was both necessary and greatly appreciated.

As you know, seventeen first ladies from other nations joined our First Lady, Nancy Reagan, to discuss the issue of drugs from a mother-to-mother perspective. First ladies from drug-producing and drug-consuming nations came together, not to accuse or chastise; rather, they came together in a spirit of hopefulness to call attention to the serious plight that faces all of our children—regardless of nationality, economic status or educational level.

We came away from this historic conference with a sense of accomplishment at having communicated to the world our concern about drugs. Soon after the First Ladies Conference, the world leaders gathered for the Economic Summit Meeting in Geneva and discussed the need for high level initiatives to reduce narcotics trafficking and abuse in the world.

At the First Ladies Conference in April, the audience heard the tearful story of a young, former drug abuser, Robin Paige, who told all of us about her fight against drugs. We were inspired by her courage and her strong will which enabled her to say "no" to drugs.

Yet, I was struck by the sad fact that there are many young people like Robin who do not have the ability to combat drugs. There are many who will continue to struggle with addiction for the rest of their lives. There are still others who will have their lives taken from them because their need for drugs was stronger than their need to live.

It is not enough to be satisfied that some young people have "seen the light" and have kicked their drug habit. We must make sure that children do not ever start a relationship with drugs. Prevention is the key, and I know how hard the Elks have worked to make sure that children get the message early.

Your drug program is an inspiration to all of us who are witnessing what we thought was impossible: kids beginning to say "no" to drugs. You are correct in believing that prevention must start at an early age—the earlier the better. Mrs. Reagan likes to say that we need to teach kids about drugs while we're teaching them to read and write.

Through your wonderful and effective public awareness spots, your handbook for parents and community leaders, and your hotlines, the Elks have shown communities across this nation that you care. In the truest sense, the Elks have exemplified the values that America was built on: self-reliance and a sense of obligation to our neighbors.

Rather than allowing the drug issue to grow worse at a time when spending levels needed to be lowered, the Elks stepped right in to provide drug education teachers' salaries, funding for drug detection dogs at airports, and a help hotline. Your work has not gone unnoticed. ■

News of the State Associations

The 65th Annual Convention of the **North Dakota State Elks Association** was held in Dickinson June 8-10. Attending were 749 Elks and their ladies.

Distinguished guests included State Sponsor PGER Raymond Dobson, then-GER Candidate John T. Traynor, and James McLuskie, then-president of the Montana Elks Association.

The next annual convention will be held in Minot June 7-9, 1986.

Newly elected officers are President Bill Brintnell, Bismarck; President-Elect Harold Piper, Fargo; Vice-President C.M. Steenerson, Grand Forks; Secretary Richard Blair, Bismarck; and Treasurer Dale Erickson, Minot.

The North Dakota Elk of the Year Award was presented to Ernest Anderson, Fargo. Brother Anderson is also State Scholarship Chairman and reported that North Dakota students will receive a total of \$47,800 from the Elks National Foundation for the 1985-86 academic year.

James McLuskie presented then-GER Candidate John T. Traynor with a check for \$10,000 to help toward his expenses during his year as GER.

Elks Camp Grassick, a camp for special children and adults, officially opened June 5th with 52 staff members.

Camp Grassick's yearly budget is approximately \$170,000.

A total of 824 Elks and their ladies attended the 70th annual convention of the **Arizona Elks Association**, held May 10-12 in Tucson.

The opening session welcome was given by Arizona Secretary of State Rose Mofford. Other distinguished guests included then-GER Frank Garland and his wife Polly, PGER Gerald Strohm and his wife Kay, PGER Marvin Lewis and his wife Gerry, PGER R. Leonard Bush, and then-Grand Est. Loyal Kt. Yubi Separovich and his wife Mae.

The next annual convention will be held May 7-10 in Tucson.

Newly installed officers are President Clair Culver, Yuma; First Vice-President (Central) Arthur Livingston, Tempe; Vice-President East LeRoy Lewis, Kearny; Vice-President North Robert Boger, Flagstaff; Vice-President South Gus Kambouris, Sierra Vista; Vice-President West Lyle Clark, Parker; Secretary Larry McMillon, Phoenix, and Treasurer R.E. Nimmons, Flagstaff.

The state Major Project is the Long Term Care Hospital Unit located in Tucson. The Exalted Rulers' March netted \$32,715.43, and other donations added



Officers of the North Dakota State Elks Association for 1985-86 are (front row, from left) Trustees Ron Birchem and John Schmitz, President-Elect Harold Piper, Vice-President C.M. Steenerson, and Secretary Richard Blair; (back row) Trustee John Larson, President Bill Brintnell, Sgt.-at-Arms William Hample, Tiler E.J. Fox, and Treasurer Dale Erickson.

\$55,813.72 to the total for the Major Project.

The annual convention of the **Georgia Elks Association** was held on Jekyll Island June 5-8, 1985. Total attendance was 665.

Special guests were State Sponsor PGER Robert Pruitt, GL Public Relations Committeeman G. Doug Whitaker, and Florida Vice-President Ben Brown.

Future meetings of the association were scheduled for October 11-13 in Albany; March 7-9, 1986, in Valdosta; and the next annual convention June 13-15, 1986, on Jekyll Island.

Newly elected officers for 1985-86 are President Robert Carter, Valdosta; President-Elect James Nalley, Columbus; Vice-President Northwest Dwaine Lovinggood, LaFayette; Vice-President Northeast Henry Knighten, Decatur; Vice-President Southeast Jack Hawthorne, Valdosta; Vice-President Southwest Robert Holland, Albany; and Secretary-Treasurer Edwin Samuelson, Atlanta-Buckhead.

Dalton Lodge was the winner of the State Ritualistic Contest.

Elks Aidmore Childrens Home, the state's Major Project, was reported to be progressing in its new special schooling program. Donations were made by the lodges to the Aidmore fund.

Important decisions made at the convention concerned changes in the bylaws specifying that elections for vice-presidents be made at the spring

meetings, that the state secretary-treasurer be made the permanent GL convention housing chairman for the state delegation, and that the lodges are to elect the Aidmore trustees.

Charleston was the site of the annual convention of the **West Virginia Elks Association**, held August 8-10. A total of 552 delegates and their wives attended the convention.

Distinguished guests included GER John T. Traynor and his wife Jane; State Sponsor PGER Homer Huhn, Jr. and his wife Jo; Grand Trustee Lester Hess and his wife Rebecca; and Pennsylvania Elks State Association President William Henry and his wife.

Newly elected officers of the association are President Joseph Cionni, Wellsburg; Vice-President Central William Lambert, Grafton; Vice-President South David Martens, Princeton; Vice-President North Harold Pancake, Sistersville; Secretary Donald Finnegan, Weirton; and Treasurer Donald Barger, Elkins.

Wheeling Lodge received a plaque for the best Youth Program in the state. Princeton Lodge was the winner for the best Teenage Program in the state.

Lewisburg Lodge won the State Golf Tournament, and the "Ataboys" of Wheeling Lodge won the State Bowling Tournament.

The state Major Project is two camps for handicapped children. The camps are open for one week, and a total of 85 children attended both camps.

did you know..

It didn't take the delegates at the Grand Lodge Session in Seattle long to approve a resolution presented by PGER Gerald Strohm, chairman of the Elks National Service Commission. The resolution permitted the assessment of \$1 per member in the event it is needed for national defense or a major disaster.

Speaking of the Elks National Service Commission, November is designated as Veterans Remembrance Month. Ohio Gov. Richard Celeste is another of the governors throughout the nation who have signed a proclamation honoring veterans who have served the nation with valor. Present for the signing of the proclamation were Gerald Werner, president of the Ohio Elks Association; James Payne, state trustees chairman; and John Eccleston, state National Service Committee chairman.

On July 26, 1985, Steven Cantrell marked his 21st birthday and fulfilled a lifelong dream by being initiated into Mesquite, TX, Lodge No. 2404.

We're told that this young man has been working for the last three years in the lodge, helping with the "Hoop Shoot," in the kitchen, on the cleanup detail, or anywhere else he was needed; and he just couldn't wait to do these things as a "genuine Elk." He's already been appointed "Hoop Shoot" chairman of the lodge.

Incidentally, Steve comes from an entire Elk family. His father is the loyal knight of the lodge and his mother is president of the ladies auxiliary.

GER John T. Traynor points out that the average age of an Elk member is now 50.5 years, up from 45 only a few years ago. We need younger Elks like Steve for Elksdom to thrive.

Are there any other stories of successful young Elks? If there are, let us know.

The Michigan Elks Association has an unusual program called the Golden Key Scholarships, State President James Robbins tells us. The scholarships are \$2,000 one-year awards for handicapped students attending college.

An error appeared in this column in the September issue. Harold Scott was incorrectly identified as a member of Franklin, IN, Lodge. Brother Scott is a member of Frankfort, IN, Lodge No. 560.

Deported Brothers

PAST GRAND TILER Robert M. Bender of Albany, NY, Lodge died September 6, 1985. He held that office in 1983-84.

Brother Bender served as a member of the GL Lodge Activities Committee from 1967-1970. He was also a past district deputy and a past president of the New York State Elks Association.

PAST GRAND LODGE COMMITTEEMAN G. Maurice Conn of Bristol, TN, Lodge died August 31, 1985. Brother Conn served as District Deputy Grand Exalted Ruler for the East District of Tennessee in 1952-53. He was also a past president of the Tennessee Elks Association.

PAST DISTRICT DEPUTY William F. Whitmore of Elwood, IN, Lodge died recently. Brother Whitmore served as District Deputy Grand Exalted Ruler for the East District of Indiana in 1955-56.

PAST DISTRICT DEPUTY Philip J. O'Neill of Palmer, AK, Lodge died

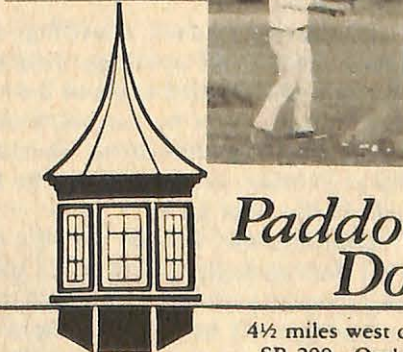
August 1, 1985. Brother O'Neill served as District Deputy Grand Exalted Ruler for the West District of Alaska in 1978-79. He was also a past president of the Alaska State Elks Association.

PAST DISTRICT DEPUTY Joseph W. Cummings of Millinocket, ME, Lodge died August 7, 1985. Brother Cummings served as District Deputy Grand Exalted Ruler for the East District of Maine in 1972-73. He was also a past president of the Maine Elks Association.

PAST DISTRICT DEPUTY Dale Orff of Renton, WA, Lodge died August 11, 1985. Brother Orff served as District Deputy Grand Exalted Ruler for the Metropolitan District of Washington in 1978-79.

PAST DISTRICT DEPUTY Charles E. Huckabee, Sr. of Oswego, NY, Lodge died August 14, 1985. Brother Huckabee served as District Deputy Grand Exalted Ruler for the Central District of New York in 1963-64.

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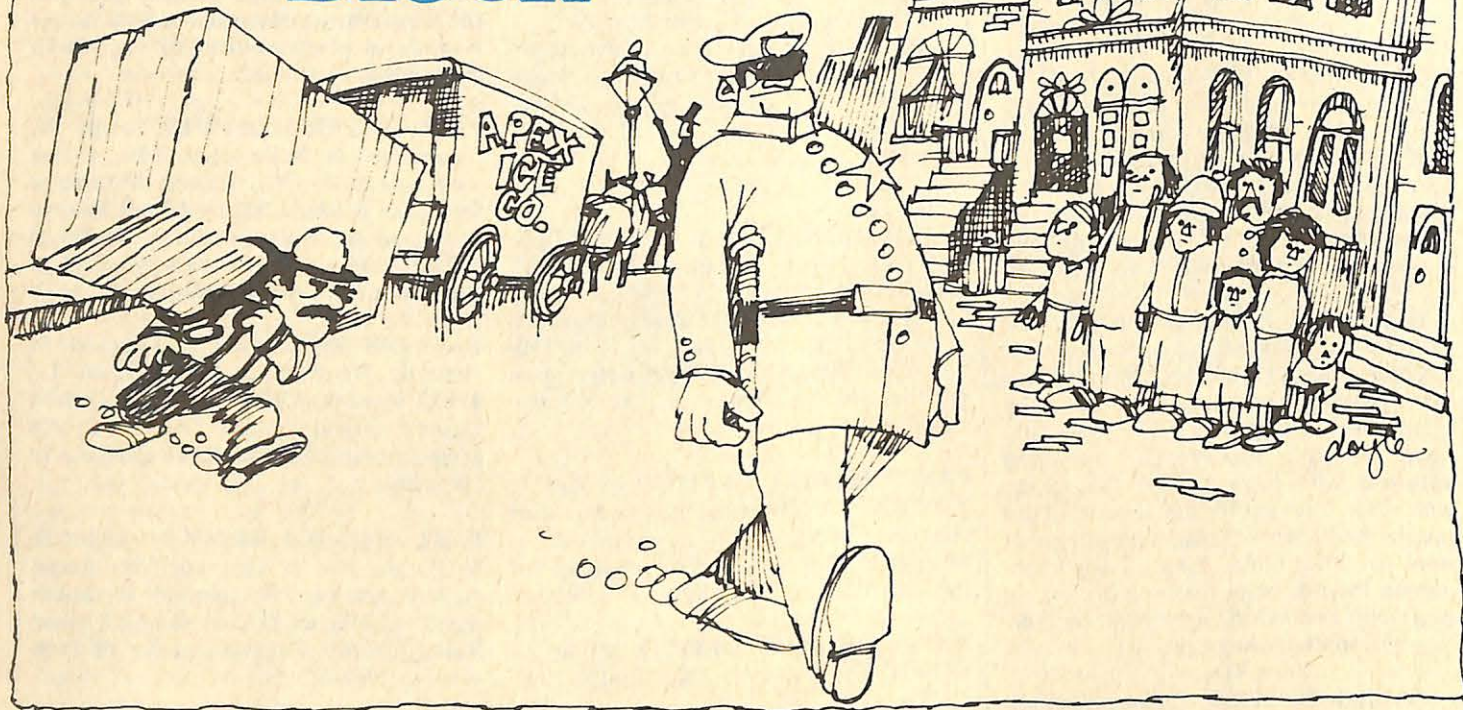
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They Worked Our Block



by Harold Lonstrom

There is a somewhat magical allure to the nostalgic emotion. Remembered fondly by many is the era prior to "The Roaring Twenties." The "back then generation" lived in another world—a world which, in part at least, the "now generation" would appreciate.

Significant changes have oozed into our way of life as year after year has melted away. Reflect on the variety of services offered by men who worked city neighborhoods "back then." Most of the services are no longer offered. Those surviving are a mere shadow of the past.

Think of the postal service. It was much more personal "back then."

Mr. Bowman, the postman for our block, looking dapper in the traditional gray uniform and cap, clutched a batch of letters, many with old-country stamps. A heavy, brown leather bag bulged with mail hung from a shoulder strap.

Each weekday morning and afternoon Mr. Bowman worked the neigh-

borhood. He plodded brownstone steps to vestibules. There, brass-faced letter boxes swallowed letters and cards he fed them. The feeding finished, he pushed doorbell buttons, then tooted a whistle—giving notice he had made deliveries.

Policemen raised many more corns on their feet in the "back then" era. Officer Riordan "sole-leathered" our block. The cop was a bull of a man. Coppery, wiry hair jutted from under a blue cap.

Riordan's flatfeet shuffling over the sidewalk did not keep time with his jauntily whistled tunes of the "old sod." Sometimes he carried his billy underarm. Sometimes he wheeled it by the thong. Now and then he flipped it end over end.

Riordan was a firm but fair cop. The first time he caught a kid pilfering from the stand in front of Gino's corner grocery he merely admonished him. On a second offense Riordan armed the kid home. To the parent answering his billy-club rap on the door he explained why Tommy was marshaled home. Then he followed with, "Now sure and you won't be wanting to visit the poor lad at the

jail, will you? Listen to me now! You better be straightening him out."

Other men routinely worked the block. A milkman, an iceman and a street cleaner came through daily except Sundays and holidays. A lamplighter came twice every day of the year.

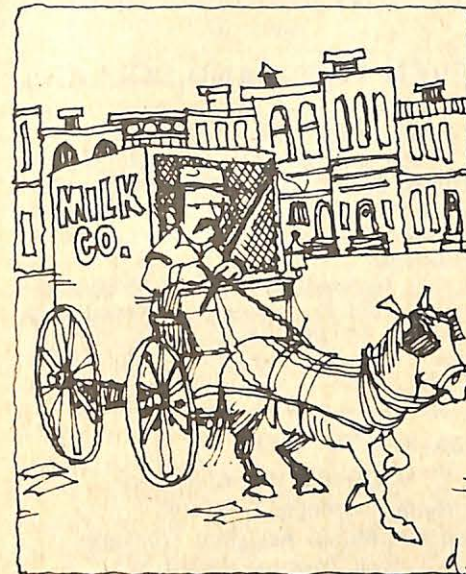
Before most people were out of bed the milkman was plunking glass bottles on stoop landings. On winter mornings a column of frozen cream squeezed from a bottle like toothpaste. At a sort of a rakish tilt of a tam, the column wore a cardboard bottle cap the size of a poker chip.

Tony's "Black Beauty" wore a hand-me-down haymaker's straw hat. The horse's ears poked through a pair of holes and fidgeted. "Black Beauty" listlessly dragged a wagon loaded with large cakes of ice. A canvas tarp covered the cakes to retard melting.

When Tony delivered a block of ice, we kids made a cavalry charge on his wagon. The large chunks of ice substituted for ice cream. We retreated like routed infantry when we saw Tony returning.

During winter, many residents used

a sheetmetal box fastened outside on a window sill for refrigeration. Tony delivered some ice then but mostly canvas baskets of coal for coal-burning cook stoves and potbellied heaters.



"Back then" a street cleaner worked our block. He looked sanitary in white pants, coat and cap. His cart had two large iron wheels. On a low-slung platform between them sat a heavy-gauged metal trash can.

With a push broom and a shovel he groomed the pavement. No parked cars obstructed his work as he shoveled litter and dirt into the waste can.

A lamplighter came at twilight to light our gas lamp street lights. He shouldered a long pole on which one end a tubular brass screen shielded a flame.

At each lamppost the lit end went into the cylindrical glass fixture atop the post and pushed a lever. The released illuminating gas flared, then subsided, and a mantle glowed. On morning rounds the lamplighter shut off the gas.

Peddlers also worked our block, some more often than others. On "Fishday," Friday, a fishman pushed a cart dripping like a retrieved lobster pot. The fish were bedded in cracked ice. A spring scale was used for weighing. Sales were wrapped in newspapers.

The charlotte russe man kept the "treats" under glass. Customers flocked to his cart as would flies to the whipped cream peaks had they not been encased. Another popular "treat" was offered by the lemon ice man.

Men offering specialized repair ser-

vices came from time to time.

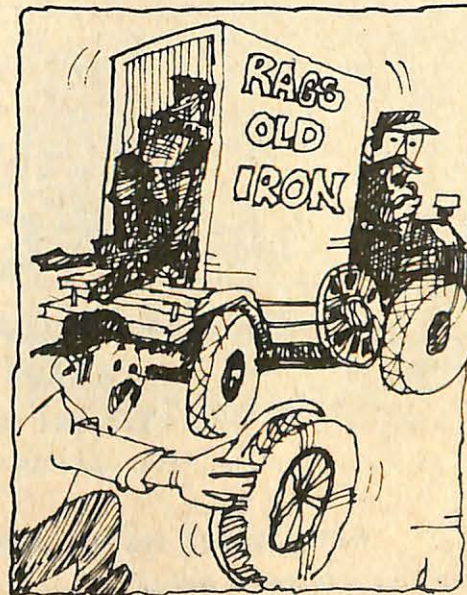
One was dubbed "Mr. Sharp," for he sharpened scissors, knives and axes. A foot-powered grinding wheel rig rode on his back. He solicited business by rattling a small circular saw blade, fitted over a hammer handle, against the hammerhead.

We had a man who repaired umbrellas. He carried his "shop" under an arm. His call for business was, "Umbrellas, umbrellas!"

Whenever a disaster, murder of a famous or infamous person, spectacular holdup, or other exceptionally "newsworthy" event occurred, the city's dozen or so newspapers printed extra editions, anytime day or night. Waving an "extra," a hawker meandered through the block in a studied, hurried manner and stimulated sales by shouting, "Wuxtra!"

Besides peddlers and hawkers, buyers worked our block.

A cowbell clunking on a rope stretched between uprights on a pushcart announced the rag and junkman.



Kids dashed for their hoards of rags, newspapers, pieces of lead pipe, balls of tinfoil and other junk the "junky" would buy.

Once or twice during a summer a man shouldering a bundle of old clothes ambled along one sidewalk. Intermittently he bellowed, "I cash clothes." A counterpart across the street harmonized with, "So do I." We wondered, "Were they partners or competitors?"

If you remember some of the men who worked city blocks "back then," you are an "old-timer." Oops! Pardon! There have been significant changes since then. Now you are a "senior citizen."

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fy school principals of this scholarship offer, to publish it in lodge bulletins and make every effort to bring it to the attention of qualified students.

Applications will be reviewed by lodge and district scholarship committees and then judged by the scholarship committee of the State Elks Association for inclusion in the state's quota of entries in the national competition. Names of winners will be an-

nounced about May 1, 1986.

Requests for additional information should be addressed to the Scholarship Chairman of the State Elks Association of the state in which the applicant is resident.

The National Association of Secondary School Principals has placed this contest on the Advisory List of National Contests and Activities for 1985-1986.

FOR THE ACADEMIC YEAR 1986-1987 the Elks National Foundation Trustees are offering 1,657 college scholarships ranging from \$1,000.00 to \$6,000.00 and totaling \$2,657,000.00.

During the many years in which this annual scholarship assistance competition has been in existence, the Elks National Foundation has helped thousands of worthy American students of good character and behavior patterns, and with superior scholastic attainments and leadership qualities, to begin their college education under favorable circumstances.

The 1986 Schedule of Awards includes 500 "Most Valuable Student" Scholarships awarded in nationwide competition, and 1,157 scholarships each for \$1,000.00 allocated on a state-quota basis. "150" four-year scholarships are to be awarded to the highest-rated boys and girls in the 1986 competition.

Applications may be made by students in the graduating class of a high school, or its equivalent, who are citizens of the United States of America and residents within the jurisdiction of the B.P.O. Elks of the U.S.A.

Scholarship, leadership and financial need are the criteria by which applicants are judged. Experience shows that students who qualify for final consideration usually have a scholarship rating of 90% or better and stand in the upper 5% of their classes.

All scholarships are in the form of certificates of award conditioned upon the enrollment of the winners in an undergraduate course in an accredited American college or university.

Application must be made on an official form furnished by the Elks National Foundation, which will be available at Elks lodges after November 1, 1985. Applications, properly executed must be filed not later than January 20, 1986 with the Scholarship Chairman or Exalted Ruler or Secretary of the Elks lodge in whose jurisdiction the applicant resides.

Lodge officers are requested to noti-

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1985-1986 "MOST VALUABLE STUDENT" CONTEST AWARD OFFERS

NATIONAL FINALISTS

"150" — FOUR-YEAR AWARDS

for the 1986-87, 1987-88, 1988-89, 1989-90 Academic Years

| | | |
|--|------------|----------------|
| First Award — Two for each academic year | \$6,000.00 | \$ 48,000.00 |
| Second Award — Two for each Academic year | 5,000.00 | 40,000.00 |
| Third Award — Four for each academic year | 4,000.00 | 64,000.00 |
| Fourth Award — Four for each academic year | 3,500.00 | 56,000.00 |
| Fifth Award — Six for each academic year | 3,000.00 | 72,000.00 |
| Sixth Award — Six for each academic year | 2,500.00 | 60,000.00 |
| Seventh Award — Six for each academic year | 2,000.00 | 48,000.00 |
| Eighth Award — Ten for each academic year | 1,800.00 | 72,000.00 |
| Ninth Award — Ten for each academic year | 1,500.00 | 60,000.00 |
| Tenth Award — 100 for each academic year | 1,400.00 | 560,000.00 |
| | | \$1,080,000.00 |

"350" — ONE YEAR AWARDS — 1986-87 ACADEMIC YEAR

| | | |
|--|---------------------|----------------|
| Eleventh Award — "350" for one academic year | 1,200.00 each | 420,000.00 |
| | | \$1,500,000.00 |

NATIONAL FOUNDATION ALLOCATED AWARDS

for the 1986-87 Academic Year

| | |
|--|----------------|
| 1,157 National Foundation Allocated Award Offers @ \$1,000.00 each | 1,157,000.00 |
| 1,657 Awards for a Grand Total of | \$2,657,000.00 |

Crimestoppers

(Continued from page 31)

- (c) the amount of stolen property or narcotics confiscated;
- (d) the number of cases solved through the information;
- (e) the cooperation of and risk taken by the caller;
- (f) whether the caller is willing to testify in court.

Most Crime Stoppers programs have also set restrictions that prohibit rewards to police officers and their families, to co-perpetrators of crimes, and to the victims of crimes.

In order to make the citizens of a community more aware of the Crime Stoppers program, publicity is generated through brochures and other handouts, bumper stickers, newspaper and television spots, and most important, the "Crime of the Week" TV segment.

Shown on the local evening news and often reported in newspapers and on radio, the Crime of the Week is a selected case in which all possible leads to its solution have been exhausted. The crime is reenacted at the location where it occurred, using local actors matching the description of the suspects, and using props as close in appearance as possible to what was actually used in the crime.

As demonstrated thousands of times, the "Crime of the Week" broadcast can bring information from people who witnessed a crime or

a perpetrator leaving the scene but didn't realize at the time what they had witnessed. It can also bring information from viewers who find the reenactment similar to something bragged about by someone they know.

A Crime Stoppers program is not a complicated or dangerous crime-prevention program, but is simply a way for citizens to give other citizens an opportunity to make their community safer, without the fear of reprisal or unwanted publicity. It's simple—and it works.

For information about setting up a Crime Stoppers program in their own community, readers can write to Crime Stoppers International, Inc., 8100 Mountain Road NE, Suite 104, Albuquerque, New Mexico 87110-7822.

ELKS NATIONAL BOWLING TOURNAMENT

The 66th Elks National Bowling Tournament will be hosted by Peoria, IL, Lodge No. 20, starting February 28, 1986, and will run weekends through May 11th, with the exception of the Easter weekend, March 30th.

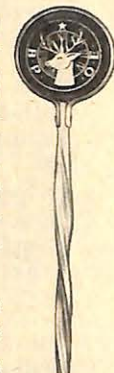
All Elks in good standing are eligible to compete for some 2,000 cash prizes as well as trophies for winners in the various events.

Any Elk bowler desiring to enter may obtain information by writing to Arthur M. Mumma, Secretary-Treasurer, 91 So. Dorset Rd., Troy, OH 45373, or by phone: Area Code 513-335-4522.



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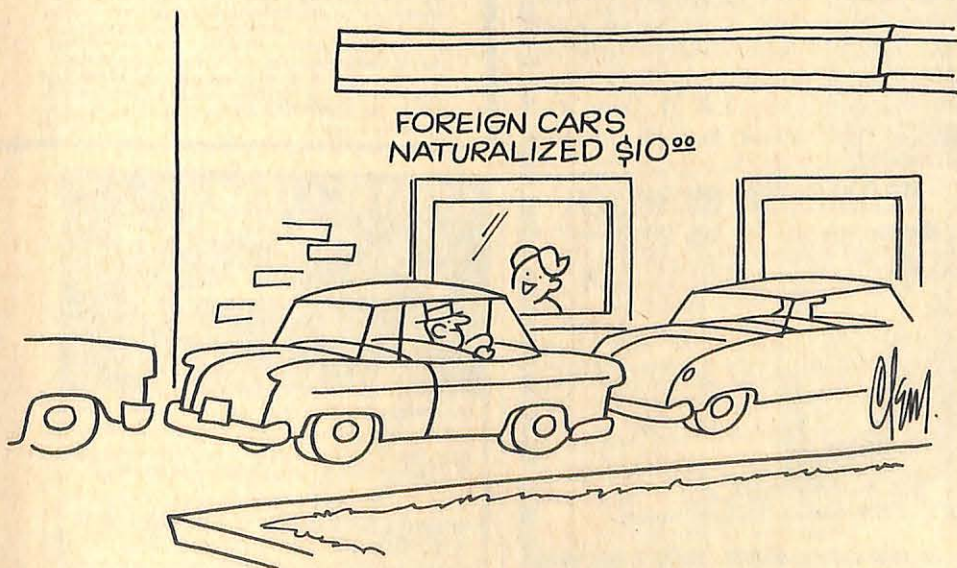
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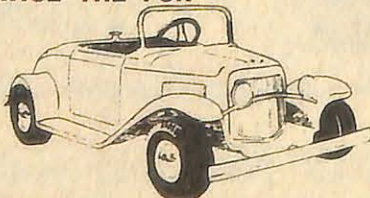
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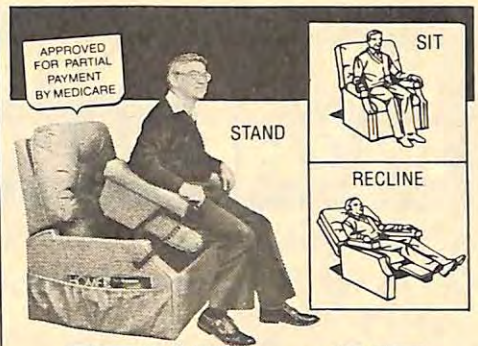


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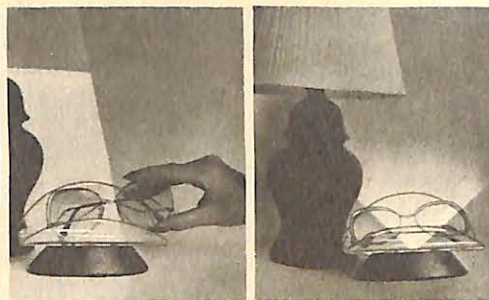
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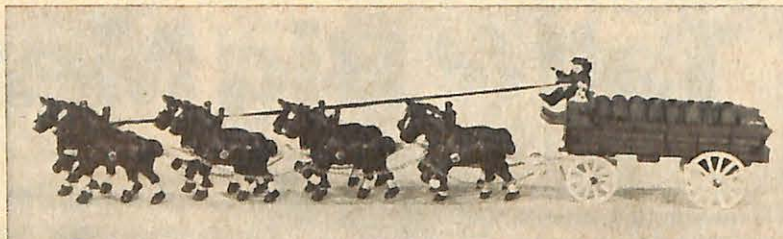
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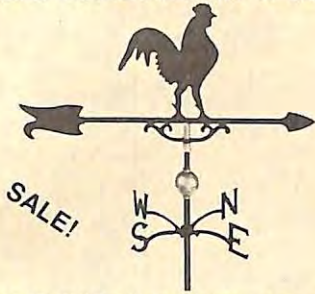
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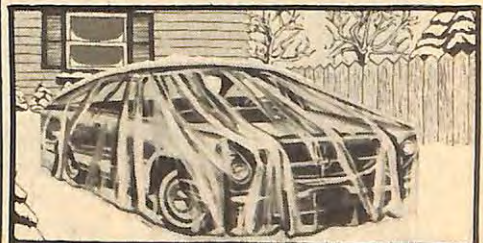


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This "Portable Garage" slips over your car in a jiffy—protects it year 'round from dirt and grime, salt, dust laden rain, insects, etc. Folds away compactly—stores in trunk. Goes with you wherever you travel. Heavy duty plastic. Fully guaranteed.

No. 1004—Portable Garage\$5.88
No. 1004A—Extra Heavy Weight Model....\$7.95

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RUSH the items ordered below on 30 DAY TRIAL — complete satisfaction GUARANTEED or my money back (except postage & handling) my payment is enclosed including \$1.45 for postage & handling, (sorry no C.O.D.).

| QUAN. | SIZE | ITEM NO. | DESCRIPTION | PRICE |
|-----------------------------------|------|----------|-------------|-------|
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| SHIPPING & HANDLING | | | | 1 45 |
| N.Y. Residents Must Add Sales Tax | | | | |
| Total Enclosed | | | | |

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Call: (914) 834-7370 Between 9:30-4:30
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*** A Special Selection of ***
Rare Almonds!
From Sunny California
Holiday Gift-Packs
3 lbs.... \$12.00
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Discount bags available
YOUR ORDER RUSH SHIPPED NEXT DAY!
An exquisite treat for you and your loved ones. These hand-selected "munchy almonds" make the perfect gift for the holidays. Shipped in an elegant foil-lined container and carries our 100% money-back guarantee. Visa & Mastercard accepted. Postpaid in Cont'l U.S.A.
Treehouse Farms
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BRAND NEW - No truss, belts or hard pads. Wash and wear. 88% cotton. Wear 24 hrs. Looks like regular underwear. Operation not necessary. Write or call for free picture brochure in plain wrapper.
Call Toll Free: 1-800-325-0007
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TUXEDOS
BUY DIRECT FROM MANUFACTURER
Black Peak Lapel \$109.95
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BROADWAY TUXMAKERS
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Enjoy a restful nights sleep with the Cervical Support Pillow

This pillow allows the neck to rest in a natural curved position, thus relaxing the neck and shoulder muscles, relieving pain and stiffness. Two elevated sides (4" and 5") offer you variable support. (Covered with a durable cotton-poly fabric, standard bed size pillow)



Please send me _____ pillow(s) at \$26.00 each _____ or \$40 for 2 (shipping and handling included)

WA Residents Only add \$1.87 each for sales tax _____

TOTAL _____

Order before November 10 to guarantee delivery before Christmas.

MAKE CHECK OR MONEY ORDER PAYABLE TO:

Spinal Care Products • P.O. Box 1802 • Gig Harbor, WA 98335

NAME _____
 ADDRESS _____
 CITY _____ STATE _____ ZIP _____



A LIMITED EDITION THE STATUE OF LIBERTY COMMEMORATIVE CLOCK

This beautiful 8" x 10" handcrafted solid American walnut clock has quartz movement and AA battery is included. Along with an etched brass dial, it is enhanced with the actual inscription on the base of the Statue in New York Harbor. Each clock is individually numbered and recorded.

MAIL ORDER TO: S & N SALES COMPANY P.O. Box 7688, Torrance CA 90504

Please accept my order for _____ Statue of Liberty Clock(s) at the Total Cost of \$39.95 each which includes shipping and handling. California residents add 6.5% sales tax. Please allow 8 to 12 weeks for delivery. Ten day money-back guarantee if not completely satisfied.

I enclose _____ CHECK _____ MONEY ORDER In the amount of \$ _____

Charge to my _____ VISA _____ MASTERCARD Card # _____ Expiration Date _____ Signature _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

DORAN INDUSTRIES 14114 FORMOSA AVENUE LAWRENCE CA 90303 (310) 675-0111

See Advertisement Inside Front Cover

MEN'S FLANNEL INSIDE Winter Slacks 19⁹⁵ 2 for 39.50

HABAND COMPANY

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

Please send me _____

or, as specified hereon. _____

Payment enclosed

Charge: Visa MC

Acct. # _____ Exp. _____ / _____

| PRICE | \$ |
|---|-----------|
| Please add \$1.95 toward postage and handling | \$1.95 |
| Big Men's Size Charge | |
| TOTAL | \$ |

WAIST SIZES:

30-32-34-36-37-38

39-40-41-42-43-44

BIG MEN'S WAIST SIZES

Please add \$2 per pair:

46-48-50-52-54

| 09W | COLOR | Qty. | Waist | Inseam |
|-----|-------|------|-------|--------|
| A | NAVY | | | |
| B | BROWN | | | |

INSEAMS: S(27-28); M(29-30); L(31-32); XL(33-34)

GUARANTEE: If on receipt, I do not choose to wear them, I may return the slacks within 30 days for full refund of every penny I paid you. 7DE-09W

NAME _____
 STREET _____ APT. # _____
 CITY/STATE _____ ZIP _____

See Advertisement Inside Back Cover



FIBERFAB INTERNATIONAL INC.

8800 West Highway 7
 Minneapolis, MN 55426

Enclosed is \$1 ea. for a full color brochure and Replicar Kit Information.

Replicar 1952 MG-TD Replicar 1929 Mercedes Benz
 OR COMPLETELY FACTORY FINISHED
 Replicar 1929 Mercedes Benz

Name _____

Address _____

City _____ State _____ Zip _____

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Please charge on my: MasterCard Visa Am. Exp.

Acct. No. _____ Exp. Date _____

Signature _____

Call Toll-Free 1-800-328-5671
 For Exciting New Business Opportunity

31-K-5

See Advertisement Outside Back Cover

Heavy Duty WINTER COAT

24⁹⁵ 2 for \$49.00 All 3: \$73

HABAND Company
 265 N. 9th Street
 Paterson, N.J. 07530

OK! Please send me _____

Coat(s) as specified.

GUARANTEE: If for any reason I do not choose to wear them, I may return the coat(s) within 30 days for a full refund of every penny I paid you.

IS YOUR SIZE ON THIS CHART?

S(34-36); M(38-40); L(42-44) and XL(46-48)

BIG MEN'S SIZES add \$3 each 2XL(50-52); 3XL(54-56)

| PRICE | \$ |
|--|-----------|
| Please add \$2 toward postage and handling | \$2.00 |
| XXL & XXXL add \$3 per coat | |
| <input type="checkbox"/> Payment enclosed | |
| TOTAL | \$ |

OR CHARGE: Visa MasterCard

Acct. # _____ Color: _____

7DD-32X Exp. _____ / _____

NAME _____

STREET _____ Apt. # _____

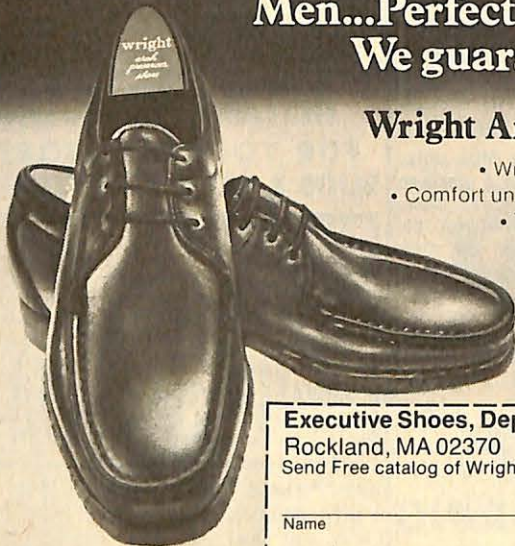
CITY/STATE _____ ZIP _____

| 32X | COLOR | HOW MANY? | WHAT SIZE? |
|-----|----------|-----------|------------|
| A | Navy | | |
| C | Tan | | |
| B | Burgundy | | |

Check and add \$4.95 for Gloves (881) Color coordinated vinyl with polyester and cotton trim, rayon and foam lining. Imported. 2 sizes: Reg. (S-M), Lg. (L-XL)

Men...Perfect Fit—by Mail! We guarantee it!

Wright Arch Preserver® Shoes



- Widths AAA to EEE. Sizes 6½ to 16.
- Comfort unsurpassed by any other footwear.
- Top quality standards maintained for 108 years.
- 70 handsome styles in men's footwear.
- Prompt delivery from factory stock of 30,000 pair.
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Rockland, MA 02370

Send Free catalog of Wright Arch Preserver Shoes.

SEND FOR FREE CATALOG

Name _____

Address _____

City _____ State _____ Zip _____

New Natural Way To Sleep Pure Cotton Knit



Tee-PJ's resemble a T-shirt, but over a foot longer. Special knit gives when you move, eases up when you relax. No bind, no bunch, no chafe, no buttons, no ironing! Most comfortable sleeper you've ever worn or money back. (Great for Ladies, too). Choose snow white or soft blue. S-M-L-XL. (to ensure best fit include height-weight when ordering) Order NOW, while prices include postage handling!

\$12 ea. 3 for \$28

Long sleeve style (not shown)

\$15 ea. 3 for \$38

Bald? Your head never had it so warm!

100% Cotton Knit SLEEP CAP

Holds in up to 40% of body heat a bare head can lose! Special knit "gives" naturally to fit any head (man's or woman's); never constricts or binds. . . caresses your scalp with gentle warmth! Colors (matching Tee-PJ's above); choose snow white or soft blue. Only \$3.00. SAVE! 3 for \$6.00—postpaid, if you order promptly!

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Two Famous Farmers!



These little farmers are warming hearts in rural homes across the country! Thousands of large (14" x 18"), full-color posters of this picture have been ordered across the U.S. Now you, too, can order one of the posters for just \$3.00 plus \$1.25 shpg. Also available set of 12 notecards of picture for \$4.95 plus \$1 post.

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

HOLST, INC. Dept. EKF-1185, 1118 W. Lake
 Box 370, Tawas City, MI 48763



REPLICAR 1952 MG-TD
Available in front or rear engine drive

The affordable dream

The King of the Road, Fiberfab's 1952 MG-TD Replicar Assembly, a legendary recreation is designed to be built by an average person with basic mechanical skills using ordinary tools. If you're enchanted by the way it looks, wait until you're behind the wheel. It's easy, it's fun, and it's challenging. **Take the challenge.**



Replicar
1929 Mercedes Benz

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Some Equipment depicted is optional

Fill out the coupon below and begin the most rewarding experience of your life.



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8800 West Highway 7
Minneapolis, MN 55426

Enclosed is \$1 ea. for a full color brochure and Replicar Kit Information.

- Replicar 1952 MG-TD Replicar 1929 Mercedes Benz
OR COMPLETELY FACTORY FINISHED
 Replicar 1929 Mercedes Benz

Name _____

Address _____

City _____ State _____ Zip _____

Home Phone () _____

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Please charge on my: MasterCard Visa Am. Exp.

Acct. No. _____ Exp. Date _____

Signature _____

Call Toll-Free 1-800-328-5671
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31-K-5

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**HEAVY
DUTY
WARMTH**

**24⁹⁵*
COAT**

**DOUBLE LINED
AND QUILTED**

Haband, the mail order people from Paterson, NJ, say \$100 for a coat like this is crazy! We can deliver all this powerful protection — the full heavy duty warmth you need for work and weekends, plus strong long-lasting good looks — all in one special low price value package: Only \$24.95!! And Look All You Get:

High Performance "WEATHERGUARD" polyurethane outer shell stops cold, rain, wind, snow, sleet! A whopping 9 oz. of high loft polyester fiberfill traps your body heat and hugs it to you. Nylon taffeta lining lets coat glide on and off easy. Full cut throughout, of course!

Plus You Get: Two deep pockets • Full Zipper Front w/Storm Flap • Snug no-draft inner cuffs • Full Seat Warmer Length • Adjustable drawstring Waist • Big inside chest pocket • Quilt Lined Collar

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**Heavy Duty
WINTER
COAT** **24⁹⁵**
2 for \$49.00
All 3: \$73

HABAND Company
265 N. 9th Street
Paterson, N.J. 07530

OK! Please send me Coat(s) as specified.

GUARANTEE: If for any reason I do not choose to wear them, I may return the coat(s) within 30 days for a full refund of every penny I paid you.

| | |
|--|---------------|
| PRICE | \$ |
| Please add \$2 toward postage and handling | \$2.00 |
| XXL & XXXL add \$3 per coat | |
| TOTAL | \$ |

Payment enclosed OR CHARGE: Visa MasterCard

IS YOUR SIZE ON THIS CHART?
S(34-36); M(38-40); L(42-44)
and XL(46-48)

BIG MEN'S SIZES add \$3 each
2XL(50-52); 3XL(54-56)

| 32X | COLOR | HOW MANY? | WHAT SIZE? |
|-----|----------|-----------|------------|
| A | Navy | | |
| C | Tan | | |
| B | Burgundy | | |

Check and add \$4.95 for Gloves (B81) Color coordinated vinyl with polyester and cotton trim, rayon and foam lining. Imported.
2 sizes: Reg. (S-M), Lg. (L-XL)

Color: _____

Acct. # 7DD-32X Exp. _____ / _____

NAME _____

STREET _____ APT. # _____

CITY/STATE _____ ZIP _____

*** SIZES to XXXL!**
(XXL & XXXL add \$3.00 apiece.)



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