

the  
**Elks**  
magazine  
March 1986

# Farewell To The Faithful Caboose



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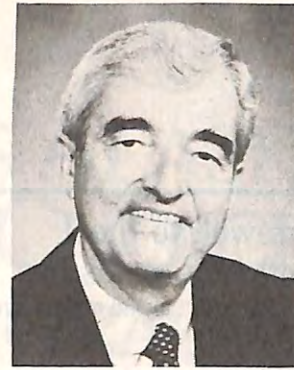
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A MESSAGE FROM  
THE GRAND EXALTED RULER



## Let's Finish The Job

**All contributions** to the restoration of the Statue of Liberty and Ellis Island should be in Chicago no later than June 1, 1986. We have completed and paid our original pledge of one million dollars; but funds are still needed to complete the restoration program, so we have established a second goal of \$1.00 per member, or 1.6 million dollars.

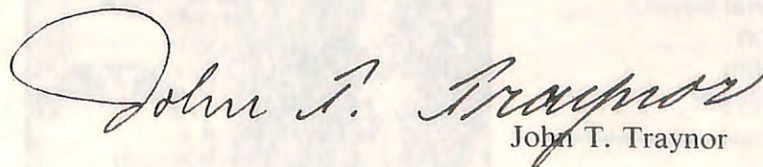
**Our involvement** in this program has brought the Order national acclaim. Former President Gerald Ford, the Honorary Chairman of the Statue of Liberty-Ellis Island Foundation, Inc., warmly praised the Elks when he accepted the final installment of our one-million-dollar pledge on December 14, 1985.

**The role** of the Elks in this effort is truly unique because it is a genuine "grass roots" effort. The response of our members, their families and the lodges has been a groundswell of support unprecedented among the list of donors to the restoration program. All are impressed that we reached our primary goal with contributions largely of \$25 or less.

**Let us** not relax now. We must finish the job. I call upon **ELKS** as **AMERICAN GENTLEMEN** to meet the goal of one dollar per member.

**When I** presented President Ford with the check fulfilling our pledge of one million dollars, I did so on your behalf; and I stated that it was:  
"an appropriate gift from the world's largest fraternal organization, the premier volunteer organization in America."

**My Brothers**, let's finish the job.

  
John T. Traynor

## 6 Farewell to the Faithful Caboose

The lookout post at the end of the train is being phased out.

W. C. Nelson

## 10 Awareness: The Key To Drug Free Children

Part II: What Your Lodge Can Do

## 18 Elks Saluted At U.S. Capitol Reception

Members of Congress turn out to honor GER John T. Traynor.

## 28 Falling Victim Twice

The cancer underground has moved into more futile therapies.

Martha King

## 32 Statue of Liberty Restoration Fund Update

Former President Ford accepts check for Elks pledge.

## 36 Highway Hypnosis

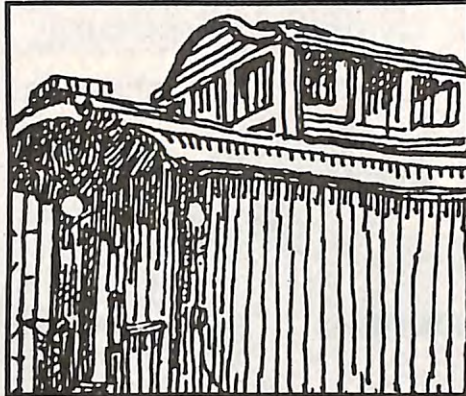
Reducing boredom behind the wheel may save your life.

Dorothy L. Miller

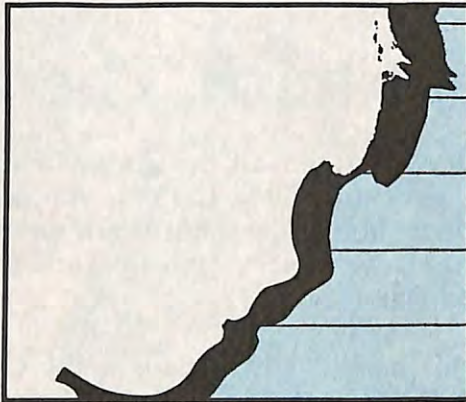
## Departments

- 4 Letters
- 8 It's Your Business: More Than Financing
- 14 News of the Lodges
- 16 You and Retirement: Medicare Changes
- 22 1986 Convention Proclamation
- 23 A Candidate for Grand Exalted Ruler
- 24 For Elks Who Travel: Unusual Hideaways
- 26 Elks National Service Commission
- 30 On Tour With John T. Traynor

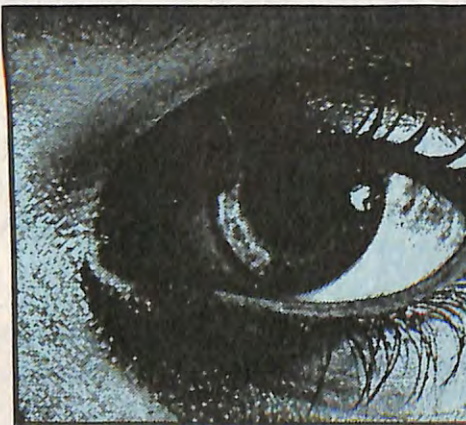
Cover: Photo by W. C. Nelson



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28



32

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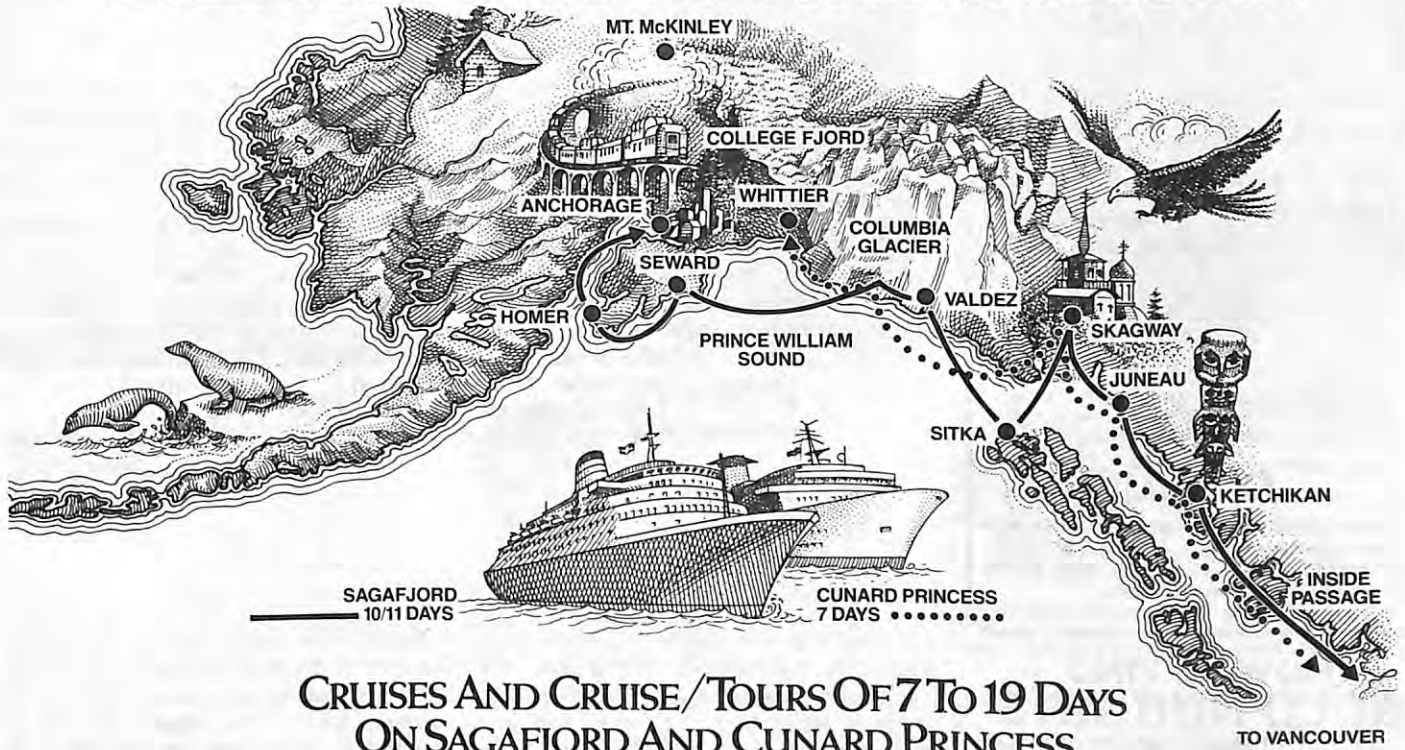


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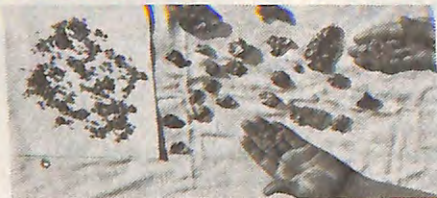
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# LETTERS

• On behalf of the faculty and staff of the Elks Children's Eye Clinic, we sincerely thank you for your outstanding article on the Oregon State Elks Association visual program in the Nov. '85 issue of *The Elks Magazine*.

We expect your efforts to have positive and far-reaching effects in demonstrating to millions the charitable endeavors of the Oregon Elks.

Earl Palmer, M.D.  
Frederick Fraunfelder, M.D.  
Diane C. Hardin  
Kenneth Swan, M.D.  
Portland, OR

releasing his entire farm grassland for fully self-contained recreational vehicle parking during EXPO 86 from May 2 to October 13, 1986. Bus service will be available direct from the farm to the EXPO site and return, all at nominal prices.

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Bill Marbach  
Sardis, B.C.  
Canada

• I read the fine article, "Oregon Elks 'Vision for the Future'" in the Nov. '85 issue with great interest. I immediately wrote a letter to Dr. Palmer and enclosed a check for the Children's Eye Clinic.

Unfortunately, the address was incomplete and my letter was returned. Could you please supply the correct mailing information? I would like to contribute to this most worthwhile cause.

Jack Eskin  
Brooklyn, NY

Editor's note: The correct address is:  
Dr. Earl Palmer, Director  
Elks Children's Eye Clinic  
c/o The Oregon Health Sciences Univ.  
3181 S.W. Sam Jackson Park Road  
Portland, OR 97201

• Grace Weinstein's article on Social Security in the Nov. '85 issue contained many interesting items, but it seemed to suggest some false ideas. To me it seemed to imply that the recipients of Social Security are government leeches, adding to the federal budget deficit. The fact is that the money collected from workers and employers is helping shore up the federal budget!

Kenneth Varner  
The Dalles, OR

• I greatly appreciate the copy of "Citizen Crime Stoppers" by Robert Snow in the Nov. '85 issue. I only wish all published information was as accurate.

So far we have received five inquiries from your readers who are interested in receiving further information on how to implement the program in their communities. Keep up the good work!

Julia Smith  
Program Services Coordinator  
Crime Stoppers International, Inc.  
Albuquerque, NM

• On behalf of the District of Chilliwack, British Columbia, and Chilliwack Elks Lodge No. 48, a hearty invitation is hereby extended to visit with us in Chilliwack, in the heart of the beautiful Fraser Valley, enroute to EXPO 86 in Vancouver.

For those of you who intend to make the trip via recreational vehicle, a Brother Elk in the Chilliwack area will be

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

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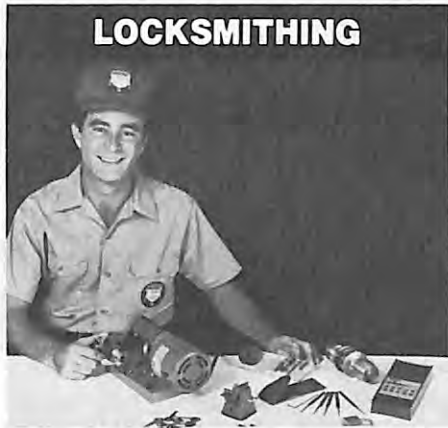
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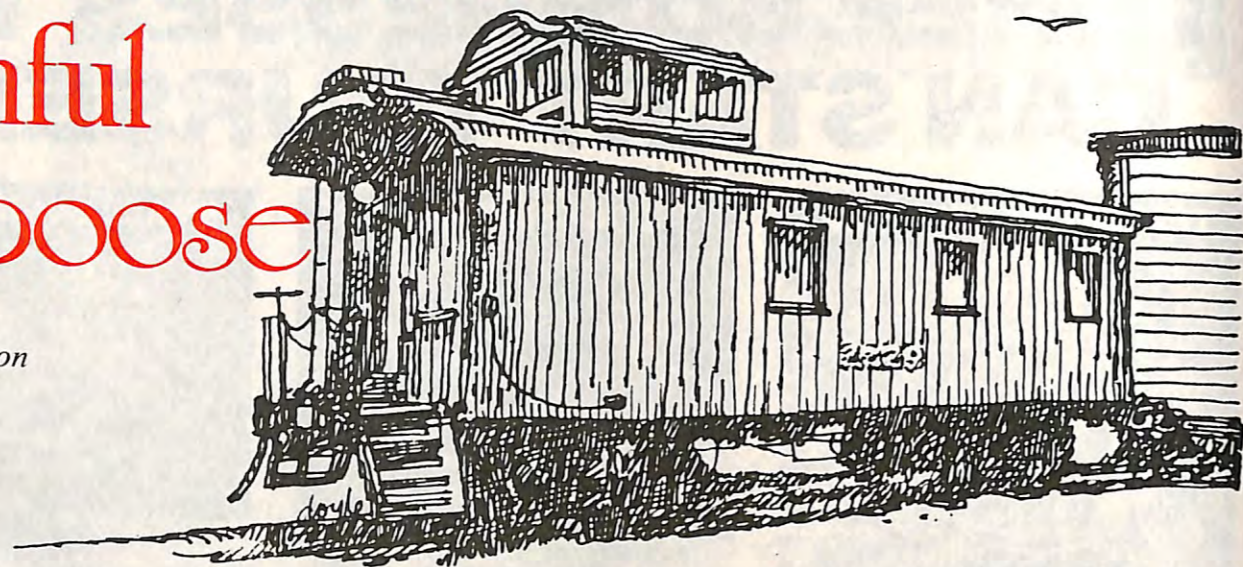
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# Farewell to the Faithful Caboose

by W. C. Nelson



Change comes slowly to the railroad—but it does come. First we lost steam locomotives, Pullmans, smalltown railroad depots and their telegraphers. Now the caboose soon will be kaput.

In today's topsy-turvy world, nothing is sacred. Not even the Little Red

Caboose, one of the last holdovers of the golden age of railroading.

In an era of space shuttles and bullet trains, the little lookout post at the end of the train seems destined to clickety-clack into the sunset. The faithful caboose, railroad management says, is archaic and outmoded.

Too expensive for leaned-down budgets in the battle with the trucking industry for freight dollars.

Progress has gobbled up another victim. Witness this scene from the pages of the mid-1980s:

A Chicago and North Western Railway dispatcher at an office in suburban Milwaukee, Wisconsin, studies a computer printout. Via telephone wires, information streams in from a heat-sensing device stationed beside the railroad tracks 22 miles away at Mapleton.

As a main-line North Western freight train rumbles through the little town, the detector hunts for "hot boxes"—heat buildups in the wheels. The culprit may be a hung-up brake or a wheel bearing going bad. These are problems that, down the track, might trigger a derailment.

Suddenly the dispatcher sees an oversize blip in the printout. Quickly he pinpoints the location and calls the train engineer via radio.

"Inspect No. 26 head car, trailing truck," he says. "Lead wheel, east side. You've got a problem."

Overheated journals lead to broken axles or sheared wheels, and soon thereafter torn-up track, overturned boxcars and thousands of dollars in damage and inconvenience.

The ailing freight car is set out at a siding to await repairs. A potential derailment has been averted, thanks to high-tech electronics. A shoebox-sized monitor has handled a job once exclusively the domain of the brakeman and conductor who ride the caboose.



This is the sparse interior of a Chicago and North Western Railway caboose. The conductor attends to paperwork while the brakeman watches the freight cars ahead for possible wheel problems.

ment spelling doom for the Little Red Caboose. A small box on the end of the train that measures the air pressure in the train's braking system and constantly transmits the information

to the engineer up front, by radio, is another. So are the computers that relieve the freight conductor of much of his paperwork burden.

(Continued on page 21)

It's not that the railroad's most individualistic piece of rolling stock will be here one day and gone the next. Phase-out of the nation's 10,000 cabooses has been piecemeal, affecting selected runs here and there. The process is relentless nonetheless.

During the next few years you'll see fewer and fewer cabooses clicking through rail crossings in your town. A friendly wave to the conductor or brakeman in the caboose, as the procession of freight cars thunders through the crossing, will become an experience of the past.

The caboose is a slice of Americana that seldom fails to bring twinges of nostalgia. To ride in a caboose is a fantasy that takes root as a child and often lingers even when gray hairs tell the world that surely you must be grown up by now.

For me, wanderlust strikes anytime I hear the diesel's lonesome wail and see a caboose trailing a string of freight cars. I know better, of course, but—subconsciously at least—my job, my existence, looks pitifully mundane next to the adventure and romance of the rail.

A wistful smile crosses my lips as I watch the red marker-lights on the caboose disappear around the bend. I shake my head, sigh, and head back to the routineness of everyday life.

The 35-pound black box of trackside electronics isn't the only instru-

## The Caboose: A Century-Old Tradition

A strange-sounding word, caboose. It comes from the Dutch word, *kabuis*, which means cabin house. I love the blue-collar sound to the word, plain and unpretentious, conjuring up images of lunch pails, work boots and blue jeans. The word fits.

The origin of the caboose goes back to the 1840s. Nat Williams, a conductor on the old Auburn & Syracuse line in New York State, set up shop in the last boxcar of a freight train. There he stored flags, lanterns and tools, and wrote his reports seated on a wooden box, using an upended barrel as a desk.

Not a bad idea, railroaders decided. Other conductors followed his example, or erected shanties on flatcars at the end of the train. Humble, to be sure, as the steam locomotives spewed smoke and cinders—but workable.

By the 1870s, the caboose had evolved into the bay-window and cupola shapes familiar today. The caboose became a little house on wheels, a rolling dormitory complete with office, kitchen and, on many trains, bunk beds. A heap 'o living took place there.

Conductors developed a proprietary interest in their stubby quarters. Many kept them shipshape. After all, they spent more time in the caboose than in their own homes. They worked, ate and slept there.

The crew would decorate the caboose with all the adornments of a male getaway: pinup girls like Clara Bow and Betty Grable, family photos, newspaper clippings, and sometimes even lace curtains and carpeting.

But now the caboose's dormitory role is passe. On layovers, crews sleep in railroad motels, not the caboose. And cabooses are pooled, so no longer does an individual caboose become a conductor's showpiece.

Time marches on.



A train dispatcher examines a heat-sensing detector printout. The device measures heat buildups in the wheels of freight cars that could lead to derailment.



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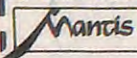


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# IT'S YOUR BUSINESS

## SMALL BUSINESS DEMANDS MORE THAN FINANCING

What are the major issues that small business owners must resolve in order to be successful or continue their success as the 1980s become the 1990s?

- In no particular order they are:
- To be ethically competitive,
  - To be a manager who leads and who displays commitment, and
  - To be a creative marketer.

And you're going to have to be good in all...not simply strong in one to stay financially healthy, I believe.

Sure, these elements have always been the factors that have separated winners from losers. But the mix of an erratic economic climate, consumer mobility and increasing fickleness, and a number of other rapidly changing conditions make the experienced proprietor as vulnerable as newcomers today, it seems.

The comment of a successful appliance service dealer says it best. It seems like just yesterday, he reminisces, when he was lamenting that he had no one to which he could refer his overflow business when times were good. "I just couldn't keep up with all the people who called needing help," he said.

Today, he's competing with a number of small and medium-sized appliance and service businesses all selling a very similar product line. He rarely refers calls now and, while he doesn't say much about it, he's advertising on radio and television as well as in the newspaper. "I never advertised. Word of mouth brought all the people I could handle and more," he explained.

He knows that he cannot merely rely on the fact that he has been in business the longest of any of the dealers in his area. Nor can he claim how much he really knows about the business.

"That won't work with couples in their 20s. They aren't interested in my advice," he shrugs.

He's too young to retire, and he's too old to keep going back for more retraining to service gadgets assembled by people who weren't around when he opened his store. Yet he needs to have enough knowledge to both sell and service what's in the store. "I get the service manuals and teach myself," he says.

He wants to believe things should get

easier...but they don't.

He's aware that in the first 9 months of 1985, 10,031 businesses like his failed. In fact, 35,000 firms went under by the fall of the year. The year before, approximately 350,000 bankruptcies were declared including some people he knew. He doesn't want to think about it, but he has to think about 1986 and beyond.

Says Prof. William Dunkelberg, chief economist for the National Federation of Independent Business, "Life will be a little tougher for small businesses in 1986, especially those with ties to manufacturing and import businesses...Companies in the service sector will continue to grow." The professor told USA TODAY recently that "Banks have plenty of money available for small business—the only question is at what price are you willing to borrow?"

But figures don't tell the real story. It comes down to what kind of person you are or want to be as a proprietor.

Anthony Burns, CEO of Ryder Systems, told a North Carolina audience recently that the key for the future is leadership...and people.

"I believe that today and in the future, the story of the business community will not be a single product, will not be a single service, will not be a single part manufactured, but it will be a people story.

"The leaders who have flexibility will be the success of the future. The good leaders will set goals for themselves and for their companies and will set strategies or road maps to reach these goals," he told the University of North Carolina Business Symposium.

There must be more, of course. Extra effort has made an impression on him since his youth in Mesquite, NV. "My father owned a small truckstop there, and I remember he would tell me, 'Son, when you wash the windshields of those trucks, you've got to do it better than anyone else.'"

"Quality, excellence and standards are critical today," Burns says. And others agree.

"If you don't have something that is significantly better than what exists in the market now, there is not any chance  
(Continued on page 31)

Specially Selected for Readers of The Elks Magazine

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## EDDY ARNOLD "The Magic of Eddy Arnold."



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## EDDY DUCHIN "His Best-Loved Recordings!"



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## MARTY ROBBINS "Songs Of The Islands!"



His most beautiful album and about the best voice you'll ever hear sing these loveliest of melodies:  
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## NAT "KING" COLE "Unforgettable!"



Here is the one and only Nat 'King' Cole singing all his greatest hits in one magnificent 2-record collection.  
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## Drug Awareness Education Program

### PART II

# WHAT YOUR LODGE CAN DO

THE KEY TO DRUG FREE CHILDREN...



#### Staff Report

The Elk's involvement in the war against illegal drug use had its beginnings in 1981, when the federal government cut back spending on many domestic programs. A call went out to all Americans for volunteerism to make up for these cuts in federal funding, and the Elks responded.

In 1982, the Elks contacted more than 2,000 mayors across the country asking them to identify their greatest community problem in which volunteers could effectively help.

The answer was resounding. Over 70 percent—from all regions of the country and from cities, villages and rural communities—said that drug abuse was their greatest problem and that volunteers could most certainly help.

With that knowledge, the Elks took on the task of developing an effective program to combat drug abuse. The

program was announced at the 1983 Grand Lodge Convention in Honolulu. It calls for each lodge to conduct its own program, with training, guidance and materials provided through state association chairmen.

The Elks program is designed to stop drug use before it starts. The target is youth in the fourth through ninth grades whose attitudes and behavior can still be influenced. The objective is to increase their awareness through education of the adverse consequences of drug use, so that they decide for themselves to avoid drugs.

#### CONDUCTING A PROGRAM THAT WORKS

The Elks Drug Awareness Education Program will work for your lodge! That confidence is based upon the knowledge that all components of the program have been proven in the past; there is nothing experimental about it.

The basic premise of the program is that the Elks are not experts in drug use or its prevention, and it is not necessary for them to become experts in order to conduct a successful pro-

gram. The strength of the Elks program is that it has identified a critical problem, drug abuse among youth; selected an achievable goal, prevention through education; and developed a program to reach the goal, activation of the community.

The Elks are not the experts but the catalyst which will bring the community's experts together to bear upon the problem. The Elks are the facilitators who will make it all happen.

The Elks program consists of six basic steps: identifying allies, identifying experts, identifying targets, identifying tools, putting it all together, and mobilizing the lodge. These steps, followed in sequence, will surely lead to a successful program which will influence many youth to not destroy their future potential and their lives with drugs. It will be an achievement of which every Elk can be justly proud.

#### STEP ONE: KNOW YOUR ALLIES

The Elks are not the only organization in the community concerned with the problem of illegal drug use. The

first priority is to find out who else is involved and what they are doing. Then work with them as allies.

Cooperation with existing programs is essential. Once your lodge appoints its Drug Awareness chairman, a "canvass meeting," involving all other community groups concerned about the problem of drug use, should be held.

These groups would include police, fire, and public health departments, parent-teacher organizations, churches, and other fraternal and service organizations, such as the Kiwanis, Rotary, Eagles and Lions.

The canvass meeting is of utmost importance so that you can determine early who is doing what in your community to fight drug use. In this way the substantial reinforcement the Elks bring to the effort can be coordinated and integrated most effectively.

Failure to identify and coordinate with your allies could lead to duplication and counter-productive or conflicting activities. No matter how well-intended, an uncoordinated program could drastically reduce the benefit to the community.

Following the canvass meeting, you can determine the most effective program for your lodge.

The lodge Drug Awareness chairman should be a person with a sincere interest in this area. Also, in order to give continuity to the program, he should hold the position for at least two years, preferably longer.

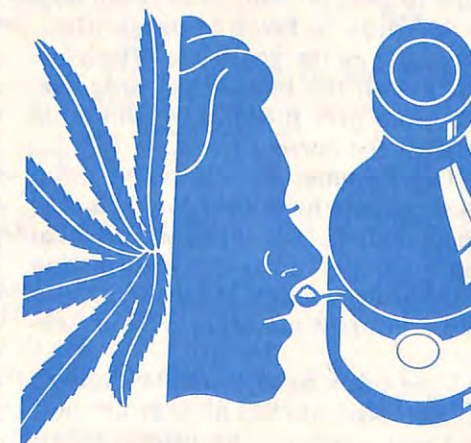
Incredibly, although the Grand Lodge Drug Awareness Education Program is now well into its third year, nearly 20 percent of the subordinate lodges have not yet appointed a Drug Awareness chairman.

#### PAMPHLETS AVAILABLE

Two excellent Drug Awareness Education pamphlets are available from your Elks lodge. They are entitled "Marijuana—The Gateway Drug" and "Cocaine—the White Line on the Highway to Addiction." Get them, and read them! They may be of great value to you, your family and friends.

#### STEP TWO: KNOW YOUR EXPERTS

With few exceptions the Elks involved with this program are laymen without prior experience or extensive knowledge concerning drug abuse. In order to minimize the danger of exceeding our knowledge, we must find and enlist the aid of true experts.



As mentioned in Part I of this series (February, 1986), the Elks Drug Awareness Education Program has targeted three drugs of abuse: marijuana, cocaine, and alcohol. Marijuana is the most widely used illicit drug, cocaine is the most rapidly growing in use, and alcohol is the most widely abused drug among teenagers.

- Know Your Allies
- Know Your Experts
- Know Your Targets
- Know Your Tools
- Put It All Together
- Mobilize The Elks

Experts include medical people, doctors and pharmacists, who know the physical and mental effects of drugs. There are also law enforcement people, police, judges and lawyers, who have seen the impact of drug abuse on society. There are rehabilitation people, social workers and counselors, who know the tragedy of abusers.

All of these and more may be readily available in your community. It is necessary to find out who they are, contact them, and determine their willingness and availability to help with your program. The importance of this step cannot be over-stressed, because these experts are the people who will be speaking to your target audiences: youth, parents and teachers. Without them the program will lack the credibility it requires to succeed.

As you proceed with the first step, contacting your allies, you will probably begin to learn who your local experts are. Each time you talk with an expert ask for referrals to other experts. In this way you can quickly perpetuate your contacts and expand your list of potential speakers.

As you discuss the Elks program with these experts, you should emphasize these points:

- The Elks program is aimed at prevention, not law enforcement or rehabilitation; however, people involved in those areas can be very persuasive in promoting prevention.
- The Elks recognize they are not generally qualified to speak expertly about drug abuse; but as concerned citizens they seek to promote opportunities for experts to speak to the targets.



The Elks are not the experts but the catalyst which will bring the community's experts together to bear upon the problem.

- The Elks seek recommendations from the experts which could improve the effectiveness of their program.
- Like your allies, the experts can provide valuable information about the nature and extent of the drug abuse problem in your community. Be sure to ask them specifically about this.

### STEP THREE: KNOW YOUR TARGETS

**The Youth:** The Elks program targets youth from fourth through ninth grades. It is important to realize that even the youngest of these probably "know" far more about the drug scene than you. You can presume they know what is available and how to get it.

References to drugs, paraphernalia and drug effects are replete in their language, but disguised by names adult "outsiders" would not recognize as drug related. References to drugs and drug experiences abound in rock music, and these drugs are glamorized by some rock stars.

Compounding this problem is the fact that much of what these youth "know" about drugs is false "street knowledge." They are misinformed by drug advocates particularly regarding the consequences of drug use and myths about "harmless" drugs. We must emphasize that drug use is harmful!

Youth are a discerning and sophisticated target audience. They will quickly size up an information source and determine it either to be credible or not. This is why credible experts must be employed; simply being an adult or concerned parent will not establish sufficient credibility to be persuasive.

## Tell Us About Your Lodge's Program!

Is your lodge conducting an effective Drug Awareness Education Program *within the guidelines of the Grand Lodge program*? If so, tell us about your success, so that we can share your ideas with other readers in upcoming issues of *The Elks Magazine*. In this way, we hope to make the Elks' campaign against drug abuse a national success!

Send us complete information and high-quality pictures. Photographs must be black and white, and have sharp focus and good contrast. They should be "human interest" pictures showing your program in action, not simply posed groups (such as check or award presentations).

All suitable material will be considered for publication. Send your articles and pictures to:

Editorial Department  
The Elks Magazine  
425 W. Diversey Pkwy.  
Chicago, IL 60614

This target audience is very susceptible to peer pressure, and much of it is presently in favor of drugs. However, the more youth we effectively reach with the facts about drug use, the more peer pressure we will build to stem the current trend.

**The Parents:** The powerful influence parents have over youth is well documented. It is therefore essential that parents provide information about drug use that is consistent with and reinforces messages from the experts.

Most often parents will be eager to get involved, if they already are not, and will welcome any helpful information you can provide about drugs and youth. However, sometimes you will encounter reluctance. This is usually based upon unwillingness to accept that their children may be involved in or even exposed to drugs. They may or may not be correct, *but be careful not to imply they are wrong!* Instead emphasize that many

families are not so fortunate, as reliable research shows, and solicit their help on behalf of others. Offer them pertinent literature and encourage them to continue to reinforce their children's good decision.

**The Teachers:** Simply stated, drug use precludes learning. In the extreme it can interrupt the classroom and preclude the learning of non-users. Therefore, teachers have a serious concern about drug use among youth. And since many youth are exposed to their teachers even more than to their parents, the teachers are uniquely positioned to make an impact.

You will probably find most teachers, as well as school administrators and counselors, to be well informed and highly motivated to oppose drug use. You should inform them of the Elks program and explore ways it could support them. These might include providing experts for classroom presentations or PTA programs.

*(Continued on page 27)*

# LOSE FAT and FLAB...

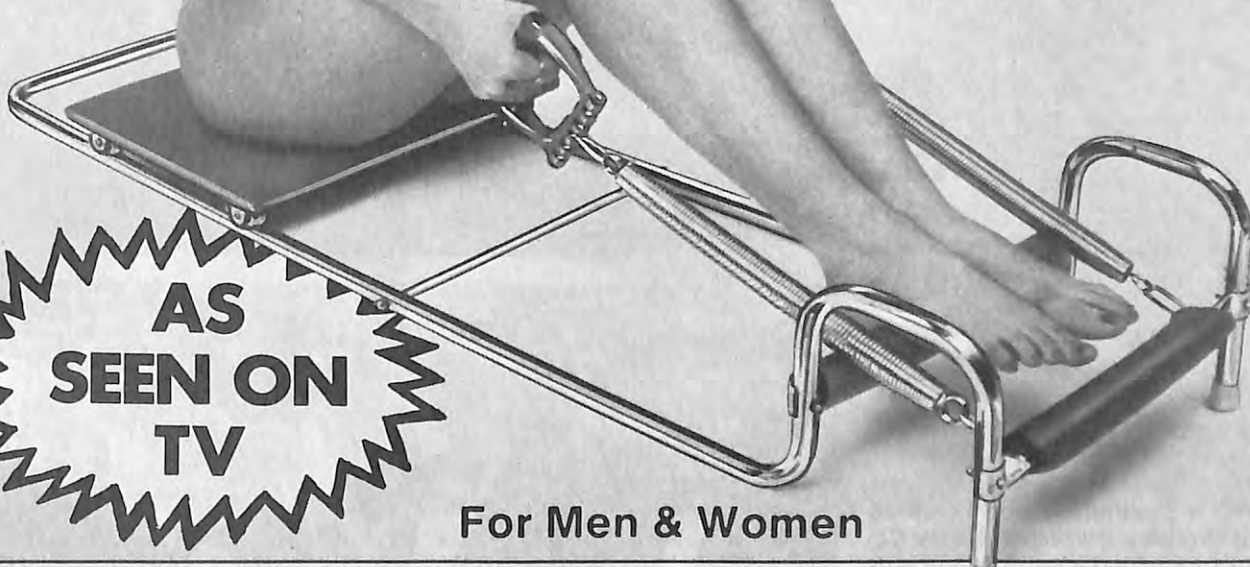
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# NEWS OF THE LODGES



Hicksville, NY.

**HICKSVILLE, NY,** Lodge administered the "Safe Kids" program in cooperation with Troop "L" of the New York State Police. The program is sponsored by Ringling Brothers Barnum & Bailey Circus, which provided identification cards and fingerprinting equipment for use by the lodge. PVP Ralph Doxey (left) of Hicksville Lodge and PSP John Quinn (right) of Baldwin Lodge look on as Brother Edward Delaney, Jr. fingerprints a child.



Colonie, NY.

**COLONIE, NY.** Lodge marked its 25th anniversary with a dinner dance. When Colonie Lodge was instituted in 1960 the charter members numbered 217. There are now more than 3,600 members. SP Michael Valentin (left) was guest of honor and is pictured with (from left) ER Ron Olson, and charter members Michael Hoblock and Rev. Fr. Brendan Lynch.

**ORLANDO, FL.** Ben Brown, Jr. (left), administrator of Florida Elks Children's Hospital in Umatilla, received a check for \$40,546.50 from Chuck Rohe,

Florida Citrus Bowl executive director. The check represented profits from the First Annual Florida/Georgia High School All Star Game played in Orlando to benefit the Children's Hospital. The check presentation was made in Orlando during the mid-year convention of the Florida State Elks Association.

**HILLSIDE, NJ.** Mayor Louis Santagata (right) presented Hillside Lodge with a plaque on behalf of the recreation com-

mittee of Hillside. Receiving the plaque are (from left) ER David Pearce, Sr. and Lodge Recreation Committee Chm. Gene Andrukite. The plaque is a token of grateful recognition of the many years of community service the lodge has provided to the growth and development of youth recreational activities in the community.

**HAGERSTOWN, MD,** Lodge helped the Salvation Army Kettle Drive by manning the station for a day at the Valley Mall.



Orlando, FL.



Hillside, NJ.



Hagerstown, MD.

ER Terry Grossnickle (second from right) is shown depositing a donation of \$300 to the drive and \$200 to Salvation Army Flood Relief on behalf of Hagerstown Elks. Also pictured are (from left) Salvation Army Capt. Darrell Kingsburg, Est. Loyal Kt. Warren Spigler, and Est. Lead Kt. David Shrader.



Wayne, NJ.

**WAYNE, NJ,** Lodge honored outstanding citizens of Wayne at a dinner. Seated is Citizen of the Year Vi Darby. Standing from left are In. Gd. John Mainwood, Awards Dinner Chm.; Wayne Fire Commissioner Bill Klein; Jack Rohrbach, Wayne First Aid Squad Chaplain; Est. Lect. Kt. Stanley Hillman, Jr., Americanism Committee Chm.; Det. Sgt. Donald Stouthamer, Wayne Police Dept.; and Awards Dinner Co-chm. Esq. Harold Morgenfruhand and Est. Loyal Kt. Dennis Dawson.

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by Grace W. Weinstein



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## MEDICARE CHANGES

DRGs...PROs...It's bad enough to be sick enough to require hospitalization, but it's almost worse to face the government-ese that goes with Medicare reimbursement. Regulations enacted in 1983, designed to cut ever-increasing hospital costs, are now taking effect throughout the country. These regulations are having a major impact: on hospitals, on doctors, and on you as a health-care consumer.

Until the new system was adopted, hospitals were reimbursed by Medicare for each service provided; it was a "cost-plus" system, many critics charged, that contained little incentive to keep costs down. Today under what's called a prospective Payment System, Medicare reimburses hospitals based on average costs for particular illnesses. That's where DRGs come in: these are "diagnosis related groups" or classifications of illness on which reimbursement is based. There are almost 470 such classifications; a gall bladder operation might be one, an upper respiratory infection another.

The DRG for your illness is assigned by the insurance company that administers your hospital's Medicare claims. You are assigned only one DRG regardless of how many things are wrong with you, how many services the hospital provides, and how long you stay. Right now the fixed fees for DRGs are based on a combination of each hospital's historical costs and national averages; by 1987 only national averages will be considered.

What does all this mean to you? Well, hospitals want to make money; indeed, they can't lose money if they are to stay in business. The hospital makes money on your particular illness if it can treat you for less than the cost set by the DRG; it loses money, in your case, if your treatment costs more. The costs are supposed to average out over a hospital's patient population. Whether or not they do may depend on the population the particular hospital serves.

Many hospitals have learned how to cut costs and remain profitable in the wake of these Medicare changes. Others, particularly smaller rural hospitals or those serving a needy inner-city population, may face problems. And

many find that older patients, who frequently have multiple complaints, cost more to treat.

While spiraling hospital costs may have been contained by these new payment procedures, some observers believe that Medicare patients have been hurt. Senator John Heinz, Chairman of the U.S. Senate's Special Committee on Aging, has been a particularly vociferous critic. Under the DRG system, Heinz charges, patients are being discharged "quicker and sicker, and some may even be discharged prematurely. In too many cases, these older patients are being sent into a no care zone, without access to the health care they so urgently need."

Hospital stays are definitely shorter under the DRG system. In 1983, the year the system was started, the average number of days in the hospital for Medicare patients was 9.5; in 1984, the average hospital stay was 7.5 days. Some patients, of course, will do better at home once the acute stage of an illness has passed. Others will stay healthier, away from the germ-laden hospital atmosphere. But some, undoubtedly, are being discharged prematurely as the focus of health care shifts, in the words of Cyril F. Brickfield, Executive Director of the American Association of Retired Persons, from the operating room to the accounting office.

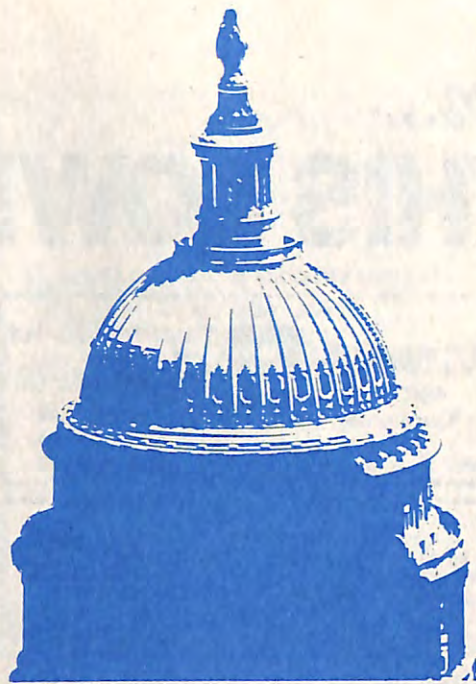
Early hospital discharge has many ramifications. Nursing homes and home health care providers are being asked to care for sicker patients; in many communities they are not equipped to do so. The cost of nursing homes and home health care, with limited exceptions, is not covered by Medicare; older patients therefore face more out-of-pocket expense. Many patients are being denied admission to the hospital in the first place, required instead to undergo surgery on an outpatient basis and to recover at home. Outpatient surgery is appropriate in some instances but may occasionally, especially with elderly patients, be inappropriate.

The Medicare program requires that patients be given advance notice of discharge and the opportunity to appeal. This is where the PROs come in; these

(Continued on page 31)







Congressional reception co-host Senator Mark Andrews (R-ND), left, welcomes GER John T. Traynor, center, and Senate Majority Leader Robert Dole (R-KS).



GER John T. Traynor, second from right, briefed Secretary of Education William Bennett, second from left, on the Elks programs for young people. Also attending the meeting were PGERs Frank Garland, left, and Kenneth Cantoli. The Secretary praised the Elks for their scholarship program, one of the largest in the nation. He was particularly impressed with their new efforts in the field of vocational education.

## In Behalf of Elks

(The following article appeared in the "Washington Talk" section of The New York Times, October 30, 1985.)

In North Dakota, one out of 10 men is a member of the Benevolent and Protective Order of Elks. So when a North Dakotan, in this case John T. Traynor of Devils Lake, is elected Grand Exalted Ruler of the Elks, the entire North Dakota Congressional delegation of two Senators and one Representative is impelled to hold a Capitol Hill reception in his honor.

And tonight the hosts are Senators Quentin N. Burdick, Democrat, and Mark Andrews, Republican, and Representative Byron L. Dorgan, Democrat.

Mr. Dorgan is considering running against Senator Andrews in 1986, and the Elk vote may be critical. Then again, he may wait until 1988 for a Senate race, when Senator Burdick, now 77 years old, may or may not create a vacancy by retiring.

Nationally, for the benefit of Presidential candidates considering attending the reception, about one man in 70 is an Elk.



# Elks Saluted At U.S. Capitol Reception

Members of Congress turned out in force to honor GER John T. Traynor and the Elks at a fall reception in Washington, DC.

The event was held in the United States Capitol in the Mike Mansfield Room just off the floor of the Senate. Senator Robert Dole (R-KS), the majority leader, led the dignitaries. Co-hosts for the evening were the North

Dakota congressional delegation—Senators Quentin Burdick and Mark Andrews and Representative Byron Dorgan—all members of Elks lodges in North Dakota.

Accompanying GER Traynor were his wife Jane and a half-dozen PGERs—Homer Huhn, Jr., Kenneth Cantoli, Frank Garland, Gerald Strohm, Leonard Bristol and Robert Yothers.

Also on hand were Mrs. Cantoli and Mrs. Garland.

Proudly displayed was a C-Flag, presented to the BPOE earlier in the day by Frederick Ryan, Jr., special assistant to the President, in recognition of the Order's meritorious volunteer efforts.

In a White House ceremony, Ryan lauded the Elks for their contribu-

tions to youth, the elderly, the disabled and veterans. The C-Flag, bearing the words, "We Can... We Care," was one that was flown at the White House when President Reagan launched a special program to encourage private sector initiatives.

This unusual recognition by President Reagan places the Order in very select company.

The flag is intended to symbolize the spirit of America observed by Alexis de Tocqueville in 1830 when he wrote of the United States as a nation thriving upon action toward improved communities—action by volunteers and good citizens.

President Reagan called for a renewal of that spirit in 1981, when he said:

"The time is now, my fellow Americans, to recapture our destiny,



On behalf of the BPOE, GER John T. Traynor, left, accepted the C-Flag, for excellence in the field of volunteerism, from Frederick Ryan, Jr., special assistant to the President.



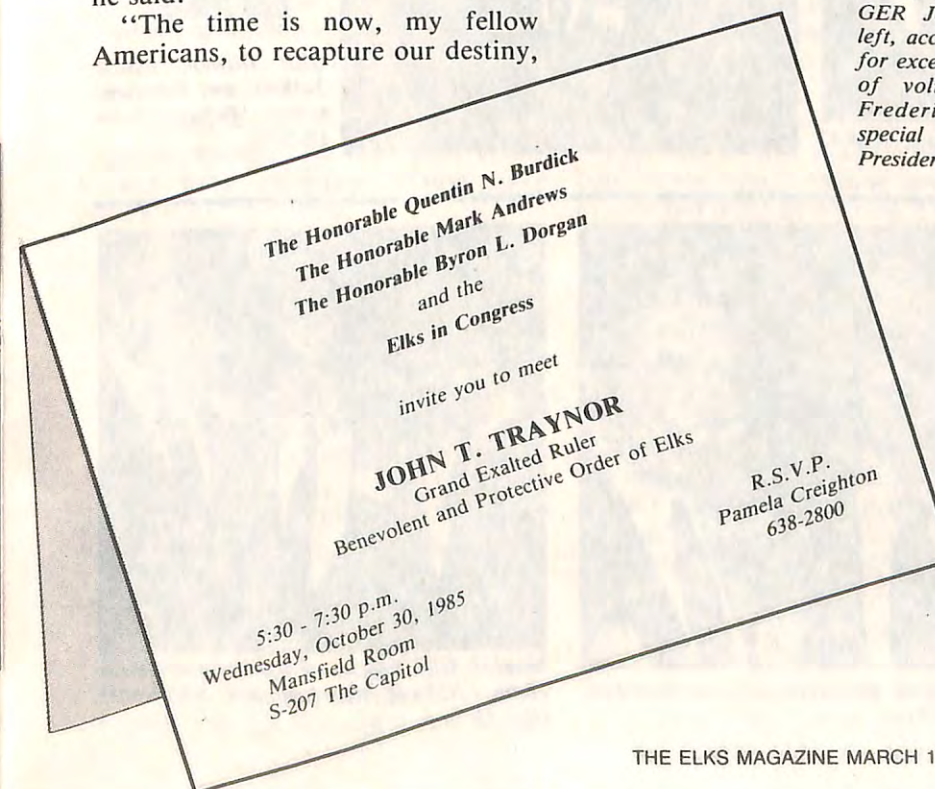
The C-Flag is now proudly displayed beneath the American flag at the Elks National Memorial Building in Chicago.



Co-host Senator Quentin Burdick (D-ND), right, is shown with PGER Homer Huhn, Jr.



GER Traynor and his wife Jane chat with co-host Representative Byron Dorgan (D-ND).



From left: Senator James Abdnor (R-SD), GER Traynor, and Senator Steven Symms (R-ID).

to take it into our own hands. But to do this will take many of us working together. Let us pledge to restore, in our time, the American spirit of voluntary service of cooperation, of private and community initiative—a spirit that flows like a deep and mighty river through the history of our nation.”

The Order of Elks was one of the first to respond to the President's call for increased private sector initiative. President and Mrs. Reagan have recognized and acknowledged the Elks' efforts with taped addresses at the past three national conventions. The President has now formalized that recognition for all to see in the form of the C-Flag which is now dis-



PGER Leonard Bristol and Representative Nancy Johnson (R-CT).

played at the Elks National Memorial Building in Chicago.

Visiting congressmen also got a report on the BPOE's Drug Awareness program. GER Traynor announced that the program is now fully operational in 1,856 communities.

Among those attending the reception were Sen. James Abdnor (R-SD), Sen. Alfonse D'Amato (R-NY), Sen. David Durenberger (R-MN), Sen. Daniel J. Evans (R-WA), Sen. Slade Gorton (R-WA), Sen. Chic Hecht (R-NV), Sen. Frank Lautenberg (D-NJ), and Sen. James A. McClure (R-ID).

Also attending the reception were Sen. Spark Matsunaga (D-HI), Sen. Frank Mukowski (R-AK), Sen. Clai-



GER Traynor, Mrs. Traynor and Representative Joe Skeen (R-NM).

borne Pell (D-RI), Sen. William Roth, Jr. (R-DE), Sen. Alan Simpson (R-WY), Sen. Arlen Specter (R-PA), Sen. Robert T. Stafford (R-VT), Sen. Steven Symms (R-ID) and Sen. Lowell Weicker, Jr. (R-CT).

Members of the House attending were Rep. Richard K. Armey (R-TX), Rep. Helen Delich Bentley (R-MD), Rep. Howard Coble (R-NC), Rep. Thomas DeLay (R-TX), Rep. Hamilton Fish, Jr. (R-NY), Rep. Dean Gallo (R-NJ), Rep. Benjamin Gilman (R-NY), Rep. Bill Green (R-NY), Rep. John E. Grotberg (R-IL), Rep. James V. Hansen (R-UT), Rep. Nancy L. Johnson (R-CT), Rep. Joseph Kolter (D-PA), Rep. Norman Lent (R-NY), Rep. Stan Lundine (D-NY) and Rep. Raymond McGrath (R-NY).

Other Members of the House at the reception included Rep. Thomas J. Manton (D-NY), Rep. John R. Miller (R-WA), Rep. John T. Myers (R-IN), Rep. Michael G. Oxley (R-OH), Rep. James H. Quillen (R-TN), Rep. John G. Rowland (R-CT), Rep. James Saxton (R-NJ), Rep. Joe Skeen (R-NM), Rep. Robert C. Smith (R-NH), Rep. Al Swift (D-WA) and Rep. Gus Yatron (D-PA). ■



PGER Frank Garland and his wife Polly, Senator Dan Evans (R-WA) and PGER Robert Yothers.



GER Traynor, PGER Yothers, and Representative Michael Oxley (R-OH).



PGER Gerald Strohm, right, and Senator Spark Matsunaga (D-HI).



GER Traynor and Representative Stan Lundine (D-NY).



Senator Arlen Specter (R-PA), PGER Homer Huhn, Jr. and Representative Joe Kolter (D-PA).

## Caboose . . .

(Continued from page 7)

But how can one become nostalgic over hunks of metal that go about their work unblinkingly? Efficient, perhaps, but colorful and exciting? No way!

\*\*\*

Dreams do come true, even if they take as long as 40 years. My boyhood fantasy, hitching a ride in a caboose, is soon to be realized. Just west of Milwaukee, a North Western freight train bound for Waukegan, Illinois, takes on a journalist passenger. It's me, scrambling aboard the back platform of a yellow and green North Western caboose decorated with a painted American flag.

The caboose sways as it clatters down the track and I step into what, in my imagination, should resemble a palace. Well, it's not quite that. The anatomy of a caboose, as you might guess, is spartan at best.

A first glance takes in a round-bellied, oil-burning stove, several cushioned high-back chairs, a small refrigerator, jackets on wall hangers, a metal sink, a toilet that you don't want to get downwind from, racks of signaling devices—fuses (colored flares) and torpedoes (explosive cartridges)—and not much else. It's really a steel shell, hot in summer, drafty in winter and noisy all the time.

Gordon Hanna of Kenosha is the conductor and, as such, the on-board boss. He's seated at his table, checking out today's cargo, which includes roofing granules and felt, powdered milk, scrap iron and some empty cars.

"Gotta watch the slack action," Hanna warns. "We take some pretty good jolts sometimes. Guys have been hurt back here."

He smiles. "You bounce around so much you learn to write on the down-stroke."

Hanna holds a college degree in chemistry, but the life of a laboratory chemist was not for him. "I grew up beside railroad yards in Milwaukee," he says, "and I guess it got to be a part of me."

He gravitated into railroading 20 years ago and he's never left. "It's a darn nice way of life," he says. "It grows on you."

"The railroad's a unique industry. You do your job and then you're finished. You get a full day's pay, even if you get done in a few hours.

You're not locked into eight hours. I like the fact, too, that I am trusted. Like today, I've got the responsibility of taking a million-dollar train to Illinois. The railroad trusts me to do it and do it well."

The other part of the caboose team, brakeman Robert Moore of St. Francis, sits across from Hanna and peers out the protruding bay window. For reasons of visibility, the North Western prefers the bay-window style to the old-fashioned cupola on top of the caboose, which is still found on some lines.

At curves, Moore can see many of the freight cars ahead. He's looking for smoke and dust, indicators that something is awry.

"You'll see lots of curves on our runs," Hanna explains. "The railroad put them in purposely, for better observation."

He stares outside, cap tilted down to shade his eyes.

"The railroad pays us good money to look out the window, so that's what we do," he says, grinning.

Annual incomes of \$30,000 to \$40,000 aren't unusual, he says. "That'll put groceries on the table...."

When a freight train whooshes past in the other direction, Moore hustles out to the rear platform. It's the brakeman's job to eyeball the wheels and doors of the passing freight cars. If everything looks intact, he gives the highball wave to the brakeman of the other train—the sign that all is well.

As the North Western train chugs through the greenery of southern Wisconsin, the talk swings to what the caboose team calls "combat zones." Working a caboose, I learn, isn't as idyllic as one might think.

Kids lie in the weeds and heave boulders at you," Hanna says. "We get rocked most every run. I've even been shot at."

"That's why we have bulletproof glass in the bay windows," Moore chips in. "We've been stoned more times than we'd care to think about. They even throw bricks and chunks of steel. Maybe we should ask for combat pay."

The conversation shifts. What about the growing movement to abolish the caboose?

"I say, 'Keep the caboose,'" answers Moore, a 32-year veteran of the railroad. A freight train, he says, needs eyes and ears at both ends. Some trains stretch a mile or more, he

(Continued on page 34)

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# DENVER



*This proclamation must be read at the first lodge session after its receipt and then posted on the lodge bulletin board.*

To All Subordinate Lodges and Members of  
The Grand Lodge of the Benevolent and Protective  
Order of Elks of the United States of America

#### GREETINGS:

The Grand Exalted Ruler, by and with the approval of the Board of Grand Trustees of the Benevolent and Protective Order of Elks of the United States of America, acting upon authority given him under Section 6, Article 3, Grand Lodge Constitution, does hereby proclaim that the next session of the membership and representatives of the Grand Lodge of the Benevolent and Protective Order of Elks will convene in Denver, Colorado, on Sunday, July 13, 1986, with the opening and public meetings to be held in the Arena, 14th and Champa Street, at 8:30 o'clock in the evening.

The opening business session will convene in the Arena at 9 a.m. on Monday morning, July 14, 1986, at which session the election of officers will be held. Business sessions will continue thereafter each morning at 9 a.m. on July 15, 16 and 17, 1986, until the business to come before the sessions is finished.

The Radisson Hotel, 1550 Court Place, has been selected as the headquarters for the 122nd Session of the Grand Lodge. Space in the Convention Complex has been set aside for all REGISTRATION and exhibits.

Room reservations for Past Grand Exalted Rulers, Grand Lodge Officers and Committeemen will be made by Reg Christmas, Convention Director, P.O. Box 70307, Seattle, Washington 98107-0307.

He will mail reservation forms and a letter outlining the procedure. District Deputy designates should make reservations through their State Association Housing Chairmen.

All other room reservations — with the exception of the Grand Lodge people as outlined in the preceding paragraph — will be made through the State Associations. The National Convention Commission, following the practice of previous years, will assign rooms to each State Association, and those planning to attend the Convention are urged to make the fact known to their State Association Housing Chairman immediately. Neither the National Convention Commission nor the Denver official Convention hotels will accept reservations directly from Lodges or individual Elks.

*John T. Traynor*

ATTEST:

*Stanley F. Kocur*

Stanley F. Kocur  
Grand Secretary

John T. Traynor  
Grand Exalted Ruler

Dated: March 1, 1986

**WHEREAS:** Brother Peter T. Affatato was initiated as a member of the Benevolent and Protective Order of Elks in 1950 at Queens Borough, New York, Lodge No. 878; and

**WHEREAS:** He was instrumental in the institution of Levittown, New York, Lodge No. 1931 (now Hicksville, New York, Lodge No. 1931) in 1954 and is a Charter Member thereof; served as Exalted Ruler in 1957 and thereafter as a member of the Board of Trustees of said Lodge; and is an Honorary Life Member; and

**WHEREAS:** He was recognized for his service to Elksdom by being appointed District Deputy Grand Exalted Ruler, New York East District, in 1960-61 and was unanimously elected by the 89,000 Brother Elks of New York State to serve as President, New York State Elks Association in 1965-66; and

**WHEREAS:** He served five years as a member of the Grand Lodge Committee on Judiciary and nine years as a member of the Grand Lodge Activities Committee, serving as Chairman in 1978-79; and

**WHEREAS:** He was elected to a four-year term as a member of the Board of Grand Trustees in 1982 and is presently its Chairman; and

**WHEREAS:** He was admitted to the Bar of the State of New York and the U.S. Eastern District Federal Court in 1949 and is actively engaged in the practice of Law and was elected by his Brother Lawyers as President of the 4,500-member Bar Association of Nassau County in 1985; is a member of the New York State Bar Association, American Bar Association, a Fellow of the American College of Trial Lawyers, and Past Chairman of the Nassau-Suffolk County Trial Lawyers Association; and

**WHEREAS:** He has served his community in many civic and charitable projects and for 12 years as a member of the Board of Education, Island Trees Public Schools, New York, and is a Past President of the Board; and

**WHEREAS:** He is devoted to his wife of 38 years, Irene, and the father of two daughters, Irene and Anne; now, therefore

**BE IT RESOLVED** that Hicksville Lodge No. 1931 does hereby endorse the candidacy of its distinguished Brother, Peter T. Affatato, and shall place his name in nomination for the high office of Grand Exalted Ruler of the Benevolent and Protective Order of Elks of the United States of America at Denver, Colorado, in July, 1986.

Dated this 21st day of November, 1985.

Murray Appel, Exalted Ruler

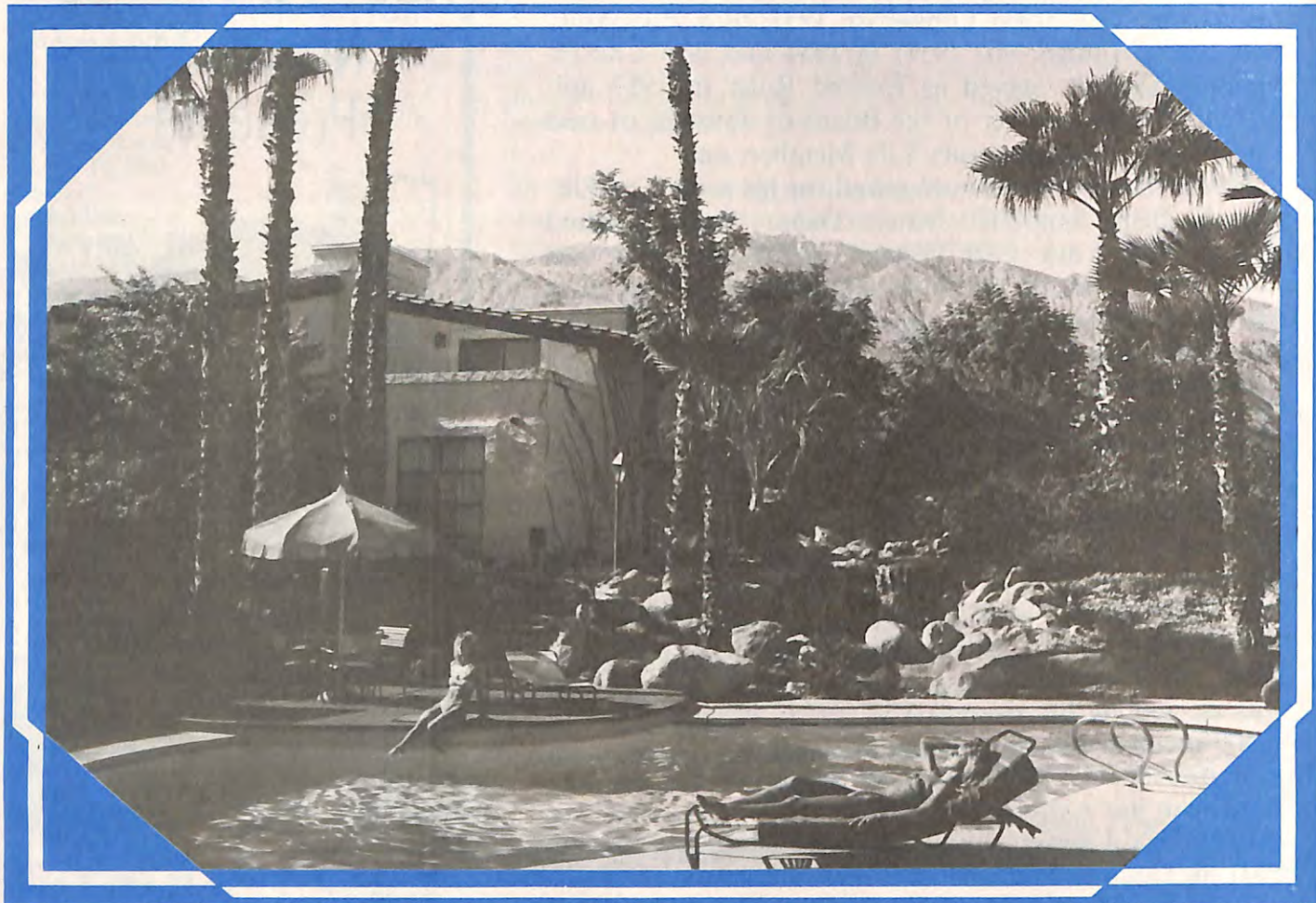
Ralph A. Doxey, Secretary

Hicksville,  
New York Lodge  
No. 1931  
Presents



Peter T. Affatato  
for  
Grand Exalted Ruler

# UNUSUAL HIDEAWAYS



La Mancha, Palm Springs' finest resort, features swimming pools and Jacuzzis with each villa.

by Jerry Hulse

Every couple of years *The Elks Magazine* updates its file on unusual hideaways, and that time has arrived once again. As you may recall in our last survey we made mention of La Mancha, the romantic's choice for all reasons. What pair of lovers wouldn't be bowled over by this Spanish-style resort in Palm Springs with the push-button fireplaces, individual swimming pools, saunas and Jacuzzis? Guests have the choice of villas with one, two or three bedrooms, as well as the use of a convertible at no extra charge. It is impossible to fault the pleasures of this special resort operated by host Ken Irwin, and so once again we give La Mancha our highest rating: five stars.

We give other high points to Mel Haber's charming Ingleside Inn (also in Palm Springs) with its wood-burning fireplaces, cottage coziness and a village bar and restaurant where it's not unlikely one will run into a favorite film star. With its Old World flavor and personalized service, Ingleside Inn, like La Mancha, rates our five-star award.

Concentrating on romantic hideaways, the same rating goes to that fairest of small San Francisco inns, Petite Auberge. Not a soul we've recommended it to has returned with a single complaint. Indeed, they've sung their praises of this little-known discovery with its Old World, French-style goodliness. With only 26 rooms,

Petite Auberge does business on Bush Street, only 2½ blocks off Union Square. Like La Mancha, Petite Auberge provides push-button fireplaces for those chilly San Francisco evenings; its beds are graced with lace pillows and satin bows, and tea is served each afternoon precisely at 4 o'clock. All this in a setting that warms the soul and fills the mind with thoughts of romance.

Other romantics zero in on L. D. Dennen's relaxing Heritage House on California's Mendocino Coast, which is another of our five-star choices. The centerpiece of this marvelous country inn is a 19th-century farmhouse that's surrounded by cozy cottages. Some are set in the meadows;

others are perched on cliffs with an absorbing view of a thunderous ocean and a sometimes stormy sky.

Country inns have sprung up everywhere, it seems, but I'm not sure everyone finds joy in sharing a bath with the neighbor, an ingredient of "country charm" which seems to be the case with many of the B&Bs in the Napa Valley outside San Francisco. An exception is Mary and Bob Keenan's Bordeaux House at Yountville, which features queen-size beds on pedestals, fireplaces and air conditioning along with, yes, private baths. This is not a run-of-the-mill, old-fashioned country home but a modern inn featuring shades of burgundy, carafes of wine and bowls of fresh flowers. Bordeaux House is surrounded by vineyards that stretch to the horizon. (Besides Bordeaux, the Keenans also operate rustic Burgundy House in Yountville.)

Turning south in California, my choice of a coastal resort that rates special attention is Jim and Susie Lavenson's country-style San Ysidro Ranch. The 500-acre spread takes in stables, a swimming pool, tennis courts and 38 cottages that provide peace and privacy along with such amenities as hot tubs, wood-burning fireplaces, wet bars and Jacuzzis. Nestled in the foothills of Montecito near Santa Barbara, San Ysidro Ranch attracts the Rolls-Royce and Mercedes-Benz crowd. Ranch boss Jim Lavenson makes mention of how San Ysidro has been listed among the 300 best-operated hotels in the world and is a member of the esteemed European-based resort consortium, Relais Chateaux.

With the proliferation of bed-and-breakfast establishments throughout the country, few could be considered particularly unusual. The majority share a sameness that becomes downright boring. Among the exceptions is Britt House in San Diego, which isn't just another inn but an adventure in grand living and a lost style.

Without a doubt Britt House is the most perfectly restored Victorian mansion serving the California traveler today. This charming old home features a hand-carved staircase, claw-footed tubs, hanging plants, half a dozen gables, four chimneys and a magnificent stained-glass window through which the sun sends prisms of light into a parlor where guests gather in the evening to sip wine and exchange pleasantries.

A basket of paperbacks rests near  
(Continued on page 35)

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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."



During GER John T. Traynor's (right) visit to Washington, DC, Harry Walters (left), head of the Veterans Administration, thanked GER Traynor for the Elks' service to the nation's veterans. Also attending the meeting were PGER Gerald Strohm (second from left), Chairman of the Elks National Service Commission; John Murphy (second from right), and PGER Homer Huhn, Jr. (not pictured).

Elks made almost 50,000 visits to VA Medical Centers last year, contributing more than 203,000 hours to the comfort and happiness of hospitalized veterans. In addition, thousands of volunteer hours were given at state homes, nursing homes, community care centers and off-station programs.



Deale, MD, Lodge's Ladies of the Elks presented 54 lap robes to the Veterans Home in Charlotte Hall, MD. Shown with three residents of the home are members Jane Dillon (third from left), Anne Oelkrug (second from right), and L.O.E. Chap. Mary Cummings (right).



Members of Keeseville, NY, Lodge are shown with a rowing machine and exercycle, which are just two of the over 900 articles donated to Albany VA Medical Center by the lodge. This is in addition to 120 canteen books and \$700 donated to the Elks VAVS Fund. From left are Don Sweet; Keeseville NSC Chm. Wayne Farrell; Beverly Farrell, Ladies Auxiliary; William Balfourt, chief of voluntary service; Cathy Sweet, Ladies Auxiliary; John Beagle, Elks VAVS, Plattsburg AFB; and Terry Bullis, physical therapist.

**TOMS RIVER, NJ,** Lodge held its Eighth Annual Dinner-Show for the disabled veterans from the area. There were 360 people in attendance, including 15 ex-POWs; Fred Walchak, who is one of the two remaining Marines from

the flag raising on Iwo Jima; and 35 residents from the New Jersey Memorial Home at Vineland.

**NEWARK, DE.** Elks and their families from

Newark Lodge entertained 65 veterans with a variety show at the Veterans Medical Center in Elsmere. The program included a sing-along.



# Drug Awareness . . .

(Continued from page 12)

Teachers also provide an excellent means for distributing literature to their students.

**The Lodge Membership:** Every member of your lodge should be aware of the seriousness of the drug abuse problem and well-informed about your lodge's program. Members will then be more likely to approve expenditures by the Drug Awareness Committee, to help raise money for the program, and to assist in carrying it out.

## STEP FOUR: KNOW YOUR TOOLS

The Elks Drug Awareness Education Program is fundamentally a communication effort. The previous steps have built a foundation; now it is time to prepare for communicating. The next step is to survey the channels available to you and select those which serve you best. Basically the choices are public speaking engagements, newspapers, broadcasts, pamphlets and posters, and films. All have unique characteristics which bet-

ter suit them for specific kinds of messages and audiences.

**Public Speaking:** Your lodge's program should certainly include building a speakers bureau, comprised of the experts previously identified, and vigorously seeking opportunities for them to speak to the target groups. The messages should be clear, direct and tailored to the group involved.

**Newspapers:** The most common channel for printed mass communication, newspapers have both strengths and limitations. Their strengths are that they generally reach large audiences quickly, are considered credible sources of information, and are available for newsworthy material.

Their primary limitation is that youth do not generally read them. Therefore, newspapers are best suited for messages aimed at parents and teachers.

Access to local newspapers can be gained in several ways, through news releases, display advertisements, or editorials. By meeting with the newspaper's editor and explaining how the Elks Drug Awareness Education Program benefits the community, you may well convince him to take a sup-

portive editorial position with the paper. If his support is won, the program could be the topic of future editorials.

**Broadcasts:** Broadcast media are generally considered to reach more youth than print media.

As with newspapers, broadcast news releases must contain solid, timely facts. Broadcast news stories are generally much shorter than newspaper stories, so they must concentrate on the essential facts and report them succinctly.

The Elks are providing public service Drug Awareness spots to broadcasters nationwide. You should contact local broadcasters and encourage them to use these spots. If the station doesn't have them, your state chairman can help you provide the spots to them. Or the station may want to produce local announcements with your help.

**Pamphlets:** Pamphlets here are considered to include all handout-type literature, materials and posters. These have a variety of uses. They can be most effective in conjunction with a public speaking engagement to adver-

(Continued on page 30)

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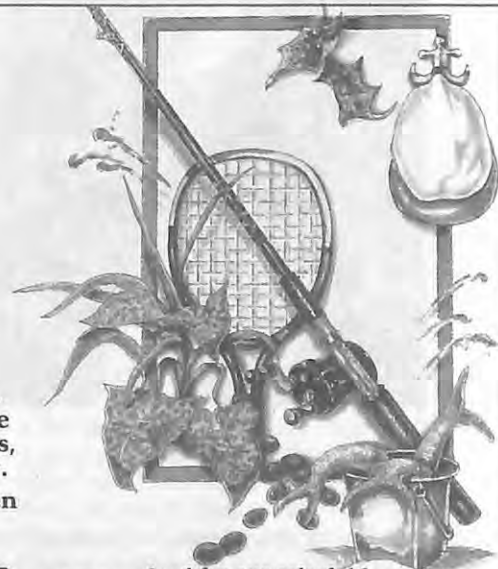
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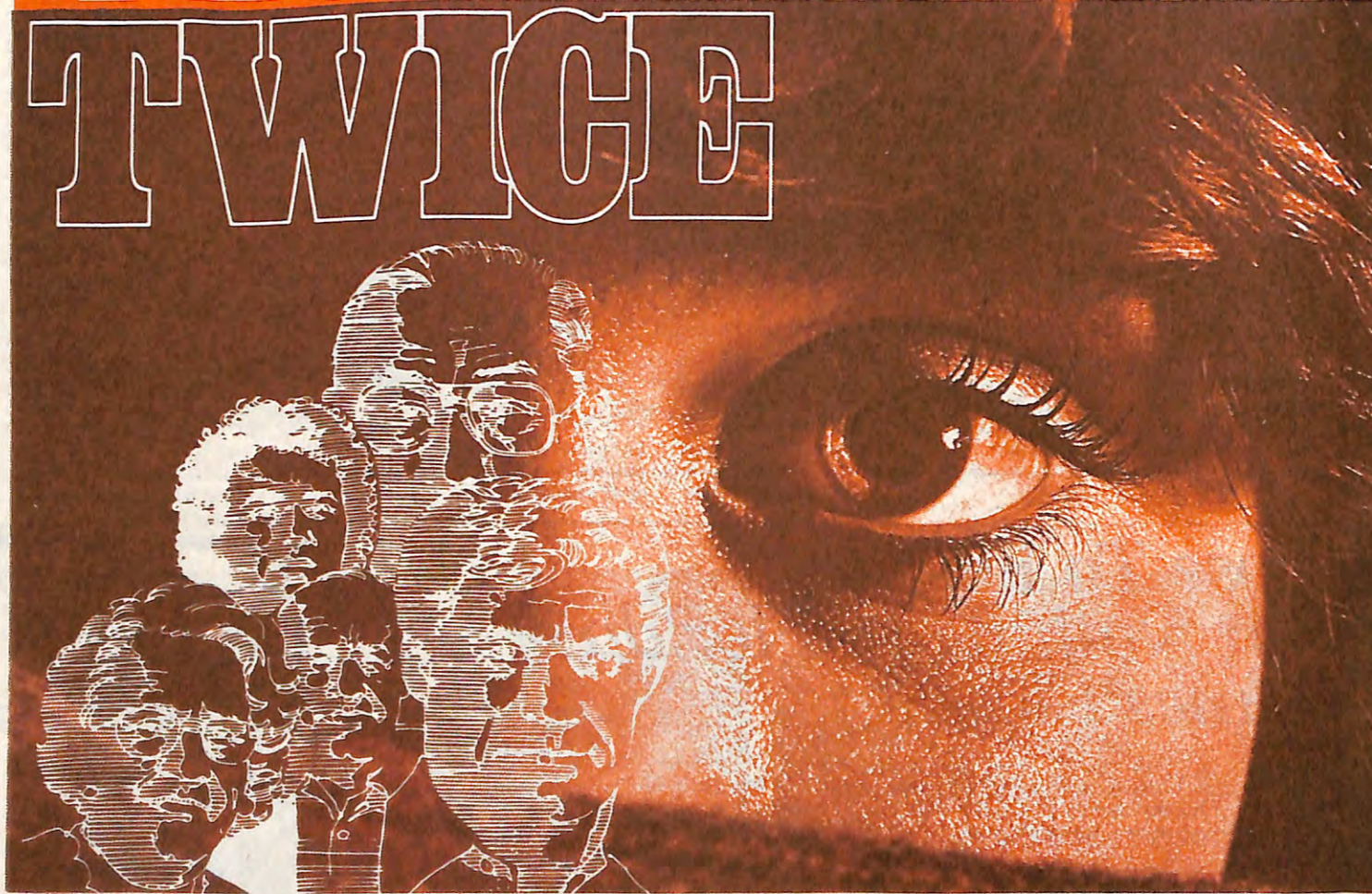
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ELK/3-86

# FALLING VICTIM TWICE



by Martha King

Almost every cancer patient hears it at least once: Are you *sure* your treatment is the right thing? How could a treatment that is making you sick and weak possibly be the right thing to do?

The questioner is rarely a busy-body. Instead it is someone the patient trusts—an old friend, a relative, a fellow patient from the doctor's office. Sometimes it is even the patient's child or parent or marriage partner. And if the treatment begins to fail,

the pressure can be extreme. According to Dr. Jimmie Holland, chief of psychiatry at Memorial Sloan-Kettering Cancer Center, at a time of terrible anxiety and uncertainty, many patients are also barraged with questions and advice. Have you explored all the options? Shouldn't you travel to a major research center, seek a world-famous specialist? But often the thrust is anti-specialist: Doctors don't know everything, a patient will be assured. Surely vitamins, faith

healing, or herbal teas are worth a try.

Why not hedge my bets, the patient may reason. Thus another person, who has already gotten cancer, risks falling victim again—this time to the hope offered by the cancer underground.

#### The New "Remedies"

The underground is worldwide and loosely knit. It encompasses bitter rivals as well as friends, and ranges from well-run clinics with

sophisticated equipment to the back alley, snake-oil salesmen of legend. It is the world of treatments, regimens, and remedies—often called alternatives—that are sold to cancer patients outside of mainstream medicine. A departure from the days when unproven remedies featured phony salves, powders, biological products prepared from blood or urine, and devices emitting mysterious rays, the cancer underground of the 1980s has moved into more sophisticated, more "natural," but equally futile therapies. The following disturbing facts emerge from recent research:

- The new underground reflects people's interest in physical fitness, nutrition, and good mental attitudes, but twists these enthusiasms to its own ends.

**While the consumer movement cuts through the mystique of a medical elite too powerful to be questioned, it may also make people more vulnerable to fraud by throwing them back on their own judgment.**

- Its appeal is not limited to desperate terminal patients; people with *early* disease are often involved; some nostrums are even recommended as preventatives.

- People who are highly motivated to fight their disease are more likely than others to adopt unproven methods. One study shows they differ from other patients in two ways: they are better educated, and fewer are minority group members.

- Today, patients often combine mainstream and "alternative" methods initially, but a proportion of those who do (one researcher suggests more than 40 percent) eventually become "true believers" and abandon their usual medical care.

- The family of the patient comes to believe in the method as well. Not even the death of their loved one changes their newfound loyalty. They are sure the method failed only because it was used too late. Consequently, should *they* develop cancer, they refuse proven therapies from the start, and immediately do what their loved one had done.

- Underground proselytizers come in many forms. Some are members of the medical profession. Nurses, physicians, medical social workers, and others are proponents of useless remedies. Many health food stores are libraries of persuasively written anti-medicine and anti-science literature.

- Some cancer patients—both in and out of acceptable treatment—believe that "the medical trust" or huge institutions, like "the government" or "the pharmaceutical complex," are more interested in protecting their own interests than in developing and disseminating effective cancer treatments. The purveyor of secret cures plays on this sense of distrust, and insists that individual physicians and researchers are well-intentioned dupes.

#### The Laetrile Controversy

Dr. Irving J. Lerner, clinical professor of medicine at the University of Minnesota, has taken a long look at the appeal and consequences of underground therapies, impelled in part by the laetrile explosion. "While promotion of quack remedies for cancer is hardly a new phenomenon," he says, "the laetrile movement was wholly unprecedented. In little more than ten years, laetrile became a household word, with an estimated 70,000 American users." In the mid-1970s it was hotly debated in state legislatures across the nation as its proponents demanded "freedom of choice" and painted pictures of desperate people being deprived of hope.

Today, while it holds the distinction of being "the most thoroughly studied failure in the history of medicine," the discredited apricot-pit derivative retains a place in the cancer underground. And it remains legal in 21 states. Dr. Lerner spoke about the phenomenon at the American Cancer Society's 1984 National Conference on Human Values and Cancer, to call attention to the changes in unortho-

*(Continued on page 38)*

**The cancer underground of the 1980s has moved into more sophisticated, more "natural," but equally futile therapies.**

#### American Cancer Society vs. Useless Cancer Remedies

Thirty-one years ago, the American Cancer Society's National Board of Directors established a committee to fight false cancer cures. Now called the Committee on Unproven Methods of Cancer Management, the group steers the Society's efforts against unproven methods, which are defined as: "Those diagnostic tests or therapeutic modalities which are promoted for cancer prevention, diagnosis or treatment and which are, on the basis of careful review by scientists and/or clinicians, not deemed proven nor recommended for current use."

In its long-term campaign to control the promotion and use of unproven cancer remedies and help alert cancer patients to their possible hazards, the ACS:

- evaluates periodically the available evidence on the validity of claims made about various cancer tests and treatments;
- formulated, as model legislation, a proposed framework for a state cancer advisory board act. Several states have passed bills based on this model, which have provided the first effective means of controlling worthless cancer remedies in the local community;
- disseminates information about unproven methods to the medical profession, the public, and the media;
- published a booklet, "Unproven Methods of Cancer Management" (#3014 PE), which is available free from ACS offices around the country.

## ON TOUR WITH

# JOHN T. TRAYNOR



During his visit to Asheville, NC, Lodge, GER John T. Traynor (center) was greeted by (from left) GL Youth Activities Committee Chm. Ernest Bell, SP Blayne Turner, PGER Edward W. McCabe, and Asheville PER Harry Luther.

GER John T. Traynor (second from left) attended a luncheon and dinner-dance hosted by Orangeburg, SC, Lodge. During his tour of the local area, GER Traynor was joined by (from left) SP David Brooker, PGER Robert Pruitt, and Orangeburg ER Del Driggers.



## Drug Awareness . . .

(Continued from page 27)

tise it, or as handouts distributed to the audience to reinforce the speaker's message. Pamphlets can also be used in direct-mail campaigns.

Less effective but worth considering is placing pamphlets on "take-one" racks placed in locations where the intended audience can conveniently pick up copies. The racks could prominently display the Elks emblem for public identity with the program. Posters can be used very much in the same manner as "take-one" racks.

**Films:** Like pamphlets, films are best used to support a public speaking engagement or a television appearance, to reinforce a speaker's message. Few films are effective when they must stand alone without introduction or someone to answer questions raised by their showing. At the same time there is no better means than a good film to enhance the impact of a speaker's presentation. It adds a valuable audiovisual dimension to the communication.

### STEP FIVE: PUT IT ALL TOGETHER

The preceding steps provide the components of a successful drug awareness program. The order of completion is not critical, but each should be thoroughly developed before launching your program. Once each step is accomplished you will:

- be in coordination with previously existing programs;
- have a resource of expert people prepared to speak knowledgeably about drug abuse;
- know something about youth, their parents and teachers in your community, and
- know what channels of communication to use to best advantage.

As you begin your program you should set some measurable and achievable objectives. Lack of objectives, or setting objectives which cannot be achieved or measured, can lead to frustration and loss of enthusiasm for the program. On the other hand, measurable and achievable objectives offer means of observing progress and provide motivation to keep going.

If you have confidence that youth will make intelligent decisions based

upon the facts, rather than false street knowledge, you can set a meaningful objective for your program. This objective will be measured in terms of the number of youth reached with the message that drug use is dangerous. You can be assured that the more youth you reach, and the more messages are reinforced by parents and teachers, the more youth will decide to resist drugs.

From the onset, then, the objective of the program should be to reach as many people in the target audiences as possible. Keep records of attendance numbers at public speaking engagements; include newspaper circulation and broadcast audience figures. As the numbers begin to mount you will have tangible evidence that your program is making a difference!

### STEP SIX: MOBILIZE THE ELKS

As Step Five pointed out, the objective of the Elks program should be to reach as many people as possible with the message that drug use is dangerous. Without question, if the entire national membership were mobilized, the reach of the program would be enormous. Every effort

(Continued on page 34)

## Business . . .

(Continued from page 8)

of your making it; or your chances are so remote that they are not even entertained by most people," said Soloflex (home weightlifting equipment) inventor Jerry Wilson at a Career Information Day in Oregon, according to the University of Oregon's *Daily Barometer*.

Wilson decided to build his own machine when he couldn't find what he wanted on the market. The *Barometer* described what followed:

"First patented in 1978, the Soloflex has gone from \$80,000 in sales its first year on the market to a total of \$17 million in sales in 1984."

Competition is always present, but not simply from those who make the same or similar products. "We compete with every other person who has a small business," Wilson says as he explains his view of discretionary income.

While most are familiar with the characteristics of a strong manager, not all understand how you become a "creative marketer."

The answer could come from Larry Holtin, the nation's top shoe salesman. In 1982, he was named the best in the country after he sold 900 pairs of shoes worth \$360,500. He topped that by selling \$425,000 a year later, according to the Associated Press. He did it, the AP said, in a city of 20,000 where the jobless rate was 19.3 percent.

How does he do it?

"Attitude is so important. I'm never down...you play to win, whether its playing basketball on the playground or selling shoes. I hate to lose...I go full blast every day."

## Retirement . . .

(Continued from page 16)

are Peer Review Organizations set up in each state to review hospital admissions and procedures. You may request a review by the PRO if you are asked to leave before you think you are ready. Many patients don't know this and some hospitals are telling patients, erroneously, that they must leave because their Medicare coverage has expired.

You should also know that Medicare makes provision for additional payments to the hospital when unusually lengthy or costly hospital stays are required. As long as the care you are receiving is care that is judged medically necessary, you can remain in the hospital at no charge to you beyond what Medicare never covers (the first-day deductible, a private room, telephone, etc.). Before the Prospective Payment System was started, by the way, you would have been billed separately during each hospital stay for such services as laboratory and diagnostic tests or prosthetic devices, including cataract lenses, artificial limbs and pacemakers. These services now must

be paid by the hospital.

Physicians who may have previously been paid directly by the hospital may now bill you for services they provide during your hospital stay. The DRG system does not otherwise affect doctor's charges or billing; Medicare will continue, at least for the time being, to reimburse doctors on the same basis as before: 80 percent of what Medicare defines as "reasonable charges" for covered services after an initial annual deductible.

Further changes may be in the works. Some critics would like DRGs to be modified to reflect severe illness or multiple complaints so that such patients would have a higher cost basis assigned. The AARP is also supporting legislation that would change the formula used to calculate the annual increase in the Medicare Part A deductible. That deductible (\$492 as of January 1, 1986)

is based on the average cost of one day's hospitalization; with shorter hospital stays, resulting from the Prospective Payment System, the average daily cost of hospitalization has risen sharply. As a result the Medicare patient pays a higher proportion of total costs.

Other proposals, including one by the Reagan Administration, would encourage Medicare participants to use Federal funds, in a kind of voucher system, to sign up for private insurance. This proposal may be tested in some communities in the near future but requires Congressional action before it can be implemented nationwide.

More on health care in succeeding columns... Meanwhile, for more information on Medicare's Prospective Payment System, send for a copy of "Knowing Your Rights." It's available free from AARP Fulfillment, 1909 K Street, N.W., Washington, DC 20049. ■

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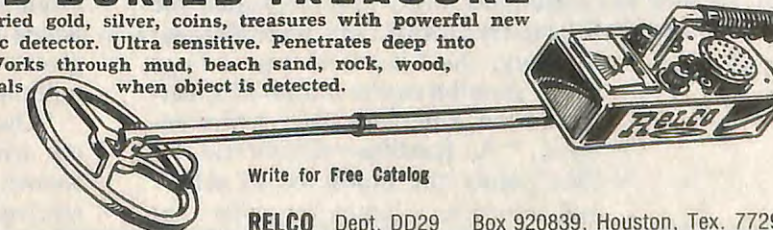
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Elks-3/86

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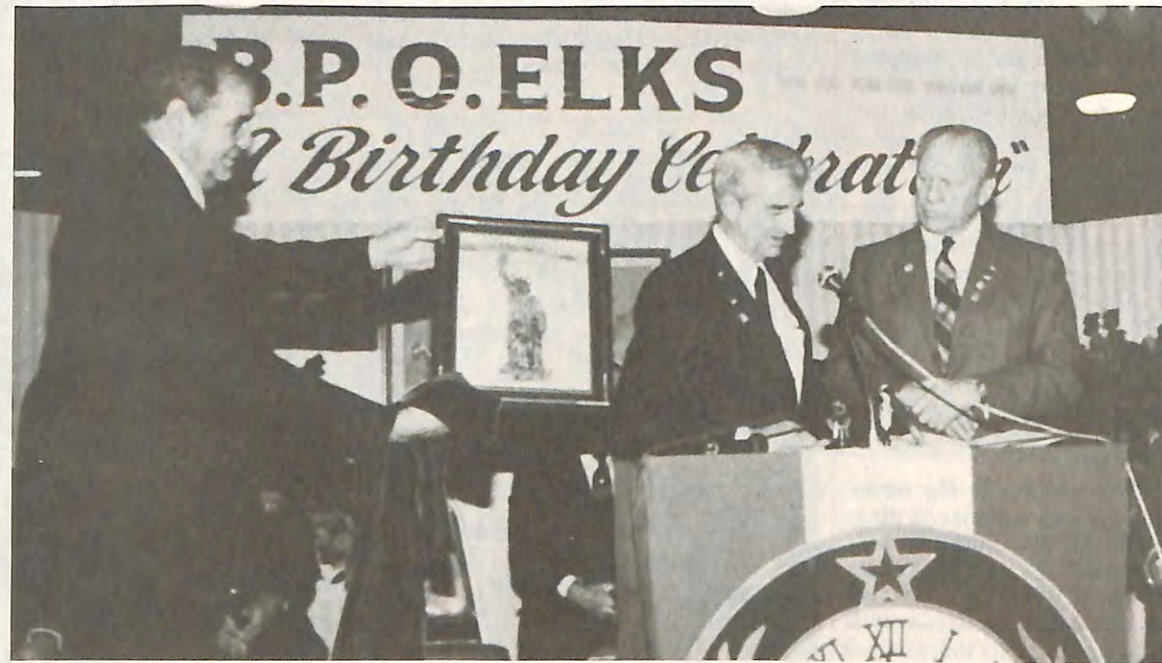
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## Statue of Liberty Restoration Fund Update



### Former President Gerald Ford Accepts Check for Elks Statue of Liberty Pledge



Assisted by Statue of Liberty Restoration Coordinator Vincent Collura (left), GER John T. Traynor (center) presents a check to Former President Gerald Ford completing the Elks original pledge of \$1 million. GER Traynor noted that "still more is to come from our members."

Two closely related ceremonies of great significance to all of Elkdom took place last December 14th in Pasadena, California.

First, GER John T. Traynor presented to Former President Gerald Ford a check which completed the Elks' original pledge of \$1 million to the Statue of Liberty Restoration Fund.

President Ford then dedicated the Elks entry in the 1986 Rose Parade. Fittingly, the Elks float was a huge floral creation of the Statue of Liberty and the American Flag. It was entitled "A Birthday Celebration... Elks Salute the Statue of Liberty," and served as a happy reminder that all of America will soon be joining

together on July 4th to celebrate the 100th birthday of this great symbol of liberty.

In making the check presentation, GER Traynor stated:

"On behalf of the 1.6 million Elk members and their families, I am very honored to present to President Gerald Ford, Honorary Chairman of the Statue of Liberty—Ellis Island Foundation, Inc., this check which, added to the amount previously given, equals a contribution of \$1 million.

"Our effort was initiated during the tenure of Grand Exalted Ruler Kenneth V. Cantoli in 1983, and received great impetus during the term of his successor, Frank O.



Garland. It will be completed during my term as Grand Exalted Ruler.

"This gift is the result of a 'grass roots' effort across America, since the contributions primarily consisted of amounts of \$25 or less. It was ably directed by our Statue of Liberty Renovation Coordinator, Vincent R. Collura."

President Ford thanked the Elks for their "very, very generous" donation and noted the comment on the bottom of the envelope: "With still more to come from our members."

He continued:

"The Elks were the very first fraternal organization that joined in this tremendous effort to raise \$230 million to restore the Lady and to also restore Ellis Island. And the Elks, true to their longstanding tradition of doing things that are patriotic, that are dedicated to what this country stands for, was the first organization to reach its goal.

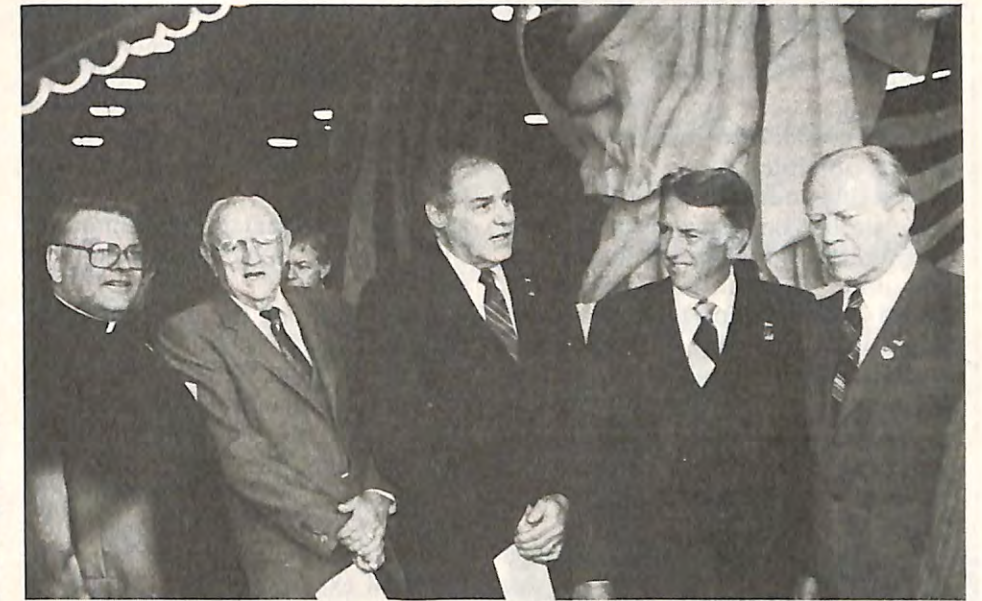
"May I congratulate the Elks as a whole, and each of you who initiated it and have completed it on behalf of this worthy project.

"I am very proud to have been a member of the Elks since 1947. But my family's association goes back to the Elks even longer.

"My father was the Exalted Ruler of Lodge No. 48 in Grand Rapids, Michigan, for three consecutive terms. I have vivid and wonderful memories of going to the Father and Son Dinners and all the other wonderful activities that the Elks do for members and their families.

"I also have great memories of the things that Elks do on a yearly basis. Flag Day is a memorable day in the history of our country. The Elks, from the very beginning, promoted the establishment of that day, and the Elks have traditionally been in the foreground in helping to celebrate our flag on that very important day.

"I'm honored," he said, "to be a part of an organization that raised \$1 million to do a first-class job." ■



Elk dignitaries were on hand for the check presentation to Former President Gerald Ford and to assist President Ford in dedicating the Elks entry in the 1986 Rose Parade. From left are Msgr. John Reilly, California-Hawaii Elks state chaplain; PGER R. Leonard Bush; Vincent Collura, Elks Statue of Liberty Renovation Coordinator; PGER Frank Garland; and President Ford.



Former President Ford dedicated the Elks Float in the 1986 Rose Parade. The float was entitled "A Birthday Celebration... Elks Salute the Statue of Liberty."

### JUNE 1ST IS DEADLINE FOR FINAL CONTRIBUTIONS

All contributions to the Statue of Liberty-Ellis Island Restoration Fund MUST be in Chicago by June 1, 1986, in order to be credited to our final goal of \$1.6 million—or \$1.00 per member. Send your donation to:

Elks Statue of Liberty Fund  
c/o The Elks Magazine  
425 W. Diversey Pkwy.  
Chicago, IL 60614

## Drug Awareness . . .

(Continued from page 30)

should be made to involve as many Elks as possible.

This does not mean that the entire lodge should be assigned to the Drug Awareness Education Committee. Nor does it mean that every Elk should become expert on drugs and drug abuse; that idea was previously rejected as unachievable. It does suggest that each lodge member become an informed advocate for drug use prevention, and an active supporter for the Drug Awareness Education Program.

The first step should be to make a presentation to the entire lodge. An excellent 16mm film describing the Elks program is available from your district deputy. It should be shown at a well-attended lodge function to the members and their wives and children.

The film includes messages from President Reagan and First Lady Nancy Reagan; a talk by Dr. Carlton Turner, special assistant to the Presi-

dent for drug abuse; and the five taped Elks Drug Awareness public service announcements which are available to local TV stations. These announcements feature actor Gavin McLeod; actress Jill Whelan; Tiffany Chinn, Olympic ice-skating medalist; and two animated presentations. *Every district deputy has a copy of this film.*

After outlining the problem at the national level, then localize the message to describe the proportions of your community's problem as much as possible. Inform your audience that the lodge will be reaching out to youth, fourth through ninth grades, directly and through their parents and teachers. Tell them who the local experts are who will be involved with the program. Tell them what events and actions are planned.

Consider the makeup of your membership; who are doctors, parents, teachers, editors? When they are fully informed about the program, tell them how they can help. Ask them to bring up the subject of drug use when talking to their friends and business

associates.

Tell them to help advertise, by word of mouth, the Elks' efforts to combat drug use. Tell them to help solicit opportunities for the Drug Awareness Education Committee to arrange a program, e.g., making a presentation to other groups to which the members belong. Make sure the lodge membership knows who the public can contact with questions about the Elks program.

If the lodge membership is mobilized with this message, the Elks program will reach the youth who need it. It *will* make a difference!

Don't overlook the potential help of the Elks ladies. They can provide additional volunteer assistance with elements of your program, such as coordination of your speakers bureau. They can also provide valuable contacts with women's organizations in the community.

Our next article will describe successful Drug Awareness Education Programs already in operation in Elks lodges throughout the country. ■

## Caboose . . .

(Continued from page 21)

notes. It's comforting to know there are crew members at the back as well as the front to handle emergencies.

Hanna's feelings are mixed. He says he sees both union and management sides of the argument.

"Riding the caboose a while ago, I saved the company lots of money," he recalls. "I saw dust kick up way ahead and I figured it had to be coming from freight cars jumping the track. I pulled the air brake right above me, called the engineer, and the train stopped real quick—before any cars overturned.

"That could have been a nasty one."

He's a union man, the veteran conductor says, and he thinks the caboose gives crews better control of the train. "But we can't live in the past," he adds. "We've gotta streamline and innovate if we're going to compete."

As the Wisconsin countryside rolls past, the pungent smells of summer waft into the caboose. Standing on the back platform, one gets an ever-changing window on the world. It's

eye-popping to see the endless panorama of backyards and back sides of towns. It's fun to wave at the kids, too.

The day's run ends much too quickly.

\* \* \*

The caboose was handed its ticket to oblivion in a union-management agreement forged in 1982. That called for a gradual cutback in cabooses, on a train-by-train basis. The agreement includes local trains, trains making deliveries within urban areas, and about a quarter of the cross-country freight hauls.

Since then, the United Transportation Union, which represents conductors and brakemen, has had second thoughts. The union is seeking legislation to require cabooses on longer trains, for reasons of safety.

Several states, including Virginia, Oregon, Nebraska and Montana, have passed mandatory caboose bills. But court tests loom. And the national trend seems to be highballing, as railroaders would say, in the other direction. Railroads universally seem anxious to unhitch their cabooses.

Dan Shudak, a North Western trainmaster, says candidly: "All nostalgia aside, the caboose is a carry-over from the past; an expense we can do without. Times and technology

have changed. We've got to cut the fat if we're going to survive."

Railroads claim they can save at least \$400 million a year by eliminating the last car on the train.

The 25- to 30-ton cabooses cost 92 cents a mile to operate, the Santa Fe Railroad figures. What's more, they last only 10 to 25 years, then must be rebuilt or extensively repaired. The cost: more than \$20,000, about a fourth of the \$80,000 outlay needed to acquire a new one.

Today, as the caboose heads into history, Americana buffs and collectors aren't about to be caught asleep at the switch.

The end-of-the-train rates as fashionable decor these days. It's popping up in a multitude of new roles. Cabooses are being remodeled into banks, restaurants, stores, hunting lodges, playhouses, guesthouses, ice cream parlors and real estate offices.

To buy a caboose at salvage isn't cheap; it might cost anywhere from \$6,000 to \$10,000, plus transportation. Yet they're not out of financial reach for many. An Illinois man says he'd like to buy 32 for his motel.

The Red Caboose Lodge in Strasburg, Pennsylvania, sums up matters in its business slogan. "The end of the train," the lodge says, "is just the beginning for us." ■

## Hideaways . . .

(Continued from page 25)

the fireplace and original paintings grace the walls; hardwood floors shine like polished ebony and 12-foot-high ceilings rise above immaculate guest rooms with their tasteful antiques and Persian rugs.

Flowers and baskets of fruit are placed in each room, and one may sink into a canopied bed in the cozy Windsor Room, or there is the rocker that was rescued from the home of a California governor. If indeed there is an inn that rates five stars it is Britt House, with its colored sheets, stuffed animals and heavenly Sunday breakfast.

Unusual hideaways? Well, there is Salishan Lodge up along the storm-tossed central Oregon coast with its spruce, hemlock, fir, cedar and coastal pine. Season after season, Mobil Travel Guide has bestowed upon it five stars, and so do we. Salishan's natural wood cottages are woven together beside landscaped walks that lead to the impressive lodge and its celebrated restaurant. Guests play an 18-hole golf course and stroll along lonely stretches of beach strewn with driftwood and pounded by furious waves during howling winter storms when sand dunes rise and fall like a desert mirage.

Moving on to western dude-ranch country, our award goes to Rancho de Los Caballeros in Wickenburg, Arizona, for its cozy *casitas*, laid-back lounge, tennis, riding and 18-hole golf course. With all this glitter, Los Cab provides an altogether different style of dude ranching from the picture that comes to mind when city types consider a riding ranch out West.

Rancho de Los Caballeros features wall-to-wall carpeting, forced-air heating, golf carts and a poolside sun deck that's decidedly Beverly Hills Western. Even non-actives are attracted to Los Cab with its mesquite-lined paths and limousine service to cookouts at Skyline Ridge, Vulture Peak and South Yucca Flats. What with 20,000 acres for roaming, it's doubtful that a dude ever would feel fenced in at Wickenburg's slickest guest ranch.

For the more traditional ranch, my bid goes to the pleasant little Kay El Bar, also in Wickenburg. Strictly a riding ranch, the Kay El Bar with its adobe accommodations is listed in the National Registry of Historic Places.

One of the owners describes the lounge as a "warm, comfortable, kick-your-shoes-off kind of place," and it is. Shelves are lined with books, games and puzzles; a fire burns on a chilly evening, and meals are served family style. For those seeking an old-fashioned setting with unusual warmth, the Kay El Bar gets my nod.

Skipping across the nation to New England, dozens of choices come to mind in this survey of unusual hideaways. The Darling Family Inn at Weston, Vermont, deserves at least three stars for its wood-burning stove and pine-planked floors and wrought-iron lanterns. It is the village itself, though, that captures the heart: A river runs beside an old grist mill, and visitors gather beside a pot-bellied stove at the Vermont Country Store.

Nestled in the Green Mountains of Vermont, Weston brings to mind an old Saturday Evening Post cover done by Rockwell. In springtime, its meadows turn yellow with black-eyed Susans, and in summer the town is as green as Ireland. With autumn the entire countryside is set aflame, and after this the snows fall and residents strap on cross-country skis.

Only recently we discovered the wonderful Golden Lamb Buttery and Inn in Brooklyn, Connecticut, which easily rates five stars. Set in an 109-year-old barn and a farmhouse dating from 1740, it ranks as one of New England's most charming hideaways—a pond, hay rides, magnificent meals and a guitarist who plays haunting love songs.

And there is Woodstock Inn: Only a few hours by car from Boston, this inn remains a Currier & Ives print rising out of the Green Mountains of Vermont. Woodstock Inn traces its roots to 1773; once called Richardson's Tavern and later the Eagle Hotel, the colonial-style shelter was rebuilt in 1969 by Laurance Rockefeller, with guest rooms that feature handmade quilts, period furnishings and king-size beds. Logs glow in a fireplace in the lobby and blueberry pancakes are served with maple syrup in a country-style dining room.

The village of Woodstock is a charmer. *National Geographic* named it one of the nation's prettiest small towns. Covered bridges span the Ottauquechee River, and there's a town crier who announces the daily events on a blackboard on the village green. With winter's arrival, horse-

(Continued on page 48)

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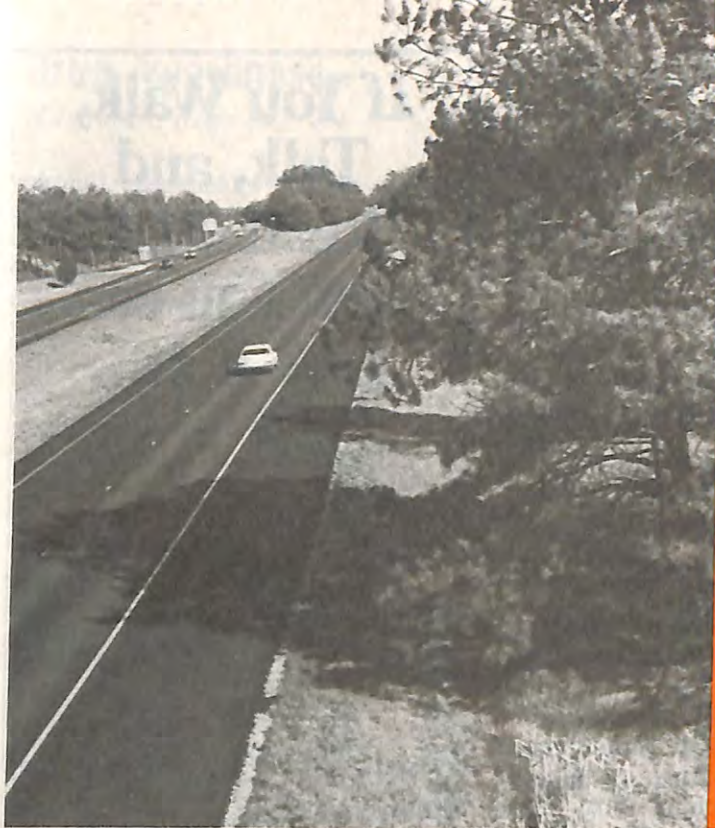
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Elks-3/86



Mile after mile of interstate highway, while convenient and easy to drive, can be dangerously hypnotic.



Rest areas, providing quiet, relaxing surroundings, have been created to break the monotony of long trips.



Take time to notice the changing scenes along the highway.

# HIGHWAY HYPNOSIS

by Dorothy L. Miller

The driver was aware his eyelids were getting heavy. He blinked several times, trying to clear his vision. He allowed his eyes to close a fraction too long.

The car bounced onto the shoulder of the road, jolting him into alertness. This time he was lucky. He was able to return to the highway safely.

We are all aware of the obvious causes of automobile accidents—drinking, speeding, and recklessness. A more subtle cause may be boredom. A recent annual report of the National Highway Traffic Safety Administration reported 5.8 million accidents occurred in 1983. Only .7 million were related to drinking. No one knows how many of the other 5.1

million may have been related to highway hypnosis.

Ray W. Burneson, a member of the Elks and Traffic Safety Education Specialist with the National Safety Council, reports that it is difficult to isolate boredom as a cause of accidents, but it is a known problem. Reducing boredom can make any trip more interesting and fun. It also can reduce the possibility of an accident—perhaps even save your life.

Mr. Burneson goes on to say that the best way to avoid highway hypnosis is to avoid the things that bring it on. He suggests the main cause is monotony or sameness. Mile after mile of interstate highway, while convenient and easy to drive, can be

dangerously hypnotic. These highways and the modern automobile make it almost too easy to drive.

It's important that we learn to combat the effects of monotony on the road. If you, like most of us, have trouble with boredom during long trips or when driving alone, here are ten suggestions to help you avoid highway hypnosis.

**1. Plan ahead.** When you have a trip planned, get plenty of rest the night before. If you're like me, that's not always easy. Organizing, packing, spending time with friends or family, or the excitement of a special trip, make getting enough rest before a drive difficult. But it is important. Fatigue can be your worst enemy

when it comes to highway hypnosis.

Plan plenty of time for your trip. Don't be in a hurry. There are many occasions when we are tempted to speed. We may be slowed down by bad weather, heavy traffic, or detours.

If you do get behind schedule, don't try to make up time. "Speed kills" may be such an old saying that you ignore it. But remember, old sayings get to be old sayings because they're true. Is it really worth risking your life to get there a few minutes early?

Speeding is not only dangerous, it makes you more tense, causing fatigue and less energy when you get where you are going. And remember, getting a ticket or having an accident will only make you lose more time.

**2. Vary your speed.** We all have a tendency to drive a certain speed on the highway. With interstate highways this is easy to do, especially if you have an automobile with cruise control. Going the same speed hour after hour subjects your body to the same vibrations; the same sounds—the monotony that is your enemy. Varying your speed, even a few miles an hour, can cause enough difference to break the monotony.

Slow down for awhile, shift your weight slightly, change the angle of

the seat back. Even these small variations will make a big difference.

**3. Glance from side to side.** According to Mr. Burneson, people tend to stare straight ahead when driving, especially after an hour or two behind the wheel. While it is still essential to keep your eyes on the road, looking at the center line can get pretty dull.

Glance from one side of the road to the other, at times, and into the rear-view mirror. You need to know what's going on around you anyway. You will be more aware of possible traffic hazards coming at you. And you will create some variety in what you see.

Notice the sights along the side of the road. They can be beautiful at times—interesting at others. Take a look. Chances are you've missed a lot by not noticing what you're driving past—perhaps every day. For example, how many of you have noticed the large hawks that like to perch on telephone poles and trees along the interstate? How often do you take time to notice the changes that occur with the seasons?

**4. Take breaks.** If you are on a long trip, rest stops are important; once an hour is ideal—once every two hours, essential. In many areas, rest stops have been placed along the highway for this purpose. Most of them have quiet, relaxing surroundings. Even without these facilities, you can create your own rest areas. Five minutes outside the car can refresh you for the next leg of the trip.

It's even better if you can find something interesting to get your attention completely away from driving for those few minutes. Welcome stations or tourist information centers have materials about the areas you will be driving through. Many travel books will give you information on points of interest along your route. Take the time to find out about them. The enjoyment this can add to any trip is well worth it. Even on a business trip, there is no law that says you can't enjoy the time that you must be traveling anyway.

Stop for meals. Go inside the restaurant and sit down to eat. Stopping by a drive-through window does not give you the break you need.

**5. Keep the car cool.** Being too warm causes drowsiness. Often this is more of a problem in winter than in summer. When you have the windows rolled up and the car heater on, the

(Continued on next page)  
THE ELKS MAGAZINE MARCH 1986

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## Highway Hypnosis . . .

(Continued from preceding page)

air inside your car can become stale and overheated. Open the windows a crack now and then, to cool off and to provide fresh air.

In summer, the heat can drain you of energy and cause greater fatigue. Wear cool, loose-fitting clothes. Use the air conditioner in extreme heat.

**6. Use your radio, CB and tape player.** You may think the radio in your car is strictly a luxury. It is now widely recognized as a safety feature. Listening to music you enjoy can help you keep alert. Singing along with it is even better.

A CB is good for checking highway conditions and weather ahead of you. It can also break the monotony of travel.

Perhaps the most helpful and entertaining of all is the car tape player. Not only can you choose the music you listen to, but, nowadays, there are a variety of other options: taped novels, self-improvement lectures, and teaching tapes.

**7. Get off the beaten path.** Don't just drive the interstate. The side roads are frequently interesting and you'll see more of the countryside. The roadways are not as monotonous. You will be forced to vary your speed as you pass through small towns.

**8. Use the time for thinking.**

In the hurry-up world we live, we often forget we need time to think—evaluate life—plan changes. We end up in a rut because we don't take time to think our way out. As you're driving, your mind will be working anyway. Make some effort to direct these thoughts into constructive channels. Think of ways you can make your life more like you want it to be.

**9. Avoid getting over-tired.** Be conscious of how you are feeling. Watch out for the danger signals that you have been driving too long; irritability, inattention, headache, heavy eyelids, or a tendency to speed. If taking a break no longer helps, you need to stop driving for the day.

Even if you follow all the rules, by later afternoon you will be tired and not as alert as you were earlier. The same is true for other drivers you meet on the road. This, combined with the poor visibility of sunset and dusk, makes late afternoon a dangerous time to be driving. If at all pos-

sible, plan your trip so that you will be at your destination by this time of day.

**10. Use your imagination.** You can find your own ways to make trips more productive, enjoyable, and safer. I have an interest in photography. I always have a camera in the car so I can stop and take pictures as a break from driving. A friend of mine carries a small tape recorder to verbally jot down ideas for his job or lists of things to be done.

Whatever your interests or needs, find a way to use that time in the car. If there are not enough hours in the day for you, this could be a way to

## Falling Victim . . .

(Continued from page 29)

dox cancer treatments since the '70s.

"The prominence of laetrile made it a target," Dr. Lerner maintains. It was in a spotlight. The Food and Drug Administration and the National Cancer Institute made nationwide requests for documented cases of laetrile-induced remissions. The proponents produced only a handful. Ultimately, open clinical trials that duplicated the laetrile protocol—the enzymes, megavitamins, and vegetarian diet—were conducted. The results were dismal.\*

### Changing Focus

Today the false cure salesmen no longer focus on one drug, or force new customers to choose between mainstream and "alternative" therapies. Almost all the practitioners offer a combination of remedies; some even provide a version of standard treatment. "Clearly, the underground learned a great deal during the laetrile years, while mainstream medicine is doing little to defend patients against increasingly subtle and sophisticated appeals," Dr. Lerner says.

The appeals reach a population increasingly proud of its independence. At its best, this attitude leads people to think of themselves not as passive patients, but as consumers of medical services. They want to feel free to question their physicians.

While the consumer movement cuts through the mystique of a medical elite too powerful to be questioned, it

\* The data speak for themselves. Laetrile does not work, and is not nontoxic. See *The New England Journal of Medicine*, 1982; 306: 201-206.

stretch the use of the time you do have—and keep you more alert for the traveling you must do.

Monotony, fatigue, and boredom add up to highway hypnosis. We can't always avoid the hazards of driving. Sometimes driving under less than ideal circumstances is necessary: jobs require more travel and families live further apart. We can reduce the negative effects these hazards have on us.

In these times, better cars and better highways can be a blessing or a curse, according to how we use them. Let's all strive for safer and more enjoyable driving. ■

may also make people more vulnerable to fraud by throwing them back on their own judgment. Consumers naturally expect good results from the services they choose. The underground is free to promise what consumers want to hear.

Dr. Barrie R. Cassileth, associate professor of medical sociology in medicine at the University of Pennsylvania, has been researching the other world of cancer treatments for the past three years. According to her studies, the most popular underground remedies of the 1980s are "metabolic therapy," diet therapy, megavitamins, mental imagery, faith healing, and immune therapy. Most often, two or three of these are combined. Laetrile, while far from dead, is a quiet backseat rider.

While medicine admits frustration and makes no secret of the fact that some cancers remain intractable, and that cancer kills, underground practitioners offer good news. They have a simple explanation of cancer's cause. Their remedies are not as frightening as surgery, chemotherapy, or radiation. They are based on appealing ideas: vitamins, vaccines, or drugs meant to bolster something good in the body, rather than attack something awful; foods that are "natural" or in some way free of the taint of technology; cleansing enemas and other procedures to purge foul toxins. And often these remedies are things patients can do for themselves at home.

### Misleading Parallels

The new alternative groups take advantage of many confusing parallels. Cancer, they claim, is caused by poison—poisons from stress or spiritual decay, or from polluted food, water, air or bodily processes. However, medicine, too, recognizes that

stress contributes to ill health; it, too, promotes well-established conclusions that specific diets may lower one's risk of cancer. (But there is no reliable evidence that a diet can reverse cancer once it has developed.)

The unproven therapies proponent emphasizes the immune system, and the body's amazing ability to protect and heal itself. The immune system is also the focus of intense bona fide research.

To these misleading parallels a more fundamental appeal is added. As Sloan-Kettering's Dr. Holland says: "Well-educated, sophisticated people prize their personal control over situations. A sense of participation and control is a major ingredient in the appeal of quack remedies."

### The Case of Mr. D.

Mr. D. is 73 years old. He has just been diagnosed as suffering from multiple myeloma, cancer of the bone marrow. The medical aim is to control its progress, so Mr. D.'s physicians agreed on a treatment plan involving both chemotherapy and radiation. Without these measures, his son was told, he will almost certainly become bedridden, immobility will speed the disease, and Mr. D. could develop serious bone pain.

Mr. D.'s daughter-in-law was horrified. Surely—at his age—he should be spared such drastic treatment. She telephoned the local chapter of an international group which advocates "alternative therapies."

The woman who answered the phone was guarded at first. She answered with a simple hello, and did not offer either her own name or the organization's. But she loosened up after hearing a few details.

"You're right to be suspicious about the effect of chemotherapy and radiation. They are destructive to the immune system. So destructive, a person is prey to all kinds of infections. You know, many death certificates say pneumonia when the person really died of cancer. Antibiotics are no help at all when the immune system is too damaged."

A long description of an alternative course followed. "Very light" doses of drugs and radiation supplemented by high-dose vitamin C, and "all the B vitamins" intravenously; a specially prescribed diet; and finally: "I have to tell you there is more to this than just shots and pills. This is holistic medicine. Your father-in-law will have to give up all the habits that got him into trouble in the first place."

If this works, why don't regular doctors do it, the daughter-in-law asked.

"For some reason, the doctors object," she was told. "Their egos are involved. Maybe they don't want to lose the business." In the next few moments she was warned that Mr. D.'s physicians would try to intimidate and frighten him, promised that "we never give up on a person the way some doctors do, just because he's old," and told about a clinic in Tijuana. "They have a much freer hand to do these things in Mexico. It's wonderful how many people are being helped there."

Young Mrs. D. was reeling when she put the phone down. She felt, she said, as if she had entered another world. And indeed she had. She had been invited into the cancer under-

(Continued on next page)



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## Corrected "Hoop Shoot" Regional Semi-Final Schedule

**NOTE:** The "Hoop Shoot" Regional Semi-Final Schedule printed in the December 1985/January 1986 issue contained numerous errors. Please refer to the following schedule for the correct dates and sites.

**SOUTHEAST CENTRAL REGION** March 22  
WV, VA, NC, MD, DE, DC  
University of Charleston, Charleston, WV  
Director: Dick Harris, 1143 Barlow Drive, P.O. Box 2709  
Charleston, WV 25311

**NORTH CENTRAL REGION** April 5  
MN, WI, IA, IL  
Iowa City High School, Iowa City, IA  
Director: Dick Froeschle, Route #1, Box 34  
LeClaire, IA 52753

**NORTHWEST REGION** March 1  
WA, OR, ID, AK  
University of Portland, Portland, OR  
Director: Bill Critchfield, P.O. Box 244  
Corvallis, OR 97339

**WEST REGION** March 8  
CA, HI, NV, UT, AZ  
University of Las Vegas, Las Vegas, NV  
Director: Adrian Brubaker, 300 Orchid Drive  
Las Vegas, NV 89107

**WEST CENTRAL REGION** March 22  
NE, CO, KS, WY  
Wheatridge High School, Denver, CO  
Director: Don Oldfield, 1235 South Hudson St.  
Denver, CO 80222

**NORTHWEST CENTRAL REGION** March 1  
MT, ND, SD  
Lockwood High School, Billings, MT  
Director: Dave Todd, 1823 Ave. "E"  
Billings, MT 59102

**SOUTHEAST REGION** March 15  
MS, AL, GA, FL, SC  
Valdosta State, Valdosta, GA  
Director: Bill Cook, 201 Redwood Drive  
Dalton, GA 30720

**NEW ENGLAND REGION** April 5  
ME, NH, RI, MA, CT, VT  
Holyoke High School, Springfield, MA  
Director: Walt Kettelle, 594 Lafayette Road  
N. Kingston, RI 02852

**SOUTHWEST REGION** March 15  
NM, OK, TX, LA  
Cameron University, Lawton, OK  
Director: William Wolf, 1436 N. 40th  
Lawton, OK 73505

**NORTHEAST CENTRAL REGION** March 22  
PA, NY, NJ  
Coughlin High School, Wilkes-Barre, PA  
Director: Frank Bonner, 29 Tilbury Ave.  
Tilbury Terrace  
W. Nanticoke, PA 18634

**GREAT LAKES REGION** March 15  
MI, IN, OH  
University of Michigan, Ann Arbor, MI  
Director: Robert Bartolameoli, 22436 Edison  
Dearborn, MI 48124

**CENTRAL REGION** March 8  
MO, KY, TN, AR  
University of Tennessee, Martin, TN  
Director: Randall Smith, 203 Sheffield Pl.  
Franklin, TN 37064

## Finals

Elks National "Hoop Shoot" Contests finals will be held in the Market Square Arena, in Indianapolis, Indiana, April 18, 19, 20, 1986; National Headquarters, Hyatt Regency. The Elks/Basketball Hall of Fame Classic will take place April 19, 1986.

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## Falling Victim . . .

(Continued from preceding page)

ground.

### Promoters of Alternatives

This conversation, with its hidden threats and open promises, is neither illegal nor atypical. Dr. William Jarvis, chairman of the Department of Public Health Science, School of Allied Health Professionals, Loma Linda University in California, heads the National Council Against Health Fraud, a voluntary agency with 1,100 members. They are aware of some 18 national organizations promoting "alternatives" in cancer medicine. "Many of their adherents don't wait for people to call them. There's an evangelical quality to their behavior," Dr. Jarvis says. "Many of these people are convinced they are saving lives and opposing an obvious evil."

A number of practitioners are as convinced, Dr. Cassileth's research showed. Bear in mind, almost half of the 256 practitioners and clinics her team contacted refused to be interviewed, despite pledges of confidentiality and promises not to evaluate treatments in any way.

### Secret Methods

These people did not want to be asked questions of any kind by an outsider. But, of the 137 practitioners who did agree to be interviewed, 60 percent held verified M.D. degrees. (Their specialties ranged from internal medicine to psychiatry; no one in Dr. Cassileth's sample, however, was a trained oncologist, a specialist in cancer medicine.)

These facts surprised the researchers. Of the group who were willing to answer questions, "Many are well trained, few of them charge high fees, and many sincerely believe in the efficacy and rationality of their work," Dr. Cassileth comments.

But like those who would not talk at all, they deserve the term underground. Their methods are based on something secret. They welcome new patients to join them as they oppose a hostile medical world. They offer loving attention and a promise not to desert their patients. In exchange, they require belief in their method. The love and the promise feel wonderful. Their patients are asked to believe only what they long to believe. The result is a religious glow many visitors comment on. Fellow patients

bless each other and praise their would-be healer. The fervor buoys low spirits—the patients feel renewed energy and hope.

### The Patient Is to Blame

The catch comes later. The underground therapy is almost always failure-proof. It is the patient's fault if it fails. You came to us too late, patients are told. Previous treatment or an unclean lifestyle wrecked your chance to live. If only you'd known better.

The basic appeal of the "alternatives"—a sense of control, an ability to do something positive—means responsibility. The patient is responsible for curing himself. And, the patient is to blame for getting cancer in the first place.

Dr. Jimmie Holland: "Make no mistake, methods that require that patients accept the idea that they contributed to their cancer are not innocuous. These methods constitute a great psychological hazard."

Practitioners frequently accuse patients of failing to use the method properly. Minute deviations in routines are preventing the disease from going away. This guilt infects the family. Many metabolic and diet therapies require elaborate food preparation, operations that take five or six hours daily. The sick person rarely does this—members of the family do. They are to blame for an advancing cancer; they have failed to obtain or prepare correctly the life-saving ingredients.

### Selling Illusions

The laetrile banners have been lowered, folded up, and are now displayed only among friends—though highly profitable laetrile clinics continue to flourish in Mexico, the Philippines, the West Indies, and elsewhere. Immune therapy is the new rallying cry—and true to pattern, pressure to legalize Immuno-Augmentative Therapy (IAT) has been mounted in several states. Oklahoma succumbed in 1982, legalizing a treatment that displays all the classic hallmarks of a medical fraud. The argument is repeated: Even if this method is worthless, isn't hope a medicine?

Dr. Lerner and Dr. Jarvis each have an answer.

Dr. Lerner: "No one can ensure that only truly incurable patients go to quacks. Every doctor who deals with cancer can tell you at least one horrible story about a patient with potentially curable cancer who refused treatment and went for a quack cure.

The victim very rarely comes forward to talk about it afterwards. But, when the Minnesota State Legislature was considering a bill to legalize laetrile, a very brave young man named Mike Bachdahl did step forward. His chance of recovering from Hodgkin's disease should have been at least 80 percent, but his parents insisted he try something 'less toxic.' He testified about the pain of knowing what the decision had cost him. He was 19 years old. He died four months later—but the bill was shelved after this hearing, and in my mind, Minnesotans owe him a great debt."

Dr. Jarvis: "Even if a patient is dying, and even if the regimen is as benign as lemon water or meditation (and not all of them are), there is

something profoundly wrong in selling a dying person an illusion. By proselytizing the idea of not 'giving up,' the cancer underground keeps terminal patients on a roller-coaster of hope-and-despair-and-hope until the very end. The patient is robbed of time that might be used for something deeply important. Many people, in spite of the pain of facing death, use what's left of their lives to set things in order. At least they have the option. I believe in freedom from lies."

### Warnings

What can patients who want to make choices and be involved in their treatment do to protect themselves? Practitioners of underground medicine—the sincere and the cynical alike—share some common features, which should sound a warning for alert consumers.

- The practitioners are isolated from established scientific facilities. They often make this a virtue, and are quick to cite physicians of the past who faced opposition.

- Their method of treatment is secret and available only from them. They have an inside track on something wonderful, which they must shelter from hostile eyes.

- Their records are scanty; instead of data they depend on stories about cures of various individuals.

- If outside scientific or medical evaluations of their work have been made, they claim the examination was prejudiced against them.

- Their chief supporters are not fellow specialists in cancer medicine. Instead, medically naive politicians, actors, lawyers, and other converts applaud them.

And, in the new, more subtle world of the 1980s, there is something else cancer patients should do. As good consumers, they should be sure that their cancer specialists talk to them about the steps they can take to participate in their own care, steps to reduce stress or pain and to improve the chances that their therapy will be effective. Exercise, nutritious foods, meditation, imagery, and many other strategies may prove to be of great importance to many cancer patients.

Those who exploit cancer patients should not be allowed to claim a monopoly on these strategies. ■

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## State Association Conventions

State	Date	Place
AL	5/29 to 5/31	Birmingham
AK	5/15 to 5/17	Sitka
AZ	5/7 to 5/10	Tucson
AR	5/16 to 5/18	Hot Springs
CA & HI	5/14 to 5/17	Fresno, CA
CO	9/4 to 9/7	Colorado Springs
CT	6/6 to 6/8	Cromwell
FL	6/5 to 6/8	Kissimmee
GA	6/12 to 6/14	Jekyll Island
ID	6/13 to 6/15	Caldwell
IL	6/6 to 6/8	Peoria
IN	6/5 to 6/8	French Lick
IA	5/1 to 5/3	Des Moines
KS	5/1 to 5/4	Wichita
KY	5/29 to 5/31	Cold Springs
LA	3/21 to 3/23	Alexandria
ME	5/16 to 5/18	Saco
MD, DE & DC	6/20 to 6/22	Annapolis, MD
MA	6/13 to 6/15	Bretton Woods, NH
MI	5/16 to 5/18	Pontiac
MN	6/20 to 6/21	Bemidji
MS	5/2 to 5/4	Clarksdale
MO	4/25 to 4/27	St. Louis
MT	7/13 to 7/17	Bozeman
NE	6/6 to 6/8	North Platte
NV	6/18 to 6/21	Reno
NH	5/16 to 5/18	North Conway
NJ	6/5 to 6/8	Wildwood
NM	4/3 to 4/5	Farmington
NY	5/14 to 5/18	Kiamesha
NC	5/16 to 5/18	Wilmington
ND	6/14 to 6/16	Minot
OH	4/24 to 4/27	Columbus
OK	4/18 to 4/20	Oklahoma City
OR	5/1 to 5/3	Medford
PA	5/15 to 5/18	Erie
RI	5/2 to 5/4	Misquamicut
SC	6/19 to 6/22	Greenville
SD	6/5 to 6/7	Rapid City
TN	4/10 to 4/13	Nashville
TX	6/18 to 6/21	New Braunfels
UT	5/15 to 5/18	St. George
VT	5/31 to 6/2	Fairlee
VA	5/27 to 5/29	Charlottesville
WA	6/18 to 6/21	Tacoma
WV	8/7 to 8/10	Wheeling
WI	5/2 to 5/4	Fond Du Lac
WY	5/16 to 5/18	Rock Springs

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## Elks Family Shopper consumer/news

Individuals who want to eat healthfully can incorporate fast food into a balanced diet by varying their fast food selections, choosing menu items that contribute to nutrient needs, and choosing meals of appropriate calorie content, according to the report *Fast Food and the American Diet*, published by the American Council on Science and Health (ACSH), an independent scientific organization.

"Many people think that the foods served in fast food restaurants are substantially different in content and nutritional value from similar foods served at home. But in fact, it is the speed and style of service, rather than the food itself, which distinguishes fast food restaurants from others. It might be more accurate to refer to fast food as 'fast-service food,'" said ACSH Executive Director Dr. Elizabeth M. Whelan.

"Some of the nutritional limitations of fast food are inherent in the fast-service concept," Dr. Whelan added. "To keep service speedy, menus are kept short. This limits the variety of foods available. Since variety is important for good nutrition, meals eaten at fast-service restaurants should be incorporated into a varied diet that includes many types of food."

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## TIME SAVING IDEA:

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"Fast service also means heavy reliance on deep fat frying, a speedy form of preparation that increases a food's calorie count. If you're watching your weight, you should find out about the calorie contents of your favorite fast food items, so that you can avoid sabotaging your diet with a poorly chosen fast food meal."

The addition of salad bars to many fast food restaurant menus has increased the available sources of vitamin A and C and dietary fiber and has made it easier for individuals on low-calorie, low-sodium, or low-fat diets to select fast food meals that meet their special needs, the ACSH report notes. However, consumers who are observing special dietary restrictions should not assume that everything at the salad bar is suitable for them, ACSH warns. They need to choose salad ingredients and dressings wisely.

"Some of the supposed nutritional limitations of fast food are the fault of the consumer rather than the menu," said ACSH Research Associate Kathleen A. Meister. "For instance, fast food meals have been criticized because they are often low in calcium. However, high-calcium menu items—milk, shakes, or main dishes that contain cheese—are available in virtually all fast food restaurants. The problem is that people don't order them."

"The diets of many Americans, particularly women and teenage girls, do not meet the recommended allowance for calcium. Some women avoid milk because they're worried about its calorie count. Fast food restaurants could make it easier for customers to get the calcium they need by offering lowfat or skim milk, which has all the calcium of whole milk but fewer calories," she said.

To obtain a copy of *Fast Food and the American Diet*, send a self-addressed, stamped (39¢ postage), business-size (#10) envelope to Fast Food Report, ACSH, 47 Maple St., Summit, NJ 07901.

A passive alcohol sensor, built into a standard police flashlight, greatly improves detection of drunk drivers according to a new study by the Insurance Institute for Highway Safety.

Police officers hold the device near the driver's face for an electronic read-  
(Continued on page 47)



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## Ride up and down stairs safely.

Cheney has the lift you need. The deluxe Wecolator for straight, curved and spiral staircases or the economical Liberty™ Lifts for straight stairways. You'll ride safely from floor to floor in the home you love.

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COOPERATE  
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USE ZIP CODE NUMBERS  
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Mrs. Frederick D. Johnson  
221 S. 23rd Street  
West Highland Park  
Anytown, Kansas 80940

**1000**  
RETURN ADDRESS LABELS **\$1.49**

FREE MAILING BOX

1000 gummed economy name and address labels printed in black with ANY name, address, zip code. Up to 4 lines.  
Order \$717 Set of 1000 Economy Labels (boxed) . . \$1.49

**250**  
Crystal-Clear RETURN ADDRESS LABELS **\$2.98**

The color of your stationery shows through these transparent labels. Sharp black printing on self-stick see-through labels.  
Order P2031 Set of 250 Crystal-Clear Labels (boxed) \$2.98

STICKS AT A TOUCH

Mrs. Frank Meyer  
1156 Parkway Blvd.  
Academy Vista  
Anytown, Colo. 80940

**250**  
Self-Stick WHITE GLOSS LABELS **\$2.98**

Glossy white self-stick labels cling to any smooth surface — no moistening. Sharp black printing up to 4 lines.  
Order P6030 Set of 250 White Gloss Labels (boxed) \$2.98

**Walter Drake** 3293 Drake Bldg.  
Colorado Springs, CO 80940

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

\_\_\_\_\_ \$717 1000 Labels @ \$1.49 \$ \_\_\_\_\_  
\_\_\_\_\_ P2031 Crystal-Clear Labels @ \$2.98 \$ \_\_\_\_\_  
\_\_\_\_\_ P6030 White Gloss Labels @ 2.98 \$ \_\_\_\_\_  
Add 30¢ per set for shipping & handling \$ \_\_\_\_\_  
SATISFACTION GUARANTEED Total \$ \_\_\_\_\_

## Hard to believe it's not a diamond!

This incredible laboratory gem (now known as CZ in the trade) has all the fire and brilliance of the finest diamond! ... and you receive a printed LIFETIME GUARANTEE. LIMITED OFFER

• Polished and faceted exactly like a diamond



ONLY **\$7** a carat

We're practically giving them away at this price to introduce you to this amazing scientific development (even made front page of Wall St. Journal).

Yes, it looks so much like a diamond, that the "20/20" news team was able to fool the experts. They took these CZ gems around to the New York Diamond Mart, and jewelers appraised them as diamonds ... on nationwide TV!

**A one carat diamond of this clarity and color would sell for \$10,000!**

FULL MONEY-BACK GUARANTEE If these CZ gems don't amaze you and fool your friends, we'll buy them back. Just return within 30 days for total refund.

### Gem 1

Manufacturing Jewelers

Call Us Toll-Free 1 800 435-4361 or use the coupon below

-----SATISFACTION GUARANTEED-MAIL TODAY-----

**Gem 1, Dept. E 2**  
P.O. Box 700, Boulder City, NV 89005  
Yes, please rush my CZ's, on full money-back guarantee.



- Send \_\_\_ Round 1 carat \$7 each (Reg. \$27)
- Send \_\_\_ Round 2 carat \$14 each (Reg. \$54)
- Send \_\_\_ Marquis 1 carat \$17 each (Reg. \$54)
- Send \_\_\_ Pear 1 carat \$17 each (Reg. \$54)
- Send \_\_\_ Emer. Cut 1 carat \$17 each (Reg. \$54)

Please limit 6 stones. Free color catalog of our 14K gold and CZ jewelry included with each order. Add \$1.60 for mailing and handling. (Nevada residents add 5.75% sales tax.) Only 2-3 weeks delivery. (Sorry, no C.O.D. orders)

my check or money order is enclosed  
CHARGE TO MY:  Master Card  VISA  
 American Express  Diners Club

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

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

Address \_\_\_\_\_

City \_\_\_\_\_

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

**Gem 1, Manufacturing Jewelers, Las Vegas, NV**

**LAKELAND NURSERY SALES**

Dept. NL-2466, Bldg. #5, Hanover, PA 17333

Kindly send HARDY LAVENDER PLANTS (L127126E) on full money-back guarantee as indicated.

- 1 for just \$1.88 plus .90c postage & handling
- 3 for just \$3.88 plus \$1.60 postage & handling
- 6 for just \$5.88 plus \$2.25 postage & handling
- 12 for just \$9.88 plus \$3.90 postage & handling

Enclosed is \$\_\_\_\_\_ (PA res. & Nev. res. add sales tax)

**CHARGE IT:**  American Express  Diners' Club  
 Visa  Master Charge

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

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

**ADDRESS** \_\_\_\_\_

**CITY** \_\_\_\_\_

**STATE** \_\_\_\_\_ **ZIP** \_\_\_\_\_

Check here and send .50 for a year's subscription to our full-color nursery catalog. (L-389957X)

**LAKELAND'S DOUBLE GUARANTEE**

All plants must arrive in perfect condition. If you are not totally satisfied with any item you order, return within 10 days for a prompt replacement or refund of purchase price (except post. & hdg.). And, all plants must thrive after planting, or return anytime within 3 months for prompt replacement—no questions asked!

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See Advertisement Inside Back Cover

**U.S. NAVY LAST SHOES** **27<sup>95</sup>** For Pair While they last GET 2 Pairs for \$55

HABAND 265 N. 9th St., Paterson, N.J. 07530  
Eye Eye Sir! Send me \_\_\_\_\_ pairs of these Navy Last Shoes as specified below.

FIND YOUR SIZE HERE			
MEDIUM (D) WIDTH		*WIDE (EEE)	
6 1/2-7 1/2-8-8 1/2-9-9 1/2		Add \$1 per pair for wide sizes	
10-10 1/2-11-12-13		6 1/2-7 1/2-8-8 1/2-9-9 1/2	
		10-10 1/2-11-12-13	
450	STYLE	HOW MANY?	WHAT SIZE? WHAT WIDTH?
A	Black Oxford		
C	Black Loafer		
E	Black "Valcro" Strap		

Guarantee: If upon receipt, I do not choose to wear the shoes, I may return them within 30 days for a full refund of every penny paid you.  PAYMENT ENCLOSED Or charge:  VISA  MC

Acct. # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name \_\_\_\_\_ Street \_\_\_\_\_ Apt. # \_\_\_\_\_

City/State \_\_\_\_\_ Zip \_\_\_\_\_  
HABAND is a conscientious family business, serving over 3 million customers across the U.S.A. since 1925.

See Advertisement Outside Back Cover

Haband's 100% "Fortrel" Polyester DoubleKnit CAVALRY TWILL EXECUTIVE SLACKS **2 Pairs for 21<sup>95</sup>** 3 for 32.50 4/43.25

HABAND COMPANY 265 N. 9th St., Paterson, NJ 07530  
Yes! Send me \_\_\_\_\_ pairs, for which I enclose \$ \_\_\_\_\_ plus \$1.95 toward postage and handling.

OR CHARGE:	03C	COLOR	How Many	What Waist	What Inseam
<input type="checkbox"/> Visa	K	Saddle Tan			
<input type="checkbox"/> MasterCard	P	Pearl			
Exp. # _____	A	Natural			
GUARANTEE: If on receipt you are not 100% delighted, return the slacks within 30 days for a full refund of every penny you paid us!	B	Navy			
	G	Lt. Blue			

7DH-03C

Name \_\_\_\_\_ Street \_\_\_\_\_ Apt. # \_\_\_\_\_

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

Buy Duck Stamps



for the FUTURE of WATERFOWL  
At most Post Offices and National Wildlife Refuges

**DO-IT-YOURSELF KITS**

**BUILD YOUR OWN GRANDFATHER CLOCK**



Prices Starting **\$280** Under (including movement and dial)

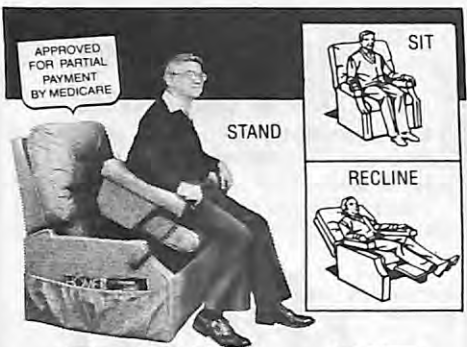
- Do-it-yourself case kit, parts pre-cut
- Finished clocks
- Solid 3/4" hardwoods: black walnut, cherry, oak
- Heirloom quality
- Factory direct prices
- Solid brass West German chiming movements
- Money back guarantee
- Prompt shipment
- No woodworking experience necessary

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WORLD'S LARGEST MANUFACTURER OF GRANDFATHER CLOCKS  
Dept. 1841, Emperor Industrial Park  
Fairhope, Alabama 36532 • Phone 1-205-928-2316  
I am interested in  Do-It-Yourself Kits  Finished Clocks

Name \_\_\_\_\_ Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ (please print)



**STAND or SIT WITHOUT HELP!**

If you or a loved one has difficulty rising or sitting, you can get the FREE facts about how to regain the freedom of mobility with an EASY-LIFT® cushion lifting chair. At the touch of a finger, the EASY-LIFT cushion lifting chair gently raises a person to standing position—or lowers him or her to a sitting position. And EASY-LIFT cushion lifting chairs are available in three styles.

Send NOW for your FREE Fact Kit, or call toll-free at 1-800-821-2041. (In Missouri call collect: 816-763-3100.)

**AMERICAN STAIR-GLIDE CORP.**  
Dept. E-0386, 4001 E. 138th St.  
P.O. Box B, Grandview, MO 64030  
Please send me the FREE Fact Kit on the Medicare-approved EASY-LIFT cushion lifting chair. I understand there is no obligation. Telephone # \_\_\_\_\_  
Name \_\_\_\_\_ Address \_\_\_\_\_ Apt. No. \_\_\_\_\_ City \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**FREE FACT KIT**



**HERNIA BRIEFS** Medicare Pays 80%

**BRAND NEW** - No truss, belts or hard pads. Wash and wear. 88% cotton. Wear 24 hrs. Looks like regular underbrief. Operation not necessary. Write or call for free picture brochure in plain wrapper.

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HPH CORP (Ortho./Med. Mfg) Dept. 6K  
14120 S.W. 142 Ave., Miami, FL 33186



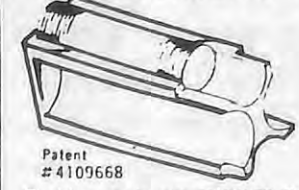
**GIANT CAST IRON PIGGY BANK**

only \$9<sup>99</sup>

An inspiration for savers—and collectors! A most unusual door stop or hearth decoration too, as this hog is made from 100 year old antique foundry moulds. Not your everyday, run-of-the-mill piggy bank—he weighs a hefty 4 pounds and is nearly a foot long. With his voracious appetite this amazingly realistic porker can hold hundreds of dollars, MC, VISA.

Special: two for \$19.00 + \$4.95 shipg.  
**ESSEX HOUSE**  
Dept. E3-6, Rahway, NJ 07065

**COIN COUNTER & PACKAGER**



**\$3.50**  
2 for \$6.00  
3 for \$8.00  
plus 50c each (p-h)

Enables you to accurately count pennies, nickels, dimes & quarters in standard amounts and easily place them into standard tubular coin wrappers. Plastic and pocket size.

Dealer inquiries invited  
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**"I THINK IT'S A MIRACLE I'M FREE FROM PSORIASIS"**

SEND FOR FREE INFORMATION  
"Had psoriasis since I was 19, now going on 81. Under my arms, between my legs. I've been free from psoriasis over 6 months now. I think it's a miracle. Dr. knows what it's all about, he has a cure, no mistake about that. God bless Dr. Connolly."  
M.U. . . . I.L.  
PSORIASIS CLINIC DEPT.EM-36 RTE. 1 PONTIAC, IL 61764

## Elks Family Shopper consumer/news

out of the motorist's blood alcohol concentration (BAC).

A police field test using the passive alcohol sensors detected 68 percent of drivers with BACs of 0.10 or greater and 45 percent of drivers with BACs of 0.05-0.099 compared with 45 percent and 24 percent respectively using conventional detection methods. It also reduced the number of unnecessary detained drivers by 10 percent.

\*\*\*

The restoration of the American Elm, once this country's most popular shade tree, has begun. According to Elm Research Institute, nurseries filled with new disease-resistant American Liberty elms, donated by citizens and tended by local Boy Scout troops, are springing up on Main Streets, town commons and front lawns of churches and schools across the country.

Your local Boy Scouts can turn a 10x20-foot strip of donated land into a nursery. A parking space will hold up to 100 trees until the elms are ready for transplanting to public places in three to four years.

If you would like to donate land for an elm nursery or purchase a tree, call toll-free 1-800-FOR ELMS or contact your local Boy Scout Council and tell them you want to be a part of the new "Johnny Elmseed" program.

# FREE FOR Tall & Big Men

## THE KING-SIZE CO.® GUARANTEE:

If any item you order doesn't fit right — even after wearing, washing or dry cleaning — you can return it for a complete refund or exchange.



**Yes! Send me your free 72 page color Catalog of great-looking clothes guaranteed to fit!**

I'm sick and tired of stores that force me to compromise on quality and style! Please send me your new Catalog so I can shop conveniently by mail, in my own home!

I want to see your terrific selection of brand-name shirts, slacks, jeans, jackets, sportswear, work clothes, boots, and shoes. With sleeve and inseam lengths to 38". Necks to 22". Waists to 66". And footwear to size 16EEEE.

Name \_\_\_\_\_  
(Please print)  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
My telephone number (\_\_\_\_\_) \_\_\_\_\_

**The King-Size Co.**

1496 King-Size Bldg.,  
Brockton, MA 02402

Advertisement

Advertisement

# Small Firm's New Golf Ball Draws Hole-in-One Letters from All Over U.S.

**Seller Guarantees Ball Will Cut  
Strokes—or Money Back**

**64 Times More Accurate**

By Mike Henson

NORWALK, CT—A small company in Connecticut is selling what might be the most hook-free, slice-free ball in golf. Unsolicited hole-in-one letters from men and women all over the U.S. suggest it is 64 times more accurate than a well-known distance ball. Some report holes-in-one the first time they use it!

The ball is called Guidestar and its unusual accuracy comes from a new, patented, oversized core that helps control it like a gyroscope. Because the core maintains near-perfect balance, it reduces the chance of an abnormal spin caused by an imperfect stroke. Abnormal spins are what cause a ball to hook or slice.

The company has conducted many tests on the ball, but the best proof of its accuracy comes from a file-full of letters like these: "Shot my first hole-in-one the first time I used Guidestar on my home course. Great Balls! . . ." "After 26 years of golf during my first round with Guidestar I made a hole-in-one!"

There is even a letter from New Zealand where a minister scored a hole-in-one with the ball.

The ball is extremely lively and high compression. Bounce it on a concrete floor and it comes back at you like a rifle shot.

According to a spokesman, "The Guidestar will equal any pro-line ball on distance, but on accuracy they are no

match for it, and accuracy is what counts. It's not fun hacking through bushes looking for a ball that suddenly went left or right. These hole-in-one letters are the best proof we could have that Guidestar's patented core helps keep shots down the middle."

In light of tests and that file-full of hole-in-one letters, the company guarantees Guidestar will cut a golfer's score dramatically. If it doesn't they will take back the balls within 30 days used, and refund their price promptly.

They also guarantee Guidestar's patented construction will save a golfer money. If he ever cuts one, he can get *three new ones free*, if he returns the damaged ball with 50¢ for postage.

If you want to save money on lost and damaged balls, cut strokes and (who knows?) watch breathlessly on a par 3 as Guidestar's new, patented core carries your tee-shot toward the cup!—then try this new ball. You can't lose. A refund is guaranteed if you don't cut strokes.

To order Guidestar send your name and address to the National Golf Center (Dept. G-279), 500 S. Broad St., Meriden, CT 06450; (or call 203-238-2712). Include \$21.95 (plus \$1.75 shipping) for one dozen; \$19 each for two dozen or more. Six dozen cost only \$99. *Free shipping on two or more dozen.* You can split your order between white and **Hi-Vision yellow on a dozen basis.**

To charge it include your card's name, account number and expiration date. No P. O. Boxes, please; all shipments are UPS. CT and NY must add sales tax.

Guidestar conforms to U.S.G.A. Rules and can be used in tournament play.

©Bost Enterprises, Inc. 1986

## Hideaways . . .

(Continued from page 35)

drawn sleighs turn Woodstock into a holiday scene. Church bells cast by Paul Revere echo through the foothills and, when Christmas arrives, trees are tied to parking meters lining the village's peaceful streets.

In this roundup of special places I've visited during 25 years while writing for *The Elks Magazine*, I can't pass up another mention of Constitution Oak Farm in northwestern Connecticut. Although meals aren't served at Constitution Oak Farm, a coffee pot is left warming on the stove and there's a toaster for those who bring their own fixings. Entering the old farmhouse, one recalls an earlier time when a precious innocence prevailed across America. Doors remain unlocked, floors squeak and soft lights glow in each of the 18 rooms with their down comforters, country furnishings and welcome silence. Like the others, Constitution Oak Farm is a special place that rates high marks in our latest file of Unusual Hideaways, U.S.A.

For details, contact:

La Mancha, 444 Avenida Caballeros, Palm Springs, CA 92262. (Mailing address: P.O. Box 340, Palm Springs, CA 92263.) Telephone (619) 323-1773.

Ingleside Inn, 200 West Ramon Road, Palm Springs, CA 92262. Telephone (619) 325-0046.

Petite Auberge, 863 Bush St., San Francisco, CA 94108. Telephone (415) 928-6000.

Heritage House, Little River, CA 95456. Telephone (707) 937-5885.

Bordeaux House, 6711 Washington St., Yountville, CA 94599. (Mailing address: P.O. Box 2766, Yountville, CA 94599.) Telephone (707) 944-2855.

San Ysidro Ranch, 900 San Ysidro Lane, Montecito, CA 93108. Telephone (805) 969-5046.

Britt House, 406 Maple St., San Diego, CA 92103. Telephone (619) 234-2926.

Salishan Lodge, Gleneden Beach, OR 97388. Telephone (503) 764-2371.

Rancho de Los Caballeros, Box 1148, Wickenburg, AZ 85358. Telephone (602) 684-5484.

Kay El Bar Ranch, Box 2480, Wickenburg, AZ 85358. Telephone

(602) 684-7593.

The Darling Family Inn, Route 100, Weston, VT 05161. Telephone (802) 824-3223.

Woodstock Inn, 14 The Green, Woodstock, VT 05091. Telephone (802) 457-1100.

The Golden Lamb Buttery, P.O. Box 110, Pomfret Center, CT 06259. Telephone (203) 774-4423.

Constitution Oak Farm, Beardsley Road, Kent, CT 06757. Telephone (203) 354-6495.

Some recommended reading for Elks searching for unusual inns:

*Very Special Places* by Ian Keown (Collier Books).

*Country Inns and Back Roads*, Norman T. Simpson (The Berkshire Traveller Press).

*Bed & Breakfast America*, John

Thaxton (Burt Franklin & Co.).

*Country Inns of the Far West*, Jacqueline Killeen (101 Productions, San Francisco).

Other references:

The American Bed & Breakfast Association publishes *A Treasury of Bed & Breakfast* describing nearly 3,000 inns and guest houses in the U.S. and Canada. Write to AB&BA, P.O. Box 23294, Washington, DC 20026.

More than 600 shelters are listed in *Bed & Breakfast U.S.A.* by Betty Rundback and Nancy Kramer (E. P. Dutton) along with 100 reservation services.

You'll find hundreds of choices (the U.S. and Canada) in William T. Simpson's *Bed & Breakfast American Style* (Berkshire Traveller Press). ■

## Deported Brothers

**PAST DISTRICT DEPUTY** Clyde W. Nash of Bristol, PA, Lodge died recently. Brother Nash served as District Deputy Grand Exalted Ruler for the Southeast District of Pennsylvania in 1976-77.

**PAST DISTRICT DEPUTY** Mario J. (Ronnie) Repice of Warrington, FL, Lodge died recently. Brother Repice served as District Deputy Grand Exalted Ruler for the Northwest District of Florida in 1980-81.

**PAST DISTRICT DEPUTY** Stephen Dupay of Berea, OH, Lodge died October 28, 1985. Brother Dupay served as District Deputy Grand Exalted Ruler for the Northeast North District of Ohio in 1979-80.

**PAST DISTRICT DEPUTY** Jacob F. Federer of Sheboygan, WI, Lodge died November 12, 1985. Brother Federer served as District Deputy Grand Exalted Ruler for the Northeast District of Wisconsin in 1937-38.

**PAST DISTRICT DEPUTY** James H. Webb of Hot Springs, AR, Lodge died November 17, 1985. Brother Webb served as District Deputy Grand Exalted Ruler for the West District of Arkansas in 1957-58 and again in 1962-63. He was also a past president of the Arkansas State Elks Association.

**PAST DISTRICT DEPUTY** Harold Suhrbier of Port Clinton, OH, Lodge died December 3, 1985. Brother Suhrbier served as District Deputy Grand Exalted

Ruler for the Northwest District of Ohio in 1984-85.

**PAST DISTRICT DEPUTY** Russell W. Phillips of Jeffersonville, IN, Lodge died December 7, 1985. Brother Phillips served as District Deputy Grand Exalted Ruler for the Southeast District of Indiana in 1974-75. He was also a past president of the Indiana Elks Association.

**PAST DISTRICT DEPUTY** Preston W. Loveland, Jr. of Jeffersonville, IN, Lodge died December 11, 1985. Brother Loveland served as District Deputy Grand Exalted Ruler for the Southeast District of Indiana in 1980-81.

**PAST DISTRICT DEPUTY** Robert L. Gay of Natick, MA, Lodge died December 19, 1985. Brother Gay served as District Deputy Grand Exalted Ruler for the East Central District of Massachusetts in 1972-73.

**PAST DISTRICT DEPUTY** Albert F. First of Dowagiac, MI, Lodge died December 29, 1985. Brother First served as District Deputy Grand Exalted Ruler for the Southwest District of Michigan in 1966-67.

**PAST DISTRICT DEPUTY** Harry W. Ryan of Williamson, WV, Lodge died December 30, 1985. Brother Ryan served as District Deputy Grand Exalted Ruler for the South District of West Virginia in 1958-59. He was the secretary of his lodge for 23 years.

IMPORTED

# U.S. NAVY LAST SHOES

# 27<sup>95</sup>

PER PAIR

**ALL SIZES**  
6 1/2 to 13  
D & EEE

Genuine U.S. Navy Last  
100% Leather  
**AUTHORIZED FOR PRIVATE USE!**  
**ORDER DIRECT!**

## IT IS NO MILITARY SECRET!

Black Oxfords

## U.S. NAVY LAST SHOES

# 27<sup>95</sup>

Per Pair

While they last  
GET 2 Pairs  
for \$55

You can't buy a better designed pair of shoes for Fit and Comfort and Long Wear than this world famous classic designed for and by the U.S. Navy! Now Haband, the mail order people from Paterson, NJ, have a huge surplus on hand and available to the general public — while they last — only \$27.95 a pair!

- ★ Genuine Leather Uppers!
- ★ Genuine Leather Sole!
- ★ Genuine Rubber Heel!
- ★ Genuine Goodyear Welt Construction!

If you can act at once, here is the best shoe value you could see in a lifetime! At \$27.95 a pair, you can afford the very best. Order on money-back approval — Mail this coupon today!



Black Loafer

Black "Velcro" Strap

**HABAND** 265 N. 9th St., Paterson, N.J. 07530  
*Aye Aye, Sir!* Send me \_\_\_\_\_ pairs of these Navy Last Shoes as specified below.

### FIND YOUR SIZE HERE

<b>MEDIUM (D) WIDTH</b>	<b>*WIDE (EEE) —</b>	<b>ADD \$1 PER PAIR FOR WIDE SIZES</b>
6 1/2 - 7 - 7 1/2 - 8 - 8 1/2 - 9 - 9 1/2	6 1/2 - 7 - 7 1/2 - 8 - 8 1/2 - 9 - 9 1/2	
10 - 10 1/2 - 11 - 12 - 13	10 - 10 1/2 - 11 - 12 - 13	

45Q	STYLE	HOW MANY?	WHAT SIZE?	WHAT WIDTH?
A	Black Oxford			
C	Black Loafer			
E	Black "Velcro" Strap			

**Guarantee:** If upon receipt, I do not choose to wear the shoes, I may return them within 30 days for a full refund of every penny I paid you.

<b>PRICE</b>	\$
PLEASE ADD \$2.40 TOWARD POSTAGE & HANDLING	\$ 2.40
* WIDE WIDTH Size Charge	
<b>TOTAL</b>	\$

PAYMENT ENCLOSED Or Charge:  Visa  MC

Acct. # \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_

NAME \_\_\_\_\_ 7DJ-45Q

STREET \_\_\_\_\_ APT. # \_\_\_\_\_

CITY \_\_\_\_\_

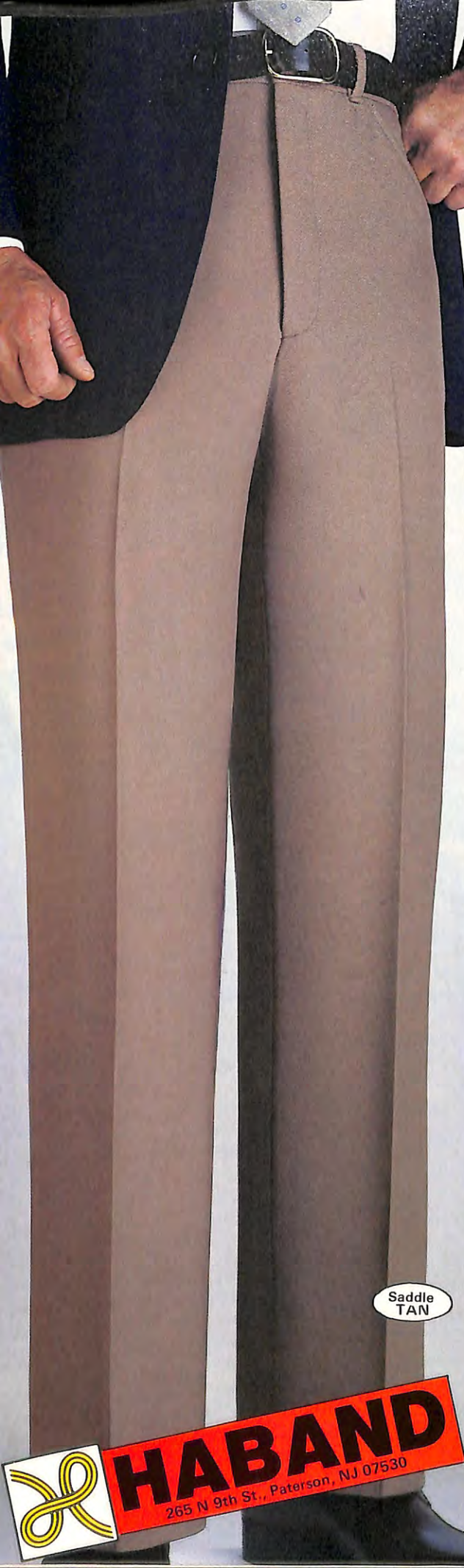
STATE \_\_\_\_\_ ZIP \_\_\_\_\_

HABAND is a conscientious family business, serving over 3 million customers across the U.S.A. since 1925.



# HABAND

265 N. 9th Street  
Paterson, NJ 07530



Presenting Haband's

# CAVALRY TWILL Executive Slacks

**2** Pairs for Only **21<sup>95</sup>**

Gentlemen, stand by to be amazed! Cavalry Twill Dress Slacks have been a masculine favorite from the Khyber Pass British Cavalry days to the Parade Dress Uniform of the Prussian Palace Guards to the Officers' Club in the Great American Southwest.

Now Haband, the mail order people from Paterson, N.J., have perfected their time-tested 100% Polyester DoubleKnit in a striking Four Star Executive Caliber Cavalry Twill Edition:

★ **DISTINCTIVE 45° MASCULINE TWILL RIBS**

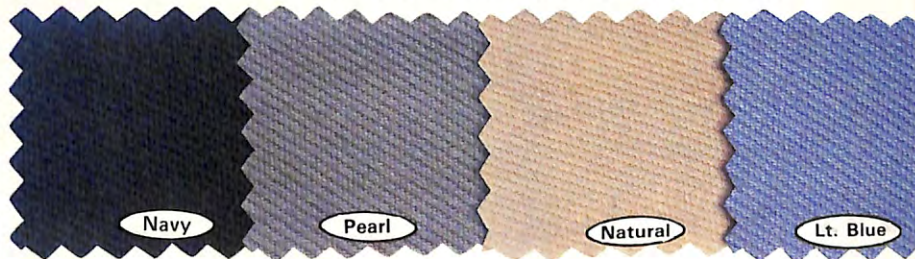
★ **TOUGH NO WRINKLE LONG WEAR**

★ **EXCEPTIONAL COMFORT S-T-R-E-T-C-H**

★ **100% EASY CARE NO-IRON WASH & WEAR**

**SHOP AND COMPARE!** Look around in the expensive shop windows and see what top fashion Cavalry Twill Slacks are selling for. You will probably fall in love with the fabric but be turned off by the price. That's when you should remember there's a Haband — right here, right now — with 1986 Executive Cavalry Twill Dress Slacks in your colors, your size, at your service and to the rescue! **TWO PAIRS ONLY 21.95!!**

**FIVE COLORS TO CHOOSE**, to see yourself at home, no driving around, no shopping necessary. And 100% made in the U.S.A., of course!



Haband's 100% "Fortrel®" Polyester DoubleKnit

## CAVALRY TWILL EXECUTIVE SLACKS

**2** Pairs for Only **21<sup>95</sup>**  
3 for 32.50  
4/43.25

HABAND COMPANY  
265 N. 9th St., Paterson, NJ 07530

Yessir! Send me ..... pairs, for which I enclose \$ ..... plus \$1.95 toward postage and handling.

Or Charge  VISA  MasterCard

Acct# .....

Exp. / .....

**GUARANTEE:** If on receipt you are not 100% delighted, return the slacks within 30 days for a full refund of every penny you paid us!

7DH-03C

Name ..... Apt. # .....

Street .....

City .....

State ..... Zip .....

**IS YOUR SIZE ON THIS CHART?**

Waists: 30-32-34-35-36-37-38-39-40-41-42-43-44. Please add \$1.50 per pair for waist sizes: 46-48-50-52-54.

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

03C	COLOR	HOW MANY?	WHAT SIZE?	WHAT INSEAM?
K	Saddle Tan			
P	Pearl			
A	Natural			
B	Navy			
G	Lt. Blue			

Saddle TAN

**HABAND**  
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