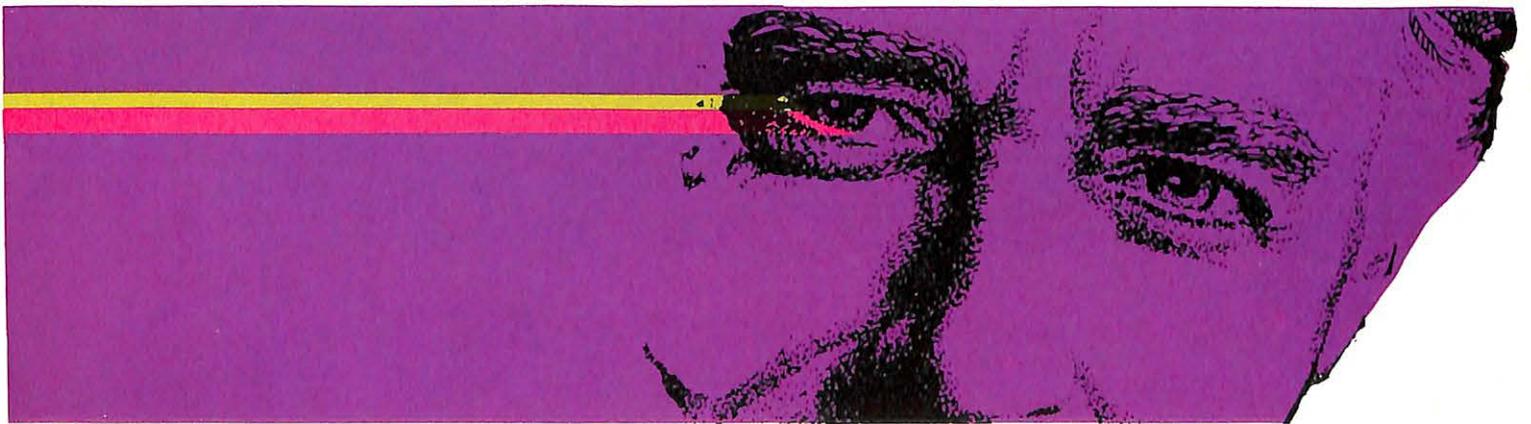
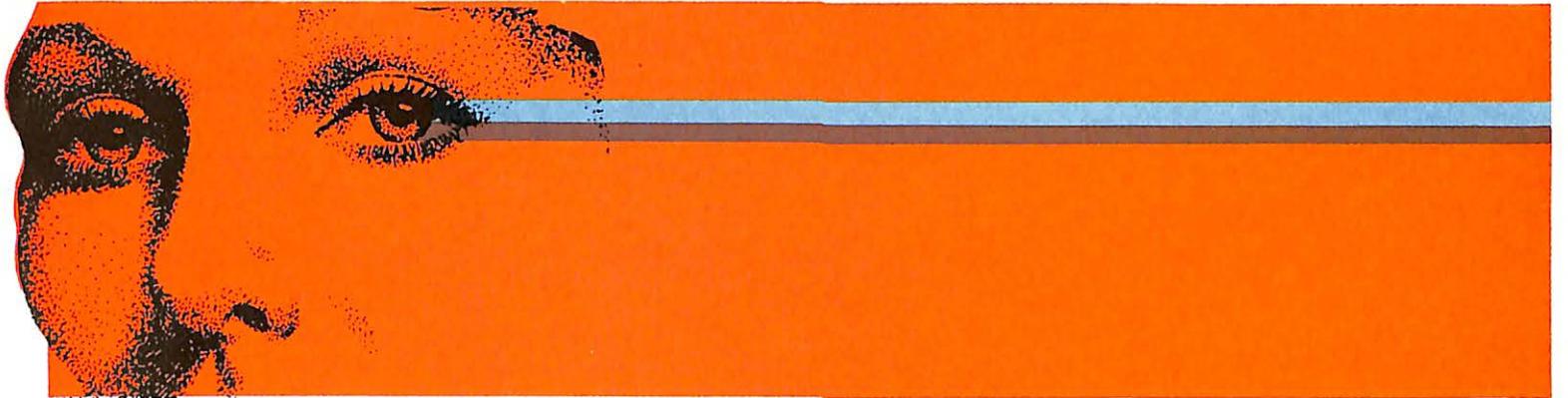
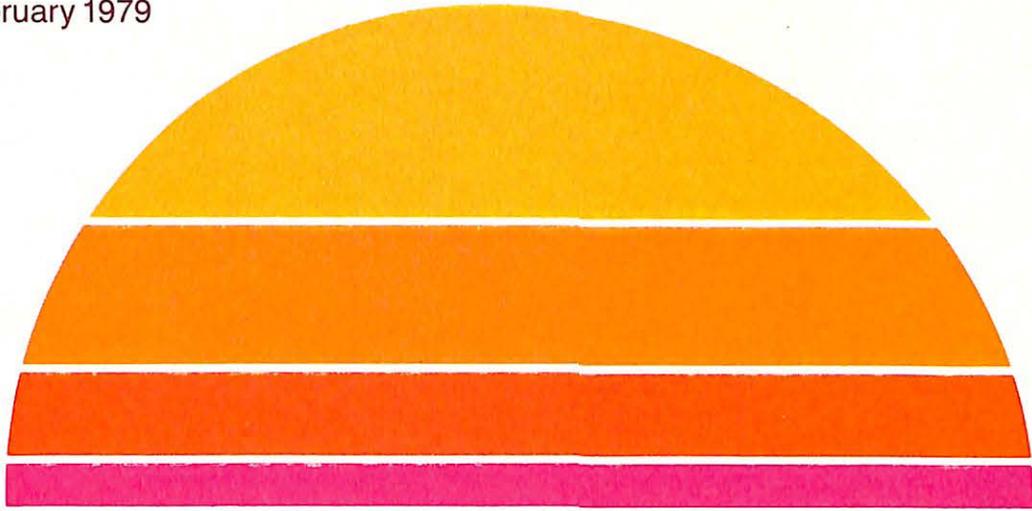
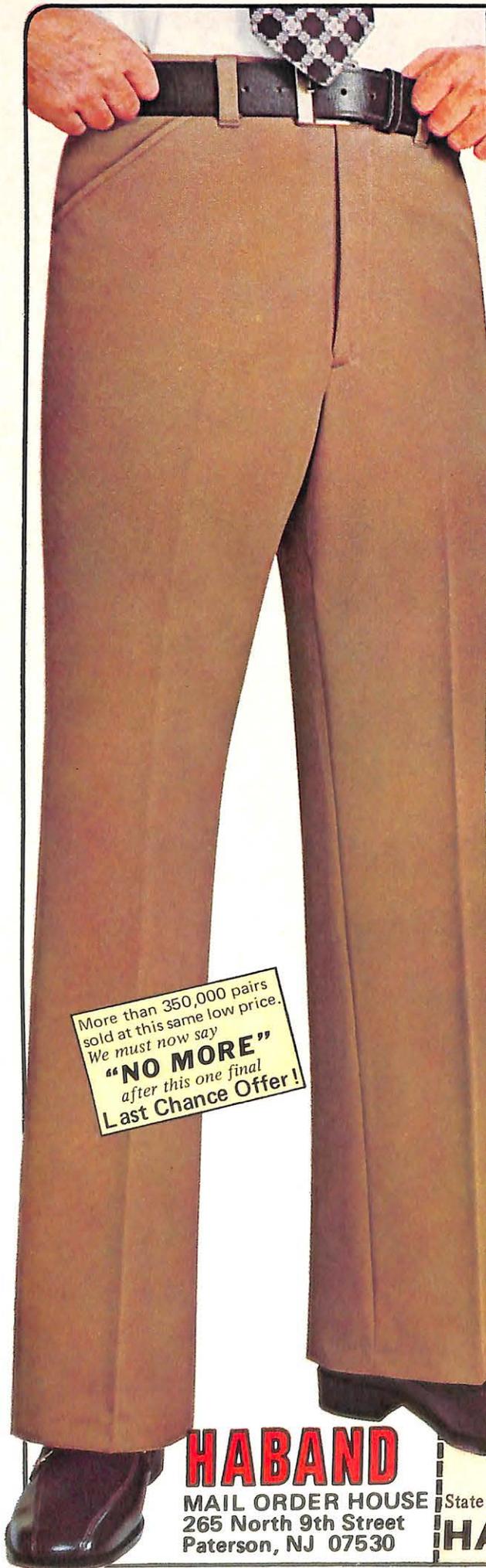


the
Elks
magazine
February 1979



**COLOR
YOUR WORLD**



LAST CHANCE!

This could be the **LAST TIME** you'll see **2** Pairs of Executive SLACKS for **17⁹⁵**

Gentlemen: Beware the Runaway Inflation! If you think you may be needing some good new executive slacks soon for business or vacation, GRAB THIS VALUE and be sure you have your full supply before rampant inflation blows prices up again! Haband, the mail order people from Paterson, NJ, have sold more than 350,000 pairs of top grade made in U.S.A. Executive Dress Slacks at 2 for 17.95 and are now down to our last 30,000 pairs we can ever sell. In your exact size and color choice, at the lowest cost they'll ever be made again!

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100% NO IRON Permanent Press WASH & WEAR TWO PAIRS for 17.95!

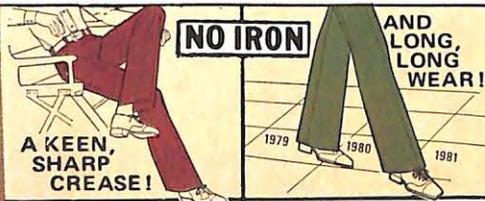
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"... We might undo, with a few ill-chosen words, much that has been accomplished in the past."

RESOLVING CONFLICTS



A
MESSAGE
FROM THE
GRAND
EXALTED RULER

SINCE THE BIRTH of the Elks in February, 1868, our Order has had its share of difficulties generated from within and without its ranks. Disruptions from within are relatively easy to handle; those aroused by "outsiders" generally prove to be a bit more tacky.

ONE OF the first recorded internal disorders concerned the name to be chosen by the group.

CHARLES VIVIAN, the founder, felt that a British tone should underlie the philosophy of the new organization. He selected the name, "The Royal Antediluvian Order of Buffaloes," or simply, "The Buffaloes." Others insisted upon something more distinctly American and opposed Vivian's idea.

AFTER THE DEATH of a member, the "Jolly Corks" (as the group called themselves) decided that they must become a more benevolent and protective organization and abandon some of the frivolity that had characterized them. After investigation, some members discovered that the Elk was "fleet of foot, timorous of wrong, but ever ready for combat in defense of self or the female of the species." This seemed to fit their thinking, and hence the name, "Benevolent and Protective Order of Elks," was adopted, a name significant of the intention and philosophy of the organization. The vote, interestingly enough, was not too different from many of our votes today. It was close, 8 to 7. There were other conflicts, each as easily solved. There will, I am sure, be more.

PROBLEMS imposed upon us by "outsiders" sometimes become a bit more difficult. Unless we are extremely careful, we might undo, with a few ill-chosen words, much that has been accomplished in the past.

EVERY ONE of us has had the misfortune of being confronted with some individual who insists that, "The Elks don't do enough for this or that organization," or, "We expect more help from the Elks for this worthy cause." Forgotten is the effort and enthusiasm that has gone into the work of Scholarships, "Hoop Shoot" contests for youth, National Service efforts, and many other areas. "But that was yesterday. What are you doing for us today and tomorrow?"

WE HAVE TO remember that those who would impose upon us programs beyond our scope are well-intentioned people, always willing to suggest work for others but rarely interested in doing it themselves. They are, as the man said, people whom we cannot love because they won't let us; people whom we cannot hate because we won't permit it; but people whom we can tolerate because it is the best thing to do.

OUR FOUNDERS left us a philosophy in our heritage. "Show great patience and understanding always; tolerance and forbearance when necessary." With this idea in mind, conflicts from within or without our ranks can and will be resolved. We must continue to expend every effort and exert extreme enthusiasm in all our present projects. We shall add what we can, but remain within the scope and limits of our endowments.

Leonard J. Bristol

Leonard J. Bristol



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the ELKS magazine

VOL. 57, NO. 9 / FEBRUARY, 1979

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

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Some colors stimulate, others irritate, and the wrong combination may invite chaos.

"Color affects your every waking moment," say color scientists at General Electric's research laboratories. "The booming science of color engineering has documented that color influences your mood and appetite and even the speed of your muscular reactions."

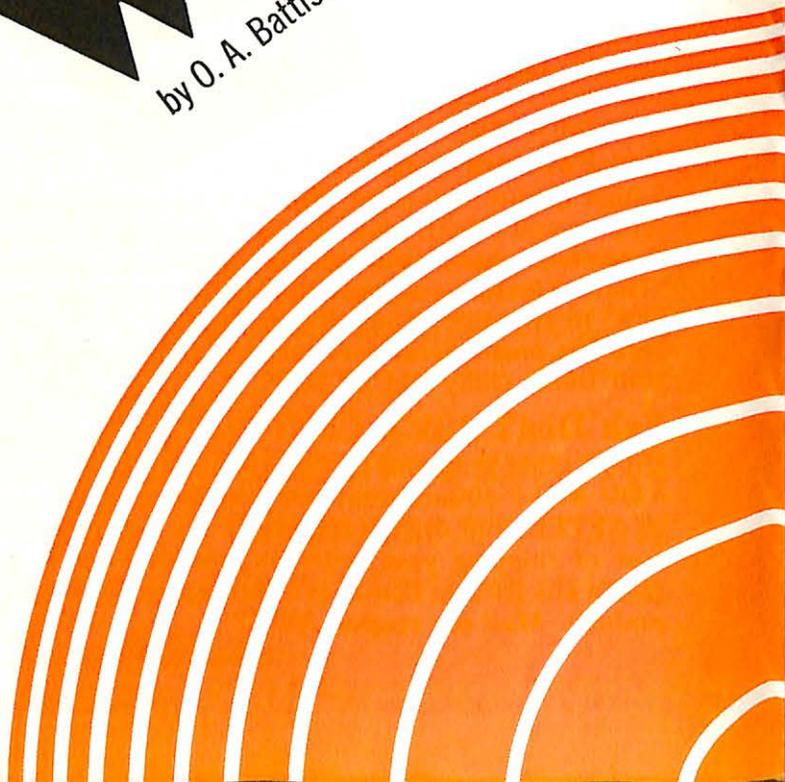
The chances are, if you pause and reflect a moment, you will quickly understand the truth of this statement. For example you slide out of bed in the morning from under rose-colored blankets, detecting a dark brown taste in your mouth. In the bathroom, you reach for the red toothbrush and blue towel. After choosing a tan, blue, or gray suit with tie to match, you go down to breakfast. Your wife sends you right back to replace the tie with one more to her taste. Back at breakfast, the coffee must be golden brown, not greenish, toast red-brown, not black; and the yolk of your egg orange, not purple. This magic role of color in your life has convinced American industrialists that the rainbow is a pot of gold. They can prove by their profit statements that color engineering in their products can win the consumer's nod more readily than an equally functional but less attractive one. As a result of this growing allegiance our world is much brighter, in literal terms at least, than it was even ten years ago.

Scientists, who have been busy for years unlocking the secrets of the rainbow, have unearthed some amazing facts about color. For example, their studies have shown that dark-colored objects will almost invariably be adjudged heavier than light-colored objects. The average person is inclined to underestimate the temperature of a blue room and overestimate the temperature of a red room. Information released by one "color engineering" firm, Howard Ketchum, Inc., showed clearly that the same sound can seem loudest in white rooms and softest in purple rooms.

Recently, a clear example of color engineering at work occurred when an electronics firm in Dallas, Texas opened up a new ultramodern cafeteria for its employees. A lot of money had been spent on the cafeteria to make it

COLOUR YOUR WORLD

by O. A. Battista





comfortable and restful. There was an acoustical ceiling, for example, and knotty pine paneling covered the lower half of the walls. But employees avoided the cafeteria like the plague. Many of them walked long distances to patronize other plant dining facilities, insisting that the food was better.

Company officials were puzzled since the food for all of the cafeterias was prepared in one kitchen by the same crew. Then they called in a color consultant.

"Your trouble," he said "is that the walls above the area covered by knotty pine are painted white. It's the wrong color for any room where food is served. The diner thinks of hospitals and operating rooms. Replace the white with peach, and paint the baseboards orange, and you'll get plenty of employees to come in here for lunch."

The advice was followed and the cafeteria was soon doing a thriving business. Employees had a number of complimentary things to say about the menu also, despite the fact that the same dishes were being prepared and served by the same people.

Dr. Roland W. Wright commented to me recently that, "The manner in which the human eye sees a certain color also depends upon moods, position of see-

ing, and psychological reactions to certain colors. As a matter of fact, black is almost universally recognized as the traditional color of tragedy or mourning. In the Middle Ages, suicides from Blackfriar's bridge, a gloomy black structure in the heart of London, declined by a third when it was repainted bright green."

It is little wonder, therefore, that color engineering is being used to convey meanings and moods which are far too subtle for words and actions. Drab and inharmonious color schemes of yesterday are being rapidly replaced by smooth, soothing color combinations.

The color of any object results from its ability to absorb some light rays and reflect others. For an object to show in its natural colors, it must be seen in light containing the hues that it can reflect. A tomato, for example, reflects red and orange; under a green light it looks black because there are no red and orange rays for it to reflect; and since the green is absorbed, no color at all is reflected. The color of a goldenrod, on the other hand, is caused by its reflection of the shorter rays at the blue end of the spectrum.

There is something to the saying about "seeing red!" This color definitely affects human emotions. The strongest of all colors, it is associated with danger, with one's temper and irritability. Pure, in tints, or in shades—pink, rose, maroon—it has universal emotional appeal and is one of the two most preferred colors. Under red light, pulse rate and blood pressure increase and time is over-estimated—the moments seem longer. Red objects command attention and appear heavy—hence use of red as a danger signal.

Green, on the other hand, is a soothing color and one almost universally liked. Greens pacify.

Demanding no emotional response, they relax muscular and nervous tension. Yellows generally convey a sickly visual image—it usually creates a gray after-image as an Omaha meat packer discov-

ered; he boosted sales by changing the yellow wall color of his display rooms. Aware that each color has its specific after-image, color engineers pointed out that the yellow created a gray after-image which robbed the meat of its natural redness. They advised painting the walls green, because the contrasting after-image would make the meat look redder than ever! With green walls, the meat looked red enough to attract the fussiest gourmet.

There is the classical experiment in which two persons of very similar temperaments were chosen to participate in a color vision experiment. One person

Secrets of the Rainbow

was closeted in a room which was painted a bright red. The other person was provided with equally comfortable lounge chairs and reading matter in a room painted a soothing green. At the end of a fixed time, the individual in the red room was much more tired and irritable than the one in the green room.

Color engineering is simply the science of taking advantage of the basic meanings and associations of each color. Some colors stimulate, others irritate, and the wrong combination can have just as jarring an effect as loud, discordant music. When industrial workers are given the proper colors in their surroundings, their moods are brightened. Lessened fatigue often results in increased production and accidents are reduced. A sunny room can be made to seem cooler with tones of green, blue or aqua. Or a room with a northern exposure may be given needed warmth with coral, peach or yellow.

Violet breathes of richness and formality. Blue favors coolness, remoteness, or calmness. One who chooses a wife who is partial to green will probably find her tolerant, liberal, and easy to get along with. A soft green, a lively gray, or the creamy tan of a warm beige is happier and encourages better house-keeping.

It must be pointed out, however, that green is no cure-all shade. Any hue sufficiently toned down will be agreeable. It's more important to realize that cool

COLOR YOUR WORLD

colors relax; warm colors excite. Some football coaches still insist on following Knute Rockne's lead; he painted his own team's dressing room red-orange and the visitor's room blue.

Suppose you feel depressed and in need of a bright environment for an emotional lift? Then suppose by tomorrow you're brimming over with exciting plans that require the sedative effect of pale blue? Well, the Color Research Institute of America has a partial solution to this problem—keep changing your colors with your moods!

That's easy enough in clothing, and it can be done also in your surroundings. Keep the walls gray or some other neutral shade and use spots of color—in pictures, slip covers or hangings—that can easily be changed.

As for the right colors to go with the outfit that suits your mood, the institute suggests: Take a sheet of black paper or cardboard, cut out a two to four inch square, look at the color of your outfit through this "window" for about 30 seconds, and then look at a blank sheet of white paper. The color that appears on the paper will be the after-image—a complement of the original color.

The existence of vision in animals is, of course, one of the most outstanding marvels of nature. Light, falling on a distant object, is reflected to the eye to produce a faithful image in the consciousness of the mind.

The flesh-and-blood apparatus whereby the human being sees things in natural color is much more complicated and more highly perfected than the ocular system present in dogs, cats, or horses because the latter are partially or totally color-blind.

In man, the retina or the inner coating of the eye which receives the image, contains two distinct groups of light receptors. One of these groups has rod-shaped receptors, and the other cone-shaped receptors. The rods function primarily in dim light, whereas the cones have the responsibility of keeping your vision in line in bright light. The retina is the thin sheet of complex nervous tissue at the back of the eye-ball and develops from part of the brain of the embryo. Contained in the retina are the light receptors—100 million rods (registering black and white) and six million cones (registering color). At night, or in a very dim light, objects seem to be without color, because only the rods function at this low light level, and they can not report color formation. All of this means that the eye is a minicomputer receiving millions of messages relating to color information; it then does a considerable amount of processing before the information is sent along to the brain.

The light reaching your eyes as you read these lines is reflected from the printed page. Every time you "see" something, some rhodopsin, which is the photopigment of the rods, more commonly called visual purple, is used up. During a normal day, a person uses up a considerable amount of visual purple. But the body goes to work and builds up more of it during the night, when the eyes are closed in sleep.

Researchers at The Johns Hopkins University Institute for Cooperative Research discovered that whether an object appears to be far away or near to you can depend on its color.

"We can say with confidence that color can influence the apparent distance of a surface," according to Dr. R. M. Hanes reporting on the findings of the Johns Hopkins experiment.

The investigation revealed that a bright surface appears closer than a dark one with a maximum average change in apparent distances of about 17 percent.

As much as 19 percent change in apparent distance can be attributed to hue changes for saturated hues or deep colors. Less saturated hues—pastel colors—show the same effects but to a lesser degree.

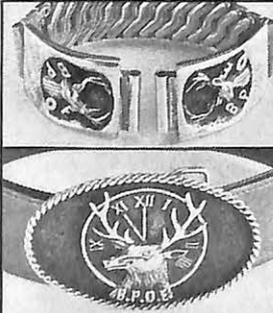
Then, too, specific colors may become associated with punishment, reward, happiness, dejection, or social position. The child who is habitually punished by being put to bed in a green-walled room may hate green all his life. Some associations which once were conscious and intentional may retire to the subconscious, like the red of the *Bible's* scarlet woman and of Hawthorne's *Scarlet Letter*.

Traditions and associations unite to establish a "language" of color. Orange, in its pure form, is the warmest and most aggressive of hues; it is usually used in tints like peach or salmon, or in shades of orange-brown. A woman who wished to create a sensation at a party might wear flaming orange; a blue dress will get her almost nowhere! Blue can be a real emotional sedative. Some hospitals have found the patients recover more quickly if they are placed in blue rooms following major surgery. Blue rooms are sometimes used to quiet violent inmates of mental hospitals.

The right shade of yellow can produce a sensation of sunlight and warmth, but just a slight change in shading can cause a feeling of nausea. Commercial airlines abandoned interior decorations in yellow because certain shades encouraged air-sickness. For the same reason, yellow foods should also be avoided during air or ocean voyages. Yellow, in specific hues, is an excellent color, however, where "food for thought" is concerned. Research has shown that the grades of school children rose noticeably when their study rooms were redecorated in yellow.

Just what lies ahead for color engineering and you? Most merchandising men believe the hunger for it isn't likely to diminish any time soon. Scores of scientists are out to find the best color combination for foods, to stimulate the appetite, and the best combination for study or office, to stimulate productivity and ease nervous tension. We'll be influenced by colors whenever our eyes are open.

Ernest Haekel, the renowned German biologist, stated many years ago that "the eye is the noblest organ in the body." Today, we know it is all that and much more. Tomorrow, more so than even today, we will surely discover that there's much more to the color all about us than meets the eye!



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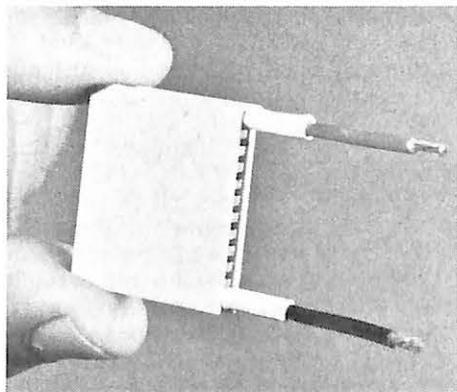
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IT'S YOUR BUSINESS

by John C. Behrens



THE SOCIAL SECURITY DILEMMA

It's about time members of the Congress of the United States and their many aides and President Jimmy Carter and the bulk of his staff join the rest of us in contributing to the Social Security Administration, a growing number of proprietors and workers in the private sector contend.

The immunity of government officials no longer seems credible to the average worker in private enterprise who must dig deeper and deeper each year to contribute to his own retirement or the company's pension plan and, at the same time, finance a compulsory federal system.

Of course, there's disagreement over the question. That's why legislators, federal employees and some local and state government workers don't participate in the Social Security program. They insist their own pension plans are quite sufficient. They also insist that they should have the right to determine if they want to join the SSA. 30 percent of the state and local workers nationwide, for example, have chosen to stay out.

But some contend that such liberal options have created a double standard. Private sector workers are required to participate; federal workers and legislators—the people who determine the need and supervise the system—are exempted. The effect is taking a toll of the American work force psychologically. And the consequences are yet to come. The price for administering this mounting financial nightmare in the years ahead "will make the small businessman and those working on the private side a part of an endangered species," said an economist recently.

It's no longer a matter of polite questions at election time and business as usual. It's now a question of financial survival. Government and private sector workers must find a way to share the multi-faceted social insurance system legislators enacted more than 40 years ago. That message should be made loud and clear to your congressman.

The small business people I've talked with in recent months are most vocal about the subject . . . and they have every right to be. The question of who and how the Social Security Administration should be financed has been discussed, cussed and argued vehemently ever since Congress established it in the

desolate days of the Great Depression. Though there are some who feel it was a mistake then, most agree today that it was and has been an answer to a national dilemma. The problem, though, is what has happened since.

The subject came up again recently when an independent group, the Universal Social Security Coverage Study, which was organized by Health, Education and Welfare Secretary Joseph A. Califano and Boston Attorney Joseph W. Bartlett, a former undersecretary of commerce a decade ago, held public hearings.

If you're a working American you've already felt the sting of the 1979 Social Security increases. In many cases, it wiped out those loudly proclaimed tax cuts Congress and the White House took credit for about election time last year. The truth is the 1977 Social Security increase, the measure responsible for this year's hike, was the largest peacetime tax ever placed on a wage earner.

The Social Security system was in serious trouble in 1977. To remain solvent, many insisted, new revenue had to be found . . . and quick. The SSA, Congress and the President all agreed the crisis had to be resolved. The answer, obviously, was simple: assess the public and the businessman for the additional amounts.

"The House Ways and Means Committee, in its version of the 1977 Social Security bill, tried to require coverage of government employees—and raise an additional \$25 billion for the trust fund in the process. But the committee lost out to a vigorous lobbying by public employees and their unions who feared the disruption of their lucrative pension systems.

"In the end, Congress left them out of the system but authorized a study that could set off a new effort to include them in 1980," said David Shapiro in a Gannett News Service story not long ago.

In leaving government workers out of the Social Security program, additional taxes had to be levied on the remaining 100 million to cover the \$25 billion the committee estimated was lost because approximately 5.9 million state, local and federal employees aren't involved. That tax, says Shapiro, comes to 0.1 percent assessed on an extra \$1,800 of wages. It will have to begin in 1981 when federal

(Continued on page 20)

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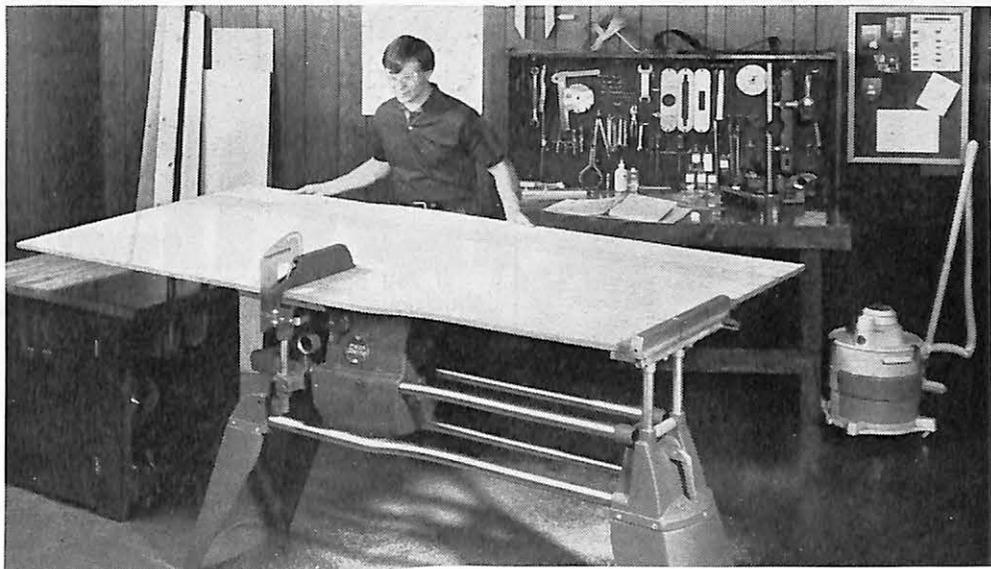
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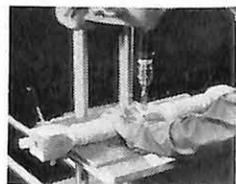
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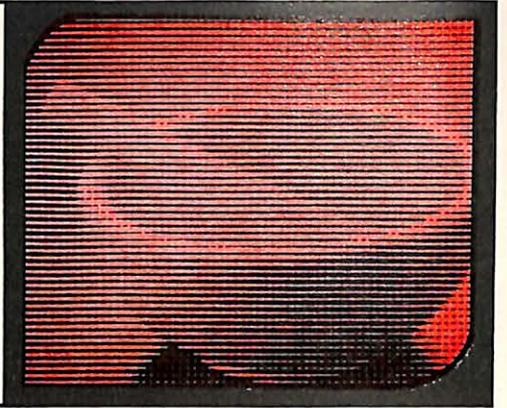
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MEDICINE AND YOU

by Larry Holden



OH, MY ACHING BACK

If you have back problems, you're in illustrious company. Such well-known figures as John F. Kennedy, Edward Kennedy, Richard Nixon and Barry Goldwater, as well as Elizabeth Taylor and Don Ameche have been victims of back troubles. And it has been conservatively estimated that each year back pain results in a loss of 200 million man-days of work.

Millions of the people who do develop back problems could have avoided the agony. Many can limit the impact of the condition if it does appear. But before you can know what to do—or not to do—with your back, you need to know it better.

Your back, or spine, is basically a unique combination of bones and muscles with a special "something" called the spinal cord within their center. It's unique because it is your spine (and, of course, the brain it leads up to) which makes you the one creature on this earth who stands naturally erect, rather than crawling, swimming, flying or hopping. Other animals have "backbones," but not like yours. The brain and the spine have been the most important factors in human evolution. It can be justly observed that the human backbone has been the "backbone" of all our achievements.

Because of its unique configuration, the spine not only allows you to stand upright, but it also permits you to bend, twist, sit, and perform all the other daily activities that you take for granted when your back is healthy. When the system is functioning properly, you don't give it a thought. When something goes wrong, though, you realize just how important a part the spine plays in your movements.

But why do you have a back problem and not your next door neighbor or your mate or your parents?

Well a lot more people than you think do have back problems. Or they're going to have them. Because, you see, it's a "problem" merely to live in this day and age in our sit-down, fast-paced civilization with a spine that has never completely adapted to being out of the trees, jungle, and caves where our ancestors walked, bent over or even moved on all fours.

Also, a lot of people have minor back problems and never even know it. The man who complains of a stiff neck now and then may actually have a cervical disc that is slightly out of place.

You can get a headache and stomach discomfort from tension. You can actually even develop anything psychologically from a false pregnancy to complete paralysis. So it's not surprising that you can get a bad back from purely emotional reasons. In fact, there are times when a bad back can be totally psychological and so severe and continual that the person really requires a psychiatrist, not an orthopedic specialist or a general practitioner.

There are, of course, many physical conditions that can cause back problems. Perhaps the primary enemy of the back is bad posture. As an adult you must be especially careful not to abuse your back. Posture becomes doubly important. If you slump in your chair as you watch Monday night football, you may pay for it with aches and pains for the rest of the week.

Another enemy of the back is excess weight. Oh, a few extra pounds may not hurt—although they don't help—but when you are carrying around 40 or 50 extra pounds, you will eventually feel it in your back.

Pregnancy causes many back problems, especially in the later months, when the woman's pelvis is thrust forward. It is difficult to avoid the "swaybacked" posture if you are pregnant, and it is wise to exercise your abdominal muscles during that time. (As always with exercise, the operative word is moderation.)

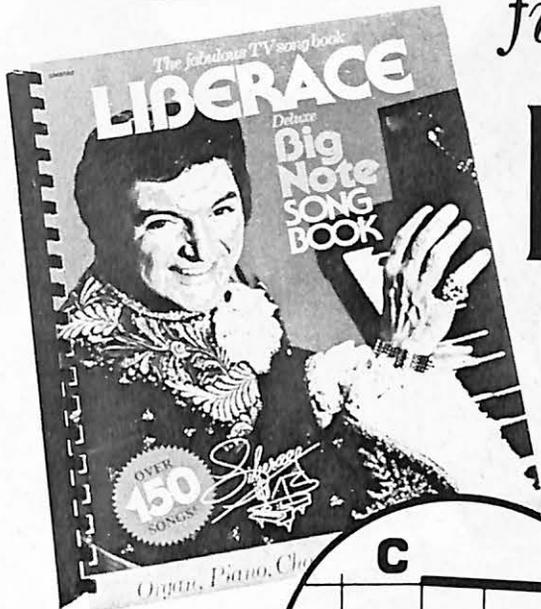
After the baby has been delivered and the pelvis contracts, the spine must once again make allowances for the body's changes. The standard exercises recommended for getting back in shape after the baby comes serve two functions—restoring the figure and eliminating the problem of an aching back.

Infection is another cause of back trouble. There is a long list of diseases that, while not primary to the spine, eventually can invade it. Most infections can now be treated with antibiotics, but before the discovery of such "miracle" drugs, infections crippled thousands of people.

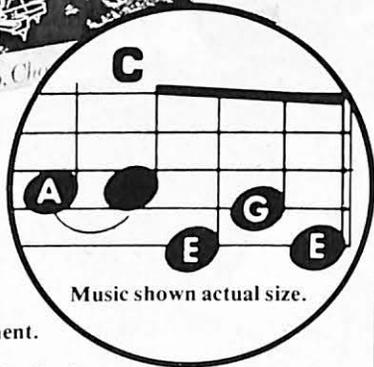
Back injury may also be caused by sprains or torn ligaments. And then there is cancer. Even a doctor doesn't like to bring up the subject of cancer, but there are back troubles which come about from malignant tumors in the spine. Fortu-

(Continued on page 40)

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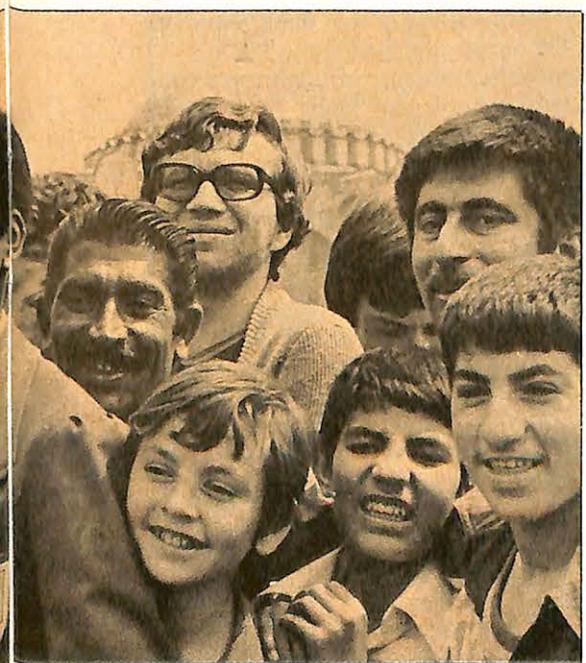
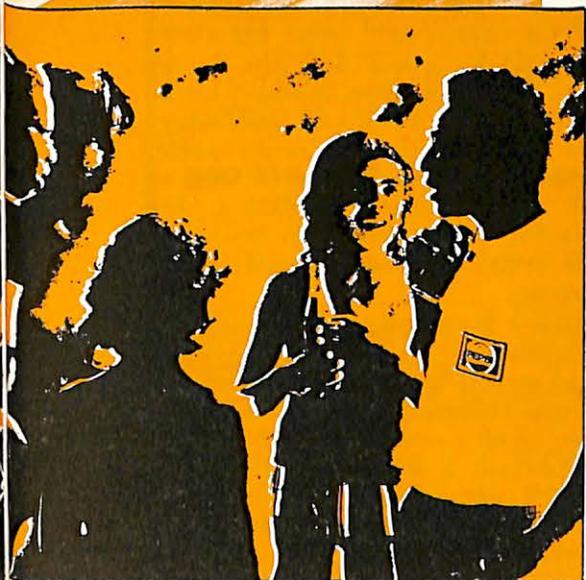
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SOCCER

Will it become another major American sport?

by Wayne T. Walker



It was a fantastic feat of magic!

As if the ball were tied to his foot, the 5-9 black soccer player with the bulging eyes switched to a standstill to a sprint and back to a standstill without the ball ever leaving his instep. (A soccer ball is always kicked with the instep, never the toe.) He was rapidly working his way down the field when three of his opponents moved in on him.

Without hesitation, the black player put English on the ball. It spun like a top from the leg of one adversary, deflected off the leg of a second and slithered between the legs of a third blocker.

Meanwhile, the lithe, agile black player streaked past all three and regained control of the ball to send it on a perfectly placed pass to a teammate. The entire maneuver had been unbelievable.

Always a crowd pleaser, this amazing soccer player with the No. 10 jersey was Edson Arantes do Nascimento—better known to most of the world as “Pele.”

For 22 years Pele drew throngs of soccer fans to stadiums all over the world to dazzle them with his brilliance. Although he was only average in size, he was a giant in skill. His cat-like grace and intellectual cunning had permitted him the most extraordinary liberties.

Often he had been hacked, tripped, kicked and injured. For example, during the 1966 World Cup competition, an opponent sent him flying with a lethal trip, then kicked him in mid-air. Yet, over the years Pele never lost his cool or his sense of sportsmanship.

Almost every pro soccer player is adept at one or two aspects of the game, but the “Black Pearl” excelled at all of them. On defense, he was always a master at pilfering an opponent’s dribble. On offense, he was always a peerless passer, with a flick of a heel, shoulder or forehead sending the ball to the precise spot where a teammate could press the attack with a minimum waste of motion.

Consistently, Pele outjumped much taller adversaries and at the peak of the leap, after a head-fake or two to get the goalie off balance, deftly nodded the ball into a corner of the goal.

Edson do Nascimento was born October 23, 1940, on Tres Coracoes (Three Hearts), a small mining town in Brazil. His father “Dondinho” was a professional soccer player with the local club. He received a \$4.50 fee for each game. By the time Edson was six, Dondinho had become a member of a larger inland city club—Bauru—and moved his family there. Here, Dondinho also found employment with the local police department.

It was a soccer-minded town and every day a barefooted Edson played soccer with other kids. It didn’t hurt when they kicked their “ball” because it was an old sock filled with rags and paper, then tied shut.

When Edson finally obtained a leather-covered soccer ball, he practically slept with it. Although Dondinho encouraged his son’s love for soccer, his mother protested his obsession with the game. She dreamed of Edson becoming an airline pilot or taking up an occupation, at least, where he could earn a reliable living.

Still Dondinho taught Edson the nuances of the sport, with Edson spending hours perfecting his ball juggling on his foot, knee, shoulder, or head. It was about this time his friends gave him the nickname “Pele,” a nonsensical term that stuck with him for the rest of his life.

Pele was 11 years old when Valdemar de Brito took over as coach of the Bauru team. He was formerly a member of Brazil’s World Cup team. In his spare time de Brito played with some of the young boys in Bauru, teaching them fundamentals of soccer.

“It’s more fun teaching boys,” de Brito told Dondinho. “You see results. Boys want to learn and will listen to you. Men who have bad playing habits often won’t change.”

De Brito decided to start a junior league in Bauru, like they had in other large surrounding towns. Pele was one of his initial members. The team was run like a pro team, with a regular schedule of practices and games. Seeing great possibilities in young Pele, de Brito spent extra time with him.

With Pele as their starring player, the junior team was highly successful. For three years in a row they won the junior championship in the area.

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Soccer

In 1956 de Brito quit his coaching job at Bauru and moved to Santos, a large seaport city on the Atlantic coast. One day when he was talking to the owners of the Santo soccer team, he informed them: "There's a 15-year-old in Bauru that could play on your first team right now."

One of them laughed, then said: "We've heard claims like that before about some young soccer player."

But de Brito was persistent, saying: "I've been in this sport all my life, but I've never seen natural ability like his. He could be a great player if given the chance."

Finally, they agreed to a tryout.

Thus, the still-scrawny, jug-eared Pele was signed by the Santos pro soccer team for a small allowance, plus room and board. Within a year, Pele had earned a starting position. The goals started coming—66 in 1957. In 1959, he scored his all-time high of 127. As Pele's records grew, both the Santos team and Brazil became dominant forces in the world of soccer.

When Pele was 17 years old, he was chosen for Brazil's World Cup team. Every four years, the major soccer playing countries of the world participate in a series of games ending in a finals to decide the victor. Considered the best national team in the world, the World Cup is presented to the winner. It was quite an honor for such a youthful player to be part of a national World Cup team.

Because of a swollen knee, Pele couldn't take part in the early games. Nonetheless, Brazil won without him. In the quarter finals, Pele was able to play and scored one of the most important goals of his career, according to Pele. With his single goal, Brazil won over Wales 1-0, and went into the semi-finals. Here, Brazil beat France, with Pele scoring three times. In the finals, Pele scored three more as Brazil beat out Sweden, 5-2.

Brazil had won its first World Cup title. Pele had scored 6 goals in the three games he played. Four years later, Brazil again won the World Cup. Then again, eight years later. Three times they won the World Cup!

After his feats in the first World Cup competition, every soccer team in almost every country wanted him. Huge sums of money were offered to the Santos team for his contract.

Several years before, Brazil had passed a law to prevent people from taking national treasures out of the country. The law was meant for works of art and important relics. But now,

government officials used it to prevent other countries from taking the hottest soccer property in the world—Pele. They declared Pele a "national treasure," not to be sold, bought or exported.

For 18 years Pele toured the world with the Santos team, personally scoring 1,217 goals in 1,255 games. In other seasons after 1959, Pele has scored 110, 101, 87, 76. . . Soccer is a low-scoring game. For instance, the greatest number of goals scored by a player in a single season outside of Brazil was 60 by Dixie Dean of Everton, England, back in 1928.

The total of Pele's goals during his career with the Santos could be doubled or tripled with his assists, those flicks and passes through a maze of opponents to a teammate waiting to plant it in the back of the net. Roughly, his goal total would be comparable to a slugger hitting as many home runs as Babe Ruth and Hank Aaron combined. In football, it would be like scoring a couple of touchdowns in every game. Or in basketball, averaging 50 points per game.

During his career with the Santos team, Pele could often be found teaching or playing soccer with kids wherever he happened to be in the world. It was this perpetual love of kids, as well as his phenomenal playing, that attracted him to Pepsi-Cola executives who were planning a youth soccer program.

Henry Stampleman, then marketing consultant for Pepsi, had convinced Pepsi executives Alan Finley and Peter Warren that the country should promote youth soccer.

"You put a kid on the field in a football uniform and it cost \$200," Stampleman contended. "For soccer, the kids could run out in their underwear. It is a great sport to get the kids involved in. They don't have to be big or strong, just agile."

Once the company officials were convinced, Stampleman knew they would need a torchbearer with whom everyone was acquainted. Also, he would have to be a good public relations man with kids and adults alike. It was a natural for Pele. At first, Pele was surprised, but Stampleman convinced him and Pele became enthusiastic over the idea of promoting soccer to youth.

In 1971 he signed a contract with the Pepsi-Cola company accepting the chairmanship of the program, which eventually would embrace 90 countries around the world. At the same time, he still continued to play with the Santos team.

With patience and an understanding of kids, Pele conducted coaching clinics throughout the world, including the

(Continued on page 18)

Walk proudly with the Elk.

The pride of being an Elk is reflected in this handsome, collectors' edition walking stick. The 13-ounce, solid bronze handle is sculptured and cast using the age-old lost wax process. Each stick features the BPOE seal and a personally-engraved nameplate. Another touch of beauty is the hand-turned shaft of polished Northern ash. In your hand, it feels perfectly-balanced and substantial. The Elk is a perfect gift.



\$75 each. Texas residents add \$3.75 sales tax. Allow three weeks for delivery. Mail check or money order. Or send VISA, Master Charge, or American Express account number and expiration date to: Stonehouse, P.O. Box 3784, Austin, Texas 78764. Phone: (512) 444-0295. Enclose your name and address. Print name of stick recipient for engraving. Maximum 15 letters and spaces.

LODGE VISITS

GRAND EXALTED RULER

LEONARD J. BRISTOL



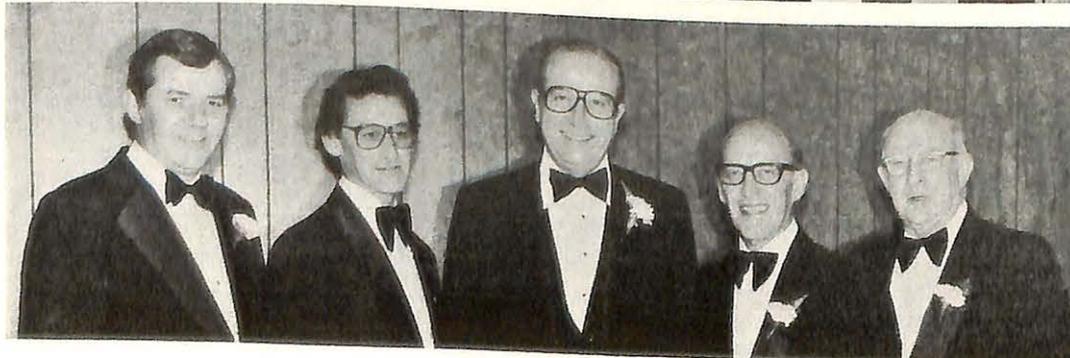
In Puerto Rico GER Leonard Bristol (left) donned a "guayaberas," a type of sport shirt, and joined his wife Virginia (second from right) in meeting the Brothers and the ladies of San Juan, PR, Lodge. During one of the affairs held in honor of the Bristols, ER Joseph Martinez (right) and Mrs. Rosemary Martinez welcomed the Bristols on behalf of the local Brothers. Also on hand during the GER's visit to the lodge were local dignitaries and PGER William Wall.



Greetings were extended by SP Darwin Hammer (left) and SDGER Wendell White (right) to Grand Lodge dignitaries who attended the Iowa Elks mid-year meeting. (From left) GER Leonard Bristol, PGER Glenn Miller, state sponsor, and Mrs. Virginia Bristol traveled to Des Moines for the two-day conference at which 224 Brothers and 188 women guests were present.



St. Paul, MN, Lodge was the host for a business meeting of Minnesota Elks recently. ER Winton Ramstrom (second from left) was joined by local Brothers in welcoming (from right) GER Leonard Bristol, SP Sheldon McRae, and PGER Francis Smith. As the state sponsor, Brother Smith served as the GER'S unofficial guide during their visit to the Land of 10,000 Lakes.



A dinner-dance was held by Carlisle, PA, Lodge in honor of their recent guest GER Leonard Bristol (center). Members from the South Central District attended the event and, together with ER William Varner (second from left), welcomed the GER and distinguished guests (from right) Grand Trustee A. Lewis Heisey, PGER Homer Huhn Jr., state sponsor, and SP Carlon O'Malley Jr.

LETTERS

• I have just finished reading the article on "Hidden Profits: A Look at the Suggestion Systems," (November, 1978) by G. R. von Kronenberger. It is excellent. Our compliments for a job factually and well done.

I was personally impressed with the depth of Mr. von Kronenberger's analysis of the existing situation. I even learned some things about the history of suggestion systems which I did not know.

Oliver S. Hallett
Executive Secretary
National Association
of Suggestion Systems
Chicago, IL

• I want to tell you how much I appreciate the good work done by Jerry Hulse in the travel articles. I enjoy reading them and often find that they are helpful in planning my own vacation trips.

I particularly liked the article in the August, 1978, issue, "Lover's Guide to the Riviera," because it dealt with a specific geographical area and contained some good recommendations for dining and lodging. This technique is quite useful, and I often find myself making mental notes or laying aside such articles in order to compare my choices with those of a respected and experienced critic like Mr. Hulse.

So I hope you will continue to present "critic's choices" in other areas—such as the ryokans of Japan, the pubs of England or Ireland, the castle-hotels of Germany, the paradors of Spain, the world's most exotic hotels, etc.

Charles H. Burch
Chambersburg, PA

• Recently, I had the opportunity to read your most informative column, "Medicine and You," by Larry Holden. He is to be congratulated on his ability to present medical information with expertise, and yet in a form that the average reader has little difficulty comprehending.

Chris E. Vance, D.P.M.
Seattle, WA

• We really appreciated your timely article, "The Wood Burner is Back," (December, 1978) by Gary Turbak. We live in a sparse rural area . . . and we're going to install a wood burner. As Mr. Turbak said in the article, salesmen aren't always honest about the best route to go. (Of course, the items they're trying to sell are always the best!) We were needing the facts about the different types. Thank you.

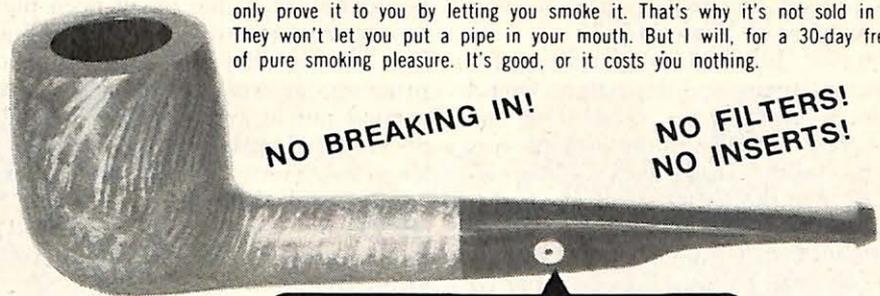
Mrs. Gene Smith
Arthur, NE

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

It took me 30 YEARS to develop THE PERFECT PIPE... now you can smoke it FREE FOR 30 DAYS!

If you have searched, as I have, to find the perfect pipe, the one that smokes cool, sweet and clean from your very first puff, your search is over! Our newly patented AEROSPHERE Pipe Smoking System combines tiny internal chambers and proportioned fresh air to keep nicotine, tar and sludge from reaching your mouth, and eliminate tongue bite. It's the finest smoking pipe ever made. I can

only prove it to you by letting you smoke it. That's why it's not sold in stores. They won't let you put a pipe in your mouth. But I will, for a 30-day free trial of pure smoking pleasure. It's good, or it costs you nothing.



THE SECRET IS THE PATENTED AEROSPHERE CHAMBER!

To look at this handsome Algerian briar pipe with its unique tiny brass circle, you'd think it was just another of those good-looking pipes you've been buying, and trying, for years. You'd never guess that hidden within its bite-proof Ebonite stem is the secret that makes this the greatest smoking pipe you've ever had in your mouth.

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It's true, as often as you smoke your AEROSPHERE, pipeful after pipeful, from first to last. No breaking

in, no tongue bite, no gurgling moisture! And all without inserts or filters or contant cleaning. You'll never know the true pleasure of pipe smoking until you've tried the AEROSPHERE. And you'll find it the most comfortable pipe you've ever held in your mouth.

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Do this right now. Mail the coupon. **Send no money.** Just your name and address. I'll send you a brochure showing our handsome, hand-fitted and hand-finished pipe styles so you can select the one you'd like to try. Then you can look forward to your 30 days of trying out my AEROSPHERE pipe and finding out how truly great pipe smoking can be. All without risking more than the stamp to mail this coupon. Do it today.

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OK, Mr. Hill! Mail me your brochure so I can select the pipe style for my 30-day free trial.

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WE KNOW! WE TRIED IT!

"Many Thanks for sending me your Duncan Hill pipe. I work outside and I like to hunt and fish. For me a good pipe is necessary. No filters or inserts or things like that. Folks around here are about the same, too. They just want a good pipe to smoke. It's Duncan Hill for me!"

Robert R. Scales,
Kokomo, Ind.

"Bravo! At last, I've found a pipe that's perfect. It's the quality of the Duncan Hill pipe that I like. All the other pipes I own just sit and I reach for my Duncan Hill for pure quality of pipe smoking. My check is attached. Please send me another in smooth finished walnut."

John L. Gard,
Mountain View, Cal.

"I've spent hundreds on imported pipes, as well as so-called 'cooled' pipes sold locally. Now, I don't even use them. You said I should smoke my Duncan Hill all the time, and that's the way it's turned out. Thanks for inventing the best pipe in the world."

Millard F. Crask-Landis,
Boston, Mass.

"When I ordered my Duncan Hill pipe I just wanted a good smoke. It seemed to me that the Duncan Hill pipe was a better idea, and it is! You've really put a lot of thought into it. Your pipe is perfect. Thank you for the smoothest, coolest smoking pipe I've ever had."

William A. Young,
Oak Brook, Ill.

Soccer

(Continued from page 14)

various South American countries, islands in the Caribbean, African nations, West Germany, Turkey, Greece, Italy, Isle of Malta, Spain, Portugal and numerous countries in the Far East.

These clinics lasted from two to four hours.

"It was very grueling, both physically and mentally," stated Steve Richards, manager of the Pele program. "Pele certainly proved the great person he was in his work with those kids."

Professor Julio Mazzei, trainer for the Santos team and long-time friend of Pele, worked as an assistant at the clinics. They would usually pick players from the stands to help with the demonstration of the various techniques. Someone who spoke the language translated Pele's instructions.

The coaching clinics proved highly successful and popular wherever they went in the world. The people might not know about soccer, but most of them knew about the great Pele.

"To prove the popularity of Pele," said Richards, "he drew the largest clinic in history with 45,000 in attendance. It was in Guadalajara, Mexico—

in the same stadium that the 1970 World Cup was held." He added, "Another large clinic was held in Istanbul (Turkey), with an attendance of 40,000."

In Public Relations, the gregarious Pele made speeches and appeared in TV commercials around the globe.

In 1974, Pele surprised everyone by retiring from pro soccer at the ripe old age of 33. By this time he had become a millionaire, through endorsements and sound business investments such as a radio station and recording company.

Although soccer is the world's most popular sport, it has never been played to any great extent in the United States. Due to the Pepsi-Cola youth soccer program, as well as other promotions carried out at youth level by the U.S. Soccer Federation and the two pro leagues—American Soccer League (ASL) and the North American Soccer League (NASL), the sport had begun to grow at the school and college levels. But it was a slow growth.

The professional game was particularly laggard, with both leagues on the verge of folding. Much of this was due largely to the national news media and the advertising executives of Madison Avenue being too caught up in the established major sports.

When Phil Woosnam became com-

missioner of NASL in 1971, he had inherited a league that was almost hitting rock bottom. He became a soccer super-salesman, with the energy and enthusiasm to match his ambition for and perception of the sport. One of his first moves was the formation of a New York franchise, the Cosmos.

In 1975, it was still a plodding, uphill battle for pro soccer. The Cosmos were a ragtag group playing their home games in dingy Downing Stadium on Randalls Island in the East River.

Suddenly, the American soccer world was electrified by the announcement that Pele had come out of retirement to play for the Cosmos. He was lured out of Brazil by the one challenge left to him in soccer—to popularize soccer in the United States.

Later, Pele stated: "This became my mission. Soccer in America offered me a chance to build something new, to be part of an exciting story of a growing sport—something like watching a child grow. I thought that I should try to bring soccer—that was my life—to greater stature in America."

The Cosmos and their parent firm, Warner Communications, gave Pele a three-year contract worth \$4.75 million. In order to persuade the Brazilian government to approve the contract sign-

(Continued on page 19)



THE JOY OF GIVING

Elks National Foundation

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A new National Foundation honor roll board was dedicated by DDGER Harry Henzi (right) at San Mateo, CA, Lodge. Lodge chairman for the past two years, Brother Henzi set a new lodge record for the number of members he enrolled in the Foundation. ER John Broughan thanked the DDGER for speaking to the members about the Foundation.

◀ An informative speech on the National Foundation was given by South Coast District Chm. Harvey Tedder (second from right) to the Brothers of Escondido, CA, Lodge. Following his talk, Brother Tedder met with (from left) lodge Co-chm. Harry Cowper, ER Charles Lab, and lodge Chm. Monty Syrig to discuss the charities which benefit from Foundation funds.

While visiting Madras, OR, Lodge PGER Frank Hise (third from right) presented Foundation pins to four participating members. ER Bill Lehr (third from left) was on hand to congratulate (from left) PER Lowell Gibson, James Neely, Past Grand In. Gd. L. A. O'Neill, and PDD Ned Cox, who received his pin on behalf of a canine contributor, his dog Missy Cox.

Soccer

(Continued from page 18)

ing, Secretary of State Henry Kissinger insisted it would benefit international relations.

By 1976, the Cosmos had a revamped squad, with top players brought in from Italy, England, Northern Ireland, and other NASL pro teams. The combination began to click on the field and at the gate. They moved from one home stadium to another until they took over the Giants Stadium, the new superstructure in the Meadowlands complex in New Jersey.

Surpassing NASL's wildest dream, Pele had an immediate impact on the soccer scene. He not only drew record crowds, he drew media attention and worldwide interest. He gave soccer its credibility in the United States.

As one soccer league official stated: "Pele ignited the fuse and now soccer is spreading through the nation like a prairie fire."

By 1977 attendance was surging upward. Attendance at NASL games totaled over 3.5 million and averaged better than 13,000 a game—a striking 31% jump over the previous season. But most important, it was a game the kids were playing. Kids were booting the seamed balls across green fields from Boston to Laguna Beach, CA.

The U.S. Soccer Federation, which governs the game at the amateur level, reported its members had increased from 15,000 in 1971 to more than 960,000. There are now 429 college teams across the country.

Housewives and their husbands in adult leagues number in the hundreds of thousands. Youth soccer leagues are estimated to draw a million boys and girls this season, half as large as the enrollment for Little League baseball.

Hitting women of all ages and groups, the soccer "addicts" include housewives, nurses, teachers, secretaries, and college coeds. As one young woman asserted, "It sure beats the heck out of jogging."

Many of the women become interested in the sport after watching their youngsters play. They agree you can lose weight and inches while playing soccer. Following the same rules as men, women play two 45-minute halves with no timeouts, running about four miles each game.

Soccer should not be compared with baseball, football or basketball, but only as one more exciting, different game in town.

It is swiftly becoming the "now" sport for a variety of reasons. Its individual play and constant movement attract youth and young adults. Like tennis, soccer has a lot of individual creativity and a fluid movement that fits

the times. You don't have to be a 6-5 hulk of over 200 pounds or a giraffe crossed with a kangaroo to enjoy playing it.

Another feature is its lack of the negative factors of other sports. For example, no one strikes out in soccer, with the bases loaded, in front of their embarrassed parents. No one gets crushed under 400 pounds of bone, muscle and flesh. No one gets booed for fumbles.

In an effort to Americanize soccer the NASL has established a quota system for U.S. players. Back in 1969, the NASL had five clubs with mainly imported players. Today, there are 24

clubs with names like the Chicago Sting, Las Vegas Quicksilvers, Houston Hurricanes, Memphis Rogues and Oakland Stompers. While there are no additional expansion plans on the near horizon, NASL does hope to grow to 32 teams.

To keep fan interest high, the teams have been realigned from four divisions to six, with tightly-packed geographical areas marked off to build rivalries. The conferences have been renamed from Atlantic and Pacific to National and American.

Refusing an offer from the Cosmos of \$10 million to play two more seasons (Continued on page 20)

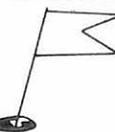


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It's Your Business

(Continued from page 8)

employees were to have joined under the committee's proposal. It means, Shapiro continues, that someone earning the maximum salary within the SS guidelines will have to pay \$140 more along with his employer.

The need for more participants and funds has been evident for years. When Social Security was established, administrators envisioned benefits ranging from \$10 to \$85 a month and a reserve fund to be invested in government bonds which would provide a total of \$47 billion by 1980. Such a total in the 1930s and 1940s must have sounded like it would take care of the nation for another century. That was the plan, at least. Some two million were receiving benefits three years after the program started. Congress, exempted in the original legislation, continued to make liberal changes and to increase the costs over the years. It hasn't stopped since.

Between 1946 and 1977, the Social Security program was amended 12 times. And beneficiary payments continued to climb. In 1965, SSA sent checks totaling \$17 billion to those eligible. In 1975, the Social Security Administration paid a staggering \$80 billion—\$33 billion more than the figure estimated to be needed by 1980.

Congressmen, says Shapiro, find voters want to know why there are so many unanswered questions about the system and why legislators aren't participating. "I frequently run into such comments from my own constituents who wonder why, if Social Security is such a desirable plan, we are mandating them to be under it, whether they wish to or not, but we fail to bring ourselves as members of Congress under this plan," Rep. Willis Gradison, R-Ohio, points out.

A persistent argument by federal workers is that their own pension and benefit plan is superior to Social Security and, consequently, they want to have the option to continue what they have "and not arbitrarily be forced to join a compulsory system that may offer less. We have our rights, too," one told me. "We would like the chance to exercise them."

Others say it's simply a matter of daily economics. A good friend among the federal work force who likes his job and salary sees it as a question which inevitably arises "whether you're in the public or private sector. I have a substantial amount taken from my salary, and if I have to pay Social Security on top of everything else I'm paying it would really put the pinch on my paycheck," he insists. He also disputes Shapiro's figures and rationale. "We've become the whipping boy for all kinds of problems within the system. We see it much differently."

Most agree, meanwhile, that there are more battles ahead. What do you think? ■

Soccer

(Continued from page 19)

sons, Pele retired at the end of the 1977 season. The soft-spoken, 36-year-old legendary Black Pearl had led the Cosmos to a 2-1 triumph in Seattle over the Sounders to win the 1977 NASL championship in the annual Soccer Bowl.

As the fans carried Pele off the field on their shoulders, the rain streaked his glistening brown features. Suddenly, he yanked off his green and white jersey and handed it to a former opponent—Jim McAlister—an American-born Sounder who had been selected as the NASL Rookie of the Year.

There was a kind of a symbol here—this international soccer king handing over his mantle to a young American.

Many predicted that the loss of Pele would cool the meteoric rise of soccer popularity in the U.S. But in the 1978 opening games across the nation the NASL averaged about 20,000 fans.

In his last press conference, Pele said: "I would like the people in the United States to say about Pele, in the years ahead, he brought soccer to the U.S. He brought something good into our lives." ■

ELKS NATIONAL SERVICE COMMISSION

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



A tribute to the vets was the theme of the variety show given by Colonie, NY, Lodge for a group of veterans from the Albany VA Hospital. Chm. Edward Klimek (standing, right) welcomed the veterans to the lodge, where they dined and viewed the show with the Brothers.



More than 32 veterans from Perry Point VA Hospital attended a luncheon at Salisbury, MD, Lodge recently. The event was sponsored by the Elks in conjunction with the Elks' ladies and local VFW groups. Chm. James Heater was instrumental in organizing the program, which included an escorted trip to the Salisbury Zoo after the entertaining afternoon at the lodge with the Brothers and the ladies.



A check for \$690 was presented by VAVS representative Thomas Smith (second from left) on behalf of Albion, Batavia, and Brockport, NY, Lodges to Patrick Flaherty (fourth), veterans hospital director. The donation was for the purchase of television sets for veteran patients. Also on hand were (from left) ER Edward Harter of Brockport Lodge, ER Art Kaiser of Albion, PDD Leon Bennett, PER Charles DeBhouwt of Albion, and ER Joseph Marchese Jr. of Batavia.

NEWS OF THE LODGES

Since 1903, Brothers have met at **Haverstraw, NY, Lodge** for Elksdom's activities. In celebration of their 75th anniversary, 2,400 marchers, including 23 bands, 22 fire departments, floats, Scouts, and neighboring Elks paraded through the town. Dinners and dances were held, Haverstraw's Canal Street was renamed Elks Drive, and the Town Board proclaimed Haverstraw Lodge Day in honor of the birthday.

State Association Conventions

State	Date	Place
AK	5/17 thru 5/19	Kenai
CA & HI	5/16 thru 5/19	Anaheim
CO	9/6 thru 9/8	Colorado Springs
FL	5/17 thru 5/19	Kissimmee
ID	6/21 thru 6/23	Lewiston
IL	5/18 thru 5/20	Springfield
IN	6/7 thru 6/10	French Lick
IA	5/4 thru 5/6	Sioux City
KS	5/3 thru 5/6	Wichita
KY	5/24 thru 5/26	Princeton
LA	3/23 thru 3/25	Houma
MD, DE & DC	6/29 thru 7/1	Easton, MD
MA	6/8 thru 6/10	Bretton Woods, NH
MI	5/17 thru 5/20	Muskegon
MS	5/18 thru 5/20	Greenville
MO	4/6 thru 4/8	Cape Girardeau
MT	7/25 thru 7/28	Butte
NE	5/18 thru 5/20	Ogallala
NV	6/21 thru 6/23	Las Vegas
NH	6/1 thru 6/3	West Lebanon
NJ	6/7 thru 6/10	Wildwood
NY	5/3 thru 5/6	Kiamesha Lake
NC	5/18 thru 5/19	Winston-Salem
OH	4/26 thru 4/29	Columbus
OK	4/27 thru 4/29	Oklahoma City
OR	5/3 thru 5/5	Klamath Falls
PA	6/7 thru 6/10	Philadelphia
RI	6/16 thru 6/17	Providence
SD	6/7 thru 6/9	Aberdeen
TN	3/29 thru 4/1	Gatlinburg

Over 100 handicapped children joined the **Escondido, CA, Brothers** at Kit Carson Park for a picnic recently. Baseball and volleyball were among the sports enjoyed by the children. Hamburgers and baked beans were prepared by the Brothers and Elks' ladies, who received a certificate of appreciation from the local Department of Parks and Recreation.

Three cushion billiards was the name of the game in which lodges from California, Nevada, Oregon, and Washington competed for over a week. The annual Southern Oregon Tournament was hosted by **Medford and Ashland, OR, Lodges**. First place in division A was captured by the Burbank, CA, team, which matched its skill against formidable players such as former Egyptian billiard champion Knobbie Yaurshi of San Mateo, CA, Lodge.

The signing of over 150 membership applications accompanied the institution of a new lodge in Tennessee recently. **Murfreesboro Lodge** started its first year with Brother Wayne Arnold as Exalted Ruler. Other officers include Secy. James Exparza, Est. Lead. Kt. John Brockwell, Est. Loyal Kt. Bob Lucaysik, Est. Lect. Kt. Randy Hargis, Treas. Doug Kerr, In. Gd. James Piedra, Tiler Larry Nixon, Esq. Richard Leddy, and Chap. Mike Coningham.

Several hundred Brothers from 14 lodges in the South Central District of **Ohio** gathered at Nelsonville Lodge for the fall district meeting recently. ER Charles Barrows welcomed the attendants of the conclave, the highlight of which was the introduction of SP James Ekelberry and his officers.

The largest class of **Batavia, NY, Lodge** initiates since 1950 was introduced to the order recently. 33 Brothers comprised the class organized as a memorial tribute to PERs J. Albert Bausch and Edward Genesky, deceased. The ceremony took place during a visit by DDGER Edward Sodoma.

Six television sets were donated to Pinia County Nursing Home by **Tucson East, AZ, Lodge** recently. The Elks' ladies made 15 lap robes for the VA patients and, along with the Brothers, continue to work on projects supporting hospitalized vets.

Wishing Brother Jim Bates a happy 104th birthday were members of **Medford, OR, Lodge**. Brother Bates has been an Elk for 64 years and his jovial spirit continues to affect those around him.

A testimonial dinner was held at **Fort Lee, NJ, Lodge** in honor of PER and PVP Henry Schelberg Jr. Among the speakers for the evening were DDGER James Gross, ER Charles Wenzel, PER Lawrence Hill of Bayonne Lodge, VP Peter Fabian, and Trustee Gabriel Nagy.

A flag which was presented to **Waynesville, NC, Lodge** by former Congressman Roy Taylor was flown at half staff in honor of Veterans Day. Junior Navy ROTC Commander Cheryl Burrus (right) and Executive Officer Michael Sharpe performed the ceremony for the lodge Brothers. The two youths, who are from Pisgah High School, noted that the flag once flew over the nation's Capitol.



The Haughees at Tacoma, WA, Lodge

A demonstration of therapy exercises was viewed by **Tacoma, WA, Brothers** during their yearly major projects meeting. Chm. Arthur Mikelsen thanked Nancy Haughee and her son Eric, who has muscular dystrophy, for sharing what they learned through visits from an Elks therapist. The Washington major project operates 12 mobile therapy units and serves over 700 youngsters a year.

Texas Brothers gathered at the Del Rio Civic Center for a conference recently. Hosting ER Stan Smith welcomed SP Howard Hall, SDGER Gene Norton, PSP Floyd Ford, and State Chap. Rev. B. A. Erpen to the conclave. Along with business meetings and a ritualistic clinic, the scheduled activities included a barbeque supper, a dance, a steak dinner, and a ball. It was announced that the National Foundation allotted \$7,600 for Texas's youth program and major project, aid to handicapped children.

Raising the flag at Waynesville, NC





PGER HORACE Wisely (second from right) was roasted by the Brothers of his home lodge of Salinas, CA, recently. While his "skeletons" were brought to the attention of those present, including (from left) PGERs Gerald Strohm and R. Leonard Bush, ER Charles Nichols, and PGER Robert Yothers, Brother Wisely responded with a smile—an indication that the evening was an enjoyable one for all who attended.



DIGNITARIES who gathered for a birthday party for Lyons, NY, Lodge included (from left) VP Richard Heveron, SP Dominick Napolitano Jr., PVP Harold Lazier, and PDD Max Sontheim (right). A welcome to the lodge's 75th anniversary was extended by ER Roy Beal (second from right) who, along with Brothers and guests, enjoyed the evening dinner-dance.



IN A TRIBUTE to PDD Paul Fischl (left), the Brothers of Manitowoc, WI, Lodge presented him with an honorary life membership card. On hand to offer their thanks to Brother Fischl for his active role in Elklom were SP Wendall Smith (center) and ER Frederick Chynoweth.



A HISTORY of Florence, AL, Lodge was given by Brother Sanders Blalock during a dinner-dance celebration held in honor of the lodge's 75th anniversary. (From left) PER John Kohler, DDGER W. D. Wood, Est. Lead. Kt. Charles Cox, Est. Loyal Kt. Donald Gordon, ER Thomas Wooten, and Est. Lect. Kt. Michael Lovelady displayed the birthday cake for the members. Brother Blalock and Brother Jesse Hill were presented with life memberships during the festivities.

FOOTBALL players (front row, from left) Chris McDermott, Chris Sullivan, and Bob Doyle Jr. were on hand for the presentation of a check by Lexington, MA, Lodge to the Belmont Pop Warner youth football league recently. Jack Normile (right, rear), league president, accepted the check from Esq. Jerry Sullivan (left, rear), while Robert Doyle, Henry Pelletier, and Paul McNulty observed.



A GALA celebration commemorated the 75th anniversary of Fulton, NY, Lodge. ER John Cordone (second row, second from left) welcomed a host of visiting dignitaries, including (first row, from left) PSP Lucian Masur, VP John Stevenson, PSP Theodore La Venture Jr., Past GL Committeeman Raymond Barnum, PSP and SDGER Francis Hart, and (second row, from left) PDD John Schoonmaker, SP Dominick Napolitano Jr., PSP William Dobberstein, DDGER John Costello, PDD Merton Trambly, and PVP Bill Prashaw. The guests extended their congratulations to the lodge members.



A PERMANENT benefactor's certificate was presented to Norman Runions Jr. in acknowledgement of his contributions to the National Foundation. Co-chm. Eckhart Heid of Dickinson, ND, Lodge made the presentation, while Co-chm. Ralph Samuels and ER Eugene Fisher observed. Brother Runions's donations to the Foundation totaled \$6,300.



A GOLF tournament was sponsored by Palm Springs, CA, Lodge recently for the benefit of the lodge's charity fund. Brother Nick Pappas (right), manager of a local mobile home park where the tournament was played, met with Est. Lect. Kt. Jerry Krane (left) and ER Charles Malin to discuss golfing and to give the proceeds from the event to the lodge officers.



A GROUP of Grand Lodge dignitaries paid a visit to Alameda, CA, Lodge recently. ER James Stonehouse (third from left) was on hand to welcome (from left) PGER Gerald Strohm, Grand Trustee Marvin Lewis, SP Robert Robb, PGER R. Leonard Bush, and State Trustee Don Dapelo.



THE BROTHERS of Cobleskill, NY, Lodge paid the fourth installment of their \$7,800 pledge to the Schoharie County Hospital Operation Update Fund, a community project. ER John Calbo gave the \$1,589.90 check to Lewis Wilson, the project's chairman and a PER of Cobleskill Lodge.



AID TO RESEARCH on multiple sclerosis was offered by Bismarck, ND, Lodge with a \$500 donation to the newly formed Bismarck MS Chapter. PER W. J. Brintnell (right) presented the contribution to Kathleen Lutness, president of the MS organization, and Mrs. Myron Just, vice president.

Hawaii Visitors Note

Recently, Honolulu Lodge No. 616 had its liquor license re-classified by the City and County of Honolulu. The new classification requires certain changes in the operation of Honolulu Lodge and pertains primarily to visiting Elks and nonmembers.

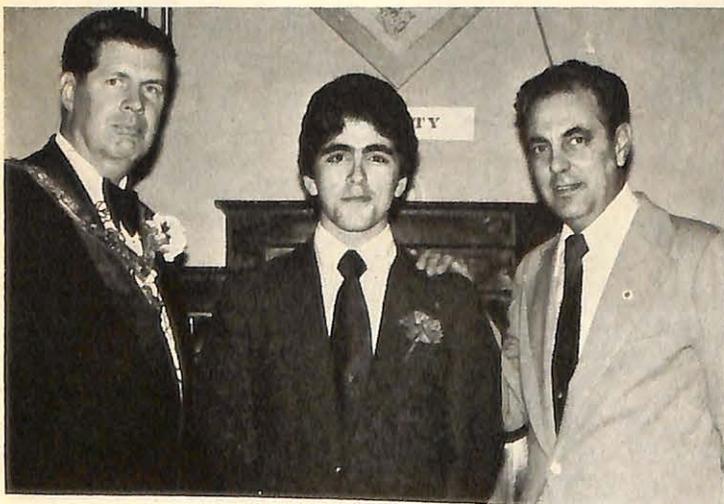
Visiting Elks from the mainland and from neighboring islands must now, under the new regulations, be issued a guest membership card signed by the Exalted Ruler of Lodge No. 616. Cards will be issued for periods of one (1) or two (2) weeks and must be exhibited by the visiting Elk each time he signs in at the lodge. A small charge will be made for guest membership cards in order to help defray the additional clerical and printing costs.

Honolulu Lodge No. 616 wishes all Elks visiting Honolulu to understand that this situation is entirely beyond its control and asks for the cooperation of all visiting Brothers.



AN EMERGENCY fund was begun by a group of community-minded citizens for the families of two children who were seriously burned in an explosion in Delta, CO. Jack Bohall (right), mayor of Montrose, presented \$100 from a Montrose County boxing match to Delta Lodge manager LeRoy Jagodinski for the Skiles-Robertson burn fund. The donation put the fund's total at \$18,000. Delta Lodge, which serves as the drive headquarters, raised \$2,265 for the two youths and their families. Service clubs, groups, and individuals have joined the Brothers in contributing their time and working at the organization of the fund-raising affairs. The unofficial goal set by the participants is \$20,000.

THE COLONIE Youth Center received \$250 from the Brothers of Colonie, NY, Lodge towards expenses for a youth parade at a local shopping mall. ER Michael Hoblock Jr. (right) presented the check to Victor Sgambato, executive director of the youth center. Elks Youth Chm. Joseph Hull was also on hand.



GEORGE JANSON (right) recently sponsored his son Edward (center) for membership in Kinderhook, NY, Lodge. Following the initiation ceremony ER Robert Peck joined the father and son to offer his congratulations and to welcome Edward to the order.



The Fraternal Corner

Many prominent Americans have been proud to be called members of the Benevolent and Protective Order of Elks. Among them was the late Capt. Eddie Rickenbacker, a native of Columbus, Ohio, and a member of Los Angeles Lodge No. 99.

Capt. Eddie was America's flying "ace" of World War I. He downed 26 enemy planes and earned 19 decorations for bravery in action. He returned from the war as one of America's top heroes.

What most people don't know is that Rickenbacker had already gained fame as one of the nation's earliest racing car drivers and, for about 20 years, owned and operated the Indianapolis Speedway.

Capt. Eddie was again called upon to serve his country in World War II. While he didn't don a uniform as he did in the first conflict he was sent on a number of official missions for the government. And then the unbelievable happened. In 1942, the plane in which he was flying crashed into the Pacific. America was aghast when they learned that their hero had been downed.

What they didn't know was that Capt. Eddie, along with the other members of the crew, survived the impact. For an incredible 24 days and nights they floated in rubber life rafts before they were rescued. It was boiling hot in the daytime and freezing cold at night.

There is a legend that Capt. Eddie, to keep himself occupied, began to examine the contents of his wallet. He had no driver's license, or pilot's license either, for that matter. He was doing both of those things before they were necessary.

He came upon his Elks card, according to the legend, and began to recall its significance. His card reminded him that he had promised to be charitable to all mankind . . . not only in alms but in thought, word and deed . . . That Justice raises the standard of human excellence everywhere . . . and that Brotherly Love is a torch that sheds luster over the whole pathway of life . . . That Fidelity is the inspiration to be faithful to the trust that his brother Elks had placed in him.

And finally, it told him that when his day was done, there would be gathered at his lodge all his friends and brothers who would recall to mind his virtues . . . though they may be few . . . and his faults . . . though they may be many . . . they would write upon the sand.

One of the legends of Elkdom from back in the good old days.

These exciting moments from the days of yesteryear were brought to us by courtesy of Brother Sam Fitzsimmons, Van Wert, Ohio, Grand Lodge Americanism Committee.

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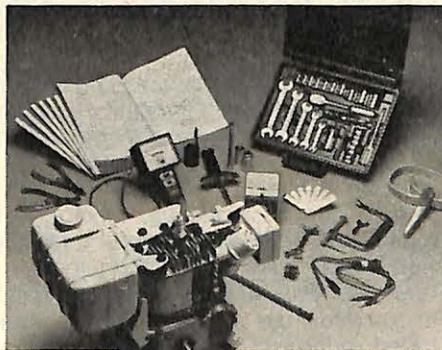
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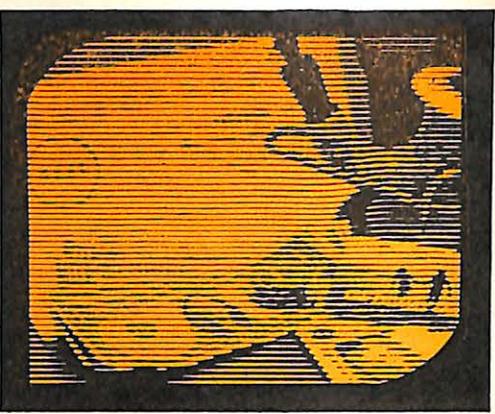
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YOU AND RETIREMENT

by Grace W. Weinstein



DENTAL CARE/DENTAL COSTS

- The statistics are alarming:
- ▶ One out of 8 Americans has lost *all* his or her teeth by middle age. Another 25 million people have lost half their teeth.
 - ▶ Two out of five Americans have at least 18 missing, decayed, or filled teeth.
 - ▶ 56 million teeth are lost every year.

This doesn't have to happen. Proper dental care, at your dentist, and at home between dental visits, can help you to keep them healthy. Proper dental care includes regular visits to a dentist.

You should visit a dentist to have your teeth professionally cleaned. You should also visit a dentist, without delay, if you have loose teeth, bleeding gums when you brush your teeth, swollen or tender gums, continual bad breath, pain associated with chewing, a sour taste in your mouth, or any change in the way your teeth come together. Any one of these danger signals should alert you to the possibility of disease in either the teeth or the gums.

Periodontal or gum disease is the greatest single cause of tooth loss in adults. Gum disease can march along with little or no pain, gradually destroying the gums and the underlying bone; but it can be detected by your dentist in regular checkups. Diabetes, thyroid disease and some blood conditions can contribute to gum disease. So can smoking or chewing tobacco, and clenching or grinding the teeth. But the major cause of gum disease is plaque, which can be minimized through careful cleaning with dental floss and toothbrush.

Unless your dentist gives you special instructions, use a brush with soft, multi-tufted round-end bristles, a brush with a fairly small head so that every area of the mouth can be reached. A set of disclosing tablets, available in your local drug-store at minimal cost, will show you where plaque lingers. A shift in eating habits may help too: reduce the amount of sugar you eat and you may reduce the formation of plaque. Regular dental checkups will definitely help. Your dentist can correct conditions that trap plaque, despite your best efforts at cleaning, such as worn-out fillings or broken edges of decayed teeth.

If you put off going to the dentist in an attempt to save money, it may cost you more, in both money and discomfort, in the long run. A cavity may not send off signals; if you wait for a toothache, you

may then have a tooth in an advanced stage of decay. What starts out as a simple cavity can, if neglected, progress within six short months (with no symptoms at all) to a compound cavity which might require root canal work and a crown restoration. This work might cost 50 times as much as the originally-needed simple filling.

If you should lose a tooth, similarly, have the gap filled. If you do not replace the tooth, nearby teeth will gradually shift position. Your chewing habits will change, food will get caught, and dental disease may well develop. Whether a missing tooth is in front, where it is visible, or tucked away in the back of your mouth, have a replacement made.

Regular care will keep costs down. There's little question, nonetheless, that the high costs of dental care induce many people, especially retirees on limited incomes, to put off needed dental work. If you are among this number, look into dental clinics, chain dental operations, and dental insurance.

Commercially operated dental clinics, although they are profit-making ventures, charge considerably less than dentists in private practice. So do the chain dental operations beginning to set up shop, sometimes within department stores, in various cities. Care is provided by licensed dentists, sometimes phasing out of—or into—private practice. The key to low cost is volume, long hours, and mass purchase of supplies. At dental clinics within dental schools, on the other hand, costs are low because the clinics provide practice for fledgling dentists. If you don't mind being a guinea pig, and if you don't mind a sometimes lengthy wait for care, that care is both good—work is carefully supervised by dentist/teachers—and inexpensive.

Dental insurance, more often available on a group basis through an employer or association, is also sometimes available to individuals. Dental plans, which now cover some 35 million Americans, are available through insurance companies, dental service corporations, and closed panel programs. Both insurance companies and dental service corporations allow you free choice of dentist. Closed panel plans, such as health maintenance organizations, usually include a panel of designated dentists from whom care must

(Continued on page 40)

Pass the Beef, Beans and Broadway



Dinner theaters offer many people their first taste of live stage entertainment, spiced with dining delights.

by Larry Holden

ACT I

The scene is set as scores of cars pull onto an expanse of parking lot adjacent to a large theater. Men in stylish suits and women in colorful long dresses stream into the building.

ACT II

Inside, the people dine on a succulent buffet. Then, relaxed and contented, they settle back in comfortable chairs. Lights dim.

ACT III

The audience is treated to a rib-tickling comedy. The lead role is well handled by Yvonne DeCarlo (no, she's not dead, she's just working).

Every day this scenario is acted out almost 200 times in all sections of the country. The reason for this recent boom in U.S. theatrical performances is a phenomenon called dinner theaters. And dinner theaters are, without question, a true phenomenon because hundreds of thousands of Americans have received their first taste of live theater in them, and more actors are now employed by dinner theaters than on the New York stage.

The roots (an extremely popular word nowadays) of dinner theaters can be traced to ancient Rome, where spec-

(Continued on page 31)

MAJOR PROJECTS

This is part of a continuing series on the state major projects. All state chairmen have been contacted by The Elks Magazine and have been asked to forward information for upcoming articles.



Elvira Johnson, PA Elks Home Service nurse, counsels Ann Sheridan and Danny Worlinsky.

When you see a child with braces on his legs struggling to walk, what condition comes to mind? Or when you see an adult who has difficulty feeding himself because he cannot control the movement of his hands, do you know why? The effects of cerebral palsy are often very apparent. Its causes are less well known to both the average person and the researcher.

Cerebral palsy begins with damage to the brain, usually at or before birth. Forms of the disorder depend on which muscle control centers in the brain are damaged and affected. Three main types of the cerebral palsied are the spastic, who moves stiffly and with difficulty; the athetoid, who has involuntary and jerky movements; and the ataxic, whose sense of balance and depth perception are disturbed. The brain damage may result from premature birth, lack of oxygen to the unborn or newborn, complications of labor or delivery, jaundice due to parental blood incompatibility (Rh factor), viral or bacterial infections, poisoning (such as lead), and accidental head injuries. In more than one-third of those afflicted, the cause is unknown.

Each type of cerebral palsy calls for its own treatment. Major emphasis in each case involves the day-to-day teaching of small skills to assist in growth and

development. The assets and liabilities of each patient must be evaluated before treatment by a team of specialists. The symptoms, which range from uncoordinated movement to mental retardation and psychological disorientation, come in varying degrees and combinations. They often hide whatever intelligence the person with cerebral palsy possesses.

A complex number of problems face the person who has cerebral palsy. They range from medical management to meeting ordinary social needs, and affect the individual, the family, and the community. The Elks of **Pennsylvania** view cerebral palsy as a community problem and, importantly, they see community responsibility as part of the solution. The establishment of the Cerebral Palsy Home Service Program in 1963 was the Elks' acceptance of a humanitarian responsibility. The Program operates on the premise that the home of the cerebral palsied or handicapped person is the place to begin a care program in which the services of the community are utilized. Its goal is to provide services which are not available elsewhere.

Essentially, the Program is a free visiting nursing service which is offered to developmentally impaired people and their families. There are 21 Home Service

Units, each of which consists of a Registered Nurse and an automobile provided for the nurse's on-the-job transportation. The nurses are responsible for from one to six counties, depending on the size of the county and the number of clients who require services. They work with the local affiliates of United Cerebral Palsy, and receive supervision and direction, when necessary, from the executive directors of the affiliates. Contact between the nurse and the affiliate is encouraged. Every week the director and the nurse hold a report session to discuss the services rendered the previous week and any necessary follow-up procedures.

The nurse provides practical assistance and performs services for both the cerebral palsied and the other family members. A first home visit occurs after the affiliate assigns a case to the nurse. During this visit, the nurse does an intake interview, wherein the client is assessed and the needs of family members are also noted. A discussion with the staff of the CP affiliate and/or a physician focuses on arrangements for a plan which will most effectively serve the client. Then, the nurse's position may involve home care instruction, acting as a liaison for the physician and the CP staff with the family, counseling in cooperation with other agencies on problems with social security and welfare and medical benefits, contacting community agencies, and assisting in placing clients in programs and in obtaining equipment and special furniture.

Most people who are afflicted with cerebral palsy benefit from physical and occupational therapy that will teach them how to relax muscles and respond to their own needs. The home care instructions provided by the Elks-sponsored nurse help with many of these skills which aid the patient in using and developing his strength. The family, through the nurse's training, becomes a part of the therapy process. The lifting and carrying of a cerebral palsied child, eating, and the use of therapeutic toys and games are some of the everyday problems and solutions with which the client and the family can become familiar.

Additional assignments that the nurse may receive reflect the importance of the outside world to the cerebral palsied. These duties include acting as an advocate for the handicapped to insure their legal and human rights, advising the affiliate on recreational and educational programs, providing transportation to clinics when necessary, and participating in seminars, conferences, and meetings relative to the Elks Home Service Program. The concept behind working with the community is that they, too, must be trained. The cerebral palsied person's chances of being a first-class citizen, as physically independent as possible, depend on an educated community which will integrate rather than segregate those who are afflicted.

In addition to defining the Home Service Program, Pennsylvania Elks make another important contribution to the state major project—the funds that sup-

port the Program. Since its inception in 1963, they have raised over 2¼ million dollars for the major project. Approximately \$15,000 per year is invested in each unit. This sum covers the nurse's salary, payroll taxes, and automobile amortization, insurance, repairs, maintenance, and operating expenses. The Elks also pay for and provide in-service training seminars which help all of the nurses in becoming aware of new developments in their fields.

The Home Service Program is directed by an administrator whose duties include determining the basic financial needs of the Program and reviewing its operation as a whole and in regard to each Home Service Unit. There are also 10 directors, one from each Elks district, who administer the Pennsylvania Elks Major Projects, Inc. The general fund of the state association underwrites office and promotional expenses as well as the salary of the Program administrator. Thus, all money raised by the lodges goes directly to the Elks Home Service Program. In 1977-1978, \$262,003 was contributed by Pennsylvania Elks to the Program. As long as there is a need for home service care, the Elks will continue to support their major project.

A state major project can evolve from a set of historical and social circumstances which occur within the Brothers' community. While it is evolving, it may change from its original aims to new, usually more relevant ones. Plans for a major project in **Idaho** began in the 1930s when the state Elks association decided to establish a convalescent home for crippled children. The Brothers' intention was to provide an intermediate type of care for children between the time of their discharge from a hospital and their return to home. This plan was interrupted by the war before it could be implemented. Today, the Idaho Elks Rehabilitation Hospital, which grew out of a sudden need to care for Idaho's polio epidemic victims of the 1940s, is a complete and modern facility dedicated to helping disabled people achieve the self-reliance necessary to living in our society.

The hospital is situated on the edge of the city of Boise, at the foot of towering hills. It is licensed by the state as a 38-bed hospital and is also certified under the Medicare program. Any disabled person who can be assisted by medical treatment and rehabilitation is accepted by the facility. The disability may have resulted from illness or injury, and admittance is based only on the question of whether or not treatment can benefit the individual, regardless of race, age, or religion.

A specialized hospital, the Elks' facility provides medical treatment and rehabilitation services under the supervision of a medical director and an associate director, both of whom are doctors affiliated with the hospital on a full-time basis. They direct and work with rehabilitation nursing, psychological counseling, social services, speech pathology, occupational, respiratory, and physical

therapies, and the very recently instituted program of cardiac rehabilitation. Located only two blocks from a general acute care hospital, the Elks Rehabilitation Hospital has a good working relationship with that hospital and Boise's second acute care facility, both of which provide many support services that enable the Elks' facility to specialize.

The Idaho State Elks Association owns the hospital, and a board of directors, appointed by the State President, operates the plant and property, which are worth approximately \$2.2 million. This year's budget is \$1,795,000. Although the majority of the funds for the Hospital come from the individual patient's insurance (private, third party, or public, such as Medicare), the contributions from the Brothers have enabled them to give nearly \$70,000 worth of free care to persons who are unable to pay. These patients are guests of the Elks. About half of the funds underwrite a children's pre-school program for the neurologically involved child.

Each Elk in Idaho contributes three dollars annually toward the operation of the Rehabilitation Hospital. All 24 Elks lodges in Idaho participate actively in fund-raising and support-oriented events.

The needs of a community can be created by circumstances. They can be fulfilled when interest generated by citizens turns into productive action. Over the years the Elks of Idaho have maintained an interest in their community which has developed into a relevant major project.

With the rising cost of college tuition, the pursuit of higher education has become increasingly difficult for many youngsters. Monetary aid is hard to come by, as the economic situation of numerous schools greatly limits the extent to which they can assist students. Often students seek financial support from sources outside the academic world. One such resource is the **Wyoming** Elks State Association. The Brothers of that state sponsor and administrate a scholarship program as their major project.

Any student from Wyoming's high schools who is a senior is eligible for a four-year scholarship of \$475 annually. Those who receive an award may attend any college or university of their choice. The only stipulation included in the application to the program is that the financial need of the student's family be demonstrated.

One chairman heads the state major project. A panel of volunteers at the state level judge the applications which are sent from the local level screening committees. Each lodge is invited to participate by distributing scholarship application forms to local high schools. The cooperation of the school administration is enlisted to help circulate the forms and to encourage the students to apply.

The Elks National Foundation donates over \$2,000 a year to Wyoming's state major project. The lodges' contribution to the funding comes from their per capita dues. Recent involvement in a publication provides additional capital for the financing of the scholarship program. Each

year the Brothers spend a total of \$3,800.

Several students have expressed thanks for aid continued throughout their four years of school. Parents have noted that without the Brothers' assistance, choice of academic institutions would have been limited. Wyoming Elks play an important role in supporting youths who wish to participate in the quest for higher learning.

The Huck Finn in young boys rejoices when summer rolls around. That season can offer more than a break from school and time for fishing or the pursuit of adventure. The Brothers of **Maryland, Delaware and District of Columbia** work to tap a boy's sense of adventure and interest in the outdoors and include them in a camping experience which emphasizes social, physical, mental, emotional, and spiritual growth.

In the late 1940s, 180 acres of land on the north shore of the South River in Anne Arundel County were purchased by the Maryland, Delaware and District of Columbia Elks Association. The first major monetary contribution was made by PGER Robert Barrett, and so the association's major project was named the Elks Youth Camp Barrett. Ten acres of land were cleared, and the camping began with tents as shelter.

With the lodges' contribution of construction services came the erection of a dining room, kitchen, four cottages, a Red Cross building, and a latrine combined with washing facilities. Today the campsite includes a fifth cabin, an olympic size swimming pool, a five-room cottage which houses the director, a pavilion, basketball, badminton, and tennis courts, a boxing ring, a baseball diamond, horseshoe pits, and hiking trails. These facilities may be taken advantage of by any Elks-sponsored boy between the ages of 9 and 14. The lodges give primary attention to deserving boys who would not otherwise have the chance to go to camp.

The purpose of Camp Barrett is to foster growth through recreationally oriented activity within a group living situation and out-of-doors surroundings. An appreciation of one's peers and of the adult community is encouraged through the experience of helping and working with others. Physical skills are developed through competitive sports and swimming, and work with crafts fosters a sense of creativity.

The program at Camp Barrett is run by a full time director/resident manager. A board of governors, consisting of one member from each lodge in the state, oversees the operation and is responsible to the state association. During the summer season a complete staff, including counselors, a dietitian, and a nurse, join the director.

Approximately \$50,000 was spent to support Camp Barrett in 1978. The budget is met through assigned quotas and statewide fund-raising events. All plans for the camping program, both present and future, include the goal of making the camp experience one of creative adventure. ■

Housewife sells 'glass plate' for \$40; worth \$1,700

NILES, Ill.—The story of a small fortune, lost because a housewife had no idea her glass plate was a collector's item, recently came to light.

In a letter to J. R. MacArthur, chairman of The Bradford Exchange, world's largest trading center in collector's plates, a Madison Wis., woman wrote: "I had a Lalique 1965 plate . . . which I sold to a friend for \$40. I had not heard of you at that time."

The plate she sold is actually valued at more than \$1,700. Although MacArthur points out that this price is exceptionally high, he said, "I'm afraid others may be losing hundreds or thousands of dollars by not knowing what their plates are worth."

To aid in identifying valuable plates, the Exchange issues a report that includes current prices on more than 900 plates, guidelines on what to look for and when to buy, and the plate evaluation checklist used by the Exchange.

To obtain a copy without cost or obligation, send your name, address, and zip code by Saturday of next week to: The Bradford Exchange, Dept. 2902, 9301 Milwaukee Avenue, Niles, Illinois 60648. (Not available to Canadian residents.)

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Former Elks National Foundation Winner

Goes to Washington



At the 1975 Grand Lodge Convention held in Dallas, Bruce James Allyn of Grants Pass, Oregon was chosen by the Elks National Foundation as one of its Most Valuable Students. Recently, Bruce has worked in Washington for Senator Mark Hatfield on an internship.

"As an intern in Senator Hatfield's office," Bruce reveals, "I was given the opportunity to research and write position papers for the Senator, to draft some minor bills and write the introductory remarks for the floor of the Senate, and to handle various other constituent concerns. Senator Hatfield also took the time to discuss with me many of his exciting experiences in the Senate."

Another plus for Bruce has been his standing in the top 5% of his class at Dartmouth for the past two years, receiving academic citations in the government, philosophy, and Russian departments. He has been selected as chairman of his class council's committee on student government and elected to Dartmouth's "Green Key" Honor Society.

"I'm using the opportunities available to me to the fullest," Bruce says, "and I really appreciate the major role that the Elks National Foundation has played in my education."

Last summer, Bruce studied at Leningrad State University in the Soviet

Union, with all his classes given in Russian by resident professors. Right across the Neva River from the dormitory stood the Winter Palace and present site of the Hermitage Art Museum. Adjacent to the dorm was the Peter-Paul Fortress, which Peter the First built in 1703.

"I befriended a number of ordinary Russian citizens," Bruce continues, "and found the common people to be very hospitable and eager to talk to Americans. They are very concerned that another military confrontation be avoided. I think the interest of global peace would be greatly served if more exchange could take place between the peoples of our countries."

One of the fringe benefits of working with Senator Hatfield was the chance for Bruce to shake hands with Prime Minister Begin and President Sadat after the Camp David Peace Accords were signed.

"I've really enjoyed the excitement of Capitol Hill," Bruce adds. "It's an experience I'll never forget."

What becomes of Elks National Foundation winners? Should our readers know of past winners who have gone on to make significant contributions to our society, we would like to hear about it. Write: The Elks Magazine, 425 W. Diversey Parkway, Chicago, IL 60614. ■



Bruce James Allyn (right) at work with Senator Mark Hatfield.

Beans and Broadway

(Continued from page 27)

tators at the Coliseum munched away on goodies while they watched the lions munch away on Christians. The first modern day dinner theaters sprang to life in the less-urban areas of the South and Midwest in the 1950s. Live entertainment was hard to come by in those areas, and a theater owner could get by with hiring amateur actors whose income mainly came from tips they earned serving tables before going on-stage to perform a play.

In the late 1960s the number of dinner theaters mushroomed to fill a vacuum created by the decline of the inner cities. More and more people sought places of entertainment within the suburbs, rather than travel downtown in what often deteriorated into high crime areas. Red barn-like structures began to dot the American landscape in response to this need. Although the barns looked like they were filled with hay and livestock, they actually contained stages and dressing rooms for a company of actors and were surrounded by parking lots where automobiles replaced tractors.

"It's a whole new business and it's bringing theater into regions where people have never seen a play before," explains veteran actor Van Johnson, known as "the King of the Dinner Theaters" because of his consistent ability to attract packed houses. "The owners take an old red barn and whip it into a playhouse. That's great."

Not all dinner theaters are barn-like. The atmosphere ranges from the cozy rustic flair of the Coachlight in Warehouse Point, Connecticut, to the early Las Vegas elegance of the neighboring Chateau de Wille. Some dinner theaters are built from scratch, but many evolve from other facilities, like a converted pancake house in San Diego, a former laundry in Kansas City, a remodeled bowling alley in Seattle and a one-time illegal gambling casino in New Orleans.

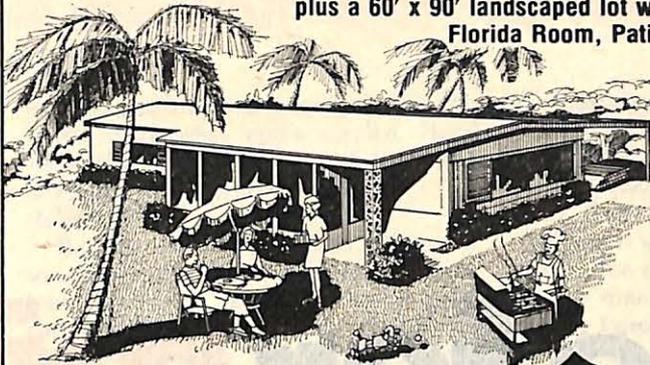
Successful dinner theater operators put as much emphasis on decor as they do on food and the show. Frank Matthews poured about \$900,000 into turning a barn and adjoining brick building into the Hayloft Dinner Theater near Washington, D.C. "The atmosphere is essential," he says. "The little woman has to really feel she's being taken out on the town."

Like decor, the seating capacity of a dinner theater can vary. Some have as few as 200 seats, others have 800. The design of the stage is another variable. Some utilize the theater-in-the-round

(Continued on page 36)

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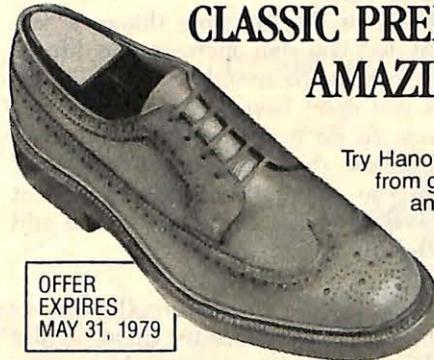
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miles miles miles

drive for miles... and miles

by Ross R. Olney

Who says you have to buy an expensive foreign car to get more than 60 or 70 thousand miles of service? Raphael Green of DeKalb, Illinois, drives an American-as-apple-pie 1970 Chevrolet Impala with more than 273,000 miles on it.

Green is not alone as a man who knows how to drive and care for a car. The 1965 Olds Delta 88 of Hugh Cooper has more than 319,000 miles of life so far. Dwight Cervin's 1962 Chrysler 300 has been running for more than 195,000 miles. George Hamlin of Clarksville, Maryland, has been driving his 1963 Studebaker Lark V8 convertible for more than 190,000 miles, and Texan Bruce Whalen has a 1964 Buick with more than 280,000 miles on the road.

The all-time champion in high mileage, according to a recent survey by *Popular Mechanics*, must be 82-year-old Mike Tonis of Sacramento, California. Tonis bought his 1926 Model-T Ford in 1934 for \$5. He now has 650,000 miles on it!

There are thousands of other owners of American cars who can boast high mileage figures with few mechanical problems. The fact is, there is no reason at all why any American car cannot

outlive any expensive foreign job if it is cared for properly. Europeans do not necessarily build a better automobile, but they do tend to make their cars a part of their family. They take better care of them.

You can do the same things if you want to. You can increase the life of your car by thousands of extra miles, and you don't have to be a master mechanic to do it. If you can drive, you can follow these suggestions. Some of them you already know, others are not so well known, but every one will add to the life of the family car.

Engine

Almost without exception the owners of high mileage cars insist upon regular and careful engine service. An engine, especially an American engine, should last the life of the car. It should never need an overhaul, and many of the high mileage cars listed above had engines that had never even had a head removed.

Adding Miles

Regular oil changes and good premium oil are the keys to long engine life. Never go beyond the recommendations of the engine builder on oil changes, then change the filter at least every other time you change oil. Some drivers

change oil filters with every oil change, for the two greatest enemies of your engine are heat and dirt.

Modern engines do not need "warming up." In fact, a warm-up period can harm an engine, by allowing moisture and contaminants to collect in the oil pan. But the engine does need gentle handling when it is cold. So go ahead and drive away, but do so slowly and easily, with as little strain as possible. Never race a cold engine, a standard American trick to speed warm-up.

Keep your engine tuned and timed. If you use the engine harder than normal, consider adding an inexpensive (about \$50) oil cooler. Expensive oil, meanwhile, will be cheaper in the long run.

Carburetor

This unit that feeds fuel to the engine should last the life of the car. Sometimes it doesn't. If you notice sluggish starting and running, smoky operation, rough idling or stalling, you could be developing a carburetor problem.

Adding Miles

Most important for the life of the carburetor is clean fuel of a good quality. Many people never change the fuel filter, or even know it is there. Have

miles miles miles

miles miles miles

it changed (a couple of dollars) when you get a tune-up. Some carburetors have a filter where the fuel line enters, and this one might never be changed. Have it changed at tune-up.

Be sure the air filter is changed regularly, for dirt can come in with the air just as it can with the fuel. And dirt and grime collecting in the carb often begin problems.

Use a good grade of gasoline. Some cheaper fuels contain contaminants that are deadly to the carburetor. Rundown service stations can pump unfiltered or poorly filtered gasoline. Stay with the recognized brands and deal at a clean, well-managed station.

Keep the carburetor linkage (the levers and rods that operate the carb) lubricated and keep the outside of the carb clean. There are spray can lubricants and cleaners that will more than pay for themselves in the long run.

Distributor

Could last the life of the car but probably won't. This is a tough one,

but you can help some by seeing to this spark distributing unit's service. Hard starting and backfiring or not running at all should suggest work here.

Adding Miles

Regular tune-ups, when done by somebody who cares (you or a competent mechanic), should include lubrication and close inspection of the distributor. Cleaning the cap and inside will help extend the life of the unit.

Engine Valves

One of the hardest working parts of an engine are the valves that open and close to allow a fresh fuel/air mixture into the cylinders and burned exhaust gases out. They work under great heat and pressure, yet they must work just right or the engine will not perform. They can last for the life of the engine, these expensive little parts, but many don't.

Adding Miles

Keep the engine tuned and timed. This is very important for the life of valves. Use good oil regularly changed.

Change the oil filter at least every other time you change the oil.

Use the correct gasoline in your car. If the builder says no-lead, then use no-lead. Use the octane recommended in the owner's manual (or call your local dealer for this information if you don't have a manual). It's important.

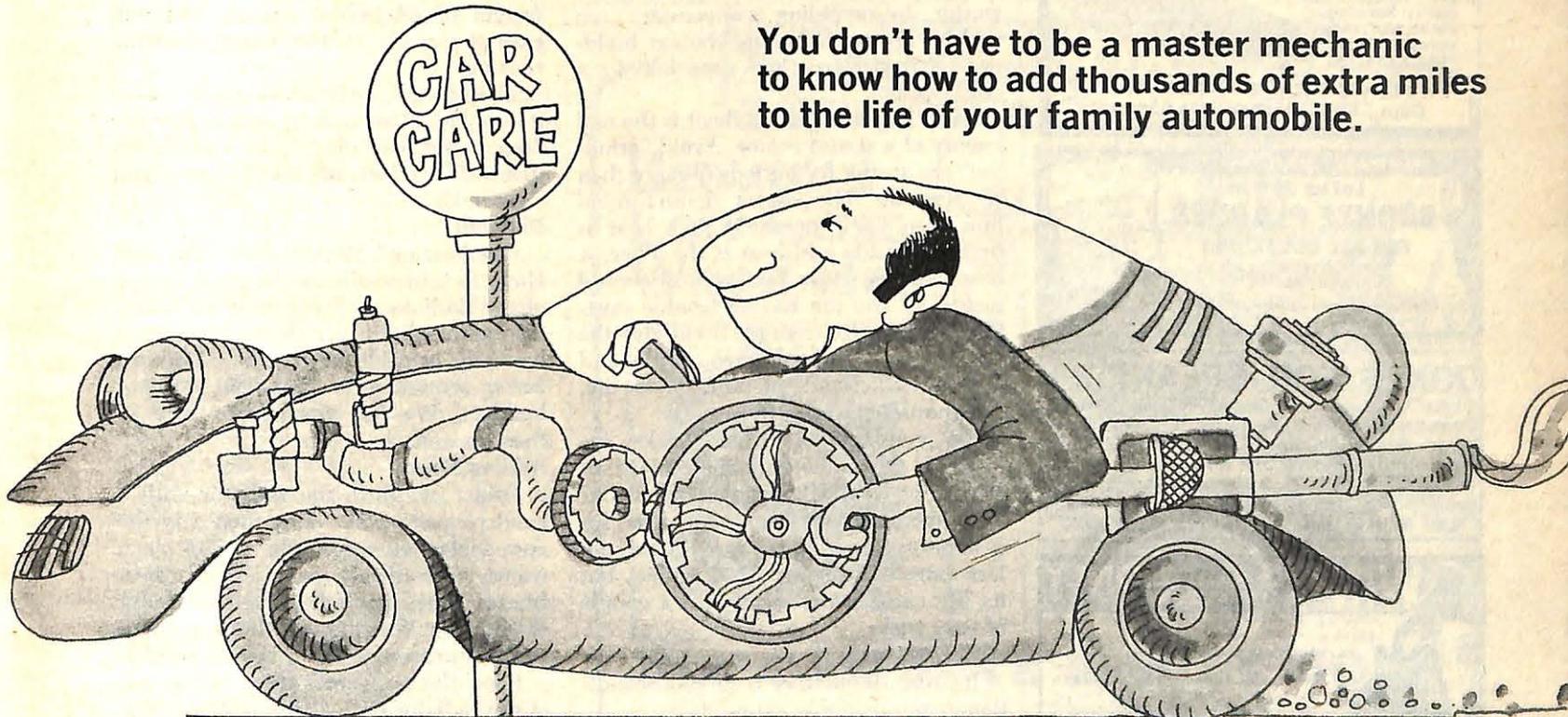
Water Pump

Not a unit designed to last the life of the car, maybe 40 or 50 thousand miles under normal use. But you can extend the life of the water pump. The pump keeps the water flowing from the radiator to the engine block and back, so if it begins to fail (with a leak or a screech), the engine will soon begin to overheat.

Adding Miles

A poor quality anti-freeze (or no anti-freeze at all) will kill a water pump as quickly as anything, corroding the pump's innards until it fails. Use a name brand, good grade of anti-freeze (winter and summer, since the solution raises the boiling point of the coolant

You don't have to be a master mechanic to know how to add thousands of extra miles to the life of your family automobile.



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during hot weather and helps to prevent boilovers).

Drain and flush the cooling system once each year and add new anti-freeze and a can of water pump lubricant to help keep the water pump working smoothly. Remember, there is no such thing as a really permanent anti-freeze, no matter what it says on the can.

Be sure the drive belt that operates the water pump (and the fan as a general rule) is correctly tensioned. The service station man can test this with his thumb (no more than about a half inch deflection if you press the belt . . . with the engine off, of course) and will probably adjust it for nothing.

Starter Motor

Normally, the starter will begin to growl and skip and indicate the upcoming end of its life after four or five years, or maybe 60,000 miles of use. Life expectancy is even shorter in a car that is city-driven for short hops requiring more from the starter.

Adding Miles

You can't help how often you must use your starter, but you can help the starter by avoiding unnecessary use and by always following the car builder's starting instructions, especially for a cold engine.

Most important of all, heat is the real enemy of a starter motor. Avoid "grinding" the starter for periods of more than 30 seconds. The starter doesn't mind how long it is operated, but heat is built up inside and heat is the killer. A few seconds pause between 30 second bursts (if you are having trouble starting your car, for example) will give the unit a chance to cool down a little, and will add thousands of miles to its life.

Alternator

Do you hear a "siren" under the hood? Is the ammeter reading minus, or the "idiot light" flickering off and on? The average American alternator (or generator, for that matter) might not last more than about 40,000 miles, but its life can be increased with a couple of easy tricks.

Adding Miles

Be sure the battery is in good condition.

Be sure the drive belt that runs the alternator is correctly tensioned. A service station will take care of this, probably at no charge if you are a regular customer. Drive belts on American cars are, in fact, the single most-neglected item of all.

Battery

A good battery might last three or

four years under "normal" American use. The five year guarantee, or even the new lifetime guarantees, are based on replacement costs. As a general rule, you don't just get a new battery handed to you if the old one fails. What you do get is to pay for as much of the life of the original one as you used. It's a good deal for the manufacturer if you got at least a good hunk of the expected life, then had to exchange for a new one. But you should get *all* of the life, and *more*.

Listen for clicking instead of starting, notice a need to add water too often, and watch for a dimming of headlights, to indicate a weakening battery. Then remember that a battery is either good, or bad. Your battery may need a little help, but because you notice one or more of these things doesn't mean it is dead. Have it checked at a service station before you junk it or trade it in.

Adding Miles

Keep the battery clean, especially where the cables connect to the terminal posts, by occasionally washing down with a baking soda and water mixture (wash until it no longer "fizzes"). Then coat the terminals with a petroleum jelly to hold down corrosion.

Keep the engine tuned and timed to prevent hard starting and hard use of the battery. If you use the correct weight of oil in the engine, you will ease the work of the battery during starting.

Keep the electrolyte level up to where it should be by adding distilled water (tap water has chemicals and debris that will collect in the battery and shorten its life).

Radiator

Overheating? Water under the car? Have to add water to the radiator too often? Radiators fail regularly on American automobiles, yet they are generally made as well as foreign radiators, *better* according to American radiator builders. We just don't take care of them as well.

Adding Miles

Drain and flush the radiator with a good cleaner every year, then mix the new coolant to a formula of 50% clean water, 50% good name brand anti-freeze. With this care, every radiator should last the life of the car (and you'll improve the life of hoses as well).

Keep the bugs and other debris out of the radiator with a frequent washing down or blowing out (from inside the engine compartment out). The engine will run cooler and the radiator will last longer.

Exhaust System

Early failure of this system is chronic with American cars. From a happy purr the engine begins to sound like a bulldozer or an Indy racer. The exhaust

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pipe is very near blistering engine heat, the muffler rusts and the tailpipe drags. But these units can be made to last longer.

Adding Miles

Wash the underside of the car with a clean spray if you have been driving through mud, salt, seawater or any other corrosive.

Inspect the underside of the car frequently to notice and correct any exhaust parts that are hanging loose.

Avoid as much as possible short hops that don't allow the engine a chance to warm up. These quick uses of the car cause moisture to build up in the exhaust system and the rust works from inside out. A longer drive evaporates the dampness.

Brakes

John Becker's 1970 Chevrolet had 285,000 miles on the brakes before he changed shoes, and then he had to change only the front. The rear brakes were still good. But normal American auto brakes might need relining after as little as 20,000 miles. If you hear squealing, scraping, or grinding, or if the brakes feel spongy or the car swerves when they are applied, you are ready for new ones.

Adding Miles

Avoid hard stops by planning ahead. The engine will help you to stop the car if you will use it.

Never ride the brake pedal. This will kill brakes quicker than almost anything else.

Drive to avoid stopping by timing stoplights and traffic conditions around you. When you must brake and you have planned ahead, you can brake gently by applying and releasing the brakes then applying again. This will keep lining heat to a minimum.

Shock Absorbers and Springs

These car parts, especially the springs, should last for the life of the car. Yes, even the shocks. But you might notice the car bouncing and swaying and nose-diving when you stop. If you do, or see oil on the shocks from a leak, they have probably died. Sagging springs must also be replaced.

Adding Miles

Avoid driving on rough and bumpy roads, but if you must, then drive very slowly and carefully to protect the car's suspension system as much as possible. A car might go for years on smooth roads, but rough roads will wear out these parts quickly.

Worn out shock absorbers can ruin springs, so if the shocks go, replace them before they damage the rest of the system.

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(Continued on page 63)

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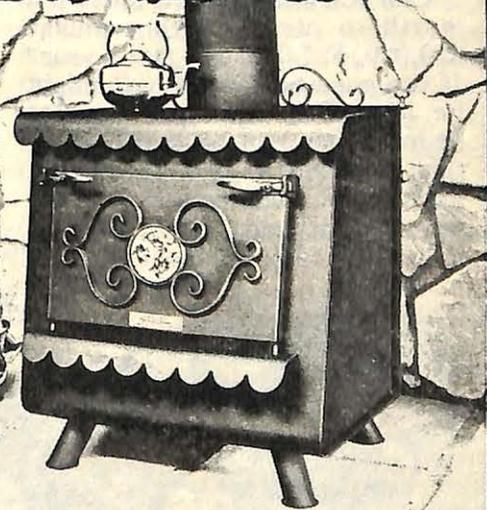
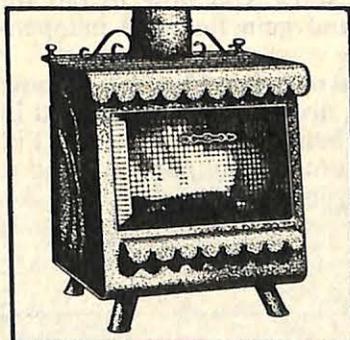
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Beans and Broadway

(Continued from page 31)

design, where the stage sits in the middle of the theater and the audience surrounds it. The traditional style of stage and the thrust type (where the stage juts out and the audience sits on only three sides) are also used.

Approximately 180 dinner theaters are now in operation, mostly in and around medium-size cities. And to say the least they're doing quite well. By one educated estimate, dinner theaters in a recent year grossed \$150 million, compared with Broadway's take of \$45 million.

The concept of the contemporary dinner theater is a beauty of modern merchandising—dinner plus a show and usually pre-show entertainment for a package price (except for mixed drinks). The audience knows pretty much what it is getting and what it is going to cost. Many patrons find it a convenient, pleasant and predictable way to entertain family, friends and business clients.

"Dinner theaters are the only success story in the theater today," says Actors' Equity president Theodore Bikel.

"It's actually a whole new facet of this mysterious thing we call show business," notes Jim "Mr. McGoo" Backus,

a frequent dinner theater performer.

The package price for a dinner theater outing is amazingly economical compared to what it would cost to go to the theater in New York. The cost of a Big Apple ticket alone would probably be more than that of dinner and show combined at a dinner theater. The dinner theater tickets vary from a week-night low of about \$6 in some Southern towns to a weekend high of \$18 in areas close to Atlanta and Boston.

"I think dinner theaters are probably the best entertainment value available today," states Lyle Waggoner, co-star of TV's "Wonder Woman" series, who's done dinner theater in the off-season. "There's no other place you can go for dinner and a show for less than \$10 a person."

There are variables in dinner theaters but there are also, with few exceptions, four constants: (1) a huge parking lot; (2) mixed drinks; (3) an enormous meal at tables crammed around a stage; and (4) light comedy or musicals after dinner, interrupted by intermissions during which patrons can refill those mixed drinks.

The cuisine, usually served buffet style, runs to hearty roast beef, chicken, salads, garden-variety vegetables and a selection of desserts. Although chefs are not touted on the marquee, the quality of the food, says theater owners, is crucial.

"I think the star of the dinner theater has to be the food," openly admits freckle-faced Van Johnson. "The chef has to be excellent. Of course, the actors had better be good because they have to top the food. But the reputation of a good kitchen is what gets people in first. Good food is essential."

John Bowab, an acclaimed director of scores of dinner theater productions echoes: "You could do a staggering production of *Showboat* but if there is a guy sitting there for two hours wishing he had an Alka-Seltzer, you're dead."

The play, too, must be easily digestible. Heavy drama of any consequence is rare. The reception of the biting *Who's Afraid of Virginia Woolf?* at a Phoenix, Arizona, dinner theater graphically mirrors the reason for this rarity. The play drew only 800 patrons a week—one-third of the theater's usual crowd.

"If you're looking for intellectual stimulation, forget dinner theaters. But if you want to have some laughs and enjoy yourself, they're the perfect place for you," points out handsome Tab Hunter, who has been starring in dinner theater productions for more than a decade ("I was a pioneer in this business.").

Many owners fear that departure from the tried and true invites disaster.

(Continued on page 41)

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Nova Scotia

EUROPE WITHOUT CROWDS

by Jerry Hulse

If February doesn't seem too implausible a time for putting together next summer's vacation dreams, I have a suggestion: *Nova Scotia*. It's mentioned for several reasons, but primarily because of its scenery—scenery which brings to mind Scotland and Ireland, the fjords of Norway and the cool greenness of the English countryside. Besides all this, Nova Scotia is shockingly inexpensive. And that, as each of us is aware, is an added bonus during these times of escalating costs.

Nova Scotia is the Acadian country

of Longfellow's *Evangeline*, as well as Scottish highlanders, Irish, German and British immigrants. Locals still do the highland fling and the Irish jig, and here and there you can hear Gaelic spoken. It is Europe without crowds, only lovelier. If not the prettiest land on earth, certainly it must come close. Only a short hop from Boston, tiny Nova Scotia juts into the Atlantic Ocean due east of Maine. Uncrowded two-lane roads cling to the coast and roll among valleys throughout the entire 375-mile-long peninsula.

Yarmouth lighthouse (left) on the south coast and Glace Bay (below) on Cape Breton Island help to charm Nova Scotia visitors seeking Old World atmosphere and customs.



Nova Scotia



Halifax, with its landmark clock tower (top), boasts of being the lobster capital of the world; while Cabot Trail (above) on Cape Breton Island offers mysterious coves to wander and quaint settlements to explore.

In summertime the earth is green, the air is warm, apples are ripe and berries are ready for picking. On St. Mary's River in the village of Sherbrooke, locals perform daily tasks in a restored village complete with blacksmith shop, sawmill, barn and tea-room featuring a tempting seafood chowder, oven-baked beans, scones and gingerbread freshly baked and coated with whipped cream. It goes without saying that it's a weight watcher's Waterloo.

Down the street, ladies in floor-length gowns display handmade quilts, sweaters and hooked rugs, along with jars of foxberry and rhubarb jams. If

this seems like a replay of 19th-century America, in a sense it is. A couple of hundred years ago the British routed the French from Sherbrooke. Later, gold was discovered while the United States was fighting its Civil War. When the gold was gone, a few folks stuck around, including Jimmy Cumming's ancestors, who helped settle the new town. On Main Street, his widow takes in guests in a cozy, two-story bungalow that's withstood the ravages of 130 winters. While not exactly the Waldorf, it offers Old World comfort—a room with a shared bath going for \$10 single and \$14 double. If that sounds like some crazy system of reverse inflation, the proprietress makes no apologies. Indeed, for an extra \$2.25 she'll prepare a breakfast fit for a lumberman.

And then there's Nova Scotia's *Old World* city of Halifax, the final landfall for thousands of American troops shipping overseas during World War II. While returning GIs would hardly recognize the scene today, what with modern skyscrapers and a soaring popula-

tion, the city retains a British flavor with its public gardens, historic Province House and St. Paul's, the oldest Anglican church in Canada. High tea is served at the Lord Nelson and cash registers ring merrily at Dick Turpin's pub with its Moosehead and Tenpenny ale, London stout and deep-fried clams. As the lobstering capital of the world, Halifax makes no secret of its fine seafood restaurants, among them the Five Fishermen with its Old World ambience.

Close by there are other scenes: painters in particular freak out at Peggy's Cove, capturing on canvas granite outcroppings carved by receding flows

during the ice age. All of this is barely south of Halifax in the direction of Oak Island, with its buried treasure, and Mahone Bay, with its panorama of ocean, islands, coves and a series of quaint seaside settlements. Of the lot, the village of Chester—settled by New Englanders in 1759—is an unsurpassed blend of ocean and scenic shorelines, a summer place with one of Nova Scotia's most charming inns, the Sword & Anchor. Says the proprietor: "We are co-guardians of the most famous of Nova Scotia legends—the hospitality and pleasures lavished on all her visitors."

The old two-story white frame cottage contains six guest rooms, four with baths, and each with a view of Chester Harbor. In the annex across the street—it dates from 1783—another seven rooms are provided, the rates being \$17.50 for a single and \$25-\$35 for a double. On a Sunday, guests are awakened by the bells of St. Stephen's, while in the air there's the fragrance of salt and sea. Weathered fencing surrounds the Sword & Anchor and ancient elms cast their shadows across its grassy yard. Another inn of similar charm, the Sou' Western, offers shelter nearby at Mahone Bay. Rooms gussied up with antiques are bid at \$10 single and \$13 double, including after-dinner refreshments. Only an hour removed from Halifax, the Sou' Western is where travelers drop off the world to rest a spell. Bumper stickers tell the story: "We Love It Here."

In all of Nova Scotia, though, there is no destination to compare with the village of Margaree. In a setting that looks for all the world like a scene out of 19th-century rural America, serenity still exists. Weathered barns and farmhouses and white steepled churches lie scattered across mile after mile of rolling hills. Hemmed in by a rockbound coast, they face country lanes that unfold alongside rivers, streams, apple orchards and open fields of windblown grass. It's a scene that reaches to infinity and beyond. It is also where Canada's fairest maritime province is teaching the vacationer what it's like to be back on the farm, to discover, among other things, an elusive peace that's combined with old-fashioned, turn-of-the-century hospitality and goodness.

How long, one asks, has it been since he or she has listened to the voice of a mockingbird? Or heard a rooster crow? Or milked a cow or gathered eggs or smelled the richness of new-mown hay? While the answer is *never* for most vacationers, Nova Scotia is corralling hundreds of visitors on dozens of farms from Yarmouth to the tip of Cape Breton.

Here in the lovely Margaree, a quarter mile off the Cabot trail, Mary and

Laird Hart have been welcoming guests to their "Heart of Harts" farm for 29 years. Barely out the back door flows a trout stream, and beyond that a salmon river rushes headlong toward the Atlantic. In this incredibly green valley farm folks still relax on the stoops of their porches, filling their souls with scenes of wooded hills and star-filled nights.

The Harts are gentle souls who've played host to hundreds of vacationers in their snug home. Knickknacks cover the tables and mantels, and hooked rugs are spread alongside deep sofas. Mary Hart swept a hand through her white hair. "Our house is old-fashioned," she said, and it was obvious she intends to keep it that way. A room with shared bath rents for \$16 a day single or \$32 double, including three huge farm-style meals prepared on a wood-burning stove. (The Harts also have four housekeeping cottages that fetch \$100 a week apiece.)

In the Margaree Valley nobody locks a door. Not even when they are gone. It's the sort of place where a boy can run wild through grassy fields or catch a trout off a shady bridge, or just lie beside a stream and dream.

A similar peacefulness pervades young Jim and Carol Johnson's spread in Guysborough County. Their 223-acre Fairview Farm with its three ponds and two lakes faces a fertile valley not far from one of eastern Canada's finest salmon rivers. Who said inflation has spread to the far corners? Home-cooked meals and a room with shared bath in the 135-year-old farmhouse costs the vacationer \$15 a day or \$85 a week, and that would have been a bargain—even a decade ago. For children under 12 it's even cheaper (roughly half the price). Roaming the surrounding hills and valleys are fox, moose, bear, deer and even an occasional mink and otter.

Guests are welcomed the year round at Fairview with its gunstock chairs and Jenny Lind beds and Franklin stove. In winter they ski cross-country or else skate on one of the frozen ponds. During other seasons they attend highland festivals, country fairs and autumn harvest celebrations. Mostly, though, there is freedom, miles and miles of open land along with hills that are forested with balsam, fir, white spruce, yellow and white birch, rock maple and elm trees. Summer guests swing in a hammock outside the 12-room farmhouse, waiting for darkness in a sky that turns white with stars.

Still, the farm vacation routine is not for everyone, and this is particularly true of John and Jo Ann Gardner's 100-acre Inverness County parcel, perhaps Nova Scotia's most rustic guest farm. Accommodations consist of a couple of log cabins that lack baths, so that

guests must either shower out of doors or bathe in the Gardner's pond, and that's about as back to nature as you can get. Still, there is something rich and earthy here that's missing on the slick and well-tended farms elsewhere. The Gardners have made peace with poverty. And because of it they are reaping a harvest of self-satisfaction. John and Jo Ann, a couple of ex-school-teachers from New England, switched from classroom to the plow in a search for contentment and meaning to their lives. And in case you're wondering why they chose Nova Scotia instead of the United States, it's because they simply didn't have the bucks for a farm back home.

Their farm is on a back road, a mile from the nearest neighbor, a couple of miles from Bras d'Or Lake and five miles from the closest village. It is surrounded by deep woods, with eagles and hawks wheeling in the sky and purebred Jerseys grazing in the fields. There are pigs and hens, a team of work horses, a pony and a dog.

Whatever the Gardners serve their guests is raised on the farm, "without chemical poisons" for fertilizers. Jo Ann, with bright eyes the color of her blue jeans, announces with candor, "We feel it's better for the environment and the health of humans."

On the Gardner farm, vacationers swim in freshwater ponds and fish for trout. And close by at Bras d'Or Lake they go clamming and oystering. With guests arriving year round, there are sleigh rides in winter along with ice skating and cross-country skiing. And for all this—bed, breakfast, lunch and dinner—the rates from October through May come to \$60 a week per person and \$80 during summer. Guests join in the haying in early summer and strawberry picking in late July and early August. If it's beginning to sound a bit like paradise, don't be fooled. It isn't. Life on the Gardner farm is primitive. The only running water is in the farmhouse, beds are plain and transportation involves, not a truck or a car, but a buggy and a team of horses—with the sleigh replacing the buggy during wintertime. On the other hand there are fine books to be read, woodburning stoves for warmth and homemade beer, dandelion wine and mead for the joy of the soul.

NOTE: For a booklet containing the addresses of vacation farms throughout Nova Scotia write to the Nova Scotia Travel Bureau, No. 10 Preble Street, Portland, Maine, 04101. There is also a toll-free Watts line: 800-341-6096.

(Due to escalating prices, rates in this article are subject to change.) ■



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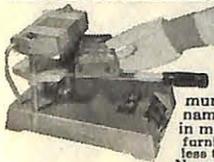
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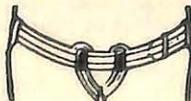
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You and Retirement

(Continued from page 26)

be sought. You may find competent care at low cost through a closed panel plan, as you will at a dental clinic. But you may have to do without a personal dentist-patient relationship.

You may also find varying costs among private practitioners in your locale. It may pay to shop around. If you don't have a dentist, or want to change, your local Dental Society or dental school can give you a list of dentists in your area. But cost, if at all possible, should not be the only factor you consider. Ideally, the dentist you finally choose, according to the New Jersey Dental Association, should:

- ✓ take a complete medical and dental history at the first visit,

- ✓ do a complete oral examination, including x-rays,
- ✓ provide instruction in home care procedures,
- ✓ schedule regular cleanings, and send reminders,
- ✓ be available, or have someone available, to treat out-of-office hours emergencies,
- ✓ refer to specialists when indicated,
- ✓ provide a clear explanation of any work which must be done, alternatives to that work, possible complications, and fees, and
- ✓ be courteous, efficient, and willing to answer your questions.

Good dental health is up to you. Once you have picked your dentist, stick with him or her to secure the consistent treatment you deserve. And once you have your dentist, be sure to make, and keep, regular appointments.

Next month: dentures.

Medicine and You

(Continued from page 10)

nately, this doesn't happen very often.

If you have never had a bad back, all the better. But no one is immune. Some lucky people can go through life abusing their spine and the muscles and tissues surrounding it and never really suffer. But they are the exception. So don't bank on being lucky. Be smart and take some precautions now while an ounce of prevention is still worth many pounds of cure.

If you've already had back troubles, don't despair. Your goals are not to re-injure your back, and, if and when you do—and it may happen a few times in your life—to get well as quickly as possible, then do everything you can to avoid "the next time."

Because we have to be realistic, a wise doctor doesn't expect you to go through life without any bad habits at all

or without ever overindulging now and then. So he shouldn't expect you—and you shouldn't demand of yourself—to be perfect when it comes to the way that you move or stand or play or rest. What you can try for is to cut down on bad back habits to a "safe" level, and know what to do if once in awhile you do "slip"—a disc or anything else.

Just as you get a medical checkup every year for your health in general, just as you watch your diet to insure complete nutrition, just as you might buy a house so that month after month you can build up an equity, so you can build habits every day which will guarantee a healthier back in the future.

Whether you are male or female, young or old, in perfect back health or flat on your back as you read this, avoiding a bad back begins now.

(For more information on this subject, read "A Doctor Discusses Care of the Back." This booklet can be obtained from Budlong Press Company, 5428 N. Virginia Avenue, Chicago, IL 60625, for \$2.50.)

Citizen Of The Year Award

Somewhere within the jurisdiction of your lodge, there is a person who has demonstrated an active interest in, and unselfish devotion to, the welfare of your community, who has an outstanding record of promoting programs for the youth, the handicapped, the elderly, and the disadvantaged. There is an endless list of possible meritorious accomplishments. The person who has attained such a record may be a Brother, the wife of a Brother, or any other man or woman within your community. This person should be chosen for our Citizen of the Year Award Program.

Select a person and submit his or her name, by March 31st, to Grand Secretary Stanley F. Kocur, 2750 Lake View Ave., Chicago, IL 60614. He will then send you the suitably inscribed citation for presentation to the award recipient.

This program, if properly conducted with ceremonies appropriately arranged, can gain an untold amount of good publicity for your lodge.

Maurice I. Gardner, Member
GL Lodge Activities Committee

Beans and Broadway

(Continued from page 36)

But they also fear they could run out of the tried and true. Staples of the dinner theater circuit are productions of *Forty Carats*, *Never Too Late*, *South Pacific* and, of course, the entire collection of Neil Simon comedies—or small-cast shows ripe with one-liners that sound as though they were written by Simon, even if they weren't. Scaled-down versions of shows like *Camelot* and *Fiddler on the Roof* are also standard fare.

No matter what plays a dinner theater serves up, it's often a "first" for many members of the audience.

"I'm amazed at how many people come back stage and say that's the first play they've ever seen. Just amazed," says Dawn Wells, who spent three years as Mary Ann on TV's "Gilligan's Island" series. "They're adults, most of them in their 50s and they've never seen a play before. I think that's one of the very good things about dinner theaters."

George Maharis (remember him as Buz on "Route 66"?) says dinner theaters provide people a unique experience. "There's nothing quite like a live performance. It's one of those things

that's fleeting. It becomes impressed in your memory. It's never quite the same as seeing something on film. Movies and TV are good mediums and they have their impact, but live theater is very different from anything else. You catch it right at that moment and never see it again."

Sometimes dinner theater audiences catch more of the moment than the celebrities plan. Like the night Dan Daily coughed and sent his upper plate bouncing across the stage, drawing a louder audience roar than any of Neil Simon's crackling comic dialogue in *Plaza Suite* that evening. Or the time sultry Mamie Van Doren bent over during a play and exposed more to the audience than the script or the director ever intended. These incidents are unexpected bonuses for dinner theater audiences and they're a part of the intimate, personal appeal of this entertainment medium. Sometimes, even the audience gets into the action: Mickey Rooney and Martha Raye are well known for talking and carrying on with members of the audience while performing a play.

Once scorned by both legitimate theater buffs and performers—primarily because of those amateur actors who worked for tips in the early days and the unusual working conditions (per-

forming where food is being served)—dinner theaters now employ more actors, directors and related talent than does all of Broadway, off-Broadway and off-off-Broadway. Thousands of actors who would otherwise be pounding the pavement in theater-depressed New York and role-scarce Hollywood, are making a living in Dallas, Denver, Tampa, Seattle, Minneapolis and points around and in between.

Robert Morse, who hit it big in Broadway's *How To Succeed in Business*, blatantly declares that he gets "a lot of genuine satisfaction from performing in dinner theaters."

About 80 dinner theaters have signed a union contract with Actors' Equity, representing more than 19,000 professionals. Equity minimum wages run from \$175 to \$225 a week, depending on theater size, although the actual median earnings of Equity actors are closer to \$250 a week.

At the Equity theaters one-time film stars and off-season television celebrities—Sherman Hemsley (George on "The Jeffersons"), Bob Cummings, Jane Russell, Eve Arden, Ron Palillo (Horseshack on "Welcome Back, Kotter"), Imogene Coca—earn \$2,000 to \$4,000 a week. One of dinner theater's superstars, at \$5,000 or more a week, is Van (Continued on page 44)

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E-6



NEWS OF THE LODGES

(Continued from page 24)



TROPHIES were awarded to (front row, from left) Alyson Bitler, Steve Grant, John Barley, and (second row) Vickie Christian, Dawn Frederick, Steve Klotz, Tim Healy, and (third row) Lyle Myers and George Goalen for their performance in the Michigan Elks Association chip and putt contest. The golfing competition was hosted by Grand Rapids Lodge and directed by State Youth Chm. Hugh Kennedy.



A CHECK for \$1,000 was donated to Dowagiac, MI, Lodge for the building fund recently. ER W. Clayton Hess (right) and Treas. William Jewell (left) thanked Brother Jack Kurcon for the contribution. Brother Kurcon is now residing at the Elks National Home in Bedford, VA.



◀ **A CELEBRATION** commemorating Brookfield, MO, Lodge's 75th anniversary and the dedication of a new lodge addition took place recently. On hand were (front row, from left) PSP Jesse Edwards, VP Robert Todd, PSP and State Treas. R. Max Frye, GL Committeeman Galen Marr, Ed Mullen, ER Joe Mills, PGER Edward McCabe, DDGER Garry Sloan, PDD Ron Rose, SDGER Bernard Watters, and Past GL Committeeman W. H. Stewart O'Brien, who joined PDDs Robert Fisher and Gene Mordecai and lodge officers for the occasion.



◀ **THE BROTHERS** of Bismarck, ND, welcomed DDGER L. A. Jorgenson to their lodge recently. During his visit, a class of initiates was introduced to Elksdom. DDGER Jorgenson and the lodge officers congratulated the new members after the ceremony.



◀ **LITTLE LEAGUE** champions were honored by Girard, OH, Brothers recently. The ball players won every game of the season. ER Ben Thomas congratulated Coach Joe Phillipone, Manager Bob DeLisio, and the youngsters for their perfect record.



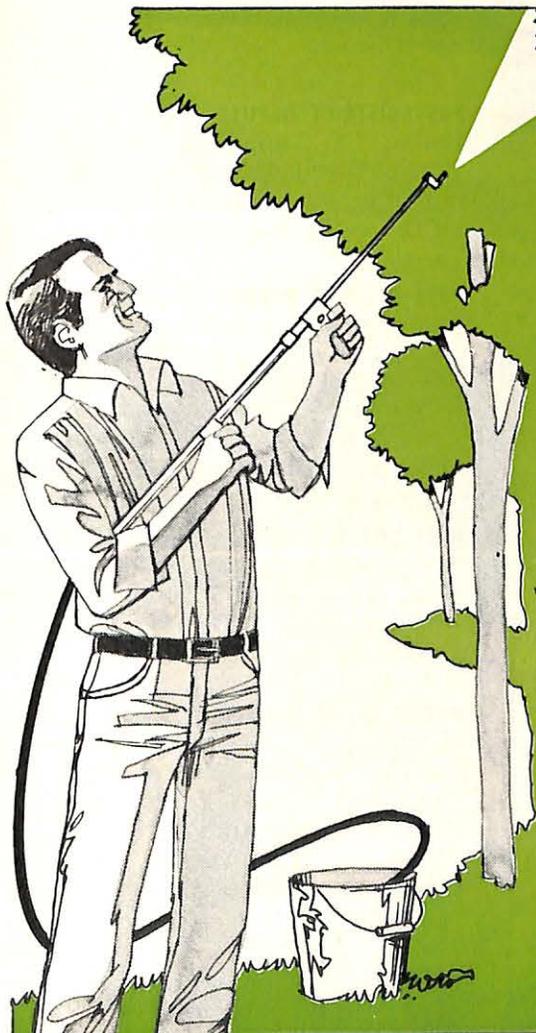
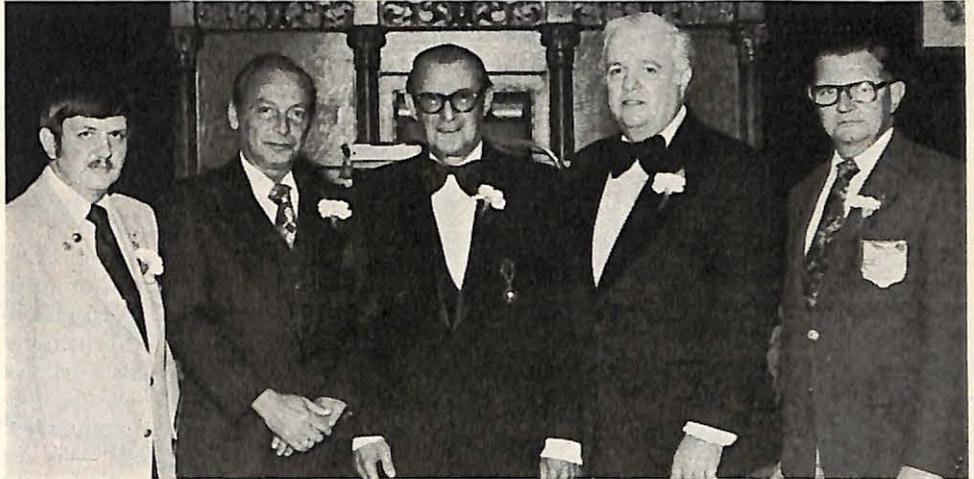


THE SECOND annual Arlingua Chili Cook-off contest was held by Arlington, TX, Lodge recently. Concocting the tastiest chili was the team from Mid-Cities Lodge, followed in culinary excellence by Joe Seaman (right) and his Arlington Lodge team. Brother John Goin worked with the Arlington Chamber of Commerce in organizing the event.

THE BROTHERS of Bowling Green, OH, Lodge recently dedicated their new \$300,000 facility. The 10,000 square foot building was built by the lodge members under the direction of Brother and general contractor Francis Dahms. On hand for the ceremony were (from left) ER Walter Beeker, DDGER Irwin Cohen, PGER E. Gene Fournace, State Trustee Eugene France, and SP James Ekelberry.



OKLAHOMA welcomed a new lodge to the order recently. The institution of Edmond Lodge No. 2578 occasioned the initiation of the new lodge officers, including (first row, from left) Est. Lead. Kt. Dave Jones, Est. Loyal Kt. Larry Waters, Est. Lect. Kt. Chet Neese, ER Dale Fowlkes, Secy. D. L. McNeal, Tiler Steve Loux, and (second row, from left) Trustees W. D. Roberts, Charles Tuttle, and Bill Birchmier, Chap. A. C. Adams, and In. Gd. Terry Horton.



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Beans and Broadway

(Continued from page 41)

Johnson. Says TV's Vivian Vance (Ethyl Mertz of "The Lucy Show"): "For younger actors, it's the only work there is. For me—well, any time I want a new tile floor or some new draperies, I just do six weeks at a dinner theater."

Henry Gibson, the daisy-clutching poet, of "Laugh In" fame, adds: "Dinner theaters give a lot of young actors a real opportunity to practice their craft—and the established stars do all right at the bank!"

The "star system"—the use of celebrities to pull in customers—is viewed with mixed emotions by most theater owners. The stars undoubtedly bring people to the theater, but they are expensive and the supply is not infinite. "I'm afraid we are simply going to use them up somewhere down the road," frets Don Crute, president of Dinner Theaters, Inc., which operates six theaters in various parts of the country.

Though some critics brush off dinner theater as so much fluff, others are more benign. One Midwestern drama editor comments that "it's not a subtle thing, and it's not going to give you a transcendental theatrical experience, but there are times when dinner theater entertains the hell out of me. It's the closest thing to mass-entertainment theater that we've ever had in this country."

One of the distinct aspects of the dinner movement is that a dinner theater exists because it makes a profit for the theater owner, and it exists only as long as it does that. There are no foundations passing out grants to dinner theaters, no community fund raising drives to keep them alive. They survive only for as long as they bring enough paying customers through the doors so the owners make a profit on their invest-

ment. A noted dinner theater producer confides that "dinner theater is the only unsubsidized theater in the country. Even Broadway has 'angels' who furnish the money. So we have to stay alive by giving audiences what they want."

Dinner theaters exist to entertain, not to challenge or provoke. It is a narrow form of theater, but every bit as legitimate as the traditional commercial theater, even if the traditional theater may be more venturesome and varied.

There are, however, some venturesome souls in the dinner theater business. Perry Cloud, of Dallas, Texas, consistently demonstrates a sense of adventure in running his theaters—and it's made him one of the most successful dinner theater owners in America. With his degree in economics from Southern Methodist University and a master's in business administration from Harvard, Cloud readily admits he backed into show business.

"I spent five years in banking. Then five as a stockbroker and two or three in commercial real estate. Getting into dinner theater was just another venture at the time. At first I was just a passive investor. There were two dinner theaters in town and they were doing well. So, it looked like a good deal. We lost money starting off—and I finally bought out my partner, 100 percent, and took over management." Since taking over, Cloud's flair for giving audiences what they crave has become evident. He's spiced up his fare with attractions that are not comedies or musicals. His two theaters, Granny's Dinner Playhouse and The Windmill, have showcased comedy revues, cabaret acts, single performers and musical groups. The varied lineup of talent Cloud provides his patrons has included singers like Marty Robbins, Chuck Berry and Ray Charles, musical performers like Chet Atkins and

The New Brubeck Quartet, revues like "Minsky's Burlesque '78" and comedians such as Phyllis Diller. In fact, Cloud was the first dinner theater owner to book the racy revue "Bottoms Up!" The response was instantaneous—a sell out.

"My most successful Equity-booked play was one starring the extremely well-endowed June Wilkinson. She's as well built as any woman you're ever going to find. She's stunning, physically, and a real trooper." ■

Departed Brothers

PAST GRAND ESTEEMED LECTURING KNIGHT Charles T. Reynolds of Vallejo, CA, Lodge died December 1, 1978. Brother Reynolds was appointed District Deputy Grand Exalted Ruler in 1942-1943 for the Bay District and served as chairman of the GL Antlers Council from 1943 to 1945. He was a member of the GL State Associations Committee in 1960-1961 and became Grand Esteemed Lecturing Knight in 1975-1976.

PAST DISTRICT DEPUTY J. J. McNamara Jr. died November 23, 1978. A member of Bethlehem, PA, Lodge, Brother McNamara was District Deputy Grand Exalted Ruler in 1934-1935 for the Southeast District.

PAST DISTRICT DEPUTY H. S. Bryson of Dallas, TX, Lodge died recently. In 1960-1961 Brother Bryson held the post of District Deputy Grand Exalted Ruler for the state's North District.

PAST DISTRICT DEPUTY Frank E. Belger died recently. A member of Henderson, NV, Lodge, Brother Belger was District Deputy Grand Exalted Ruler for the South District in 1968-1969 and was reappointed in 1969-1970 to complete an unexpired term.

PAST DISTRICT DEPUTY Ephrem Caron of Salem, MA, Lodge died November 19, 1978. In 1976-1977 Brother Caron served as District Deputy Grand Exalted Ruler for the East District.

PAST DISTRICT DEPUTY Willis E. Tickner of Warren, PA, Lodge died November 7, 1978. Brother Tickner served as District Deputy Grand Exalted Ruler for the Northwest District in 1970-1971.

PAST DISTRICT DEPUTY Joe S. Foster of Huntsville, AL, Lodge died November 29, 1978. In 1951-1952 Brother Foster served as District Deputy Grand Exalted Ruler for the North District.

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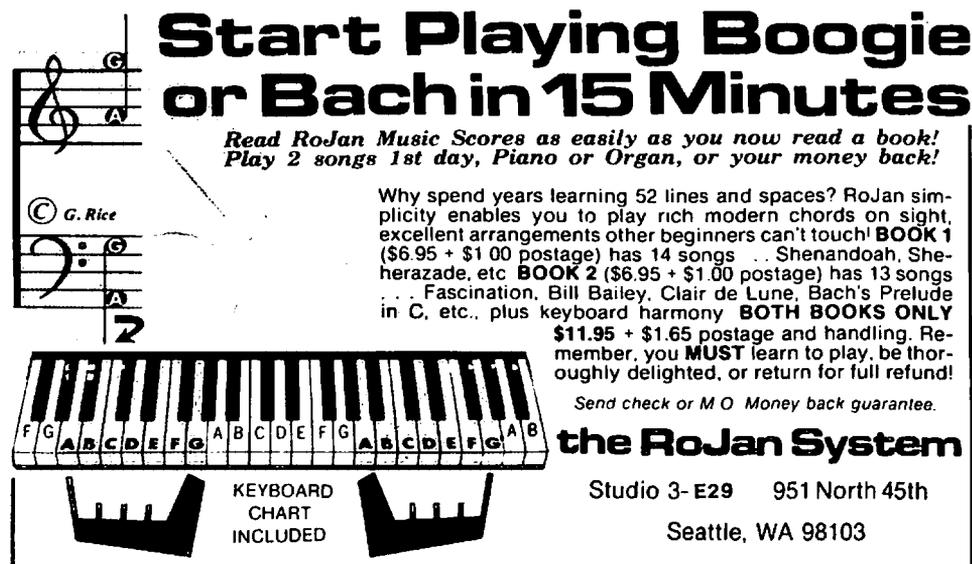
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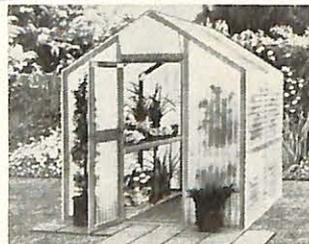
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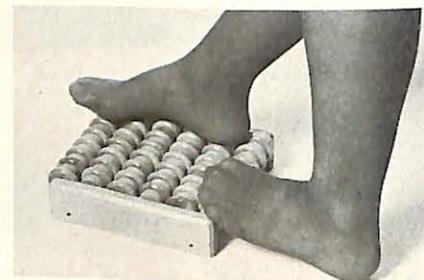
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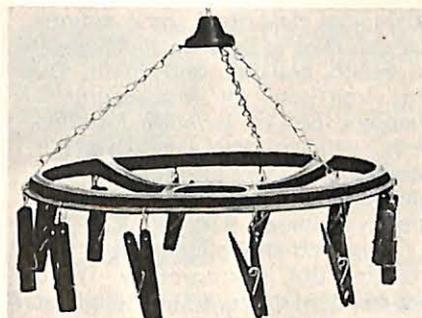
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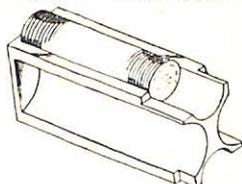


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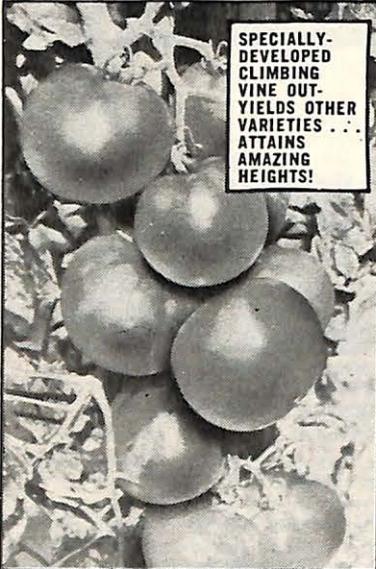
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(Continued on page 50)

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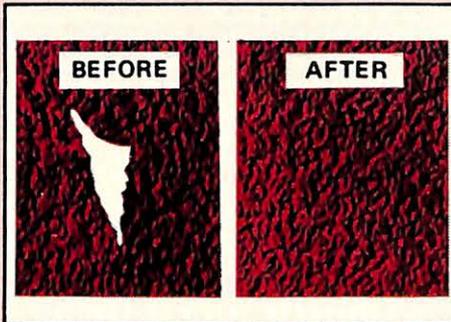
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This is so new that people are amazed that such repairs are possible. That's what VIP Craftsmen tell us. Craftswomen, too, because it's as easy for women as it is for men. This may be the first time in your life you've had a true ground floor opportunity! One you can cash in on fast and



build to as big a business as you want! It's clean, quick, easy and PROFITABLE!

COMPLETE KIT SENT AT ONCE

Your VIP kit is sent immediately for just your small down payment . . . complete with equipment, materials, simple instructions, practice material and everything you need to go into business! Even your business-building guides. You're in business, ready to work for pay, just hours later!

SAY GOODBYE TO INFLATION, RECESSION, UNEMPLOYMENT OR JOB WORRIES

Here is the business that can see you through rising costs and tight money worries! You can do VIP Vinyl Repair as a part-time extra moneymaker, or a full-time business. You have no business overhead of shop or office. Take phone calls at home. Equipment fits into the businesslike attache case that comes with your kit.

And all work is done on your customer's premises . . . day or evening, or weekends, any time that's convenient. It's the growing kind of business that can mean security and independence for you, fascinating work that can bring true job satisfaction.

EVERYTHING COMES TO YOU BY MAIL NO OBLIGATION — NO SALESMAN WILL CALL ON YOU

Hurry get free facts today about the money-making opportunity that can change your life into big-time earnings and a rewarding career.

MAIL THE COUPON BELOW OR PHONE TOLL FREE ► 800-621-5809

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VINYL INDUSTRIAL PRODUCTS
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Chicago, Illinois 60618

VINYL INDUSTRIAL PRODUCTS, Dept. 152
2021 Montrose Ave., Chicago, IL 60618

Please rush FREE facts by mail about VIP Vinyl Repair. I am under no obligation. No salesman will visit.

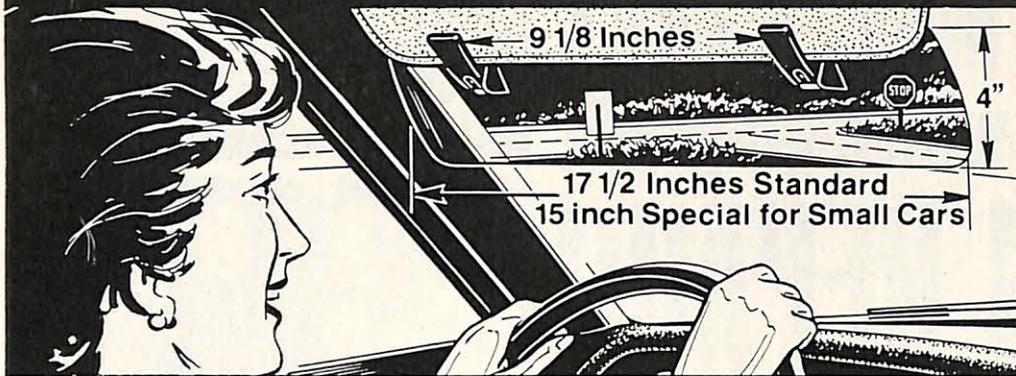
Name _____ (Please Print)

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City/State/Zip _____

Phone Number _____ 7 _____ (Area Code)

Sun Shield



DOUBLES your driving COMFORT

- Reduces ALL GLARE and HEAT, front or side, Day or Night
- Accepted by leading safety authorities • Positive screw clamps hold securely
- Universally adjustable for look-through or shade-and-look-under.
- SATISFACTION GUARANTEED (Return within five days for full refund)

THE IDEAL GIFT • MOST ENJOYED • MOST APPRECIATED

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Check or money order enclosed; Michigan residents ONLY add 4% tax.

- \$5.00 for one Sun Shield, shipped postpaid promptly.
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E Specify 15 in. LENGTH (not car model) for sub compact & small foreign cars.

Name _____ Street _____

City _____ State _____ Zip _____

HAPPY HANG-UPS



Whimsical, full-color plaques to give to special friends. One features a smiling airplane and proudly declares: "Pilots are just plane people with a special air about them." The other depicts a grinning adding machine and the observation: "Accountants are important sumbodies with well balanced personalities." Both framed plaques are 9 1/2 x 12" and ready to hang. Satisfaction Guaranteed.

#HU-5005 Pilot \$5.95 postpaid

#HU-5007 Accountant \$5.95 postpaid

BILL COLLINGWOOD, Dept. E-2,
Box 294, South Miami, Florida 33143

"The YOUUnique Catalog" 25¢ or free with order. Please allow 2 weeks for delivery.

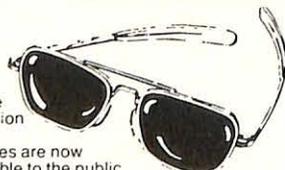
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A miracle 8 power—with the panoramic view of a full-size binocular! The magic of powerful optics at your fingertips wherever you go. The 8 power Bushnell (Baush & Lomb) Pocket Scope is great for travel, hiking, nature study, spectator sports, and theatre. 437° field at 1000 yards. Use lens 24 mm by itself as a close-up magnifying glass to study stamps, coins. Use for many other fascinating adventures. 3 1/2" long, weighs only 4 oz., fully coated lenses. Complete with handsome zippered carrying case and wrist strap. Only \$36.47 plus \$2.00 p&h. Great Gifts. Charge Visa, Am. Ex. or Mas. Chg. or Send Check or M.O. 15 day money back guarantee.

HOLST, INC. Dept. EK-29, 1118 W. Lake, Box 370, Tawas City, Mich. 48763

LIMITED SUPPLY OF PILOT'S GLASSES AVAILABLE NOW AT REDUCED PRICES!



ONLY \$9.95 MONEY BACK GUARANTEE

These precision Flight Glasses are now available to the public for only \$9.95. If you could buy them elsewhere they'd probably cost you over \$20!

Handcrafted, these glasses feature hardened metal frames, impact resistant polished glass lenses and selective ray-screening capabilities. Your satisfaction is absolutely guaranteed. If not satisfied, simply mail them back within 10 days. Your money will be returned.

To order, send check or money order (include \$1.00 for postage and handling) to United States Optics Dept. 6, P.O. Box 14206 Atlanta, GA 30324. (Please specify gold or silver frames) SPECIAL: Order now and get TWO PAIR for \$18 plus one dollar handling charge. (Deluxe, velour-lined vinyl cases also available for only \$2.00 ea.)

LIMITED OFFER FROM U.S. OPTICS

Elks Family Shopper consumer/news

specials at the beginning of the month.

When you go to the store with your shopping list in hand, experiment with house brands or the new "no-frills" generic foods. These are nutritionally equivalent foods—often at considerable savings.

Also be careful about paying for something you may not need. For instance, vitamin-fortified cereal can cost 30¢ more a box than the same cereal without added vitamins. If you eat a varied diet of fruits and vegetables, grains, milk, and proteins, you don't need those added vitamins.

An easy way to save on energy costs is to weatherstrip and caulk. First, hold a lighted candle near your windows and doors. If the flame flickers, you know there is air leaking in. Weatherstripping and caulking around those windows and doors will save you money on heat. And without the drafts you'll feel warmer, even with the thermostat turned down.

How about saving on health?

Work with your doctor. Speak up about your problems, and ask questions when the doctor suggests what should be done. Ask your doctor to write prescriptions for generic drugs. Often the only difference between a brand name drug and the generic name is the price.

If you have to go to the hospital for tests or for non-emergency surgery, plan to go on Monday rather than Thursday or Friday. Most hos-
(Continued on page 51)

Why pay \$2⁰⁰ a pint?

Grow your own

Heritage

"everbearing"

RASPBERRIES

Enjoy delicious raspberries and cream in early summer and fall for years, after the planting year. New Heritage is a prolific producer, vigorous, easy to care for.

Order from new FREE color catalog of guaranteed nursery stock: fruits, berries, evergreens, shade trees, shrubs.

FREE GIFTS for early orders!

ANDREWS NURSERY 106 years of service

402 Andrews Lane, Faribault, MN 55021

Please send FREE catalog.

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Elks Family Shopper

consumer/news

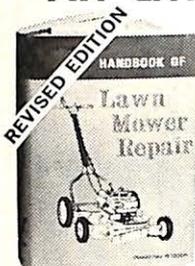
pitals only do emergency work over the weekend. Therefore, you would have to pay for that weekend even though nothing is happening.

How about credit? If you are not able to pay credit card bills on time, you are probably going to pay 18% annual interest on what you owe. And if you are doing that only to protect your savings that earn 5%, you are paying an extra 13% for the convenience.

Comparing health insurance benefits puzzles most of us. Deductibles, basic surgery, major medical, disability income—health benefits vary so widely, deciding which is the best for the price is harder than comparing apples with oranges.

But a new booklet from the Department of Health, Education and Welfare called *How to Shop for Health Insurance* gives an easy-to-understand explanation of the various health insurance benefits. (Continued on page 52)

FIX LAWN MOWERS



1978 REVISED EDITION of F. Peterson's fascinating handbook teaches you the profitable skills of a trained mechanic. OVER 125 ILLUSTRATIONS show how to trouble shoot, repair carburetors, engines, balance and sharpen blades, etc. Exploded drawings used extensively. INSTRUCTIONS COVER reel, rotary, and rider mowers, preventative and routine maintenance, identifying brand names, locating parts, buying and using a mower.

"An excellent reference book for every home owner with a lawn!" — WORKBENCH
Try the **HANDBOOK OF LAWN MOWER REPAIR**, 1978 Revised Edition, only \$9.95 plus 85¢ handling. 10-Day Money-Back Guar.
EMERSON BOOKS, Inc. Dept. 190-E, Buchanan, NY 10511

DID YOU FORGET?

that there will be no more Bicentennial coinage minted? that you should have put away a set as a "keepsake?"

BICENTENNIAL MONEY



Set contains a new 1776-1976 Bicentennial Quarter, Half Dollar and Dollar. Also, a new \$2.00 bill minted during the Bicentennial.

COMPLETE SET MOUNTED IN DISPLAY CASE ONLY \$8.95

Add \$1.00 postage. Immediate shipment. Catalog included. Satisfaction guaranteed.

Village Coin Shop

Dept. E, Plaistow, N.H. 03865

8942- 652 LANKERSHIM, SUN VALLEY, CAL. 91352

SPORTS LIQUIDATORS

SPECIAL 'GET ACQUAINTED' OFFER:

25 Famous, Popular and Proven LURES ... All Different \$7.95 for only 7.95

25 FOR THE PRICE OF 5 IT'S LIKE GETTING 20 LURES FREE

Lures in this set were chosen by expert fishermen. Famous Action-Plugs, Deep Runners, Shallow runners, Divers, Spinners, Wobblers, Spoons, Natural Plastic-Bait and many more! (Value over \$20.00)

All well known types. A great ALL-AROUND LURE SET ... for lake, river, stream or pond ... for any and ALL FISHING TRIPS.

TWELVE "Famous" SPOONS!

LATEST Assortment of SHAPES, WEIGHTS, and ACTIONS! A COMPLETE SET ... to meet every Fresh-Water Fishing need!

(A \$6.00 Value) ★ 12 For only ... \$2.79

TWELVE "Famous" SPINNERS!

LAKE and STREAM Tested FAVORITES! A Large purchase enables us to offer this Well Known ASSORTMENT of Lures ...

(A \$7.00 Value) ★ 12 For only ... \$2.95

TRIPLE 'XXX' MONOFILAMENT SUPER-FINE QUALITY LINE!

SPECIAL JUMBO BULK-SPOOLS

• New FRESH-STOCK
Newest GOLD color.
* **The BEST!**

- XTRA SOFT! Will NOT stiffen in any weather!
- XTRA STRONG! Small diameter. Low stretch!
- XTRA INVISIBLE! Gets More Strikes!

ONLY \$2.95 EACH.

Lb. TEST	Approx. YARDS
4-Lb.	2700
6-Lb.	2200
8-Lb.	1500
10-Lb.	1250
12-Lb.	1000
15-Lb.	750
20-Lb.	600
25-Lb.	570
30-Lb.	400
40-Lb.	350
50-Lb.	275

* XTRA SPECIAL!

* BUY 2-SPOOLS For Only \$5.90 and Receive a \$2.00 LINE-WINDER FREE!

* SATISFACTION GUARANTEED ... or Full Refund.

* 0110 SPECIAL .. 25-Different "LURE-SET" .. only \$7.95

0221 12-Different SPOONS only \$2.79 1001 Triple XXX BULK SPOOL only \$2.95 LB. Test: _____

0331 12-Different SPINNERS ... only \$2.95 1002 2-SPOOLS & LINE-WINDER only \$5.90 LB. Test: _____

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ADDRESS _____

CITY _____ STATE _____ ZIP _____

MASTER CHARGE—Interbank No _____ VISA/BANKAMERICARD AMERICAN EXPRESS

Acct No. _____ Expiration Date _____

Signature _____ CREDIT CARD ORDERS ONLY: Phone (213) 768-6542

CHECK CASH or MONEY ORDER (Because of the amazingly low price, we cannot accept C.O.D.'s)

SPORTS LIQUIDATORS 8942 -652 LANKERSHIM, SUN VALLEY, CAL. 91352

GENUINE BLACK ONYX 10K—GOLD FILLED

Beautifully Engraved

ELKS EMBLEM RING. Handsome onyx ring bears the Elks emblem and is elegantly engraved your two initials. 10 K, Gold-filled and a great gift idea for Elks. Send ring size (6 to 13) and be sure to specify initials. A good buy at only \$29.95 ppd. Gift boxed. 14 K Solid Gold Lapel Button \$24.95

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NOW with VELCRO FASTENERS

... For Lack of Control

BE SURE WITH "EVER-SAFE"!

"EVER-SAFE" is Cool, Undetectable, Comfortable & Effective. Weighs only 7 oz. Novel "fluid barriers" with heat-welded seams enclosing absorbent launderable liners in soft vinyl, prevent escape of any moisture. Clothes, bedding stay dry. Use 2 sets of liners for full nights sleep without change. Moneyback guar. Adult & child sizes. ORDER BY WAIST SIZE! Complete with liner \$9.95, extra liner \$4.50; 50 disposable liners \$8.95. Add \$1. post/handling, 6% tax in Calif. RALCO MFG. Dept. 708 1537 E. McFadden, Santa Ana, Calif. 92705 (Sold by Mail Since 1965)

TALL & BIG MEN

• Sleeves to 38" • Shoes to 16EEE

5 REASONS TO SHOP

King-Size

1. PERFECT FIT — Designed to our exact specifications, our clothes are proportioned to fit with extra length or fullness where needed.

2. SELECTION — We stock more styles in more sizes than in any store. Shirts, Slacks, Shoes, Sweaters, Suits, etc.

3. WINTER SALE STARTING NOW

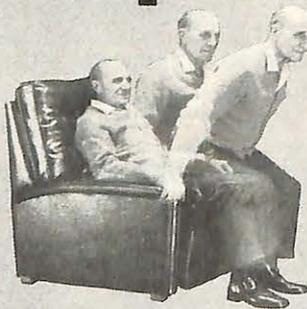
4. CONVENIENCE — Send for our FREE Catalog then phone or mail in your order. Charge it to Master Charge, BankAmericard, or American Express.

5. MONEY-BACK GUARANTEE — If you are not satisfied with your order, both Before and After Wearing, return for refund.

SEND FOR FREE CATALOG

My Telephone Number _____ Area _____
 Height _____ Weight _____ Shoe Size _____
 Name _____
 Address _____
 City _____ State _____ Zip _____
King-Size 779 King-Size Bldg.
 Brockton, MA 02402

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LIKE A HELPING HAND.

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

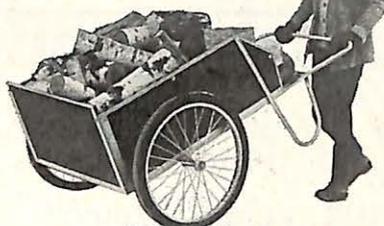
WRITE FOR FREE BROCHURE AND NAME OF DEALER NEAREST YOU.
AMERICAN STAIR-GLIDE CORP.
 4001 East 138th Street, Dept. EE-29
 Grandview, Missouri 64030

Carry TEN TIMES a Wheelbarrow Load with INCREDIBLE EASE!

These BIG, strong carts are perfectly balanced on two huge wheels — roll easily over lawns and gardens — carry up to 400 lbs. of load — huge volume capacity means you make fewer trips — you'll save time and steps.

If you are still struggling with a wheelbarrow or inadequate cart (with tiny wheels) send for FREE Cart Catalog. Build-it-yourself kits, too.

GARDEN WAY RESEARCH
 Charlotte,
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 05445



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Name _____
 Address _____
 City _____
 State _____ Zip _____

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your free copy, just send a postcard to the Consumer Information Center, Dept. 582G, Pueblo, Colorado 81009.

While a health insurance policy you can afford might not cover all your expenses, it should pay for most costs of illness or injury. Compare policies for coverage of expenses such as diagnostic testing, prescription drugs, out-patient care, and private nursing as well as normal hospital services and surgery. Find out how many hospital days the policy covers. Most health insurance plans put a limit on the number of days you can collect benefits. Yours may state this either as how many consecutive days you can be hospitalized, or your maximum number of hospital days each year.

Keep in mind that the average hospital stay is about eight days. So check this point especially if you have an older policy.

Your deductibles make a difference, too. They can range from zero for basic coverage to \$1,000 (Continued on page 54)

CROCHET World OMNIBOOK

CROCHET World OMNIBOOK



● MORE! MORE! MORE! New, exciting crochet patterns, designs, and features!

● At least 100 crochet patterns during the year!

● At a cost of JUST 3c per pattern!

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Please allow 45 to 60 days to receive your first issue.



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Lifetime Opportunity"
1979 LIMITED EDITION
"The Roadside Mill"**

**ORIGINAL HAND CRAFTED
Currier & Ives
Genuine
Porcelain
Bell**

**Hand Decorated
In Full Color**

**Each Pure White Bell
Trimmed In 22 Karat Gold,
Hallmarked, Serially
Numbered And Comes
With Certificate**

Now available — EXCLUSIVELY by Mail — the first in our 1979 series of beautiful genuine porcelain bells to be issued by American Treasury! It's the newest offering in gleaming, pure white bells honoring Currier & Ives.

The entire surface of this lovely bell depicts, in delicate full color, the Currier & Ives original of "The Roadside Mill". Each limited edition bell is trimmed in 22 karat gold . . . and bears the American Treasury hallmark number on its inner surface! The handle is detailed with a unique Currier & Ives classic! This valuable limited edition "collector's choice" bell is 5 1/4 inches high, can be displayed to beautify your home on table, glass case, etagere, or bookshelf.

Buy back Guarantee for 5 years! You know your Limited Edition Currier & Ives Bell can't go down in value, for we put in writing that we will buy it back anytime within the next 5 years, and you will receive a certificate guaranteeing this with your bell!

A truly Limited Edition. (The beautiful 1978 bells are no longer available except by purchase from a collector who ordered them before the cut-off date.) So act now! Hurry — your order for this 1979 bell must be received by May 31, 1979. All orders received after that date will be returned, since only enough bells to satisfy the orders received before the cut-off date will be manufactured.

Your order enables you to collect all bells in the series as they are offered. Your order is for this bell only — you will not receive any others unless you specifically order them. There is a good reason for this — Your bell is not hallmarked and numbered until your order and payment are received. It is literally made to order for you!

Hurry . . . order yours right now for the unheard of price of \$9.98 plus \$1 postage, insurance, and handling.

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**ACT NOW! Get a
FREE MYSTERY GIFT
worth up to \$5⁰⁰
With Each Order
while supply lasts!
MAIL COUPON TODAY**

***** MAIL NO-RISK COUPON TODAY *****

**AMERICAN TREASURY, Dept. CIRM-28
Caroline Road, Philadelphia, PA 19176**

Yes! Please ship me _____ (CIRM) Hallmarked, Hand Decorated Currier & Ives "The Roadside Mill" Genuine Porcelain Bell(s) trimmed in 22 karat gold and numbered, at only \$9.98 each plus \$1 per bell to cover postage, insurance & handling. (Only 2 to any address, please!) I understand you will protect my investment in this Bell with a guarantee to buy it back anytime before May 31, 1984 at its original selling price.

Also send a free mystery gift for each order.

Note: Since this is a limited edition — any orders received later than May 31, 1979 will be refused!

Total amount enclosed \$ _____ PA residents add 6% sales tax. Check or money order, no CODs please.

CHARGE IT: (check one) Exp. Date _____

Visa/BankAmericard American Express

Master Charge Bank Number _____

Credit Card # _____

Name _____

Address _____ Apt. # _____

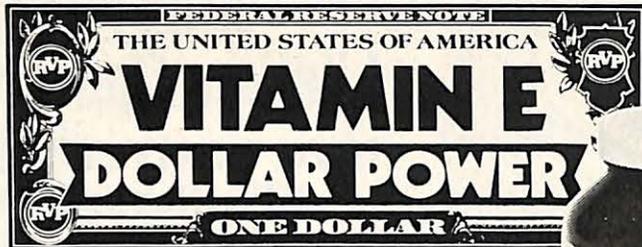
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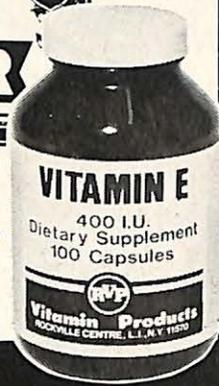
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\$1.00 BRINGS YOU 100 Vitamin E 400 I.U.

Mail \$1.00 Today To:

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Select Your LOG HOME



Use your custom plan or select one of ours. Select Cedar or Pine Log homes, leisure homes, and cabins from \$3900. Plan book \$3.50. Dealership Information pack \$6.00.

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Please Send Plan Book \$3.50 Dealership Information Pack \$6.00

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16 VALUABLE U.S. AIRMAIL STAMPS, 10¢



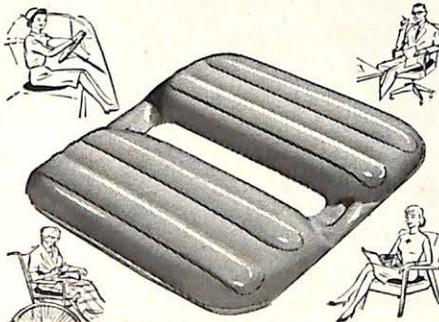
For 10¢ we'll send you 16 U.S. Airmail stamps, worth over \$1, including 10¢ Moon Landing and 26¢ Mount Rushmore issues, to get your name for our mailing list. Plus, wonderful price lists of U.S. & foreign stamps. ADULTS ONLY. Limit 1 to a customer. LITTLETON STAMP Co., Dept. HA-71, Littleton, New Hampshire 03561.

Sale on scarce dates

Lincoln Cents—15¢ each
 1910 17 18 19 19S 20
 1925 26 27 28 28D 29
 1929D 29S 30 30D 34 35 35D 35S 36 36D
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 1945 45D 45S 46 46D 46S 47 47D 47S 48
 1948D 48S 49 49D 49S 50 50D 50S 51 51D
 Minimum order \$1. Money-back guarantee. Plus price lists of U.S. coins. ADULTS ONLY. Circle dates and send to: Littleton Coin Co., Dept. TM-88, Littleton, New Hampshire 03561.

EXCITING STAMP COLLECTION FROM 19 EXOTIC ISLANDS—ONLY 10¢

55 Different stamps from islands where adventure, romance abound. Antigua, Sri Lanka, more. Attractive price lists also included. Just send 10¢ to MYSTIC STAMP CO., Inc., Dept. A-88, Camden, New York 13316



COMFORT CUSHION

New Twin-Rest Seat Cushion gives blessed relief to sensitive areas. Fights fatigue and soreness. Avoids side-rocking and maintains balance because each half inflates separately with contact-free center space. Unlike embarrassing "ring cushions", it fully supports each thigh independently. Deflates for travel. Ideal for car, home, office, sports, wheelchair. Handsome vinyl 16x17"—\$6.95 Green percale zipper cover—\$2.95 extra. Add 50¢ postage & handling. NJ residents add 5% tax. We ship promptly. Send Check or Money Order to —

Better Sleep Inc. MONEY BACK GUARANTEE QUALITY PRODUCTS SINCE 1951
 Box ER, New Providence, NJ 07974

PSORIASIS TREATMENT SUIT



ELIMINATES WRAPPING IN PLASTIC

Lightweight, non-toxic Vinyl two-piece suit. Elastic at all openings seals in body heat to make medication penetrate deeper. Eliminates wrapping in plastic . . . Eliminates staining clothes and sheets. Used at Duke University Hospital, many others. Washable. Lasts for months. At Your Druggist Or Order Direct. Specify man or woman, give height and waist size. \$6.95 plus \$1.00 postage . . . Slim-Ez Suit Co. 157 6th Ave. N.E., Dept. 2-ELK, St. Petersburg, Fla. 33701.

Elks Family Shopper

consumer/news

or more for major medical policies. Remember, the higher the deductible, the lower the cost of the policy—just like auto insurance. It's a matter of choice which is more important to you—lower premiums with greater risk or higher premiums with less risk.

And what isn't covered is just as important as what is. Read all the exclusions carefully so you won't be surprised later. Find out if the policy covers you for pre-existing conditions.

Remember, a new policy may not go into effect immediately, except for injuries resulting from accidents. Usually, you'll have a waiting period, about two weeks to a month, before you can collect benefits for illness. And some policies have waiting periods as long as six months. Generally, you should avoid these. However, most policies require a nine month waiting period for maternity benefits.

A crackling fire, frost on your
 (Continued on page 55)

Mrs. Frederick D. Johnson
 221 S. 23rd Street
 West Highland Park
 Anytown, Kansas 80940

1000 RETURN ADDRESS LABELS \$1.00

1000 gummed economy name and address labels printed in black with ANY name, address, zip code. Up to 4 lines.
 Order S717 Set of 1000 Economy Labels (boxed) . . \$1.00

FREE HANDY BOX

The John Smith
 Music Store
 4420 East Platte Ave.
 Anytown, Colorado 80901

250 Self-Stick GOLD FOIL LABELS \$1.98

Gleaming gold foil labels stick to any clean, dry surface—need no moistening. Rich black printing, classic border.
 Order P6128 Set of 250 Gold Foil Labels (boxed) . \$1.98

The John Smith
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 Anytown, Colorado 80901

250 Self-Stick WHITE GLOSS LABELS \$1.98

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) \$1.98

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

Walter Drake 3292 Drake Bldg. Colorado Springs, CO 80940

NAME _____

ADDRESS _____

CITY & STATE _____ ZIP _____

_____S717 1000 Labels @ \$1 each \$ _____

_____P6128 Gold Foil Labels @ \$1.98 each \$ _____

_____P6030 White Gloss Labels @ \$1.98 ea \$ _____

Add 20¢ per set for postage & handling \$ _____

SATISFACTION GUARANTEED Total \$ _____

Elks Family Shopper consumer/news

window, leaves to rake and hot apple cider. All clear signals that we've **headed into winter**. Whether you find the cold air invigorating or enjoy the cozy indoors once Jack Frost arrives, here's a booklet to help you explore your winter activity options.

The winter edition of the *Consumer Information Catalog* is ready for you; it's free and lists over 200 free and low-cost booklets that are the "cream of the crop" of Government consumer publications. To get your copy of the *Consumer Information Catalog*, just send a postcard to the Consumer Information Center, Pueblo, Colorado 81009.

Here are a few winter winners listed in the new edition of the *Catalog*:

✓ *The Winter Recreation Guide* (072G, 90¢) has advice on how to prepare for travel, the principles of map and compass use, and how to deal with hypothermia, frostbite or avalanches.

✓ If you'd rather stay inside by the
(Continued on page 56)

Killer Putter!

Revolutionary New SIGHT-ALIGNMENT PUTTER: Makes Any Putt (Under 9 feet) A One-Putt Cinch! It's 100% guaranteed or your Money Back. Pick up easy bets as you sink Putt after Putt with deadly accuracy.

So Unique It Was Granted A U.S. Government Mechanical Design Patent; Its Special Cross-Hair Sight Alignment was developed in 1976 by golf professional Brian Schillington. Correct Placement of your hands, head and feet becomes automatic. You read the greens, this exquisitely balanced Killer Putter by Duke with the Tacki-Mac Grip does the rest.



Play With It For 2 Weeks and Improve Your Putting Considerably. If not satisfied, Return it for a full refund of purchase price, no questions asked. \$24.95 ea. (plus \$2 shipping) Specify Men's or Ladies' putter. (Left Handed Model Also Avail.)

TO ORDER CALL TOLL FREE 1-800-235-6945, ext. 1050. (Calif. Res. Call: 805-966-7187).

Or Send Check, Money Order, or Credit Card No. [BankAmericard/Visa MasterCharge (include interbank #), American Express, Diners Club, Carte Blanche] and exp. date, CA Res. add 6% sales tax, plus your name and address to: Starshine Group, Dept. 646, 924 Anacapa St., Santa Barbara, Calif. 93101. Delivery will be made promptly.

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MADE IN U.S.A.

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HOT DOUBLE OFFER!

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TAKE THE FOOLISHNESS OUT OF STEAMCLEANING

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LOW MAINTENANCE COST—
NO SMOKE OR FUMES.

BIG MONEY 2 WAYS

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1. DEVELOP YOUR OWN SUKII DEALERSHIP—
Big Money Filling Demand All Over Your Territory

Earn a giant \$200.00 profit per sale. Dozens of different kinds of businesses... service stations, garages, factories, farmers, etc... earn extra profits by saving time and work cleaning their property and equipment. Keeps customers happy, too.

2. BE A SUKII FRANCHISE DISTRIBUTOR—Earn
Biggest Profits, Realize Your Dreams

Openings available right now for top-flight men and organizations qualified to step into the booming SUKII picture. Unique moneymaking program with protected territory.



Use your

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 Master Charge

Send your name, account no., expiration date and identification no., if any.

MAKE YOUR SUKII PROFIT CHOICE
AND MAIL COUPON TODAY!

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INTERNATIONAL

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P.O. BOX 1653
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85252



SUKII...

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

Produces
Hot
Steam
FAST!

\$289⁵⁰ SHIPPED F.O.B.
FROM FACTORY
NEAR
SIOUX CITY, IOWA

CLEAN UP RIGHT HERE
Get All The Facts!

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P.O. Box 1653, Scottsdale, Arizona 85252
Tell me how to clean up with newly designed
SUKII instant steam cleaning machine!

- Here's a check or m.o. for \$289.50—rush me
demonstrator machine (\$499.50 retail value)
and moneymaking details.
- Tell me how to get started as SUKII dealer.
- How do I qualify for that EXCLUSIVE
FRANCHISE and PROTECTED TERRITORY
as a SUKII distributor?

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NAME _____

SHIPPING
ADDRESS _____

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

CITY _____ STATE _____ ZIP _____

At Last! A Full-Feature Workbench at an Affordable Price!



- Huge 12½ sq. ft. surface area
 - Solid rock maple construction (225 lbs!)
 - 2 large-capacity vises
 - Rugged 2" thick laminated top
 - Massive 9" x 18" vise jaw will hold even delicate work
 - Adjustable leg levelers adjust workbench to uneven floor surfaces
 - Easily disassembles for moving
 - Available in kit form, too!
 - Optional tool well & tool drawer also available
- Until now, quality workbenches have usually been too expensive and too small. This huge, extremely versatile bench is available direct from the factory at an incredibly low price.

Made in U.S.A.

Garden Way Research, Dept. 90122W
Charlotte, Vermont 05445

TO: Garden Way Research, Dept. 90122W
Charlotte, VT 05445

Please send me your free information about the New Garden Way Home Workbench, including details on the build-it-yourself kits.

Name _____
Address _____
City _____
State _____ Zip _____

RUN FOR YOUR LIFE!



Jog every day, regardless of weather or time of day; jog in your own home on a Battle Creek® Health Walker®. Incline design cuts exercise time up to 75% — get the equivalent of an hour's exercise in just 15 minutes! Order by mail, or see the Health Walker at a convenient displaying dealer. Write for details (no obligation).

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307 West Jackson, Dept. #12Y
Battle Creek, Mich. 49016

- Please send name of dealer displaying Health Walker.
 - Send prices and direct order information.
- Mr. _____
Mrs. _____
Ms. _____ (Please Print)

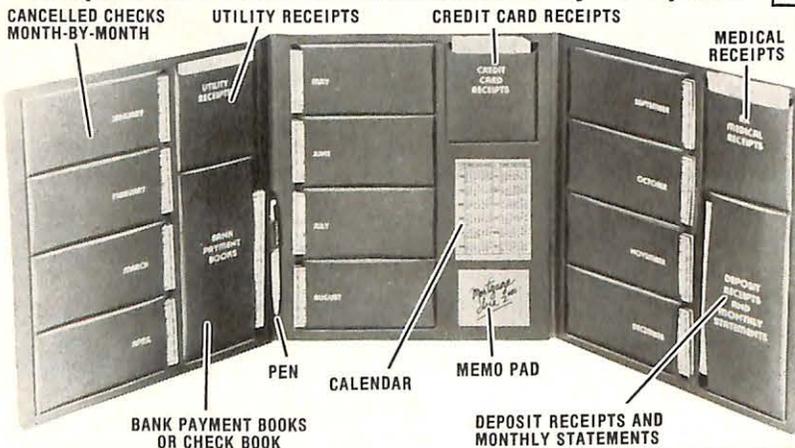
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City _____ State _____ Zip _____

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PRICE BREAK! WE'VE SOLD THOUSANDS OF THESE DELUXE ORGANIZERS AT \$5.95!

SALE! \$3.98

Keep an Entire Year's Records in a 12" by 14" Space!



ACT NOW! Get a FREE MYSTERY GIFT worth up to \$500 with each order while supply lasts! MAIL COUPON TODAY



SAME HIGH QUALITY — sold in 1978 at \$5.95 — ONLY PRICE IS CHANGED! Does the work of a complete file box, in a fraction of the space. When tax time comes, have everything you need to claim your deductions.

Easiest, most convenient way you ever saw to organize all your records — cancelled checks, bank statements, payment slips, medical receipts. No time wasted . . . no hair pulled. Heavy-gauge brown and beige vinyl, handsome on any desk.

Order 2 and save! If not completely satisfied, return within 14 days for full refund, except postage & handling. Mail coupon today!

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Canadian Customers please send orders to: Mail Store Ltd.
Dept. MMGM, 170 Brockport Drive, Rexdale, Ontario M9W 5C8
(Ontario & Quebec residents add sales tax)

MAIL NO-RISK COUPON TODAY

AMERICAN CONSUMER, Dept. MMGM-4
Caroline Road, Philadelphia, PA 19176

YES! Please send me _____ (MMGM) organizer(s) at \$3.98 each plus 75¢ to cover postage & handling. Also send a free mystery gift with each order.

SAVE! Order 2 organizers for only \$6.98 plus \$1.50 postage & handling.

If after receiving my order I'm not delighted, I may return it within 14 days for refund (except postage & handling).

Total enclosed \$_____ PA residents add 6% sales tax. Check or money order, no CODs please.

CHARGE IT: (check one) Exp. Date _____
 Visa/BankAmericard
 Master Charge Bank # _____

Credit Card # _____
Name _____
Address _____ Apt. # _____
City _____ State _____ Zip _____
3660-818

Elks Family Shopper

consumer/news

fireplace, there are two booklets for you. One will help build the fireplace—*Fireplaces and Chimneys* (046G, \$1.00). It talks about selection of materials, construction, and maintenance. *Firewood for Your Fireplace* (047G, 60¢) tells you the burning characteristics of various woods, where and how to buy firewood, and tips on safe fireplace use.

✓ Even car care takes on a different tone in winter. *Winter Driving Tips* (515G, Free) has 15 pages of helpful advice. And *Tire Chains* (513G, Free) tells how to install and use chains, and their effectiveness as compared with snow tires.

✓ Keeping fit is something you need to do year 'round. *Introduction to Physical Fitness* (032G, 60¢) is 26 pages of "get-in-shape" exercises for the beginner, as well as a beginner's guide to jogging.

Should I buy solar equipment now or wait for later improvements
(Continued on page 58)

SWING ARM WALL LAMP



at the fantastic low price of only

\$19.99

Plus \$2 shipping Each
Pa. res. add 6% tax

You will want two to hang over beds, sofa, reading chairs, desk, dressing table, hobby center. 3-way switch and arm that extends 2 ft. guarantee light control. 11½" dia. white nubbed shade. Specify polished brass or old distressed brass finish. Check, MC or VISA.

with luxe cord cover

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See Advertisement on Inside Front Cover

Haband's 100% Polyester Knit NO IRON KNIT SLACKS HABAND COMPANY

265 N 9th St., Paterson, NJ 07530

2 pairs for 17.95 While They Last!

3 for \$26.75 4 for \$35.50

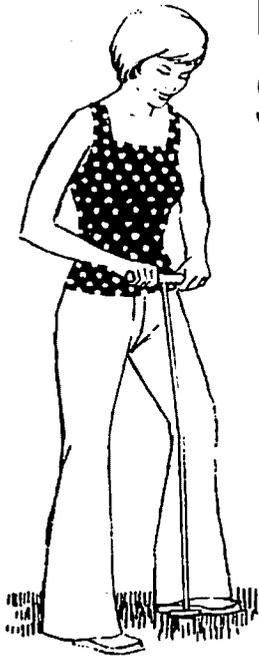
Gentlemen: Please send me _____ pairs of these slacks, for which I enclose my full remittance of \$_____ plus 95¢ toward postage and handling. 72J-063

COLOR	What Waist	What Inseam
Lt. BLUE		
TAN		
NAVY		
GREEN		
Dk. BROWN		

Name _____
Street _____ Apt. # _____
City _____
State _____ Zip _____

Lady Plugs In Zoysia Grass Saves Time, Work & Money

FREE! UP TO 200 PLUGS WHEN YOU ORDER NOW!



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

By Jack T. Johnson
Agronomist

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

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

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

"MOWED IT 2 TIMES," WRITES WOMAN

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

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

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

PERFECT FOR SLOPES

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

WORK LESS • WORRY LESS • SPEND LESS

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

Your Established Amazoy Lawn . . .

No Need to Rip Out Present Grass • Plug in Amazoy!

FREE PATENTED STEP-ON PLUGGER, AVAILABLE EXCLUSIVELY FROM AMAZOY. FREE WITH ORDERS OF 600 PLUGS OR MORE.

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

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

Order now for your Bonus Plugs Free, and earliest delivery at correct planting time in your area.

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

CUTS YOUR WORK, SAVES YOU MONEY

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

WEAR RESISTANT

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

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

CHOKES OUT CRABGRASS

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

NO NEED TO RIP OUT PRESENT GRASS

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

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

Your Own Supply of Plug Transplants

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

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

EVERY PLUG GUARANTEED TO GROW
In Your Area • In Your Soil

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

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

PLUG AMAZOY INTO OLD LAWN, NEW GROUND OR NURSERY AREA

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

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

NO SOD, NO SEED

There's no seed that produces winter-hardy Meyer Z-52 Zoysia. Grass and sod or ordinary grass carries with it the same problems as seed—like weeds, diseases, frequent mowing, burning out, etc. That's why Amazoy comes in pre-cut plugs . . . your assurance of lawn success.

FREE! UP TO 200 PLUGS

Just for Ordering Now!

More than a HALF-BILLION of our Zoysia plugs have been sold. Our Early Bird Bonus Plug Offer means clear savings to you. Order now—don't take another chance with lawn disappointment.

To: Zoysia Farm Nurseries, Dept. 323
(Our 24th year) General Offices and Store
6414 Reisterstown Rd., Baltimore, Maryland 21215 O4A

Please send me the quantity of guaranteed Amazoy as checked below:

FULL SIZE PLUGGER \$4 ⁹⁵	<input type="checkbox"/> 100 PLUGS Plus Bonus of 10 FREE TOTAL 110 PLUGS \$6 ⁹⁵	<input type="checkbox"/> 100 PLUGS & PLUGGER Plus Bonus of 20 FREE TOTAL 120 PLUGS \$9 ⁹⁵	<input type="checkbox"/> 200 PLUGS Plus Bonus of 20 FREE TOTAL 220 PLUGS \$11 ²⁰
<input type="checkbox"/> 200 PLUGS & PLUGGER Plus Bonus of 25 FREE TOTAL 225 PLUGS \$13 ⁷⁵	<input type="checkbox"/> 300 PLUGS & PLUGGER Plus Bonus of 50 FREE TOTAL 350 PLUGS \$17 ⁷⁵	<input type="checkbox"/> 600 PLUGS & PLUGGER Plus Bonus of 100 FREE TOTAL 700 PLUGS \$27 ⁹⁵	<input type="checkbox"/> 1100 PLUGS & PLUGGER Plus Bonus of 200 FREE TOTAL 1300 PLUGS \$39 ⁹⁵

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

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

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Speaking of Conversation Pieces!



... Now You Can Own a Piece of History
**THIS IS THE AUTHENTIC ORIGINAL
 PAY TELEPHONE — COMPLETE WITH
 GRAFFITI, UNRETOUCHED AND
 IN GUARANTEED WORKING ORDER**

UNBELIEVABLY PRICED AT
Only \$69.50

BEIGE, GREEN or BLACK (As Available)

**IMPORTANT! STOCK
 IS FAST RUNNING-
 OUT. THIS MAY BE
 LAST TIME THIS
 OFFER APPEARS!**

Grand old pay phones retired from public service. Enjoy 'em as you remember 'em. Original finish — NOT repainted, with minor mars and scars of passing years. (Sorry, not responsible for graffiti!)

Parts renewed or replaced where necessary. Fully tested, guaranteed in perfect working order. No coin needed—but don't tell guests or kids! Just plug into any standard jack and bank coins toward phone bill. Huge capacity for nickels, dimes and quarters.

AN INVESTMENT as well as a novel decoration. Identical phones sell for much more than our low direct-to-you price. Collector's treasure—bound to gain in value. Quantity LIMITED—Order Today!

BEIGE, GREEN or BLACK (As Available) \$69.50
 EXTRA-CLEAN (No Graffiti) with ringer \$79.50
 DeLuxe CHROME with ringer (Very Scarce) Only \$99.50

READY TO PLUG-IN and USE

Compatible with all phone companies' equipment.
SATISFACTION GUARANTEED
 or return within 30 days for full refund of purchase price.

A TRULY UNIQUE GIFT FOR SPEEDIER DELIVERY PHONE TOLL-FREE and CHARGE IT!

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 Sorry, No C.O.D.s
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LONG ISLAND PHONE COMPANY Dept. PM-106
 121 Lakeville Rd., New Hyde Park, N.Y. 11040

Please PAY TELEPHONE(S) at \$69.50
 rush EXTRA-CLEAN (Color _____) at \$79.50 (Shipping, Handling: \$7.50 per Instrument)
 me De Luxe CHROME PHONE(S) at \$99.50

PRINT NAME _____ CHECK OR MONEY ORDER ENCLOSED
 ADDRESS _____ Charge to: MASTER CHARGE (Bank No. _____)
 ZIP _____ VISA AM EXP
 Sign _____ DINERS CLUB
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(N.Y. ONLY: Add 4% state tax, any local tax)

Charming New England Oil Lamp

...for a romantic touch of nostalgia!

only
\$5.95



We discovered this antique oil lamp in a barn in rural Vermont, and promptly fell in love. It was a charming 8½" tall, with hand-cut glass, gleaming pewter finished with brass trim. And we knew that **everyone** would want a lamp just like it...to shed a soft, romantic glow in any room of the house. Well, here's good news. Our modern reproduction is authentic in every detail. The body of the lamp has the look of real pewter, and the brass trim is exactly faithful to the original. Even the mirrored reflector and glass "lite" are just like the lamp we found in Vermont. It burns kerosene or scented lamp oil, and can be a real life-saver during stormy winter blackouts. Yet you can get our New England Oil Lamp reproduction for just \$5.95. And each additional lamp for the reduced price of only \$4.95. But supplies are limited, so order yours, today.

Satisfaction Guaranteed Your satisfaction is guaranteed, or return your New England Oil Lamp anytime within 30 days for prompt refund of purchase price.

Overseas Exchange Corp. Dept. CL-6
 565 Fifth Ave., New York, N.Y.
 Please rush my New England Oil Lamp at just \$5.95 plus 75¢ postage and handling.
 SAVE! Send me _____ additional lamp(s) at only \$4.95 each plus 75¢ postage and handling.
 I am enclosing my check or money order for \$ _____ Sorry, no C.O.D.s.
 New York residents please add applicable sales tax.
 Print Name _____
 Address _____
 City _____
 State _____ Zip _____

Elks Family Shopper

consumer/news

in technology? How can I contact a reliable solar engineer?

Consumers considering solar heating or hot water systems are asking these and other questions as they move into this new and uncharted area of home improvements. But a comprehensive 80-page booklet from the Department of Energy can help. It gives detailed instructions on how to evaluate the potential costs and savings of using solar heat in your home. Various types of systems are explained in detail, including the advantages and disadvantages of each design. There's even a glossary of solar construction terms. To get a copy of *Buying Solar*; send \$1.85 to the Consumer Information Center, Dept. 055G, Pueblo, Colorado 81009.

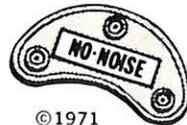
According to the booklet, solar energy can be economical in most parts of the country, not just in the South and West. This is because many factors affect the performance of solar equipment. For instance, the greater the difference between the temperature inside the solar collector and the air temperature outside, the greater the system's efficiency. That's why solar heating can be more effective in
(Continued on page 60)

NON-METAL TAPS



Run-down in 3 months with NO-NOISE
 Amazing polyurethane taps keep heels perfect for months. Attach in seconds to any heel, and no one can tell you're wearing taps. Men or ladies size.
KICK SHOE REPAIR COSTS TODAY!
 Money-back guarantee.

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



(Can save you \$4.00 in heels) ©1971

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 44 Chip Rd., Middlefield, Mass. 01243

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Sleep disturbing discomforts due to Benign Prostatic Hypertrophy (BPH), such as getting up nights (nocturia), dribbling, urgency and undue retention are often relieved by PROSTEX. This now famous formula is used by many doctors.

Read the complete fascinating story on how it was discovered and details of its use. Send for **FREE LITERATURE** today.

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 Dept. 44, 132 Adams St.
 Newton, Mass. 02158

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RENTAL-PURCHASE Program Available

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

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

WRITE FOR FREE BROCHURE AND NAME OF DEALER NEAREST YOU.

AMERICAN STAIR-GLIDE® CORP.
4001 East 138TH ST., Dept. E-29
Grandview, Missouri 64030




"I showed the Hanover catalog to 4 people at work... and MADE \$48 IN 1/2 HOUR!"

"Funny thing! I wasn't even selling. Had just received the catalog. We were looking at the big savings you get on all-leather Hanover shoes and boots at factory-direct prices. And everyone knows how much shoes cost these days. Before I knew it, I had 5 orders, with \$48 in deposits. And that money was mine. Right away. It's what Hanover means by "same-day pay!" They ship the orders and bill direct to the customers. Imagine! \$48 in 1/2 hour for my first 5 sales! Now I just need 5 more to get my free shoes or boots from Hanover for 10 orders in my first 30 days. I don't see how I can miss!" ... P.K.H., Chicago, ILL

Why don't you send for your own Hanover catalog and free shoes offer? I don't see how you can miss, either. All you do is mail the coupon. You can get this same fast start, too.

Rick King, Vice President
THE HANOVER SHOE, Dept. 2263
111 N. Forney, Hanover, PA 17331

PLEASE RUSH Hanover catalog and your free shoes offer. I want to get in on the fast extra money I can make showing Hanover values.

Name _____

Address _____

City/State/Zip _____

FAMOUS COLORADO 1860
\$20 GOLD PIECE **\$39⁵⁰**
(3 for \$115
6 for \$225)
RESTRUCK IN 10K
GENUINE GOLD

'Private Gold' was originally struck in the 1860's by assayers and banks. Limited quantity now duplicated in 10K genuine gold. Order today!

- Solid 10K gold... not 'filled' or plated!
- Plus serial numbered certificate of gold authenticity!
- Display case and history!

SHOWN EXACT SIZE



BRASHER DOUBLOON
10K GOLD

\$34⁵⁰ (3 for \$99;
6 for \$195)

Original (dated 1787) is very rare. Now duplicated in genuine gold. Larger than 25¢ pc.

SHOWN EXACT SIZE



Golden holder (bezel) for necklace & 24" chain - \$10.

HOARD GOLD!
10K GOLD PCS!
1/4 roll (5) — \$ 80
1/2 roll (10) — \$170
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Gold has soared world-wide... over 30% in months! Start a modest stockpile NOW! Wt. 1.73 dwt. Size of U.S. 25c.

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Never again will silver be used in coinage! Most silver coins have already been remelted so these **BRAND NEW** sets increase in value all the time! 1964-\$6.75; 1963-\$7.50; 1962-\$8; 1961-\$8.50; 1960-\$9. All 5 sets - \$37.50. (Limited time offer: 1952 thru 1959 sets-\$90) All sets mounted in lifetime holders.

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All major credit cards accepted. Acct. No. _____ Ex. Date _____

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City, State, Zip _____

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Sure-acting liquid synthetic penetrates wood fibres, makes them S-W-E-L-L. Fixes loose chairs, locks rungs, legs forever tight. Also use Chair-Loc for dowels, tool and broom handles, mortised joints. Plastic squeeze bottle makes it quick, clean, easy. Over 2 million sold. Satisfaction guaranteed. 3 oz. bottle \$2.50 Ppd. N.J. residents add 13c tax.

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Superior European and custom models for advanced adult and family shooting. Superbly crafted, quiet, economical operation, olympic match accuracy. Extremely high quality manufactured to last a lifetime. Complete selection of finest models, pellets, and related accessories. Satisfaction guaranteed. Send for FREE 116 page catalog containing many helpful articles for the newcomer. Write Air Rifle Headquarters, Inc. Dept EM, Grantsville, WV 26147.

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1/4 POUND BAGS OF GENUINE EMERALDS

OVER 300 CARATS PER BAG

ONLY \$10.00 a bag



Help yourself to Ten Tons of Emeralds!

They are genuine! Not man-made imitations. Not costume-jewelry fakes. But natural uncut Emeralds—just as they came from the mine. We got 20 thousand pounds . . . 50 million carats of pure Emerald . . . directly from a cash-starved mine owner. Since we acquired them at a giveaway price, YOU can have the Emeralds for an unbelievable \$10 a 1/4 pound.

If ever you considered collecting Emeralds, now is your chance to indulge. For the first time ever, (to our knowledge), Cleopatra's favorite gem is affordable in truly impressive quantities—big enough to have satisfied Cleopatra herself.

Yes, \$10 buys you not 1 carat, not 2 carats . . . but a whopping 300 carats or more of Emeralds.

How can we make this offer?

1st, we are a leading New York Fifth Avenue Gem importer. This offer is typical of the fabulous gem deals made at the source by our worldwide network of mine agents. 2nd, you don't pay to get your Emeralds' face lifted. You get our Emeralds in their pure natural state. 3rd, we price our gems to move fast—to eliminate middlemen and storage costs. 4th, we're out to win a lot of new customers: every purchase is backed by an incredible no-risk guarantee, and a Certification that your gemstones are genuine—from

a leading Emerald expert and fully licensed gemologist. (We hope that if you really like your Emeralds, you'll make other gemstone purchases from us.)

Act now and save a fortune as compared to other advertised offers!

For \$10, you can own a whole collection of Emeralds. If you wish, your jeweler can easily set your Emeralds in a striking pendant or ring. Or you can decorate a living room shelf . . . coffee table . . . aquarium . . . rock garden! Or keep them as a valued collector's item. Since your Emeralds cost you less than 4¢ a carat, you now can afford to make Emeralds "part of your life" and feel like a multi-millionaire.

We honestly don't expect our ten tons of Emeralds to last long! Mail the coupon and claim your share today. (Please: no dealers or wholesalers. Limit of 100 Emerald Bags to any one address.)

90 DAY NO-RISK GUARANTEE
 If not thrilled with your Certified Genuine Uncut Emeralds, just return them within 90 days for a full refund of your purchase price. No questions asked.



International Gem Finders Society

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Please rush me Genuine Uncut Emeralds by the bagful as indicated below. I understand that if I'm not thrilled with my Emeralds, I can return them within 90 days for a full refund of my purchase price.

Qty	Description	Total
___	1/4 lb. Genuine Uncut Emeralds at \$10.00 each plus \$1.00 postage & handling	___
___	SAVE MORE: ORDER 1/2 and 1 lb. Bags 1/2 lb. Genuine Uncut Emeralds at \$15.00 each plus \$1.50 postage & handling	___
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Elks Family Shopper
consumer/news

Maine than in sunny Florida.

But you should have concrete evidence that your investment in solar will be offset by cheaper fuel bills. Here are some tips for getting your money's worth and avoiding trouble when you buy solar equipment:

- ⊙ Obtain an evaluation report by an independent testing group or university and have an engineering consultant analyze it for you. Don't rely on what a salesperson tells you it says.
 - ⊙ Ask for proof that the equipment will perform as advertised. If a salesperson makes a claim not supported in the sales literature, ask for it in writing and get it signed. Then if there's a problem later, you'll have evidence of false claims. Of course, be suspicious if the salesperson refuses to put claims in writing.
 - ⊙ Get the warranty and read and understand it fully.
 - ⊙ Beware of manufacturers who use post office box numbers. Al-
- (Continued on page 62)

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29D	29S	30	30D	34	34D	35	
35D	35S	36	36D	36S	37	37D	
37S	38	39	39S	40	40D	40S	
41	41D	41S	42	42D	42S	43	
44	44D	44S	45	45D	45S	46	
46	46D	47	47D	47S	48	48D	
48S	49	49D	49S	50	50D	50S	
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53D	53S	54	54D	54S	55	55D	
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Elks Family Shopper consumer/news

though many legitimate businesses use them, it's also a common tactic of the fly-by-night con artist. Research the company's reputation with the Better Business Bureau or local consumer office. Know its business location, and learn about its business experience and references.

- ⊙ Ask the company for a list of recent buyers. Then visit with someone who currently owns and operates the system. Check on how well it really performs in everyday use.
- ⊙ Don't try a do-it-yourself kit unless you have a solid background in construction. Solar systems can be complicated and delicate to install.

Have you noticed how some people seem to have a way with **indoor plants**, while others manage to destroy any living, green thing—from dracaena to caladium? For anyone who longs to cultivate lush forests of indoor greenery, there's help in *Selecting and Growing House Plants*, a booklet from the U.S. Department of Agriculture. It tells you everything from how to select the right plants for your temperament to tips on caring for temperamental plants. For your copy, send 75¢ to the Consumer Information Center, Dept. 68G, Pueblo, Colorado 81009. ■

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See Advertisement Inside Back Cover

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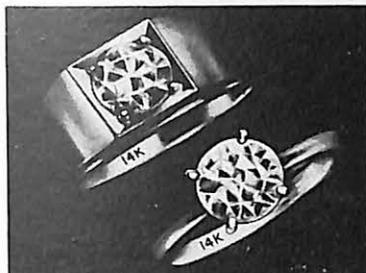
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Drive For Miles

(Continued from page 35)

and down. So the drive shaft between the two cannot be a solid, inflexible unit. At each end, and sometimes in the middle, are "universal joints" that flex. When they fail, and they often do at 50,000 or more miles, everything grinds to a halt. They may clank or groan for a few miles, so pay attention.

Adding Miles

Don't believe that these parts, or any parts, are truly lubricated for life, as many manufacturers insist. You go right ahead and lubricate them anyhow, even if it means removing a plug and forcing in some grease. If it can be done, do it every single time you have the rest of the car lubricated, which should be more often than the builders now recommend.

Try not to overload the car. Extra weight beyond the design limits of the car will strain U-joints to the breaking point.

Manual Clutch

Becoming more and more popular once again, the clutch could last the life of the car. But chattering, slipping, grabbing, or grinding is a quick warning that yours will not. You can help until then.

Adding Miles

Keep the linkages adjusted and lubricated, and keep an eye on the floor pedal "play." There are specifications for this measurement and they are not difficult to maintain. Any service station man can check it for you and adjust it if necessary, paying you off in long life for the clutch.

Transmission (automatic or manual)

This is another unit that should last the life of the car. They are well-designed and well-built by American manufacturers, but if they fail they can be expensive to repair. Jerking, grinding, whining, slipping, or clanking usually means the unit is in trouble.

Adding Miles

Keep track of the fluid level, add when necessary (but not too much), and drain and service the transmission according to the builder's recommendations (but no less often than every 12,000 miles if you work the unit hard, every 25,000 miles for normal use). Install a new filter on any trans that uses one.

Consider installing a transmission oil cooler if you must use your car for heavy-duty work. This \$70 unit, easily installed by the service station man or yourself, can solidly extend the life of an over-worked transmission. By following these easy-to-remember and simple-to-perform suggestions you can probably boost the mileage figures on your American family car.

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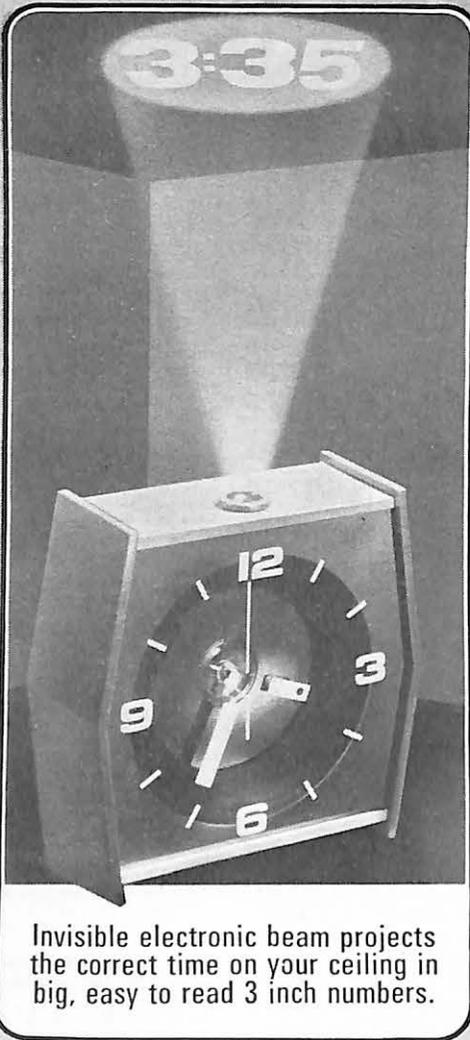
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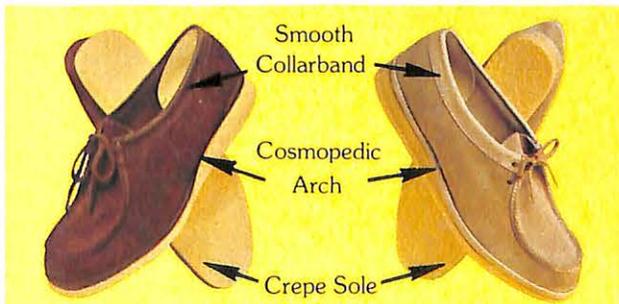
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Brown Sueded Leather

Sand Sueded Leather



OLD VILLAGE SHOP

Hanover, Pa. 17331

SATISFACTION GUARANTEED OR MONEY BACK

OLD VILLAGE SHOP Dept. VM-3672 340 Poplar Street, Hanover, Pa. 17331

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

- _____ prs Men's Tan Leather (M242578B) Size _____ Width _____
- _____ prs Men's Black Leather (M236802B) Size _____ Width _____
- _____ prs Men's Sand Sueded Leather (M233361B) Size _____ Width _____
- _____ prs Men's Brown Sueded Leather (M242586B) Size _____ Width _____

for just \$14.99 pr., plus \$2.00 per pr. postage and handling. If they are not the most comfortable, the finest quality pair of shoes I've ever owned, I may return for a full refund of purchase price, no questions asked.

SAVE MORE! Order TWO pair for just \$28.99 plus \$3.75 postage and handling.

CHARGE IT AMERICAN EXPRESS DINERS' CLUB
 BANKAMERICARD/VISA MASTER CHARGE
 CARTE BLANCHE Interbank # _____

Acc't # _____ Date Expires _____

Enclosed is _____

NAME _____ (please print)

ADDRESS _____

CITY _____

STATE _____ ZIP _____

Café 7 classy coffee

Café 7 will impress the most sophisticated tastes. Just add 1½ oz. of Seagram's 7 to a cup of your favorite coffee. Add sugar to taste and top with whipped cream. Now that's classy coffee. Enjoy our quality in moderation.

Seagram's 7 Crown
Where quality drinks begin.

