

Mesaba Airlines

September-October 1983



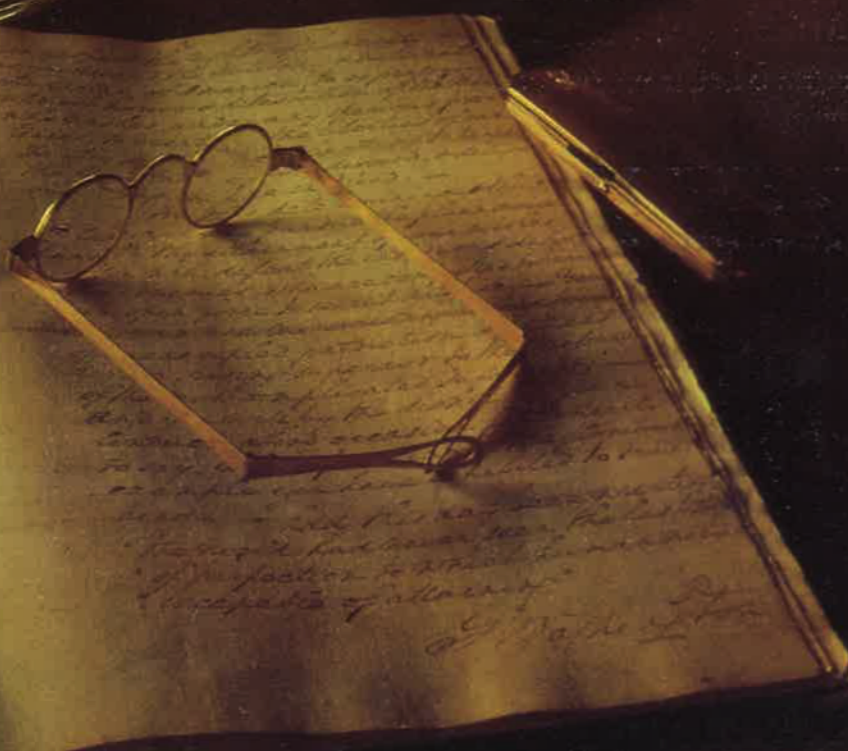
**Great American
Convention Centers**
featuring 10 of
America's best

Executive Motoring
1984 luxury cars
designed to pamper the
well-to-do

Money Sense
the importance of
timing when you invest



**The Rare World of
Antique Books**
old books to the
unaware—investment
for those who know



Your Personal Copy—Take it With You.

INFLIGHT



The realm of elegance

The 1982 Maserati Quattroporte. A rare blend of unparalleled craftsmanship with legendary performance. Experience the Maserati Quattroporte at your local dealer.

West Coast: Maserati Import Co. (213) 637-0911
 East Coast: Maserati Automobiles Inc. (301) 646-3630



**To help you keep
 the money you have...and
 help you make more.
 That's what Barron's is all about.**



There are just as many investment opportunities today as there ever were. If you're an informed investor, the money is there to be made. The problem? Many conventional approaches—so successful just a few years ago—just don't work now. And there are a whole array of new investment vehicles to consider. That's why so many people have become Barron's readers. Because Barron's is for serious investors who realize that if you want to make a profit and protect your capital in today's fluctuating economy, you must base your investment decisions on solid, current facts. And Barron's gives you the facts. Every single week.

Barron's focuses on future opportunity—not just today's news.
 Barron's provides a perspective unparalleled in financial publishing. As a weekly publication, we don't concentrate on reporting on daily events as they happen. At Barron's some of the most perceptive editors and writers in investing and finance have the time to analyze what's happening on Wall Street, in business, Washington, in big conglomerates and small companies—describe how it will affect your money and investments—tell where strong profit potential or danger spots may be developing. And Barron's brings it all to you in time to consider your moves and take action.

Barron's. An unrestricted view of opportunity. A wealth of facts.
 If there's any way to help you manage your money better, you can count on

Barron's to tell you about it. For example, you'll always find unmatched coverage of the broad mainstream of investments in Barron's—stocks, bonds, mutual funds, commodities, options. But when people start focusing on collectibles, or real estate rises, or gold goes wild, that's when you'll find Barron's worth its weight in gold. Because you'll find Barron's ready to give you a detailed dissection of the situation and how it can affect your financial future. Of course, hard facts are the backbone of any investment program. Barron's

doesn't skimp on facts. In the course of a year, Barron's will report on over 200 companies. These are not just once-over-lightly examinations, but a keen look behind the corporate scenes to help you spot important trends early. What's more, every week Barron's carries 46 pages of facts, figures and charts. This is the kind of information that's a "must" as a foundation for your investment strategy—the facts that could make the difference between success and failure.

26 action-packed issues of Barron's for only \$32.
 Join the nearly one million investment-minded readers* who use Barron's every week to put their money to work more wisely. Take advantage of our introductory subscription offer by mailing in the coupon below today. We'll send you six months (26 weeks) of Barron's for only \$32. During this 26-week period, check on the forecasts, act on the information, and compare Barron's coverage with other financial publications. In short, prove to yourself that Barron's is everything we say it is. Subscribe now.

**Find tomorrow today.
 In Barron's.**
 *Source: Simmons, Spring, 1982

BARRON'S
 The National Business and Financial Weekly from Dow Jones
P.O. Box 10010
Ogden, Utah 84409

Please enter my introductory subscription to Barron's for six months (26 weeks) at \$32.
 I prefer one year (52 weeks) at \$63.
 Payment enclosed. Please charge my:
 American Express Diners Club MC Visa

Card # _____ Expires _____
 Signature _____
 Name (please print) _____
 Address _____
 City _____ State _____ Zip _____
 Limited time offer—good in Continental U.S. only.

Publisher
Jay Sampson

Associate Publisher
Lana Billings

Art Director
Bill Johnson

Feature Editor
Dr. Eric Anderson

Production Manager
Michael Newcomb

Director of Manufacturing
Larry Banz

**ADVERTISING REPRESENTATIVE
SOUTHEAST
OHIO**

Les Miller, North Coast Associates, 19615
Lake Road, Rocky River, Ohio 44116,
phone (216) 356-1910.

MICHIGAN

Susan Overesh, Biere Company, 1172 First
National Building, Detroit, Michigan
48226.

**SOUTHERN CALIFORNIA &
SOUTHWEST**

Robert Sage, R.L. Sage & Co., 2811 Wilshire
Blvd., Suite 640, Santa Monica, CA 90403,
phone (213) 829-7381.

**NORTHERN CALIFORNIA &
NORTHWEST**

Robert J. Flahive, 22 Battery Street, San
Francisco, CA 94111, phone (415) 781-4583.

MIDWEST

Carol Narup, 401 E. Prospect Avenue, Mt.
Prospect, IL 60056, phone (312) 394-5880.

EAST

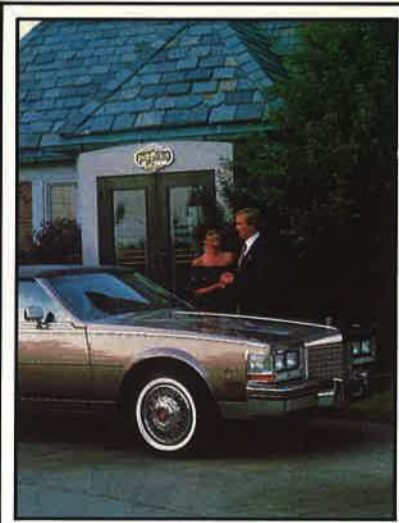
Cal Hart, Hart and Associates, 65 Main
Street, Keyport, NJ 07735, phone (201)
739-0900.

NEW ENGLAND

New England Advertising Associates,
P.O. Box 731, Amherst, N.H. 03031,
Phone (603) 673-6909

INFLIGHT MAGAZINE is published by
Meridian Publishing Company, Inc., P.O.
Box 10010, Ogden, Utah 84409. **INFLIGHT**
assumes no responsibility for return of
unsolicited manuscripts, photographs and
cartoons, and reserves the right to accept
or reject any editorial or advertising
material. Copyright © 1983 Meridian
Publishing Company, Inc., 1720
Washington Blvd., Ogden, Utah (801)
392-0930.

**FOR DELIVERY OF INFLIGHT
MAGAZINE** to your home or office for
one year (6 issues), just send a check for
\$12 to: CIRCULATION, Inflight Magazine,
P.O. Box 10010, Ogden, Utah 84409.
(Single issue copies are \$2, write for bulk
prices.)



PAGE 10
Executive Motoring
1984 luxury cars
designed to pamper the
well-to-do



PAGE 16
**Great American
Convention Centers**
featuring 10 of
America's best

PAGE 14
Money Sense
the importance of
timing when you invest

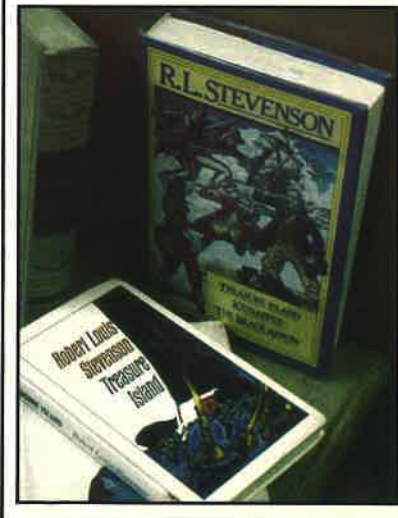
Inflight Shopper PAGE 20

CONTENTS

Cover:
Antique book containing the
draft of George Washington's
address to the officers of the
Continental Army, March 15,
1783. This speech to the troops
by their general was a turning
point in the Revolutionary War.



PAGE 4
**The Rare World of
Antique Books**
old books to the
unaware—investment
for those who know



2002 Airport Road, Grand Rapids, MN 55744
Telephone (218) 326-6657

Chairman of the Board
L.T. Swenson

**President and
Chief Executive Officer**
Robert D. Swenson

**Vice President, Marketing and
Customer Service**
Allan A. Hann

Vice President, Treasurer
David K. Knudson

**Secretary, Assistant
to the President**
Philip L. Swenson

Director of Customer Services
Roger R. Tuttle

Director of Flight Operations
Jeffrey A. Claypool

Director of Maintenance
Eugene E. Voigt

Chief Inspector
Duane R. Lundgren

Chief Pilot
John H. Perkins

03XJ

Westwords

Plaques
*Good words will
live forever!*

**Words of wisdom and in-
spiration have been captured
in these versatile plaques
from Westwords.**



Etched in antique bronze, these inspirational messages are permanently mounted on solid American walnut that is hand-rubbed and polished. Each plaque is 7" x 8".

It is the thought that counts and by giving a Westwords plaque, the thought will never be forgotten.

Whether you buy several for yourself or as gifts, these inscriptions will serve as a constant source of inspiration and pleasure.

2. Always do right. This will gratify some people and astonish the rest. —Mark Twain
3. This is the day the Lord has made. I will rejoice and be glad in it. —Psalm 118:24
5. "The way to happiness"—Keep your heart free from hate, your mind from worry . . . live simply . . . expect little . . . give much . . .
6. The man who has no more problems to solve is out of the game. —Elbert Hubbard
7. The only difference between stumbling blocks and stepping stones is the way we use them.
8. Live neither in the past nor in the future, but let each day's work absorb all your interest, energy and enthusiasm. The best preparation for tomorrow is to do today's work superbly well . . . —Sir William Osler
9. Nothing is worth more than this day. —Goethe
10. God grant me the serenity to accept the things I cannot change, the courage to change the things I can and the wisdom to know the difference. —Reinhold Niebuhr
11. Men can alter their lives by altering their attitudes. —William James
14. In golf and in life, it's the follow through that makes the difference.
15. Things may come to those who wait, but only the things left by those who hustle. —Abraham Lincoln
19. It is a funny thing about life . . . if you refuse to accept anything but the best, you very often get it. —Somerset Maugham
23. Man's mind, once stretched by a new idea, never regains its original dimensions. —Oliver Wendell Holmes
34. "To affect the quality of the day—that is the highest of arts." —Thoreau
35. "Self-discipline is always rewarded by a strength that brings an inexpressible inner joy." —Dr. Alexis Carrell
36. Life is fragile—handle with prayer.
41. Live one day at a time and make it a masterpiece."
43. "Any man can be a father, but it takes someone special to be a daddy."
54. "All I have seen teaches me to trust the creator for all I have not seen." —Ralph Waldo Emerson

A free brochure and complete list of available Westwords quotations will be sent to you upon request.

Name _____
Address _____
City _____ State _____ ZIP _____
Send me _____ Plaque(s) at \$ _____ ea.
(See Quantity Price List)
(Please check plaque number and quantity below)
I enclose \$ _____ plus \$2.50 for postage & handling per order. (Okla. residents add 4% tax)
 check or money MasterCard VISA
order enclosed
Card # _____ Expires _____
Signature _____

Please send me the following plaques:

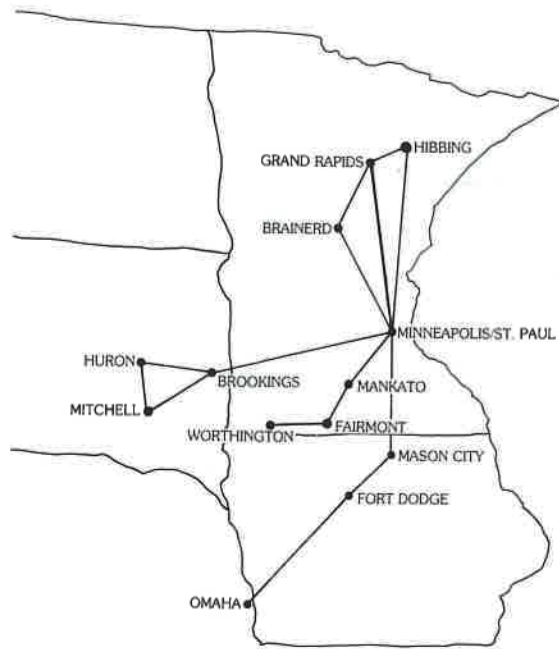
Qty.	Qty.	Qty.	Qty.
2. _____	8. _____	15. _____	36. _____
3. _____	9. _____	19. _____	41. _____
5. _____	10. _____	23. _____	43. _____
6. _____	11. _____	34. _____	54. _____
7. _____	14. _____	35. _____	

Quantity Price List
Available on all plaques any combination
1 to 5—\$15.00 6 to 11—\$13.50 12 or more—\$12.00

Mail coupon to: **Westwords** % Inflight
P.O. Box 2315 • Ogden, Utah 84404 • (918) 542-8421

Mesaba Airlines

2002 AIRPORT ROAD
GRAND RAPIDS, MINN. 55744
(218) 326-6657



Another summer has quickly passed. I'm sure it was an enjoyable one for you, your family and friends. As we get closer to another holiday season, and you begin making travel plans for Thanksgiving and Christmas, I would like to offer these suggestions:

- Make your reservations early and be sure to include your telephone contact with your booking agent.
- Reconfirm your reservations at least 24 hours prior to your departure.
- Let us know if you are making a connection with another air carrier and need assistance. Our agents will be happy to assist in any way possible.

Thank you for choosing Mesaba for your transportation needs. We hope to see you again real soon.

Sincerely,

Robert D. Swenson
President & Chief
Executive Officer

Flying Free (of Fear and Anxiety)

Aviophobia: A fear of flying. What images do these words conjure up in your mind? It is quite possible that, as you are reading this, you are experiencing that fear to some degree. If you are, I hope this brief article will help to alleviate your anxieties. If you are not, it might help you to better understand those who do not share your comfort with flying.

Those who fly for a living generally cannot reason why others do not enjoy flying (pilots, for example). For that reason, one of my functions is to educate all personnel having contact with the passengers about the prevalence of this fear, as well as how to recognize it, and, in turn, help the distressed passenger. In the past, to publicize my fear of flying workshops, it required my visiting travel agencies. Initially, some of the reactions were quite surprising. There were the expected responses of appreciation that there was now some place for their troubled clients to seek help, but then there were other agents who literally laughed in my face. Their rationale was that a person who feared flying certainly would not come into a travel agency. Hogwash! Just because someone has to fly does not mean that person *wants to*. Entertainers, for example, have tremendous scheduling pressures when they are "on the road." Oftentimes, the only way to make destinations on time is by air travel. Well, so much for understanding one's clientele. In fairness to these travel agents, it should be mentioned that many people will not share having this fear with anyone lest they appear weak, mentally disturbed or incompetent. To me, suffering needlessly is very sad.

Until recently, most airlines chose to ignore this fear. If the airlines conducted seminars for fearful fliers, they feared that this action might support the notion there was something inherently dangerous about flying. Therefore, it was nearly impossible to locate such a workshop by contacting the airlines. The fearful passenger was perceived as having a "special problem" that required professional help. This continued even after the Boeing Corporation conducted a study showing that one of every four persons develops this fear to some degree during his lifetime. At the time of the study, there were an estimated 25 million people who would be affected!

How does one know if he or she has a phobia? (By the way, women are generally more willing to admit to, and seek aid for, this.) A phobia is, by definition, an irrational fear—one that has no basis

for existence. Most people do not have a phobia, but merely some degree of anxiety that stems from having heard from family or friends that flying is somehow dangerous—and from the overkill of the news media after a fatal crash. In an ideal world, no accidents would occur; but, unfortunately, machines do not always function perfectly, and humans are subject to error. Yet, at the same time, if aircraft accidents were commonplace, they would not command much attention from the news media. This statement takes on great significance when you consider that a plane is either taking off or landing every six seconds somewhere in the world! It is, in fact, far more dangerous to walk across the street—any street.

...even a bumpy ride... can be enjoyed.

Some people can pinpoint their onset of fear to a specific traumatic experience, but most cannot. The single greatest fear associated with aviophobia is having a "lack of control" (not being able to step on the brake or jump out of the vehicle if danger presents itself. In reality, there is hardly time for a passenger to do that in a car, either). These people are apt to be just as anxious when traveling as a passenger by any means of transportation. One of the underlying fears is that they will lose their composure and embarrass themselves publicly (but most do not). Claustrophobia, separation anxiety (separation from loved ones—and the ground) and avoidance of failure (a new job or position that seems overwhelming) are but a few of the reasons that can spark this fear. There is one other, though, that deserves special mention: Fear of the unknown. We alleviate this fear in my workshops through teaching people all of the sensations they can expect on a routine flight: To understand that certain wing parts are meant to move (and why), that the entire plane is flexible, not rigid (or it would be like a car without shock absorbers), why the plane seems to speed up and slow down in cruise flight (which it does), plus all other sounds associated with flying.

And, of course, we discuss the nature of air currents and turbulence, and how it is that planes can stay up in the sky—even with people walking about. (Did you know, for example, that if all the engines stopped (which is *extremely unlikely*) that the plane would not drop like a rock, but would instead become an ex-

cellent glider, enabling the pilots to be guided to a nearby landing location?) Once you are familiar with the sounds and sensations, you need not fear them anymore, and they can be looked upon as "good sounds." Believe it or not, even a bumpy ride due to turbulence can be enjoyed. (Notice sometime that the taxiing out for takeoff is often the bumpiest part of the flight!)

In closing, here is something to contemplate: I admit to being an optimist; but if you expect things to turn out well, they usually do. I promote the thought that one does not overcome fears and anxieties by "trying to," but rather by "allowing it." There is a subtle, but important, difference here. Most of us were taught to "try your hardest." And, indeed, certain objectives require effort. But "try" is a somewhat negative word since it implies we might fail. (Otherwise, why try?) "Allow," on the other hand, has no negative implications. An example is trying to fall asleep. Each time you are almost there, you awaken. Finally, in frustration, you throw up your hands, expecting to be up till dawn. Oftentimes at that point, you quit trying—and you are soon asleep! The same principle applies to relaxing. Have you ever heard someone say, "I have to try to relax"? That person will not achieve relaxation. Rather than *trying* to have a pleasant flight, choose to *allow* yourself to have a pleasant one by accepting that the odds are in your favor that this will be a routine flight. And you can apply this attitude to every aspect of your life. For fun, count sometime how many times you use the word "try" in a day. I think you may be surprised.

In future articles, I will be addressing all issues and facts covered in my Flying Free Workshops, including the psychology of fear, simple physics of flight and weather phenomena, the role of the National Transportation Safety Board and statistics on safety, aircraft maintenance, air traffic control, pilot training, cabin attendant training, and trip planning, as well as how to better enjoy longer flights. If there are specific questions you would like answered pertaining to flying or stress management, please send them to the publishers to be forwarded to me. Remember, there are no dumb questions. I also welcome your comments. Until the next issue...

Happy (sky) trails!

Dr. Bob



For Business or Private Phones

10 Ways Dictograph's New Phone Controller Can Increase the Service You Get from Your Phone, Speed Your Calls and Lower Your Charges.

From the people who invented the Intercom, Hearing Aid and Smoke Detector

This small electronic marvel — only 8" by 6" by 1½" — lets you do things with your telephone you never thought possible. Read these 10 ways Dictograph's new Phone Controller outdates old-fashioned telephoning —

- 1. Digital Time Monitor.** Alerts you to minutes you are talking, long distance or locally. Keeps 5 minute calls from going to a half-hour.
- 2. Time-Saving Callback.** Busy signal? Phone Controller calls back for you every 60 seconds. Keeps you from forgetting to.
- 3. One Touch "Memory" Dialing.** Get at the touch of a finger 30 numbers called most frequently. Real time saver.
- 4. Touch Dial Converter.** Lets you call by touch on rotary dial phone.
- 5. MCI and Sprint Compatible.** No need to buy or pay for installation of a touch-tone phone.
- 6. Hold Button.** Puts callers on hold so you can talk with others around you. More secure than hand over mouthpiece.
- 7. Built-in Speaker.** Call without having to lift and hold phone till someone answers. Also lets others listen in.
- 8. Error Eraser.** Dial a single wrong number, no need to redial whole number. Push clear button, error is erased.
- 9. De-Programming Fail-Safe.** Back-up battery power keeps programming intact and in place in event of power outage.
- 10. Eliminates Phone Use.** No need to dial from phone. Touch-dial directly from dial pad of Phone Controller.



Satisfaction Guaranteed

The Dictograph Phone Controller can be placed on desk top or wall-mounted. For single line service, plug into Bell modular jack. For multi-line service, specify Model PC 30 ML.

All Controllers have 90-day parts and labor warranty and are UL, CSA, FCC and Bell approved. Prompt service if needed. If you are not fully satisfied, return unit — or units — undamaged and in original carton within 15 days of receipt and your money will be refunded in full.

Pleasantville Plan, 62 Eastview, Pleasantville, NY 10570

Dept. PC 34

Please send () Dictograph Phone Controller(s) Name _____
 at cost per instrument of \$129.92 single line, \$148.95 multi-line (Model PC 30 ML.)
 I enclose check () money order () in amount of \$_____. Or charge my
 AMEX () MASTERCARD () VISA () credit card no. _____
 expiring _____. NY residents add sales tax.

For earlier delivery, call toll-free 1-800-334-0854 extension 854, 7 days, 24 hours.

©Pleasantville Plan 1982

FEEL THE FULL FORCE OF THE LANIER BUSINESS PROCESSOR™ IN A PERSONAL DEMO.

Yes, I'd like to get my hands on the Business Processor to see how multi-talented it is. Please have someone call me for a demonstration.

Name _____ Title _____
 Phone _____ Best Time to Call _____
 Firm Name _____ Address _____
 County _____ City _____ State _____ Zip _____
 In a hurry? Call toll free (800) 241-1706 (except in Alaska or Hawaii). Georgia residents call collect (404) 321-1244.

Oct. '83 Inflight Network 4 F5 B JS

FEEL THE FULL FORCE OF THE LANIER BUSINESS PROCESSOR™ IN A PERSONAL DEMO.

Yes, I'd like to get my hands on the Business Processor to see how multi-talented it is. Please have someone call me for a demonstration.

Name _____ Title _____
 Phone _____ Best Time to Call _____
 Firm Name _____ Address _____
 County _____ City _____ State _____ Zip _____
 In a hurry? Call toll free (800) 241-1706 (except in Alaska or Hawaii). Georgia residents call collect (404) 321-1244.

October '83 Inflight Network 4F5BJ3

FEEL THE FULL FORCE OF THE LANIER BUSINESS PROCESSOR™ IN A PERSONAL DEMO.

Yes, I'd like to get my hands on the Business Processor to see how multi-talented it is. Please have someone call me for a demonstration.

Name _____ Title _____
 Phone _____ Best Time to Call _____
 Firm Name _____ Address _____
 County _____ City _____ State _____ Zip _____
 In a hurry? Call toll free (800) 241-1706 (except in Alaska or Hawaii). Georgia residents call collect (404) 321-1244.

October '83 Inflight Network 4F5BJ3

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 2021 ATLANTA, GA.

POSTAGE WILL BE PAID BY ADDRESSEE

LANIER[®]

LANIER BUSINESS PRODUCTS, INC.

1700 Chantilly Drive, N.E.
Atlanta, Georgia 30324

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 2021 ATLANTA, GA.

POSTAGE WILL BE PAID BY ADDRESSEE

LANIER[®]

LANIER BUSINESS PRODUCTS, INC.

1700 Chantilly Drive, N.E.
Atlanta, Georgia 30324

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 2021 ATLANTA, GA.

POSTAGE WILL BE PAID BY ADDRESSEE

LANIER[®]

LANIER BUSINESS PRODUCTS, INC.

1700 Chantilly Drive, N.E.
Atlanta, Georgia 30324

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



Where Living Legends Live.

Vic Damone demands more out of life. That's why his address is OCEAN CLUB. Condominium residences from under \$200,000 to over a million dollars. The Ultimate Residence, 3100 Boardwalk, Atlantic City, N.J., between the Golden Nugget and Tropicana Hotel Casinos. (609) 345-3100.



The Ultimate Residence.

Construction financing provided by Bank of America.



Don't settle for too little, too late.

Subscribe to
The Wall Street Journal
and get all the business news
you need... when you need it.



If you're in business and serious about getting ahead, you have to search around to get all the business news you need these days. Even the best daily newspapers give you only a section of business news. And if you have to wait a week to read a business magazine, the news may not be news anymore. You wind up getting too little, too late.

There is one publication that gives you all the business news you need when you need it. The Wall Street Journal. Everyone who is serious about business knows that The Journal is serious business. That's why most successful executives start their day with The Journal. They just open its pages and the world of business is laid out for them—like a map of opportunity. It's where the big business stories break. *It's unmatched in providing valuable information. It's the way the word gets around.*

Every business day, The Journal reports anything happening anywhere in the world that can affect business—your business. It tells

you what new products and services are being developed. Where markets are opening up. How companies are coping with inflation and energy problems. Which companies are merging. Whose sales are surging. And along the way you'll probably discover many pointers to help direct your company to bigger profits and boost your own career.

And of course, there's The Journal's famous coverage of investment news designed to help you manage your money more profitably. There are regular feature articles on personal finance with subjects such as tax shelters, mortgages, C.D.'s, stock and bond selection, tax rulings and much, much more.

If you're serious about how you manage your business, your finances, your career, don't settle for "too little, too late." Subscribe to The Wall Street Journal and get all the business news you need... when you need it.

You can have The Journal rushed to you every business day for six months (26 weeks) for only \$47—that's about \$1.80 per week. All you have to do is mail the coupon. Do it now!

Give The Journal just 26 weeks to help you do better in your business, your investing, your career.

THE WALL STREET JOURNAL
P.O. Box 10010
Ogden, Utah 84409

Please enter my subscription to The Journal for six months (26 weeks) at \$47.

I prefer one year (52 weeks) at \$94.

Check enclosed Please charge my:

American Express Diners Club MC Visa

Card # _____ Expires _____

Signature _____

Name _____

Address _____

City _____ State _____ Zip _____

Limited time offer—good in Continental U.S. only.

Introducing the SkyValet™ wardrobe-on-wheels

The garment bag you don't have to carry. Instead, you "wheel" it right to your plane or taxi.

Executive Travel Breakthrough!

It's called the SkyValet™ wardrobe-on-wheels, and it's a completely new kind of travel gear designed specifically for busy executives and other regular travelers. Like conventional garment bags, it carries your clothing flat—without folding. But that's where the similarity ends, for unlike other garment bags, you don't have to carry the SkyValet. You wheel it. Wherever you need it.

Once on board, you can hang it neatly in the garment closet. Or fold it to fit in other designated storage areas. Then, on arrival, you can wheel it from the plane, through the airport, right to your waiting taxi or rental car. So you arrive at your destination fresh, unwrinkled, unruined... ready to take on the challenges of the day.

It hangs...or folds!

The SkyValet hangs compactly in the garment closet. Or it can be folded and stored in other designated storage areas. You can also check it through with the regular luggage. (The handle mechanism conveniently retracts into a hidden, protected compartment.)



It stands!

No more groping for tickets or boarding passes. No more laying garment bags on the floor. The SkyValet wardrobe-on-wheels stands upright by itself, so both hands are free to take care of business.



It totes!

Convenient foot control pops this handy parcel carrier into place to carry your brief-



case, packages or other carry on items. All held in place with baggage straps that "zip away" when not in use.

Outstanding quality... and personalized.

Each SkyValet wardrobe-on-wheels is made of the finest materials, by American craftsmen. And each is personalized with the owner's initials in handsome goldtone on the handle assembly. At no extra charge.

Satisfaction Guaranteed.

If for any reason, you are not satisfied with your SkyValet wardrobe-on-wheels, simply return it within 30 days and your money will be promptly and cheerfully refunded. You take no risk.

Credit Card orders phone:

800-848-2618

(in Ohio call 800-282-2630)

Or fill in and mail order form to:

Executive ScanCard™ Systems

6480 Busch Blvd., Suite 200, Dept. 4006
Columbus, OH 43229

The SkyValet was designed and is sold exclusively by Executive ScanCard Systems, U.S. and International patents pending. © Copyright Executive ScanCard Systems.

The SkyValet™

Standard model carries two suits. Has three roomy zippered pockets for shirts, sweaters, shoes, etc. In tough nylon (navy, burgundy, or light mocha) trimmed with handsome black nylon webbing. **\$199.95** (plus \$8 shipping and handling).

The Deluxe SkyValet™

Offers extra room and extra styling. In exclusive new Caprolon T nylon, trimmed with genuine leather. Carries three suits. Five roomy pockets (three deeply gusseted) hold everything you'll need for longer trips, or keep you better organized on shorter ones. In black or tan, both with black leather trim. **\$299.95** (plus \$8 shipping and handling).



Qty. _____

Standard SkyValet™ Deluxe SkyValet™

@ \$199.95 (plus \$8 shipping and handling*)
Indicate color: Navy Burgundy Light Mocha

Deluxe SkyValet™

@ \$299.95 (plus \$8 shipping and handling*)
Indicate color: Tan Black

Check or money order included for \$ _____
(made payable to Executive ScanCard Systems)

Charge my AMEX VISA MC DC

Acct. # _____ Exp. date _____

Name _____

Company _____

Address _____
(Sorry no P.O. Box deliveries)

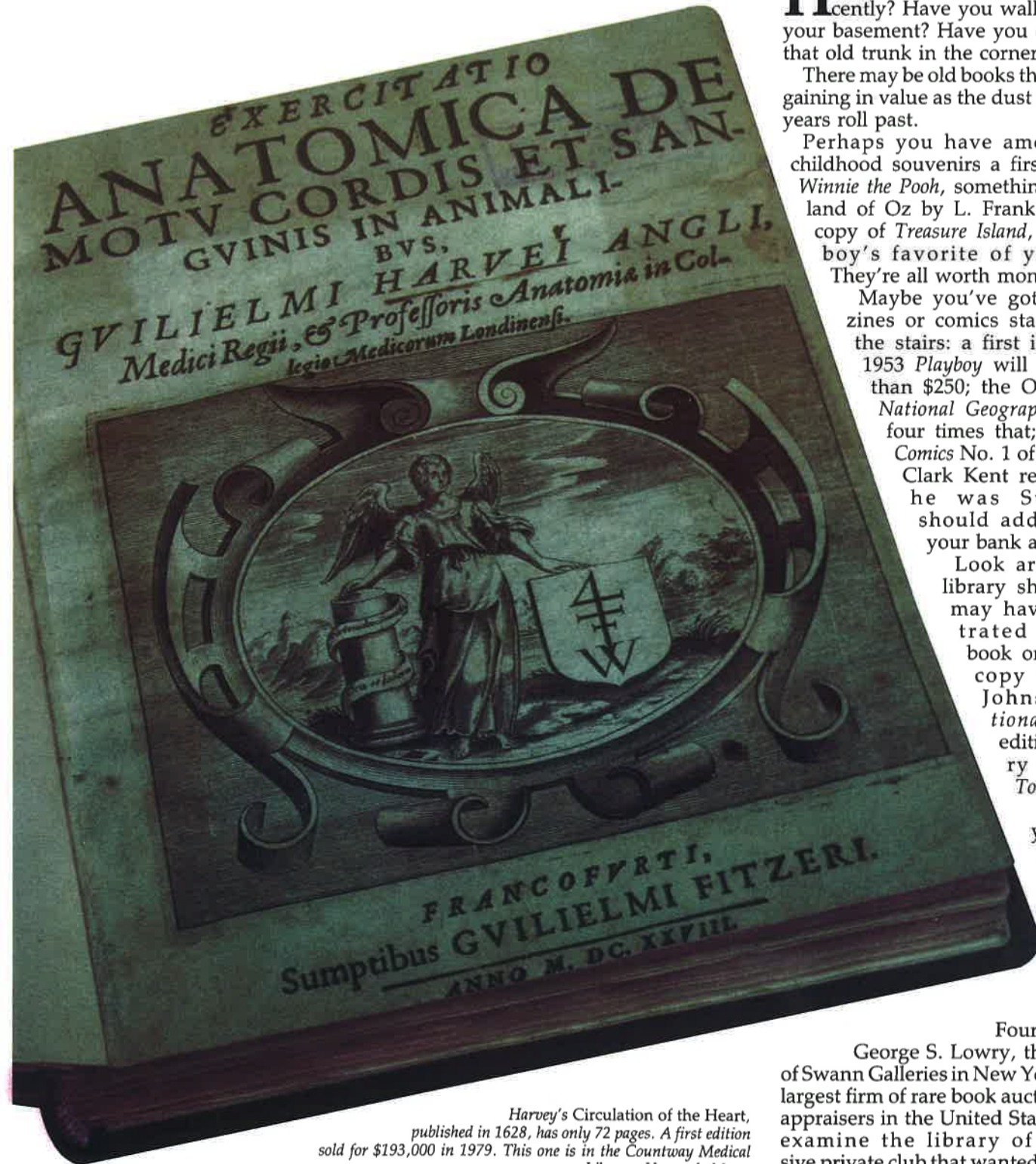
City _____ State _____ Zip _____

Signature _____

Print initials for personalization

*Shipments outside continental U.S., add \$30 shipping and handling. Payment in U.S. funds.

The Rare World of Antique Books



Harvey's Circulation of the Heart, published in 1628, has only 72 pages. A first edition sold for \$193,000 in 1979. This one is in the Countway Medical Library, Harvard, Mass.

Have you explored your attic recently? Have you walked through your basement? Have you checked out that old trunk in the corner?

There may be old books there, steadily gaining in value as the dust falls and the years roll past.

Perhaps you have amongst your childhood souvenirs a first edition of *Winnie the Pooh*, something about the land of Oz by L. Frank Baum or a copy of *Treasure Island*, the schoolboy's favorite of yesteryear. They're all worth money.

Maybe you've got old magazines or comics stacked under the stairs: a first issue of the 1953 *Playboy* will bring more than \$250; the October 1888 *National Geographic* at least four times that; and *Action Comics* No. 1 of 1938, when Clark Kent revealed that he was Superman, should add \$5,000 to your bank account.

Look around your library shelves—you may have an illustrated Victorian book on botany, a copy of Samuel Johnson's *Dictionary*, a first edition of Henry Fielding's *Tom Jones*.

And if you find an old album of antique photographs, you may well have hit the jackpot.

Four years ago, George S. Lowry, the president of Swann Galleries in New York City, the largest firm of rare book auctioneers and appraisers in the United States, went to examine the library of an exclusive private club that wanted to establish a rare book room.

Clearly, some of the old books were of value. Lowry glanced down to the floor where two enormous books were supporting the bottom shelf. The books had been lying there for about 80 years, the name of the donor lost in time.

The albums contained photographs by famous photographer Carleton W. Watkins, whose negatives had been destroyed in the San Francisco earthquake and fire of 1906.

Lowry was onto something. He placed a preliminary price of \$5,000 on each book, but at the subsequent auction, despite active bidding by the Metropolitan Museum of Art, sold the albums to two photography dealers for a total of \$198,000!

Spotting tomorrow's treasures among today's books takes skill and, at times, luck.

Yet, despite such tales, the neophyte should not start collecting old books just for investment value, even though rare books have beaten stocks in keeping ahead of inflation.

What do collectors treasure? It's as varied as the universe.

Some people may wish to reproduce a typical library of the year they were born or of the country they emigrated from. Children's books are always popular. Books on black history and the work of female authors continue to command attention, as do any authentic volumes contemporary to the Revolutionary War or the Civil War, on pioneer westward expansion, and on subjects as diverse as whaling, crime, cooking, science, art and architecture.

Art books have increased in price, partly because dealers can break the volumes up and frame individual pages as pictures. Some of those massive art tomes lying on America's coffee tables may have substantially increased in value, especially since, seldom read,



This book was published by the English Crown. It outlawed the wearing of the Scottish plaid tartan by the Scots after their defeat in the Battle of Culloden in 1746.

they are usually in pristine condition.

Audubon's *Birds of America* are the classic example. Those four volumes of 435 color plates, published from 1827 through 1838, have jumped in value from \$325,000 to \$750,000 in just five years.

Some of the increased value lies in the effect of inflation. Judith Lowry, vice president of Argosy Bookstore, the largest antiquarian bookshop in the country, puts this into perspective: "A *First Folio of Shakespeare* has a present value of over \$100,000, but if you had deposited Shakespeare's asking price in 1623 in a bank at that time, even if interest were as low as 2 percent, you might now have several million dollars."

Some books create sensational headlines—the rare book auction record is held by a Gutenberg Bible that was sold for \$2 million at Christie's. Again, such events drive people into their bookcases. What family doesn't have an old Bible among its prized possessions? Yet, Bibles must have been printed before 1615

to be valuable. The age itself cannot always guarantee value. Encyclopedias are worth much more new than old. However, a book of Biblical illustrations by Marc Chagall published in the mid-1950s at \$35 is now worth 50 times that amount.

Spotting tomorrow's treasures among today's books takes skill and, at times, luck. Many "watershed" first editions which launched contemporary trends—for example, in ecology, feminism and consumerism—will be important books in the next century. A few that come to mind are Rachel Carson's *Silent Spring*, Betty Freidan's *The Feminine Mystique* and Ralph Nader's *Unsafe at Any Speed*.

The first editions of contemporary authors have already started to appreciate. John Steinbeck's *The Red Pony* (1937) and Raymond Chandler's *The Big Sleep* (1939) are classics. Even Joseph Heller's *Catch 22*, published in 1961, is now worth \$1,000.

George Lowry reminds collectors that chance plays its part. "Valuable modern

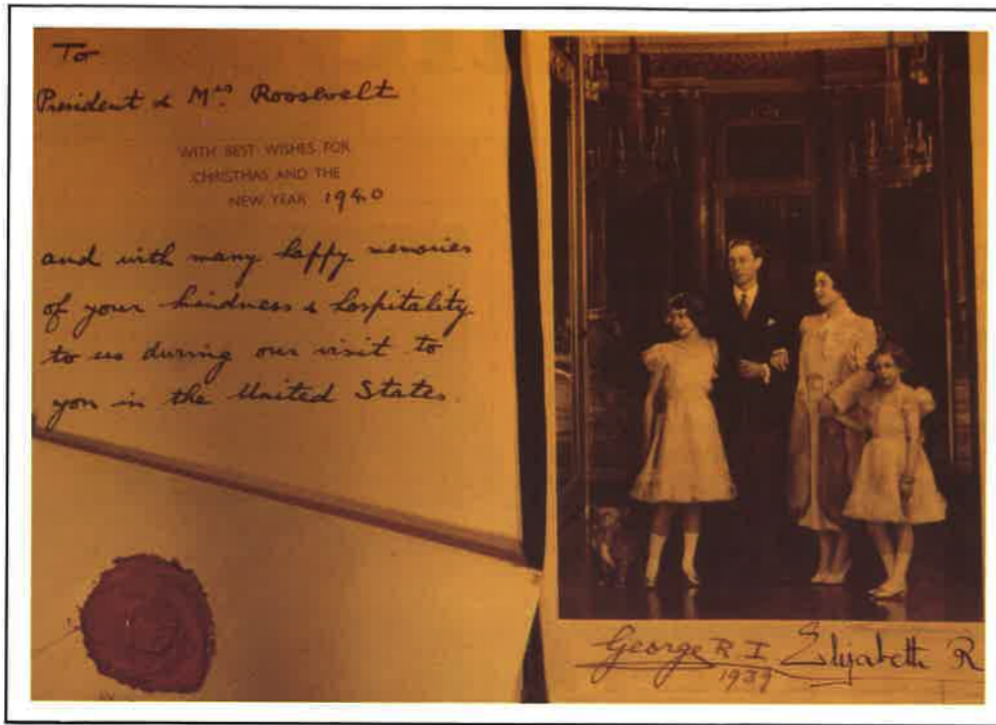
books are rarely anticipated as such," he says. "It's usually a surprise to find contemporary books worth 10 times their value five years later."

He suggests that if you want a little fun, collect first editions of modern authors whom you think will be recognized by posterity. Try to get the books signed by the author, a possibility not so remote now that publicity tours are arranged by

The rare book business used to be a gentleman's profession, but this is not necessarily true today.

publishers. An inscription or message increases the value.

"If, God forbid, you choose to read it," George Lowry says, "first remove the dust jacket; in part, to keep that in good condition—it adds appreciably to the value of the book—and, in part, because the shiny dust jacket takes up fingerprints; the cloth jacket doesn't."



This card from King George VI is in the Roosevelt Library.

Once read, place the book on a shelf away from sunlight and humidity, and forget about it. There's no risk. All you've invested in is the cost of a book, a book you probably enjoyed reading.

Rare book collecting is the elite of pastimes, says Lowry. It needs more thought than any other. It takes a certain kind of intellectual interest because, unlike works of art, the books, in themselves, are not necessarily beautiful. That's why there are more collectors of stamps and coins than books.

Lowry has seen the field explode in the last 10 years into a "collecting craze," probably because people now have more leisure time and more discretionary income, see interesting ways to spend their money, and have developed a genuine increased awareness and enormous appreciation of art.

The rare book business used to be a gentleman's profession, but this is not necessarily true today. Yet, dealers are still the backbone of the book business. Dealers are rugged individualists, and the businesses are often one-man or one-woman operations. They're also caught in a price plateau at the moment, a great surprise to the new breed of booksellers of the last decade who have never known anything but inflation. They have always been able to sell a book for more than they bought it—until now.

Lowry conducts 40 book auctions a year. He thinks book auctions provide a location for beginners to get a feel for book collecting. They also allow novices a chance to see the startling results when even professionals get carried away,

forcing up prices because of stubbornness—even arrogance—or the wish to be noticed, or a desire to go into the record books.

"It just takes two people with adrenaline running to make an auction," he says. "Two crazy people bidding are an auctioneer's delight."

One prime book is better than a heap of mediocre bargains.

Yet, the price of the average book sold is only \$170, the range being \$16 to \$160,000. Many people jump into collecting when they find out that they can buy a 19th century classic for, say, \$20—about what they might pay new for the same book published today in hardcover.

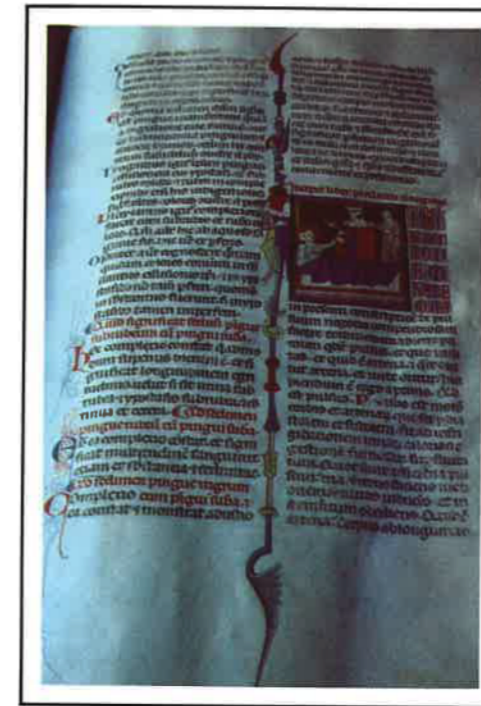
Lowry offers the following advice to those starting a rare book collection: "First, buy the best you can afford. One prime book is better than a heap of mediocre bargains. Second, concentrate on or specialize in a particular subject, author or type of book. The more complete the collection, the better; book collecting is not a hobby for generalists. Third, be patient. A prize book will not always be there when you want it. Fourth, educate yourself as much as possible. Read basic texts (such as John Carter's *ABCs for Book Collectors* or Winterich and Randel's *A Primer on Book Collecting*), study auction and dealer's catalogs, subscribe to the main trade publication *AB Bookman's Weekly*, attend as many library and auction exhibitions related to your particular collecting interest as possible, and visit book fairs."

Lest all this sounds too complicated, he goes quickly to his last points, the ones he feels are the most important:

"Finally, rely on your own judgment. Ask yourself a few questions about the book you are considering buying. Why should it be important? Is the subject matter significant? Do I recognize the author? Is the book beautiful?"

"Eighty percent of mistakes can be eliminated by the use of something people are scared to employ—their common sense. Collect what you know and have a feeling for. What are your interests?"

Photographs by Eric G. Anderson



This early illuminated handwritten text, dating about the 11th century, is in the Yale Medical Library in Connecticut.

Travel? Sports? Childhood heroes?"

He glances at his shelves, rubs his chin, then murmurs gently, "Don't ask me what you should collect. If you have to ask, you shouldn't be a collector."



These modern classics are on display at the Manchester City Library in New Hampshire.



Harvard is the home of this late 14th century English scientific treatise showing the best phases of the moon for bloodletting!

COLORADO

Anyone can give you a place to meet.

We offer an entire castle.

Entirely yours for the length of your stay. Redstone Castle in Redstone, Colorado, caters exclusively to small groups (12-30 people) and only one group at a time. It's all yours and it's perfect for your next board of directors retreat.

Redstone Castle

P.O. Box 1965
Grand Junction, Colorado 81502
(303) 245-3277



\$3,000,000 NORTH COAST ENERGY 1983-1 DRILLING PROGRAM

(A Predominantly Developmental Oil & Gas Drilling Partnership Focusing On Developmental Prospects In Ohio & Oklahoma)

North Coast Energy, Inc.'s primary business is the organization and management of limited partnerships formed for the purpose of exploring for and production of domestic oil and gas reserves.

Investors in the North Coast Energy 1983-1 Drilling Program will participate in a portfolio of primarily developmental oil and gas drilling prospects.

The General Partners will contribute an amount equal to 10% of Limited Partner subscriptions and North Coast Energy has again secured a 25% cash commitment on each well drilled by its independent Appalachian driller/operators. The '83-1 program will have a drilling mix of 85% developmental and up to 15% exploratory. Unit price is \$5,000 and minimum purchase is one unit.

For more information contact us, your broker, your investment advisor, or detach and mail the coupon below.



**NORTH COAST
ENERGY, INC.**

*An Integrated Source of Energy
Exploration, Development &
Management*
5311 NORTHFIELD RD. (#320)
BEDFORD HTS., OHIO 44146
(216)663-1668

PLEASE SEND ME A CURRENT PROSPECTUS AND BROCHURE

NAME _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

NORTH COAST ENERGY, INC.

An Integrated Source of Energy Exploration, Development & Management
5311 Northfield Road • Bedford Heights, Ohio 44146 • (216) 663-1668

(Your request will not be processed if phone number is not included.)

This is neither an offer to sell nor an offer to buy these securities. The offer is made only by the Prospectus and only in those states in which the securities may legally be offered.



In this world of mass production there remains one car built in very limited numbers by the finest method man has yet devised: from the ground up – by hand. At Aston Martin, master panelbeaters sculpt exquisite aluminum bodies by hand. Meticulous trimmers tailor sumptuous interiors out of Connolly leather, Wilton carpet and burl walnut by hand. Dedicated mechanics build powerful engines one at a time by hand and affix to each one a plaque

with the name of its builder.

The magnificent finish, the awesome strength and the masterful feel of today's Aston Martin are tributes to the coachbuilder's art.

If you have driven a succession of expensive automobiles but have yet to find one that conforms to your unyielding demand for excellence, the time has come for you to experience an Aston Martin. Please write for our brochure.



Aston Martin

Aston Martin Lagonda, Inc., 342 West Putnam Avenue, Greenwich, Connecticut 06830 (203) 629-8830

Executive Motoring

A Monthly Report.

1984 luxury cars designed to pamper the well-to-do

From the '30s, when the nation was recovering from the Great Depression, came the super luxury cars of Detroit, and, for that matter, Indiana and other states. Names like Deussenberg, Packard, Auburn, Cord, Chrysler and Imperial popped up to show the world that even in "down and out" times big cars with new gadgetry, high-powered engines and luxury abounding (for the times) could and would offer hope for the future—a return to the good times. Among those American names, two were always prominent: Cadillac and Lincoln.

The competition started in September 1920 when Henry Martin Leland, who was the driving force behind Cadillac from the time it began and became known for its high quality and precision craftsmanship, introduced his new car: the Lincoln. Leland was fanatical about quality and absolute precision in manufacturing. It is unique that this single individual spawned the future for the two most sought after marques in luxury cars. His first car, the Cadillac, became a division of General Motors in 1909, and his second, the Lincoln, joined the Ford Motor lineup in 1922—and the race was on.

Things haven't changed much in the way of competition since then. Both manufacturers are building top-of-the-line automobiles, and the race is still on.

When cars seemed to come alive and reflect the hope for better times in the '30s, so it goes today. The Lincoln/Cadillac buyers are still able to find the quiet plushness of an environment reflecting his/her lifestyle and status. Both cars surround the passenger with all the comforts and conveniences that are available on any car at any price—more than is ever needed, but so nice to enjoy.

Driving a car of either make is a trip into fine motoring. When the doors close surely and soundly, one can put everything else outside his world. Whether you would choose the deep

continues on page 12

Lincoln

While most Lincoln models remained nearly the same for 1984, there is big news from Ford Motor Company as they introduce the Continental Mark VII. The Continental Mark VII, available in three models, is the first car in the world to have electronically controlled air spring suspension as standard equipment. Because of the new styling changes, Lincoln boasts the most efficient airflow design on a

U.S. luxury car with a drag coefficient of 0.38.

It is obvious that engineers at Lincoln are leaning toward a philosophy of aerodynamic, driver-oriented cars.

The LSC version has a much tauter road feel and high handling limits for a luxury car, and is designed to turn the heads of Mercedes and other high-quality import buyers. Of the three versions, the LSC is the driver's

car. Its air spring suspension system is calibrated to be 40 percent stiffer than that of the standard Mark VII. There are larger front and rear stabilizer bars, quick ratio power steering and higher air spring rates. Goodyear has also developed P215/65R BSW tires for the special 15-by-6-inch cast alloy wheels and tuned them exactly for this car.

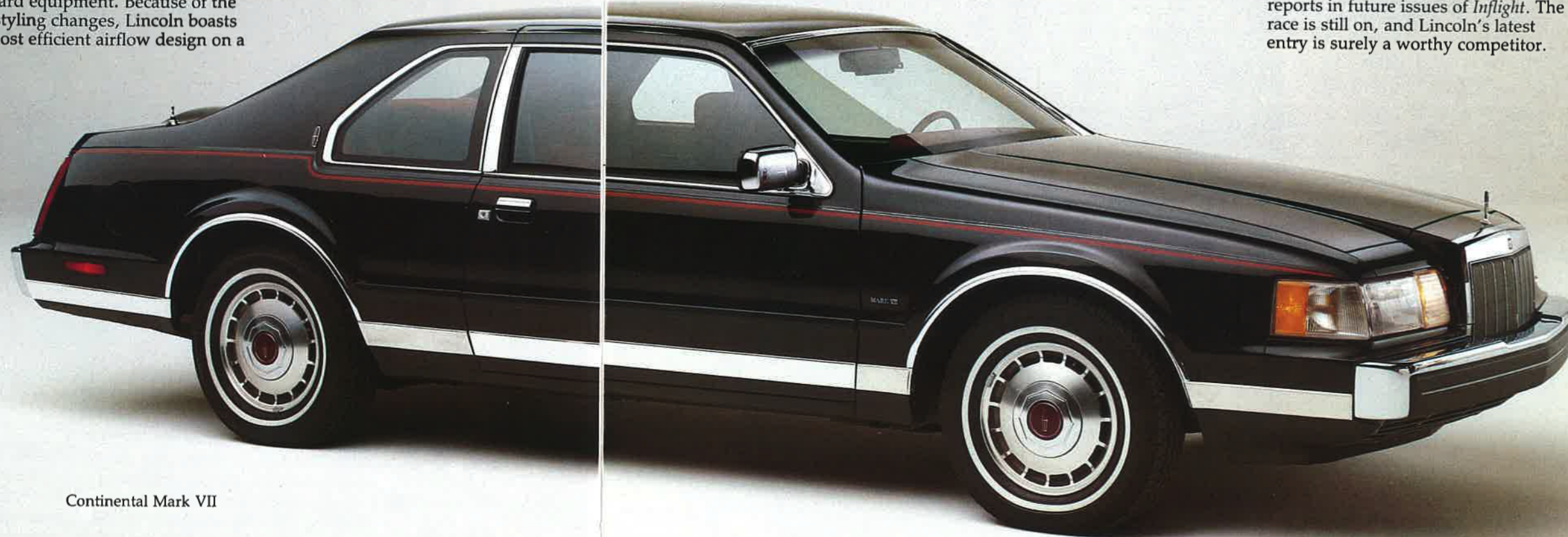
The designer series includes the Bill Blass, a longtime name on the Mark;

and Gianni Versace, an Italian designer new to the Lincoln label. The Blass and the Versace editions both have special colors for the interior and exterior, along with fabric and logo unique to each.

All models of the Mark VII will be powered by a 5.0-liter V-8 engine with electronic fuel injection and a four-speed automatic overdrive transmission as standard equipment. Later in the model year, a 2.4-liter

turbocharged diesel engine matched with a German-built ZF four-speed transmission with automatic overdrive will be available. This will be an all new engine and the first time a diesel will be used in a Lincoln product. The diesel is a six-cylinder SOHC engine.

As *Inflight* reviews the new Continental Mark VII during long-term driving and durability tests, we will report how well the Mark VII meets expectations, and will give operator reports in future issues of *Inflight*. The race is still on, and Lincoln's latest entry is surely a worthy competitor.



Continental Mark VII



10

Bill Blass Edition



Mark VII



11

LSC

luxury and posh styles that are available on both the Lincoln and the Cadillac or the sensation of the luxury sport feel, there is a sense of well-being that comes from just getting behind the wheel. You've arrived. Status. Beyond the quality of the car is the status. In American cars, and in recent decades, model names like Fleetwood, Town Car, Eldorado, Continental and Coupe DeVille have been synonymous with the affluent and well-to-do. "The Standard of the World" means more than just great nuts and bolts; it is the standard of personal position as well.

Driving the 1984 Lincolns and Cadillacs will be much different from that of yesteryear. And driving the 1984 Continental will be much different from that of last year. At Lincoln, they've been busy behind closed doors reworking the Continental Mark series into a new car—a whole new car. Where once there was a big square box, now is a smooth-lined, good-looking

... more significant improvements in style and engineering... than in decades before.

body shell with surprises in suspension and interior. Cadillac entered the stiffer suspension and European-style touring market with the Eldorado Touring Coupe and touring suspension package for the Seville in 1982. Lincoln enters that same market with the Continental Mark VII in 1984. Air suspension—we'll say it again for those of you who remember some models of the '57 and '58 Cadillac—is the key to the outstanding handling package of the new Continental Mark VII. Not the kind that left the Cadillacs on the ground in the mornings, but one that Lincoln claims will withstand all environmental conditions, road problems and leakage. Control and roadability are terrific on this new model.

All in all, there have been more significant improvements in the motoring style and engineering quality during the last couple of years, and more so for the Lincoln division in '84, than in decades before. Because of lifestyle changes and environmental changes, the motoring needs have had to shift emphasis. But one thing remains sure: Those individuals who demand more in status, luxury, gadgetry and price will be able to find their requirements met with a Lincoln or Cadillac.

Cadillac

1984 is a year of refinement at Cadillac Motor Division. After introducing new models and power trains over the last years, Cadillac is fine tuning this year. There are 10 models to choose from in the '84 lineup, including the return of the Eldorado convertible. You'll recall the previous Eldorado convertible sent collectors to the showrooms in 1976.

Engineers at Cadillac have gotten together with the marketing side and put together a luxury car lineup that should satisfy the palate of any driver.

The DeVille, Fleetwood, Brougham and Limousine series remains the same as the '83 model except for some cosmetic changes. Electronic level control is standard on the '84.

The Seville again carries over the basic look of 1980. When introduced, the design raised many an eyebrow in

criticism, but the look has not only been accepted, but other American luxury car manufacturers have introduced similar styling. In addition to the two-toned paint schemes, there is a full cabriolet roof available, giving the car the classic dual cowl phaeton look. Available also this year is the Delco-GM/Bose sound system. This system is considered by many to be the ultimate in factory-installed sound systems. For the first time since its introduction, the elegant model is available in single-color paint schemes.

The Eldorado lineup is where Cadillac's only new model is introduced. Cadillac started making a convertible in 1916, and the last

previous was 1976. Now again, in 1984, there is a Cadillac convertible—the Eldorado Biarritz Convertible, to be exact. Looking something like the Eldorado Coupe with the full cabriolet roof option, the Biarritz Convertible is distinguished by a smaller rear window and roof angle. The top is electrically operated, but can be operated manually as well.

For the 380 SL crowd, Cadillac continues with the Eldorado Touring Coupe in '84. The special side mouldings and painted areas around taillights and headlamps combine with

the special cast alloy wheels and raised letter tires to give a European macho flair to the normally luxurious Eldorado Coupe. Standard equipment includes the Touring Suspension package, which gives a stiffer controlled ride and a firmer, more controlled European feel when steering the Touring Coupe into the turns. Look for additional test results on the Touring Coupe in upcoming *Inflight* issues.

The '84 Cadillac engines are all fuel injected, and all '84 Cadillacs except the Cimarron and the Fleetwood Limousine are powered by a 4.1-liter

iron/aluminum alloy block V-8 engine as standard equipment. There is an optional 5.7-liter, fuel-injected diesel V-8 available as a replacement to the 4.1-liter gas V-8, except in California or on the Biarritz Convertible.

The Cimarron is powered by a 2.0-liter L-4 engine that is electronically fuel injected. The Cimarron also sports a new grill and taillight assembly in '84.

Limousine models feature a 6.0-liter V-8 gasoline engine. This is basically the same V-8-6-4 engine featured in all Cadillacs in 1981.

The Cadillac lineup for '84 is a proven one. Even when the rest of the industry was in a terrific slump, Cadillac was registering gains in sales. The cosmetic changes for '84 will only enhance the line.



Eldorado Touring Coupe



Seville (Full Cabriolet Roof)



Eldorado Biarritz Convertible



Fleetwood Brougham Coupe



Sedan de Ville

MONEY SENSE

The importance of timing when you invest

by William F. Waters

William F. Waters is director of marketing services for Merrill Lynch Pierce Fenner & Smith Incorporated.

Given the often conflicting opinions on the direction of the stock and bond markets, interest rates, inflation and the like, investors constantly wrestle with the question of how to best time the purchase and sales of stocks.

The goal, of course, is to buy low and sell high. While it's close to impossible to call market or stock price turns with absolute accuracy every time, there are tools you can use that may help you sharpen your sense of timing.

Market Timing

Market timing, the technique of predicting when the market or an individual

stock may be approaching high or low points, is one way investors attempt to improve the prices at which they buy and sell. Market timing may involve both "fundamental" and "technical" analysis to determine a stock's price direction.

Fundamental analysts believe it is possible to determine the intrinsic value of a stock. They try to determine whether the price will go higher or lower, based on what the company is expected to earn and pay out in dividends. By analyzing a company's sales, earnings, price/earnings multiple and similar

statistics, they would recommend buying a stock when it is trading below its intrinsic value and selling when it is trading above that value.

Technical analysts, on the other hand, believe securities prices, like other prices, are determined by supply and demand, which may or may not be related to the intrinsic value of the security. They maintain that price trends can be predicted by studying past price movements, trading activity and similar factors.

As the market has become more volatile in recent years, with wider price swings over shorter periods, many institutional and individual investors have developed a much shorter-term orientation. They have become increasingly attentive to technical analysis—with the idea of market timing and calling market turns—because they are afraid of being caught by surprise in a sudden slide.

However, the market is not monolithic. Much of the time, it has internal cycles that are at variance with the trend of the major market averages. An overreliance on market timing can mean missing out on opportunities.

Other Guidelines

Timing is, after all, just one consideration in making buy and sell decisions. An overall investment strategy is essential. It's important to determine your investment goals, develop a plan that fits and stick with it.

Market analysts commonly advise investors to avoid "hot tips" or hopping from one fad investment to another. Many suggest that investors concentrate on stock selection and buy stocks on a value basis when those stocks are out of favor.

Diversification is recommended, also. Spread your risk by avoiding concentration on a single industry or single line of business.

Always set price objectives whenever you make an investment. If the stock advances as you hope, reassess the situation regularly—especially when the stock reaches your objective. Ask yourself if the reason you bought the stock in the first place still holds, if the stock is still gaining at its former pace and if it is still responding to good news. If the answer to any of these questions is no, it may be time to consider selling. Making

the decision to sell a winner can be difficult; but even if the stock continues to advance after you get out, "selling too soon" can help you protect the profits you have already earned.

Deciding when to sell a loser and following through with that decision can be equally difficult. No one likes to admit a mistake, and it can be tempting to hold on, waiting for a turnaround that never materializes or that takes a very long time in coming.

With every investment, you should consider what could go wrong and at what point you should sell. Some analysts suggest you consider selling a stock once it has dropped 10 percent or so. If you are overly reluctant to take on small losses, you'll probably have to take big ones at some point. Bear in mind that you are not only losing money on that particular stock, you're also missing an opportunity to earn profits you might have gained by reinvesting in a better performing stock.



How to Own an Exciting Bright Red FERRARI.



(Photo Taken 8/28/83)

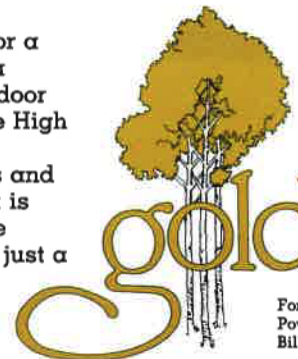
Yes; there's a certain flair to driving the most sought after exotic name in sports cars, and it can all be yours for under \$20,000 American. I have two for sale: the one pictured above and another (right hand drive). Call me to make an offer and to join the ranks of the elite few Ferrari owners of the world. A great investment. (801) 394-9446. Ask for Jay. Some trades accepted.

Advertise your car or home in *Inflight*. Over 1,500,000 readers per issue. Write *Inflight*, P.O. Box 10010, Ogden, UT 84409, for details, or call (800) 453-2339.



Goldenwoods at Powderhorn - Live for a week or a year at the Colorado ski area closest to a major airport. Ski out your door that same morning you land in the Mile High State.

Goldenwoods offers panoramic views and four seasons enjoyment. If your interest is owning or renting look to the affordable luxury of Goldenwoods at Powderhorn, just a 45 minute drive from Grand Junction.


goldenwoods
For more information write Bill Foster
Powderhorn Ski Area P.O. Box 1826 Grand Junction, Co. 81502
Bill Foster can be reached by phone at (303) 242-3647

We buy.
Call us for top dollar quotes for your equipment.

We sell.
After you shop the others, call us for the lowest price.

We offer...

- Warehouse design and consultation.
- Top dollar for your surplus equipment.
- Complete dismantling and installation by our own crews, nationwide.
- All top name brands, in excellent condition at low, low prices.

**PALLET RACK
SHELVING**

**Shop high and low.
Compare anywhere.**
We have the best deals around for reconditioned pallet rack and shelving.


ALL STEEL
MATERIAL HANDLING EQUIPMENT INC.
212 Gates Road, Little Ferry, N.J. 07643
Call 800-222-0365
N.J. Call Collect (201) 646-0210

Great American Convention Centers

by Eric G. Anderson



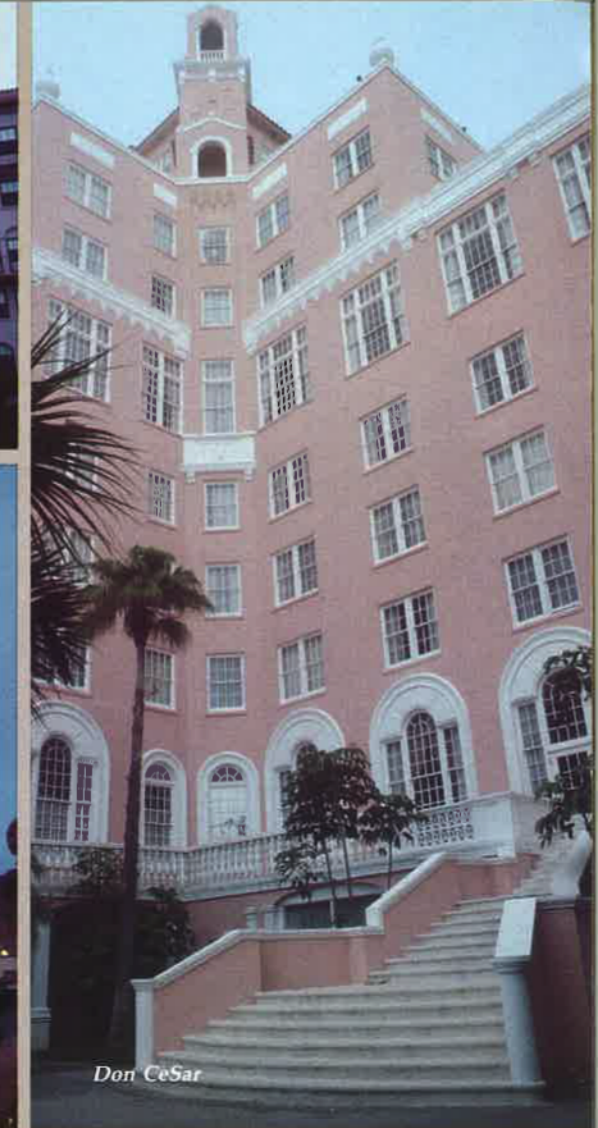
Buck Hill Inn



Boca Raton Hotel and Club



The Breakers



Don CeSar

featuring 10 of America's best

If you've recently been asked by your corporation to help select a hotel or location for a business conference, you'll be aware of the tremendous number of choices.

Business conference centers stretch across America. The range is enormous, the variety astonishing, the options endless—from Harrah's and its sprawling casino in wide-open, lusty, never-sleeping Reno, Nev., to Buck Hill Inn and its magnificent skating rink in former Quaker country in Buck Hill Falls, Pa.—from the Greenbrier in West Virginia, its new vast indoor tennis courts partly sunken to blend with the architecture of 1910, to the modern hotels erupting in Atlantic City, a city rising like a phoenix and almost forgetting its past.

The business world can meet at Pinehurst in North Carolina and hit half a million golf balls a year over 28 miles of

golf course where the grass is greener than any that ever grew in Ireland, or it can wander through 35 acres of subtropical splendor in the gardens of the Hotel del Coronado in San Diego, the hotel turrets more gingerbread than any Victorian castle.

American companies seeking inspiration with style for their executives can send them to the Mt. Washington Hotel in Bretton Woods, N.H., where the World Monetary Fund met in 1944 to peg the price of gold at \$35 an ounce, or have them find the Homestead in Hot Springs, Va., which staged the International Food Conference of 1943, in a way the first meeting of the United Nations.

From the fast life to the quiet retreat, the grand to the simple, there are facilities all over America to charm, satisfy and accommodate executives with ideas to buy and knowledge to sell.

What location is best for one company

may be wrong for another. Some convention hotels are secluded preserves, almost sanctums. There, in absolute peace, businessmen and women, often the only residents, can pour over problems, the telephone silenced.

Some hotels are grand old dames of the great railroad era, their magnificence almost guaranteed to make a Horatio Alger of even the most junior person on the company payroll.

Some places are as close and convenient as your local Hilton, Marriott or Sheraton. They have comfortable rooms, splendid food, great service. They offer streamlined procedures, easy access and conference rooms like concert halls.

Other institutions have superb facilities, but lie almost at the end of the rainbow. You have to seek them out, but they want you. The convention business has been the very lifeblood of some of those hotels from our gracious past.

Without that business, they might not today exist.

Inflight visited and photographed 10 of those great hotels to find out what they offer business travelers, whether they be club members attending a convention, salespersons having a product discussion or company directors at an annual meeting.

Boca Raton Hotel and Club, Florida

The Cloister Inn in Boca Raton was the ambitious dream of madcap architect Addison Mizner, possibly the most colorful character in Florida's history.

Mizner ravaged Italy and Spain for 16th century antiques and building materials for his hotel. It was said he bought so many roof tiles from Spanish priests that when it rained in Spain, the churchgoers got soaked.

An eccentric darling of the pampered rich matrons in Palm Beach, Mizner opened his 100-room hotel in February 1926 just in time for the Great Depression.

He lost financial control, but the hotel

has flourished. Now as the Boca Raton Hotel and Club, it has 900 rooms, and can offer tennis, golf and boating, and more than 65,000 square feet of convention space for groups as large as 1,500 persons.

The Breakers, Palm Beach, Fla.

The Breakers owes its existence to another eccentric entrepreneur, Henry Morrison Flagler.

Flagler came to Florida with a sick wife at the turn of the century. He wanted to bring her south, but, finding no railroad below Jacksonville, did the obvious—he built one, with a great hotel to be its destination.

When it burned down, he built another: The Breakers, at that spot where the warm Gulf Stream comes closest to the coast of Florida.

When, in turn, The Breakers was destroyed by fire in 1925, his heirs erected a new hotel in his memory to rival any of the great ones in Europe—stunning Gothic archways and stupendous cathedral ceilings compete with delicate

frescoes and priceless antiques to create a hauntingly beautiful New World palace.

Conferees have not only the usual sports and nine rooms that can accommodate 90 to 850 persons, but a staff fluent in 28 different languages.

Don CeSar, St. Petersburg, Fla.

The latest craze in America in 1928, when Thomas J. Rowe built Don CeSar Beach Resort, was sunbathing. To what the locals called the "Pink Palace," Rowe added gulfside verandas and 13,000 panes of glass. He let the sunshine in. His hotel would rival the great Waikiki Beach Royal Hawaiian.

Like many during the Depression, Rowe lost control of his hotel, which has had mixed fortunes until recently.

Now, refurbished, under new ownership and again an electrifying presence dominating the St. Petersburg Beach, the Don CeSar offers its guests yesterday's charm with today's comforts. Water sports abound, and the food is excellent.



The Greenbrier



The Homestead



Hotel del Coronado



Mohonk Mountain House



Pinehurst



Mt. Washington Hotel

Photographs by Eric G. Anderson

Convention facilities include 12 meeting rooms, the largest able to accommodate 625 persons.

Buck Hill Inn, Buck Hill Falls, Pa.

The largest resort in the Poconos is self-sufficient, even to having its own fire department. It also has 14 tennis courts, two golf courses and putting greens, two lawn bowling greens, an indoor and outdoor swimming pool, and an indoor skating rink almost as big as Madison Square Gardens'.

Buck Hill Inn contains a riding school with 6,000 acres of bridle paths and footpaths, five miles of trout streams and a 200-foot waterfall: Buck Hill Falls.

Its convention facilities vary from small rooms holding 20 to a separate conference center that accommodates 250, and an auditorium which seats 800.

The Greenbrier, White Sulphur Springs, W.Va.

What can be said, that hasn't been said already, about a hotel so classy it even

prints its logo on the sand in the cigarette receptacles? It has been host to 22 men who were or became presidents of the United States. One of its golf courses was redesigned by Jack Nicklaus for the 1979 International Ryder Cup.

It even has a fishing professional.

Business conference planners will find beautiful rooms, marvelous food and more than 25 rooms accommodating 10 to 1,000 persons. And 20 tennis courts (five indoors), jogging, hiking, riding, fishing, a gorgeous swimming pool and health spa.

The Homestead, Hot Springs, Va.

The Homestead, one of the most elegant hotels in the world, stretches across 16,000 sylvan acres in a county that doesn't even have a traffic light.

The Homestead shows, as well as any, how institutions can change, yet not lose charm. There has been an inn on this location since 1776. Truly, it can be said George Washington slept here—yet guests in 1983 receive their wake-up calls

by computer.

This glamorous hotel, once described by Elizabeth Taylor as "the Versailles of America," added a conference center in 1973 at a cost of \$9 million. It even has its own kitchen. Up to 1,100 people can be accommodated.

Activities include spa, swimming, skiing, tennis, trap shooting, riding, fishing, bowling and, of course, golf on the famous Homestead courses. Until recently, Sam Snead was the professional.

Hotel del Coronado, Coronado, Calif.

A hotel designed by railroad-terminal architects, constructed of green lumber and built by inexperienced Chinese laborers on land costing 25 cents an acre in 1887 still endures, and flourishes, almost a century later.

It had style: Its electrician was Thomas A. Edison, and its first band leader, John Phillip Sousa.

Here in 1920, it is said, Edward Windsor first met Wally Simpson, and here in 1927 was the great banquet for that air-

plane built in San Diego—and its pilot, Charles Lindbergh.

Each year, 700 gallons of paint are used on the old building, and now there is a Grande Hall addition where conferees will find convention space, including a 16,000-square-foot banquet room with a capacity of 1,200.

Mohonk Mountain House, New Palz, N.Y.

This hotel is one of the best-kept secrets of the Northeast. Indeed, about 80 percent of its guests come from New York State, some for many generations, because the hotel is 115 years old.

A stone and wooden vast lodge one-eighth mile long, it nestles against a mountain lake at the edge of the Catskill Mountains.

Formerly a Quaker retreat, it still has the atmosphere of a rustic home, but one with \$1 million of antiques, 151 functioning fireplaces, and 140 miles of trails, paths and carriage rides.

It offers convention planners rooms to

accommodate up to 500 persons.

Mt. Washington Hotel, Bretton Woods, N.H.

The Mt. Washington Hotel is like a luxury liner—in fact, it has been called "a cruise ship floating in a sea of pines."

Its porch, one-fourth mile long, looks up, confidently, to the White Mountains of New Hampshire which surround it. After all, it has been host to presidents, kings and world leaders, most coming then by private railroad car—at its peak, 57 trains a day would arrive from Philadelphia, New York and Boston.

Activities include a Donald Ross 18-hole PGA golf course, tennis, swimming, fishing and mountain climbing. There are 25 miles of riding trails and 50 miles of cross country skiing.

The business world will find more than 15 conference rooms, the largest accommodating up to 800 persons.

Pinehurst, N.C.

Here's the place where golf is God, the

mecca for any American who ever swung a golf club. It's a gift, in a way, from a Bostonian, James Walker Tufts, who, having made a fortune in ice cream parlors, decided to spend it in 1901 on a magnificent hotel, the Carolina, the "Queen of the South."

To attract guests, Tufts offered all the sports and activities of any great hotel, then added a gun club taught by Annie Oakley and Frank Butler! Donald Russ stayed at Pinehurst for 47 years, during which time he designed more than 500 golf clubs in America, including the six at Pinehurst.

Most of the guests come to play golf, yet Pinehurst is so organized it can give computerized starting times to conventions months in advance.

It offers 17 major function rooms to convention planners. The ballroom can seat 450.





Available in two levels of ballistic protection, the garments are optimally effective against guns of .22 to .357 Magnum caliber. All styles available for men and women. Men's small, medium, large and extra-large and women's extra-small, small, medium and large. Prices include all shipping and handling.

ACTION JACKET, Style #104

Fabric: Poly/Cotton Color: British Tan
Prices: Level I \$415 Level II \$595

HUNTING JACKET, Style #105

With Attached Gamebag.

Fabric: Poly/Cotton

Colors: Beige, Military, Hunting Orange

Prices: Level I \$430 Level II \$610

SAFARI SUIT, Style #110

Jacket has bulletproof panels and is coordinated with matching slacks.

Fabric: Poly/Cotton Colors: Beige, Black

Prices: Level I \$465 Level II \$645

SPORTY VEST, Style #102

Fabric: Poly/Cotton Colors: Beige, Military

Prices: Level I \$385 Level II \$565

CLASSIC JACKET, Style #101

Fabric: Nylon, Lining has Poly Filler.

Colors: Navy, Brown

Prices: Level I \$415 Level II \$595



PROTECT YOUR LIFESTYLE —

AND ENHANCE IT AT THE SAME TIME WITH STYLE-CONSCIOUS, BULLETPROOF FASHIONS YOU CAN LIVE WITH. PERHAPS CAN'T LIVE WITHOUT.

STOPS BULLETS • RESISTS SHARP OBJECTS
CUSHIONS VIOLENT IMPACT

These bullet-resistant action sportswear designs are fully lined and have easily removed bulletproof inserts of Dupont Kevlar which go virtually undetected, have five times the strength of steel, yet are lightweight and flexible. The shield slips in and out of hidden compartments in the front and back linings.

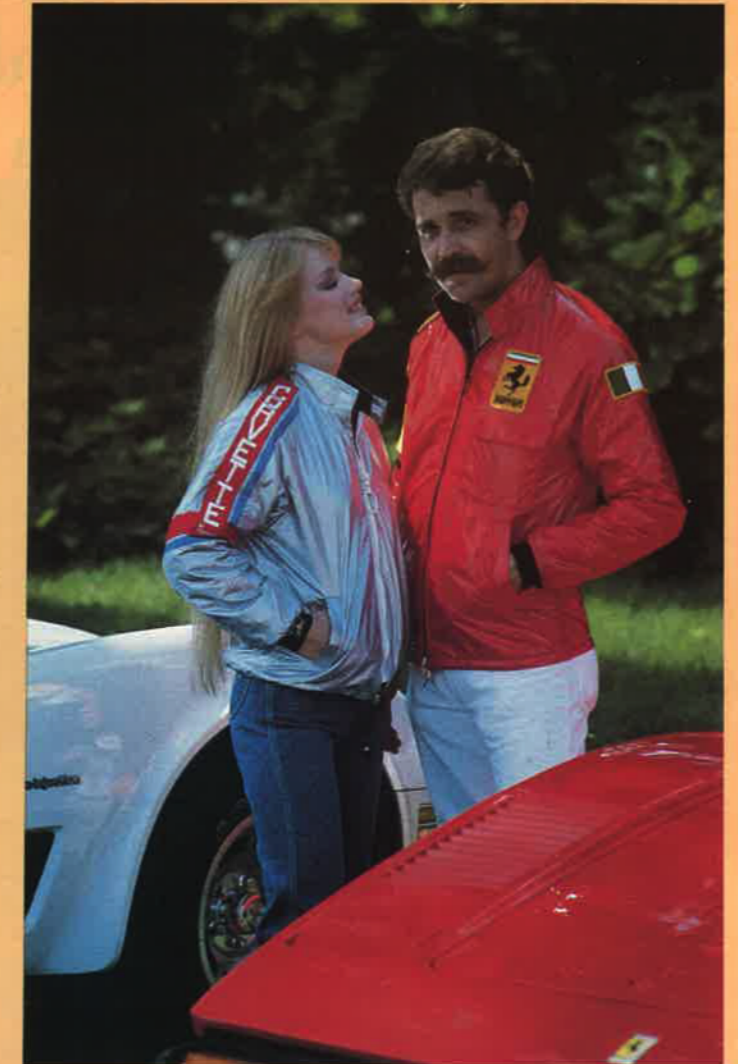
Panels overlap to prevent bullet entry at the zipper.

You can also wear jackets without the inserts.

Made in Israel by EMGO, the official supplier of bulletproof vests, each jacket meets the rigorous standards of the Israeli Defense Forces.

INFLIGHT

offers you maximum protection at minimum cost with these handsome and useful lifesaving investments.



Inflight introduces you to The Watkins Jacket . . . a racing and driving performer so lightweight it's good for a summer's night or a winter's storm. Burt Reynolds, President Ronald Reagan and King Juan Carlos of Spain, to name only a few, are proud owners of these very special, very practical sports jackets.

SILVER—GOLD—RED—BLACK—BLUE—WHITE—BROWN are stock colors. Sizes—Extra-small, small, medium, large and extra-large. The four basic styles are:

THE RACING STYLE . . . \$110 . . . Tab collar with Velcro closure, draw string waist for comfort adjustment. Upper breast pocket closed with Velcro. Two outside slash pockets at midwaist.

THE A2 PILOT JACKET . . . \$140 . . . Made from the pattern used during World War II to make the fighter pilot's leather jacket, but in space-age lightweight materials. Comes with the original Army Air Corps shoulder emblem in brown with a brown collar. If ordering with the Columbia Shuttle Mission emblem, jacket comes in silver with blue fur collar or in gold with brown fur collar.

THE FLIGHT PILOT JACKET . . . \$150 . . . Our best-seller comes in khaki green or blue. Shoulder epaulets, a zippered armsleeve pocket, two snap closure waist pockets and a knit waist make it a real winner.

See order information on page 23.

Through concrete, brick, wood... start your car from up to 300 feet away

How the world's first remote car starter cures car starting headaches—at the push of a button

How's this for a headache. It's the middle of summer. You come out of your air conditioned office, unlock your car door, and slide behind the wheel.

Blistering heat engulfs you. The seat bakes your back, the air broils your lungs, the wheel fries your fingers. Until the air conditioner does its job, you're trapped in a mobile oven.

In the winter there are other headaches. Your engine is frozen and sluggish. You have to defrost the windows inside and out before you can get going. And then your car guzzles gas at three times its normal rate until the engine warms up.

Thankfully, you can now cure those headaches once and for all—with the *TranStart* Remote Car Starter. All you do is push a button.

Using a pocket-sized transmitter, you can send a short-range radio signal to a small computer located inside your car. Once the computer receives your command it:

- Sets the choke
- Starts the car
- Pumps the throttle (when needed)
- Activates your choice of any of your car's auxiliary systems, including: air conditioner, heater, rear window defroster, windshield wipers, radio, headlights, interior lights, etc.

Now you can enjoy cool, pleasant driving in the summer. And cozy, hassle-free motoring in the winter.

Scare off thieves and muggers

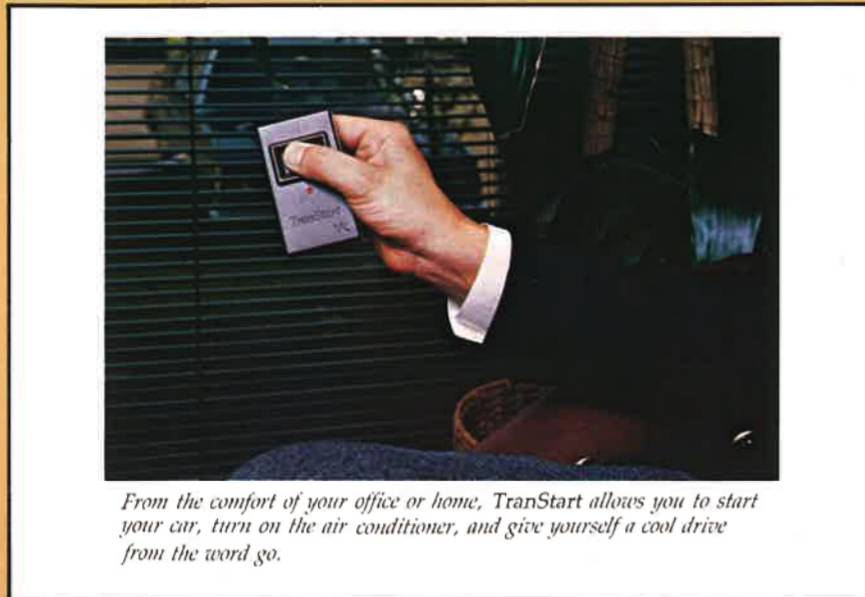
Perhaps not so obvious is *TranStart's* ability to scare off thieves and muggers.

Start your car at night and *TranStart* will give prowlers a scare they won't soon forget. With one push of the transmitter button, the engine starts, the headlights come on, and the radio starts belting out the latest news.

Hear it from *TranStart* owners

Out don't take just our word about *TranStart's* extraordinary features. Listen to what three owners say about the benefits of using *TranStart*:

"If you've ever spent a summer in Albuquerque you know what real heat is... With the push of the (*TranStart*) button prior to going to my car, I can rest assured my car will be cool and comfortable when I get in. And my clothes will still be neat and pressed when I get out."



From the comfort of your office or home, *TranStart* allows you to start your car, turn on the air conditioner, and give yourself a cool drive from the word go.

John McClain, Albuquerque, New Mexico

"I have had a *TranStart* unit on my vehicle for the past two winters. It worked extremely well at sub-zero temperatures, and I would never have another vehicle without a *TranStart* unit on it."

Jay Hensley, Casper, Wyoming

"I have found my *TranStart* to be a valuable friend as I no longer have to be concerned about safety in a dark or remote area. I am now able—with the push of the *TranStart* button—to start my locked vehicle and turn on the lights from a safe, well-lit place."

Jean Grigsby, San Diego, California

How easy is *TranStart* to install and operate?

With all this talk of radio transmitters and computers, you might think *TranStart* is hard to install! It's as simple as installing a stereo.

All wires are color-coded. You have easy-to-follow instructions with lots of clear illustrations. And *TranStart* can easily be removed and transferred to a new car.

To program your car's auxiliary systems all you do is turn on the switches on your car's dashboard. (The headlights are turned on simply by flipping a special switch provided by *TranStart*.) It's that simple.

You have our guarantee

Try *TranStart* for 30 days. You have our guarantee that it will meet or exceed your expectations—or your money back, no questions asked.

Plus, during the first 90 days after purchase we will repair or replace the unit free of charge (except for postage and handling).

Get the cost of *TranStart* back in lower operating costs

Talk to any good mechanic. He will tell you that a cold car uses over three times as much fuel compared to one that's warmed to normal operating temperatures.

Even better, he'll also tell you pre-warming your engine extends engine life. Which means wear and tear is greatly reduced, resulting in fewer trips to the repair shop.

So when we tell you *TranStart* costs only \$297.00 to buy, treat it as an investment rather than an expense.



The Clear Answer to Clean, Fresh Tasting Water

The Bon Del bacteriostatic water filter steps out in front of all competition with over 1,100 cubic centimeters of the highest grade filter media ever designed.

First, the heavy debris and contaminants are forced away, thanks to a patented 5-micron filter, allowing only debris-free water to pass into the media of the unit. The water then passes through 1,100 cubic centimeters of tortuous scrubbing stations, inhibiting the growth of bacteria and removing the chlorine, yet allowing the much needed minerals to pass through, giving fresh tasting, springlike water for five years. This is the No. 1 selling water filter in the world and it cannot be purchased from stores.

Clearer, fresh tasting water is the right of every human being. Get yours for less than 2 cents per gallon. This Bon Del unit is warranted for five years or 10,000 gallons. Its good looks will enhance any kitchen and installs in less than two minutes without the requirement of special tools.

For \$175 plus shipping

Also available is a gravity-feed, portable Bon Del bacteriostatic water filter for use while you travel. Performing the very same task as its big brother (for home sinks), the portable is warranted to provide a clear, fresh tasting drink of water for five years or up to 5,000 gallons.

For \$85 plus shipping



SHIP TO:
NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
PHONE # _____

	QUANTITY	DESCRIPTION	SIZE	EACH COST	QUANTITY TOTAL
ITEM 1					
ITEM 2					
ITEM 3					
ITEM 4					

CREDIT CARD TELEPHONE ORDERS
CALL (800) 453-2339
IN UTAH CALL (801) 392-0930

TOTAL ORDER _____
ADD 5% SALES TAX IF IN UTAH _____
GRAND TOTAL _____

Mail coupon to:



P.O. Box 10010 • Ogden, Utah 84409

METHOD OF PAYMENT:

CHECK
MONEY ORDER VISA
AMERICAN EXPRESS MASTERCARD

IF CREDIT CARD IS USED, GIVE:

CARD # _____

EXPIRATION DATE _____

SIGNATURE _____

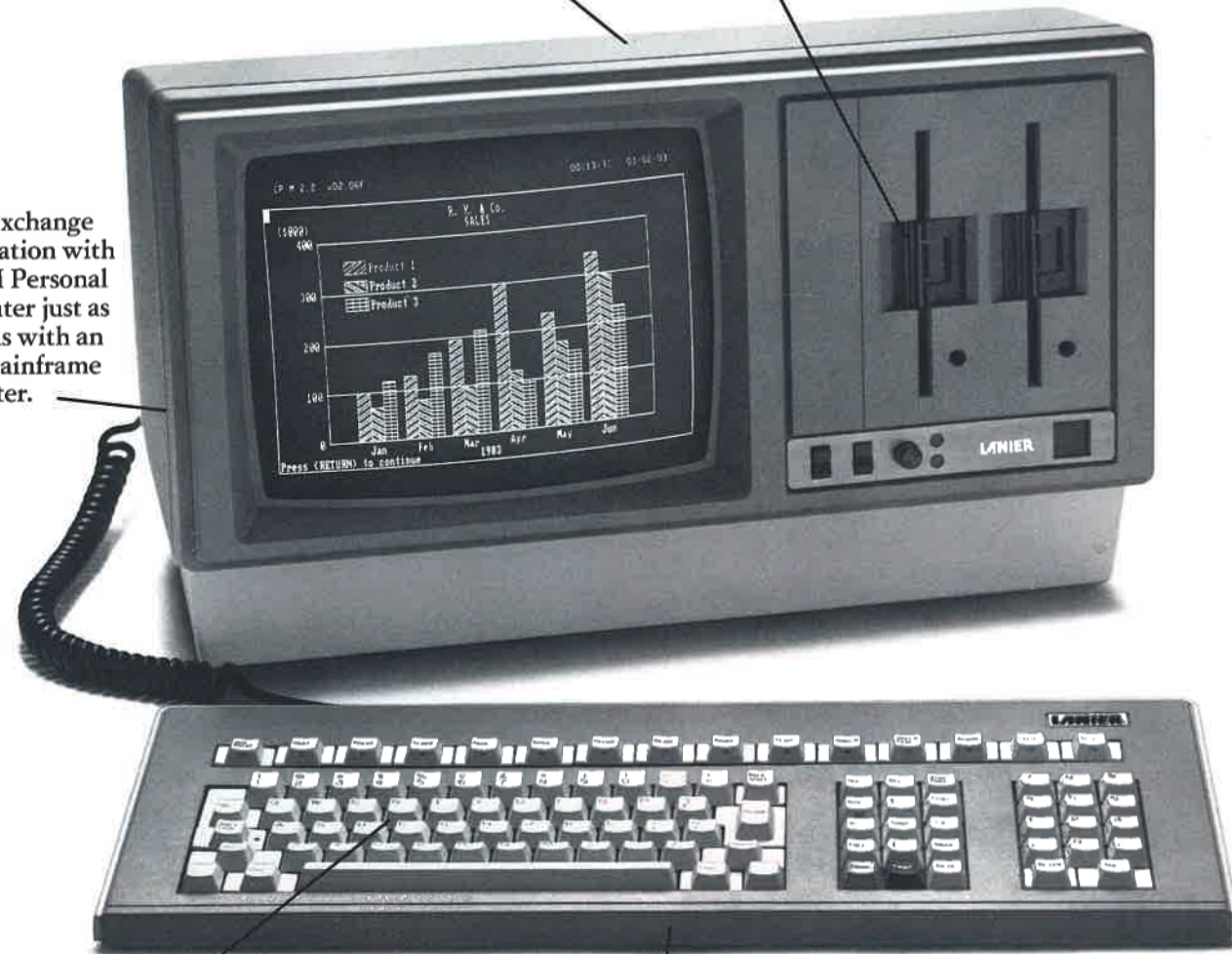
Introducing a new force
in office automation.

The Lanier Business Processor™

It can change from advanced word processor to personal computer to network terminal, as your company's needs change.

With its 16-bit capability, it's compatible with MS/DOS® software as well as CP/M®

It can exchange information with an IBM Personal Computer just as easily as with an IBM mainframe computer.



With Lanier's exclusive One-Step™ it's incredibly easy to use.

You can start with a single work station, then add to its capabilities, even link it to a bigger Lanier network.

CP/M® is a registered trademark of Digital Research, Inc.
MS/DOS® is a registered trademark of Micro Soft, Inc.

© 1983 Lanier Business Products, Inc.

FEEL THE FULL FORCE OF THE LANIER BUSINESS PROCESSOR™ IN A PERSONAL DEMO.

Yes, I'd like to get my hands on the Business Processor to see how multi-talented it is. Please have someone call me for a demonstration.

Name _____ Title _____
Phone _____ Best Time to Call _____
Firm Name _____ Address _____
County _____ City _____ State _____ Zip _____
In a hurry? Call toll free (800) 241-1706 (except in Alaska or Hawaii). Georgia residents call collect (404) 321-1244.
Oct. '83 Inflight Network 4 F5 BJS

FEEL THE FULL FORCE OF THE LANIER BUSINESS PROCESSOR™ IN A PERSONAL DEMO.

Yes, I'd like to get my hands on the Business Processor to see how multi-talented it is. Please have someone call me for a demonstration.

Name _____ Title _____
Phone _____ Best Time to Call _____
Firm Name _____ Address _____
County _____ City _____ State _____ Zip _____
In a hurry? Call toll free (800) 241-1706 (except in Alaska or Hawaii). Georgia residents call collect (404) 321-1244.
October '83 Inflight Network 4F5BJ3

FEEL THE FULL FORCE OF THE LANIER BUSINESS PROCESSOR™ IN A PERSONAL DEMO.

Yes, I'd like to get my hands on the Business Processor to see how multi-talented it is. Please have someone call me for a demonstration.

Name _____ Title _____
Phone _____ Best Time to Call _____
Firm Name _____ Address _____
County _____ City _____ State _____ Zip _____
In a hurry? Call toll free (800) 241-1706 (except in Alaska or Hawaii). Georgia residents call collect (404) 321-1244.
October '83 Inflight Network 4F5BJ3

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 2021 ATLANTA, GA.

POSTAGE WILL BE PAID BY ADDRESSEE

LANIER[®]

LANIER BUSINESS PRODUCTS, INC.
1700 Chantilly Drive, N.E.
Atlanta, Georgia 30324

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 2021 ATLANTA, GA.

POSTAGE WILL BE PAID BY ADDRESSEE

LANIER[®]

LANIER BUSINESS PRODUCTS, INC.
1700 Chantilly Drive, N.E.
Atlanta, Georgia 30324

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 2021 ATLANTA, GA.

POSTAGE WILL BE PAID BY ADDRESSEE

LANIER[®]

LANIER BUSINESS PRODUCTS, INC.
1700 Chantilly Drive, N.E.
Atlanta, Georgia 30324

Amid the clamor of exaggerated office automation claims, we hesitate to add to the din. But here at last is a product that can do just about anything you ask of it. It's the Lanier Business Processor, newest brainchild of the company that's been a driving force in office automation for over forty years. Built into it are decades of experience at helping businesses be more efficient, be more productive, and streamline, streamline, streamline.

The Lanier Business Processor does indeed do virtually everything. A word processor that excels as a personal computer. A personal computer that out-words processes even machines designed to do nothing else. A workstation that can be networked to other Lanier systems. And a modular business tool that you can add to, as your company's needs expand. You cannot outgrow it. It will never become obsolete.

You don't have to be an engineering genius to penetrate the secrets of the Business Processor, either. Thanks to Lanier's exclusive One Step™ system, it's incredibly easy to use. Within minutes you can take control. Your people waste less time becoming proficient. Non-typist executives, particularly, can reach advanced word processing skills in no time.

But revolutionary as our Business Processor is, expandable as it is, versatile as it is, what really sets it apart from the crowd is the depth of support we put behind it. Lanier offers you more real person-to-person help than any other company. We show you how to use our machines with your own documents. No canned pitch that never varies for us. We tailor each demonstration to the specific needs of the customer. You see *exactly* how the Business Processor can benefit *you*.

We train your people before the equipment arrives. We watch over the installation like hawks to make sure it goes smoothly. Once your system is installed, if you have questions, our response is to send a real person, not hand you an '800' number to call.

State-of-the-art technology coupled with genuine support make Lanier the force that it is. A force to be reckoned with in the world of office automation. A force that could be pulling for *your* company.

If you'd like to see a demonstration of the remarkable Lanier Business Processor, simply send us this coupon, or call the Force at (800) 241-1706. Except in Alaska and Hawaii. In Georgia, call collect (404) 321-1244.



No other office automation company can match the kind of support our people give you every step of the way.

LANIER[®] Business Products, Inc.
1700 Chantilly Drive N.E., Atlanta, GA 30324

Name _____ Title _____

Phone _____ Best time to call _____

Firm _____

Address _____ County _____

City _____ State _____ Zip _____

Oct. '83 Inflight Ntwk 4 F5 B J3

THE LANIER FORCE
Products to make you more productive.
People to show you how.

**THE
LITTLE LOOKER**

- BY TASCOS®
 •POCKET MICROSCOPE
 •ILLUMINATED
 •30x



\$12.95

Plus \$2 Postage and Handling

This precision pocket microscope by Tasco® gives brilliant, sharp, illuminated 30 power images with finest details.

Unique features include: a center focus wheel, retractable condenser lens (pin points light), wide undistorted field of view, special long-life bulb which operates on two "AA" batteries (not included), and a snap-tab carrying case.

Compact, only 3.5 oz. and 5 1/2" long, the Little Looker slips into a pocket or purse... and puts you where you want to be...up close. It also works as a handy flashlight in emergencies. Tasco's 30 power pocket microscope...ideal for household repairs, hobbyists, students, collectors, and discoverers of all ages!

MAIL TO:
OAK VALLEY TRADING COMPANY
 P.O. BOX 202
 E. GLASTONBURY
 CT 06025

SEND ME "Little Lookers"
 AT \$12.95 EACH PLUS \$2 SHIPPING &
 HANDLING. CT RESIDENTS ADD
 7 1/2% SALES TAX.

CHECK ENCLOSED FOR \$
 MASTERCARD VISA

ACCOUNT # _____
 SIGNATURE _____
 NAME _____
 ADDRESS _____
 CITY _____
 STATE _____ ZIP _____

**It's Going
to be Classified**

Because of the number of requests, *Inflight* magazine (which serves over 1.5 million readers per issue) will have a new Classified Section in January, introducing an outstanding way to display premium properties, fine automobiles, jewelry, collectibles, employment positions wanted or available, or any other service or product to those with discriminating taste... *Inflight* magazine. Proven.

Write for details:

It's Classified Or call:
 P.O. Box 10010 (801) 394-9446
 Ogden, UT 84409

Reserve Your Spot Now!

**Learn Spanish
the Foreign Service way!**

You can be fluent in Latin American Spanish. That's right, *fluent!* You can be speaking with all the confidence of a seasoned traveler in a matter of weeks. As well-versed in Spanish as if you worked for the U.S. Foreign Service Corps.

The Foreign Service Institute has carefully developed, tested, and refined its self-instructional audio cassette Spanish course to train the U.S. State Department's overseas personnel quickly, thoroughly, and effectively. Its clear, easy-to-follow approach and arrangement of material makes this a perfect method for successful self-instruction.

Now the FSI's complete program is available to you. We will send you the entire audio cassette series and instruction books to lead you step by step to fluency in weeks. You work when and where you can, at your own pace, following the taped lessons. You progress

according to the schedule you establish.

The course uses native speakers exclusively so that you hear exactly how each word and sentence should sound. It won't be long before you start speaking and thinking in your new language.

This program has to work—our State Department depends on it!

MONEY-BACK GUARANTEE: Try the FSI Basic or Intermediate course for three weeks. If you're not completely satisfied, return it for a full refund. **There's no risk and no obligation, so order today.**

SPECIAL OFFER: Purchase any language course from Pinnacle and get the **Toshiba KT-S3 Personal Stereo Cassette Player**, complete with headphones, FM Tuner Pack, and shoulder strap (nationally advertised for \$139.00), for **only \$89.95.**

French also available. Write us for details or call (212) 772-9202.

pinnacle Dept. 206, 215 E. 79th St.
 New York, N.Y. 10021
 (212) 772-9202

TO ORDER BY PHONE—(Credit Card Orders Only Please)—Call us Toll Free:
 1-800-528-6050 Ext. 1611
 In AZ 1-800-352-0458 Ext. 1611

Please send me the following course(s) shipped in attractive library albums.

- Programmatic Spanish — Vol. 1 Basic: 11 Cassettes 16 hrs. manual and 464-page text. \$100
- Programmatic Spanish — Vol. 2 Intermediate: 8 Cassettes 12 hrs. manual and 614-page text. \$90
- Both Volumes for Only \$180. Toshiba KT-S3. \$89.95 plus \$4.00 shpg.
- Enclosed is my check or MO for \$_____ (in NY add sales tax.)

Charge my: MasterCard Visa No. _____
 Amex Diners Club _____ Expiration Date _____

Signature _____
 Name (please print) _____
 Address _____
 City _____ State _____ Zip _____

Mesaba Airlines

10th Anniversary 1973-1983

**Providing Personalized Service For You
Day After Day**

"Your station manager at Fort Dodge, Iowa, was very helpful and knowledgeable—maybe you should clone about 5,000 of him and spread them over the United States—they sure could use him!"

"I was a passenger on flight 507 on March 26, and I wish to express my appreciation to your company for helping everyone make the best of a frustrating situation... in particular, I'd like to commend Captain Gregg Swanson and First Officer Elwood Pederson for their courtesy and concern. It was a pleasure to get to know them, and knowing that you have pilots like these certainly bolsters my confidence in your airline."

"On April 12, 1983, Mesaba Airlines flew 90 packages—540 pounds of product which we were in need of—from Minneapolis, Minn., to Mitchell, S.D., on flight 505 through a snowstorm and poor visibility. Both Mr. Tobin, Mitchell, S.D., and Mr. Jaeger, Minneapolis, Minn., worked with me very diligently on getting the product to us. The flight got into Mitchell on time and we had our product on our receiving dock at 8:00 p.m. on the 12th—again, thank you to your airline and your people on a job well done."

**We Are Proud Of Our People
And The Job They Are Doing.**

NOTICE Due to an oversight, Jo West was not given credit for the article "Arabian Horses" in the July/August issue of *Inflight* magazine. Please accept our apologies.

MAKE YOUR HOLIDAY PLANS NOW

Your Interline Connection at
Minneapolis/St. Paul and Omaha
to/from

Brainerd, Minn.
Brookings, S.D.
Fairmont, Minn.
Fort Dodge, Iowa
Grand Rapids, Minn.

Hibbing, Minn.
Huron, S.D.
Mankato, Minn.
Mason City, Iowa
Mitchell, S.D.
Worthington, Minn.

Call Your Travel Agent or Mesaba Airlines
In Minnesota 1-800-662-5782
In North Dakota, South Dakota, Wisconsin,
Nebraska, Iowa and Illinois 1-800-346-3540

MESABA AIRLINES

10th Anniversary 1973-1983

Introducing a new concept in rainbows!



There's something
at both ends of this rainbow.
For both you and your clients. It's
called barter. And it's better than a
pot of gold. It's a replacement for cash.

The beginning of a RAINBOW.

Barter solves the business world's oldest problem—cash. Because when you enter into a barter transaction you don't trade dollars and cents. You trade goods and services. Goods and services that you have a ready supply of. Even if you're short on cash.

For instance, if a client owes you money, barter allows them to pay you in any "currency" they can afford. That "currency" can be anything from office supplies to hotel rooms.

What's more, exchange of services can actually help you cut your losses and increase your profits. It enables you and your clients to trade slow moving inventories for their full wholesale value. That means no more discount houses, no more close-outs and no more price-slashing. And since you can also trade unused manufacturing time for barter, your

production facilities will always run at peak. So, in no time at all, dead inventory is transformed into working assets.

The pot of gold.

Simply put, exchange of services turns whatever you have into whatever you need. You can trade inventory and manufacturing capabilities for leasing, printing and communication services. You can even barter for advertising and promotions. Because SGD offers a remarkable

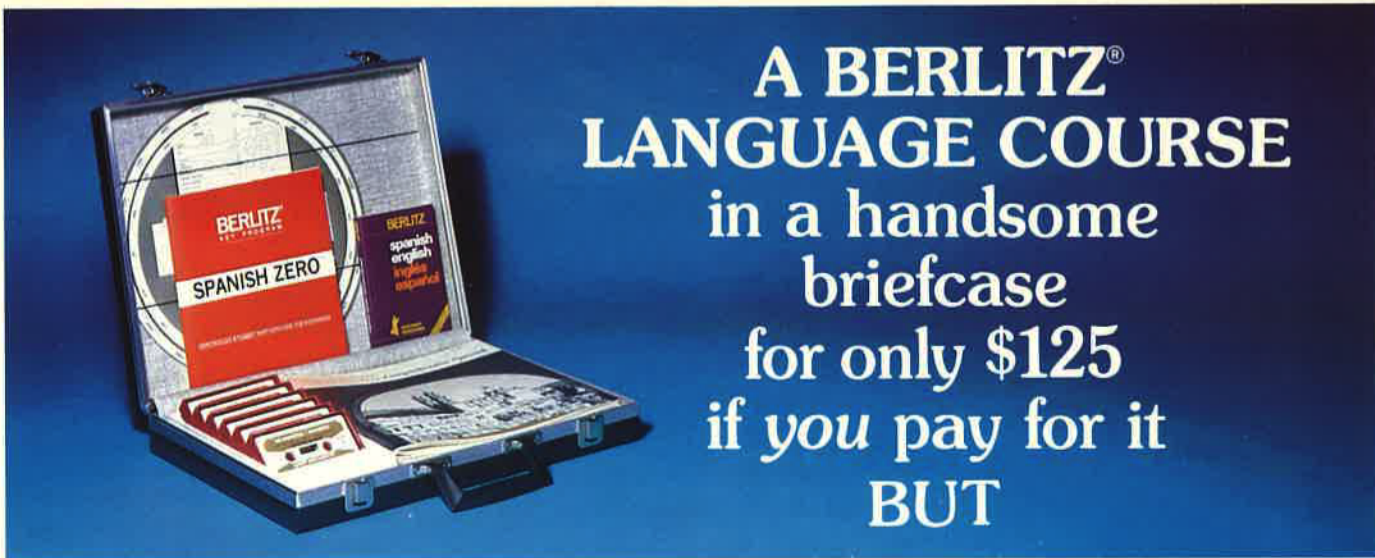
range of magazine and newspaper space as well as video and TV time. Yet exchange of services doesn't have to be all business.

Fact is, your trade can entitle you and your client to an almost overwhelming selection of vacations, cruises, condo rentals and restaurant chits.

So follow your rainbow. SGD exchange of services will make sure your treasure awaits you.

SGD is not a barter club but a trade organization. There are no fees, service charges or hidden expenses. We trade for our own account and our own inventories.

SGD
SGD CORPORATION
1 Times Square
New York, N.Y. 10036
(212) 935-9440



**A BERLITZ®
LANGUAGE COURSE**
in a handsome
briefcase
for only \$125
if you pay for it
BUT

**...wouldn't your company be interested
in having you speak a second language?**

There's a premium being paid for language-knowledge in America today—and it's not only in the export trade. In multi-national companies, in major cities, even on the factory floor, a second language marks you as the potential spokesperson, the well-educated leader, the man or the woman to ask about foreign ways.

And travel is so much more fun when you can meet people and talk their language. Now you can. Easily. Painlessly. All thanks to this 50-lesson do-it-yourself Berlitz® language course. Available in French, German, Italian or Spanish—it's yours for only \$125.00.

Packaged solidly in a business-like briefcase, the Berlitz Comprehensive Cassette Course contains:

1. Ten introductory lessons in a 90-minute long first cassette to familiarize you with the spoken language.
2. Forty additional lessons on five convenient 60-minute cassettes, making a total of 6½ hours of recorded instruction in all.
3. Six illustrated workbooks to use with the tapes, each containing 50 pages of easy-to-understand, concise information to help you speak with the least difficulty. 300 pages, in all, to get you on the way to fluency in a second language.
4. A specially prepared, easy-to-use Rotary Verb Finder will help you with irregular verb forms—once you're ready for grammar.

This course avoids the dry and the dull—mixes voices, sound effects and useful text in the delightful manner only Berlitz, the world's best known language instructor, can offer.

Prepare yourself for a rewarding future. At the same time, enjoy the social advantages only a second language can bring. For \$125.00, choose the course you need to start talking like a native. Use the coupon and order today.

MONEY BACK GUARANTEE

Try this Berlitz course for ten days. If you are not satisfied for any reason, simply return it, and obtain a complete refund. You take no risk, so order today.

For credit card orders dial toll-free,
24 hours a day, 7 days a week



800-228-2028 ext. 35

(Nebraska residents dial 402-571-4900)

Why not give us a ring—right now! (our expense),
and refer to Dept. 3225

Complete and mail to:

Berlitz Publications, Inc., Dept. 3225
3490 Lawson Blvd., Oceanside, N.Y. 11572

YES! Send me your Berlitz Comprehensive Cassette Course today at \$125.00 each, plus \$4.00 each to cover postage and handling.

- French 86100 German 86101 Italian 86102 Spanish 86103
 Send me my 4 Berlitz Travel Guides free. (96943, 96947, 96939, 96966)

Please indicate method of payment:

- Check or money order—payable to Berlitz Publications
 American Express VISA Diners Club
 MasterCard InterBank # _____

Card # _____ Exp. Date _____

Name _____

Address _____

City _____ State _____ Zip _____

Signature _____

N.Y. residents add sales tax. Allow 4 weeks for delivery.



FREE!

**4 BERLITZ
TRAVEL GUIDES**

Informative, accurate, up-to-date. Full color Berlitz Travel Guides cover single destinations thoroughly, feature maps and illustrations, slip easily into pocket or purse. Yours to keep, even if you return the course.

(At bookstores \$4.95 each)



**So move your business
to the one place**

That's Suffolk County, Long Island. **where** supply that is dependable and relatively inexpensive. Not to mention tax abatements and 100% tax exempt. Certainly those hours you spend behind the wheel can be more profitably spent behind the desk. But just consider the other advantages of a business move to Suffolk. **you'll have more of both.** low cost financing for qualified business concerns. And the full support and cooperation of a progressive business oriented county government. More opportunity, more time. And a spectacularly beautiful seaside area in which to enjoy both.

Lower property and rental costs mean reduced overhead and more equity now, with greater opportunity for future expansion. There's a well-educated, highly skilled work force that still understands the meaning of the word "productivity!"

Plus capable, sophisticated suppliers eager for your business, a full service airport that's actually easy to get to, and an energy

That's Suffolk County. I call it home. Maybe you should, too. For the full story on moving your company to Suffolk, call or write: Suffolk County Office of Economic Development, 4175 Veterans Highway, Ronkonkoma, L.I., New York 11779. Telephone: 516-588-1000.

Sincerely,

Peter F. Cohalan
County Executive



Suffolk County, L.I.
WHERE THE GOOD LIFE IS GOOD BUSINESS.

BEFORE YOU BOOK A "BARGAIN" RENT-A-CAR, FIND OUT WHAT IT CAN REALLY COST.

At some "bargain" car rental companies in the U.S., the price you end up paying may bear little resemblance to a bargain.

ARE YOU PREPARED TO ASSUME LIABILITY FOR DAMAGES UP TO THE FULL VALUE OF THE CAR IF YOU DON'T TAKE THE COLLISION DAMAGE WAIVER?

With some "bargain" car rental companies that's a risk you may have to take. And if you don't accept their Collision Damage Waiver, not only could you be liable for damages up to the full value of the car, you'll also have to leave a deposit of up to \$300. At Hertz, on the other hand, if you don't take our Collision Damage Waiver you don't have to leave a deposit. And your maximum liability would be just \$1000 if you comply with the reasonable and specific conditions of the rental agreement.

YOU MAY END UP SUPPLYING FREE GASOLINE TO THE "BARGAIN" COMPANY.

For instance, one "bargain" company starts you off with just six gallons of gas. If you happen to return the car with more than six gallons you aren't reimbursed for it.



Hertz starts you off with a full tank. If you return with less than a full tank you pay only the refueling charge to fill the tank.



SOME "BARGAIN" CAR RENTAL COMPANIES LIMIT WHERE YOU CAN GO.

When you're travelling, the last thing you want is restrictions on your freedom. Yet three of the best known "bargain" companies may not allow you to take the car out-of-state without their permission. On top of that, you're often required to return the car to the rental location.

By contrast, when you rent from Hertz the open road is truly open. You can drive the car anywhere in the continental U.S. And drop it off at any Hertz location. Drop-off charges, however, may apply on some one-way rentals.



LET'S HOPE YOU DON'T NEED EMERGENCY ROAD SERVICE FOR YOUR "BARGAIN" CAR.

If you have a problem on the road, what will the "bargain" car rental companies do to help you?

With Hertz, 24-hour emergency

road service is usually just a phone call away.

WHAT IF THE "BARGAIN" CAR YOU RESERVED ISN'T THERE WHEN YOU ARRIVE?

In such a case, some "bargain" companies will upgrade you to a bigger car. Unfortunately, they'll also upgrade your rate.

At Hertz, we have the largest fleet in America. And if we don't have the class of car you reserved, we'll upgrade you at the same rate.

Of course, Hertz also offers unlimited mileage and locations at every major airport in the country.

WHY TAKE CHANCES WITH A "BARGAIN" RENT-A-CAR WHEN THE REAL BARGAIN IS HERTZ.

When you add up all the service, dependability and value Hertz gives you, why risk your vacation with a "bargain" rent-a-car company?

For details and reservations call your travel agent or Hertz at 1-800-654-3131.



The #1 way to rent a car.™

Hertz features the exciting new Ford Thunderbird.™

© REG. U.S. PAT. OFF. © HERTZ SYSTEM INC. 1983