



April 2016

Local news for the people, by the people

Vol. 4 Num. 4

Buttoning Down the Past History of Button Making in Milton, Delaware

By Sandie Gerken

Whether for fasteners or ornamentation, buttons have been made for thousands of years. The origin of the name comes from the French word "bouton", meaning "bud". In America, buttons were imported from England until the mid-18th century when mass production gradually took hold. Buttons were made of wood, pewter, bone, brass, ivory, or shell pearl. After the turn of the 20th century, pearl button making as an industry began to spring up in Sussex County, providing a steady, year-round or supplemental income in many areas of the county. In its heyday in the 1920s through the 1950s, Milton became a center for the button industry, with as many as eight button factories in the town as well as countless other individual backyard button-cutting sheds.

Preston Chandler, Sr., grandfather of Teresa Chandler Derrickson of Dagsboro, cut button blanks, first in a factory, then in his Milton backyard shed until the day he died in 1993. In fact, he is most likely the "last button cutter" from Sussex County.

By 1890 pearl buttons made up over half the total production of all buttons

made in the U.S. In Sussex County, the pearly shells used to make these buttons were surprisingly not local, but were abalone shells imported from Australia and Indonesia. The iridescent mother of pearl interiors of the large, ear-shaped or flattish abalone made lustrous buttons. The shells were



Cut abalone shell, Wikimedia Commons, public domai

ncott Button Factory, Milto

imported from the Pacific area in long boxes of 1" thick mahogany or teak.

Teresa Derrickson talks lovingly about her Pop-Pop "Pres" Chandler. She recalls his old button cutting shed behind his house on Mulberry Street in Milton. Outside his shop continued on page 2

... If you see your neighbors are using us, ask them about their experience.



Heather's Home Works, LLC **Owner: Heather Bouges DeMarie** www.heathershomeworks.com heather@heathershomeworks.com 302-249-7660 P.O. Box 1341 Ocean View, DE 19970

Editor's note: After hearing Heather Bouges speak at a B2B Women meeting at Bear Trap Dunes, I realized what an impressive, caring business woman she is. Heather's beautiful spirit, integrity and love of her family, her business, her customers and espe-

cially her employees shines through. It is with pride & pleasure that High Tide News presents Heather Bouges with a refreshing approach to cleaning by Heather's Home Works! -Fdito

How it all started

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I moved to Delaware in 2003 from Northern Virginia to be closer to my family, and especially to my stepfather who was going through cancer treatment. I spent the summer with my Mom and helping with my Dad's doctor visits. I got a little job helping to keep house for a widower who lived behind my Mom and that fall I thought I could do better, as soon as I had enough cleaning clients to pay my bills, I quit.

Hey, I can do this'

By Heather Bouges DeMarie

Funny enough I never 'decided' to go into the cleaning business. It was a skill that my mother taught me at a very early age back in the 70's when you couldn't go outside to play on Saturdays until the house was cleaned. Ammonia, pails of hot water, on hands and knees with a scrub brush and dish towels to dry the floors as you went - that was how you

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When I saw the demand for things, basic things like quality work and a professional who shows up when they say they will & performs the service expected, I thought

I have worked a lot of jobs over the years, door to door salesperson, pizza delivery, nanny, telemarketer, bookkeeper, shampoo girl, waitress, department store clerk, trancontinued on page 2

Scan the entire page wher-IVF ar ever you see this yellow star with your mobile device & **ENJOY THE MAGIC OF VIDEO IN A NEWSPAPER!**

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Heather's Home Works, continued from page 1

scriptionist, and I've always looked at every position from the 'how can we/I be doing this better?' proposition. My father started several business ventures when I was growing up and he made being a business owner look so appealing and easy - ha! ha! The joke was on me now 12 years in I have so much more respect for what my Dad did. With Heather's Home Works, LLC I am always learning and striving, still looking at how we can do everything better, provide more value, enrich our employees' and our clients' lives.

In 2014 we began offering enrichment classes and field trips to our staff that included Paint Nite, basic cooking skills, introduction to yoga and a team building afternoon at Frontier Town on their High Ropes & Zip Line course. I really feel that by offering these 'extras' that my team stays engaged and that they feel how much they are appreciated.

Recognitions

2010 – We were able to start donating free cleaning services to Sussex County women undergoing cancer treatment through the non-profit organization **Cleaning For A Reason**

2012 - Nominated for the Community Spirit Award by the Bethany-Fenwick Chamber of Commerce

2013 - Became only the 2nd cleaning company in Delaware to be House Cleaning Technician (HTC) certified by the Institute for Inspection Cleaning Restoration Certification

2014 - Nominated for the Best in Business Award by the Bethany-Fenwick Chamber of Commerce.

2015 - Nominated 'Most Inspiring Business' by the BFACC

Community involvements

In 2009 we were the first cleaning service in Sussex County to offer free services to women with cancer through the Cleaning For A Reason program. Today we have cleaned for more than a dozen ladies in our local community while they are recover and get back on their feet.

New for 2016 we are proud to be a corporate sponsor for both the Joshua M. Freeman Foundation/Freeman Stage at Bayside (www.freemanfoundation.org), whose mission is promoting visual and performing arts in Sussex County, as well as for PAWS For Tomorrow (www.pawsoftomorrow. dog), whose mission is to rescue and find in 'fur-ever' homes for abused and neglected animals. I hope your readers will check out these wonderful organizations to learn about and support the terrific work they are doing in our community.

What makes it successful?

I have to say most of the great moments revolve around my people. I am so lucky to have such a dedicated team working with me.

There is no way that I could have one on one relationships with 300 clients the way my cleaners do. I miss seeing my clients from the early years, that personal relationship, but I've surrounded myself with women (and a few men) who really have a concern for our customers, their families and their homes and offices. We play with their pets, bring in the newspaper, ask about their vacations and their grandchildren. I hope that we will continue to grow every year, but I never want



to lose that 'special something' that made us successful to begin with.

Who are our customers?

EVERYONE! We usually attract clients by word of mouth referrals from our current customers. We believe that's the best form of advertising. If you see your neighbors are using us, ask them about their experience. We operate primarily from the Indian River Inlet all the way down to Route 54 in Fenwick Island. We offer weekly, twice monthly, and monthly services, as well on 1-time hourly/ based services.

Many of our clients choose to hire a cleaning service in order to free up their time for continued on page 6

Buttoning down the past, continued from page 1

stood large drum of water filled with shells, which would soak a week or so to soften them for easier cutting. Inside, he had an old Maxwell House coffee can with a cord and light bulb hanging directly over his button machine. There was a small stove for winter warmth and a fan for summer. He sat on a tall stool and listened to country-western music while pressing out button blanks. The machine would hum as he started it; buzz as the toothed blade cut the shell. Then "plink", the button blank would drop into a shallow box. The box was outfitted with a homemade top of wire to sift out waste fragments. "Pres" called it "shifting".

The process began with the soaking. Then the shells were marked with circles of the desired size button. The most common sizes were for shirts and jackets. Sizes are commonly measured in lignes (lines) with 40 lignes to one inch. A standard shirt button was 16 lignes. A jacket button was 32 lignes. Care was taken to get the optimal number

Author, Sandie Gerken lives in Dagsboro, DE. As a native Sussex Countian, local history is one of her passions. Retired now, she devotes her time to genealogy research (her greatest passion since 1978), watercolor painting, grandchildren, soccer for kids with dis-

abilities, books, and things creative and historical. She recently authored the book Memories of the Clayton Theatre as a fundraiser to help the Clayton go digital. She is now exploring her writing skills with local history articles for High Tide News.

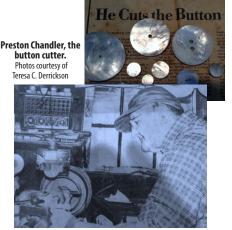
of blanks from each shell. With shells ready for cutting, the machine was fitted with the proper size metal toothed mandrill, or cutting tube. Chandler would hold the shell in a tight grip with a gloved hand with the thumb cut out for a better hold, while using the other hand to operate a wheel which spun the circular mandrill. Once punched, the button blank was ejected from the machine. A skilled cutter like Preston Chandler could cut 100 to 300 pounds of blanks in a week. In 1975 Preston told a reporter for the Wilmington Evening Journal:

> "Back in the '30s Ah could cut 'bout 35 pounds of buttons a day...that's when I was in my prime."

The imported shells cost about \$1 per pound. Some of the shell became waste. The blanks were sold for \$2 per pound. During the Depression, a button cutter made about

> \$15-\$20 per week depending on his skill. This same cutter could have been making between \$164-\$400 a week by the 1970s.

> Only button blanks were made in the factories or small cutting shops in Sussex. A blank had one smooth, pearly side and the reverse side was rough. The blanks were sorted by size and quality, and then



shipped to the finishing factories in Philadelphia, New York, or New Jersey to be polished, and holed. Of the several button factories in Milton, the largest was the George A. Lippincott Button Factory on Union Street. Lippincott was the head of Pearl Products Co. of Philadelphia and moved the cutting plant to Milton near the end of World War I. At its peak in the 1930s, the factory employed 120 cutters and sorters. This building is now the Milton Public Library. More factories in town included Excelsior Pearl Button Works, Richards & Tyndall Pearl Button Co. on Railroad Street, Nelson Rogers Button Shop, George Warrington's Shop, Melson & Willey, and other small establishments, each employing between 4-60 workers. In addition, several one-man button sheds were set up all over town Preston Chandler and his son Preston "Bud" worked for Leighton Richards at Railroad Avenue, while having their own small shop to work their own presses on their own time. Even after the button factories closed

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Freeman Stage at Bayside 2016 Schedule

Below is the 2016 season schedule at the Freeman Stage at Bayside. Performances are free and begin at 7 p.m. unless otherwise noted.

For more information, visit freemanstage.org.

May

Saturday, May 28: Acrobats of Cirque-tacular

June

Friday, June 17: Mid-Atlantic Symphony Orchestra: Starry Night Opera with Opera Delaware (\$15) Saturday, June 18: Cascading Carlos (10 a.m.) Saturday, June 18: The Hit Men (\$25) Thursday, June 23: Craig Karges Friday, June 24: Hotel California: A Salute to the Eagles (\$20) Saturday, June 25: Mystic Drumz (10 a.m.) Saturday, June 25: Tiempo Libre Wednesday, June 29: Phillip Phillips & Matt Nathanson (\$40-\$90) Thursday, June 30: BAM Percussion **July**

Saturday, July 2: Monkey Monkey Music (10

a.m.) Saturday, July 2: Southside Johnny and the

Asbury Jukes (\$25)

Sunday, July 3: The Band Perry (7:30 p.m.; \$50-\$85)

Thursday, July 7: Justin Moore (7:30 p.m.; \$45-\$80)

Saturday, July 9: Groovy Nate (10 a.m.) Saturday, July 9: White Party (fundraising event)

Wednesday, July 13: Pat Benatar & Neil Giraldo with Melissa Etheridge (7:30 p.m.; \$50-\$125)

Thursday, July 14: The Beach Boys (7:30 p.m.; \$40-\$75)

Friday, July 15: Locals Under the Lights Saturday, July 16: Yosi Meets Eugene (10 a.m.)

Saturday, July 16: Cherry Poppin' Daddies (\$25)

Thursday, July 21: "Shrek the Musical" (\$15) Friday, July 22: Back to the 80s with Jesse's Girl (\$20)

Saturday, July 23: Diane Macklin (10 a.m.) Saturday, July 23: Marvin Gaye Experience (\$20)

Wednesday, July 27: Huey Lewis & the News (7:30 p.m.; \$42-\$100)

Thursday, July 28: Kevin MaC

Friday, July 29: Mike DelGuidice & Big Shot (\$20)

Saturday, July 30: Jungle John's Jurassic Journey (10 a.m.)

August

Thursday, Aug. 4: Delaware Shakespeare Festival

Friday, Aug. 5: A Temptation Revue with Bo Henderson (\$20)

Saturday, Aug. 6: John Donato (10 a.m.) Saturday, Aug. 6: Classic Albums Live: David Bowie (\$25)

Wednesday, Aug. 10: Silk Road Ensemble with Yo Yo Ma (7:30 p.m.; \$50-\$100) Thursday, Aug. 11: Bumper Jacksons Friday, Aug 12: ABBA the Concert (\$25) Saturday, Aug. 13: Mike Rose Magic (10 a.m.) Saturday, Aug. 13: The Company Men (\$20) Thursday, Aug. 18: Terrance Simien (\$15) Friday, Aug. 19: Gladys Knight (7:30 p.m.;

\$50-\$100) Saturday, Aug. 20: TamburitzansThursday, Aug. 25: Locals Under the Lights



Friday, Aug. 26: Bronx Wanderers (\$25) Saturday, Aug. 27: Kidsinger Jim (10 a.m.) Saturday, Aug. 27: Wailers (\$25)

September

Thursday, Sept. 1: First State Ballet Friday, Sept. 2: The Drifters (\$25) Saturday, Sept. 3: Season Fireworks Finale with Mid-Atlantic Symphony Orchestra with U.S. Army Blues Band

Susan Silberstein, PhD

Friday, Sept. 9: Bruce in the USA/ Operation SEAs the Day special guests (\$25) Saturday, Sept. 17: Joshua M. Freeman Foundation Golf Tournament (Fundraising event) Saturday, Sept. 17: Arts & Jazz Festival with Joe Baione Sextet, Steve Fidyk and Vanessa Rubin.



Fight Cancer with Your Fork!

Featuring Susan Silberstein, Ph.D.

- Founder/Director, Center for Advancement in Cancer Education
- Author of the books *Hungry for Health* and *Hungrier for Health*Nationally-recognized lecturer on nutrition and cancer prevention
- Nationally-recognized lecturer on nutrition and cancer preventi
 Creator of the video, *Breast Cancer: The Diet Connection*
- Editor of Immune Perspectives magazine
- Phi Beta Kappa, Fulbright scholar, winner of numerous awards

Learn the latest on diet and cancer prevention Learn what the science says about diet and cancer survival Learn over a dozen advantages of using nutrition in a cancer treatment program Learn the best foods and beverages for fighting cancer Learn how to create an inner environment unfriendly to cancer

Please Join Us~ **Thursday, April 28**

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Doors open at 6:30 – Starts at 7 pm

Lewes Presbyterian Church 133 Kings Highway Lewes, DE

Contact: Joanne Chiappetta at <u>302-945-3287</u> or <u>sheartextures@verizon.net</u>







WELLNESS FROM THE INSIDE OUT

Casey Lyn Goold

Springtime Brings an Array of Deliciousness!

Spring signifies the beginning of warmth, love, and the opportunity for new beginnings. What a great transitional period for us all to shake off the winter doldrums and take advantage of the warmer and brighter days, begin admiring the new beauty around us, and expand our energy by replacing soups, stews, and root veggies with the vibrant selection of fresh fruits and veggies that are growing this time of year above ground.

The array of deliciousness includes asparagus, fava beans, peas, chives, strawberries,

Casey Lyn Goold, owner of MindBodySpoon, is a **Board Certified Integrative** Nutrition Health Coach and graduated from The Institute for Integrative Nutrition. She has studied over 100 dietary

theories, practical lifestyle management

techniques, and innovative coaching methods with some of the world's top health and wellness experts.

Buttoning down the past, continued from page 1

in town, Pres Chandler continued to work in his own shop, selling his blanks by the pound as piecework.

Teresa Derrickson's mother Polly Chandler, wife of Preston's son, Robert, cut buttons for her father-in-law for a short time in 1966. Polly remembered that they turned in their button blanks to Arthur B. Donovan, who had his own button shop outside Milton. Mr. Donovan sent them on to the finishing factory. She recalled that their crated shells from Australia were picked up from Donovan rhubarb, apricots, fennel, artichokes, pineapple, spinach, and avocados. Try incorporating these into your dishes and snacks as you travel through this season; you're sure to gain a ton of nutritional power by doing so. How will you do that? Let's take a closer look at a few of my favorites!

Asparagus

These delicious spears are jam packed with folate, vitamins A, C, E, & K, fiber and chromium. Not only are they a nutrient powerhouse, but they are also one of the top antioxidant foods available to us! Steam, grill, roast; they can be prepared a variety of ways...

AND they are super fast to cook!



as well. Most of the buttons apparently were shipped to J. Carucci & Sons Button Manufacturers in Lyndhurst, NJ, which still exists after establishing its shell pearl button business in 1917.

Sadly, there are only two companies in the U.S. still manufacturing mother of pearl buttons. After World War II, mass production technology began to produce plastic buttons, using molds. This less expensive process caused the decline and shutdown of the pearl button factories.

Pres Chandler cut buttons for over 60 years, longer than any other cutter in the area. One

Strawberries

Did you know that strawberries are a great source of vitamin C? A cup alone of these red beauties will offer you a whopping 150% your daily value of vitamin C. Holy bananas...I mean strawberries Batman! Strawberries also contain manganese, a great source for protecting against free-radical damage as well as blood sugar control. Just make sure you purchase your strawberries organic. If you don't these red beauties become delicious chemical bombs due to the abundance of pesticides sprayed during the growing process.

Apricots

These sweeties offer a great source of vitamins A & C, dietary fiber, and potassium. Best of all they are also great supporters for eye sight as they contain lutein, a nutrient that helps protect the retina.

Sadly you'll have to wait till late Spring to enjoy them, but to me they are well

of his button cutting machines is on display at the Milton Historical Society's Lydia Black Cannon Museum at 210 Union Street. Feeling at peace in his shop, he really loved making buttons even after this skilled trade faded away. In his words:

"Then a machine was invented to make as many buttons in one day than 1000 men can make in a year."

This button cottage industry and those once bustling factories might well become part of Sussex County's forgotten history as people's curiosity about lost skills and trades dwindles. Yet, if you prod around in back-



worth the wait. Because they are small, they are great for grab and go; snack while at your desk, strolling through the park, or sitting on the beach. Just remember to throw your pit away or plant it and see if it grows!

Remember to freshen up you plates, take advantage of your renewed happiness, enjoy a stroll through Cape Henlopen State Park, and stop to smell the new budding flowers!

Make it a great Spring!

yards and vacant lots in many of our small towns, like Milton, you might just find a few button blanks and shell remnants to give you a glimpse of what was once a thriving enterprise.

Sources:

Interview with Teresa Derrickon, 9 March 2016 "Fastened to the Past", Judy Shandler, Delaware Beach Life, September 2011

Button History Podcasts: Polly Chandler, Teresa Derrickson, www.miltonhistoricalsociety.org

"Button, Button, He Cuts the Button", Nancy Lynch, Wilmington Evening Journal, 9 April 1975 "Milton Delaware: Button History", www.miltonhistoricalsociety.org

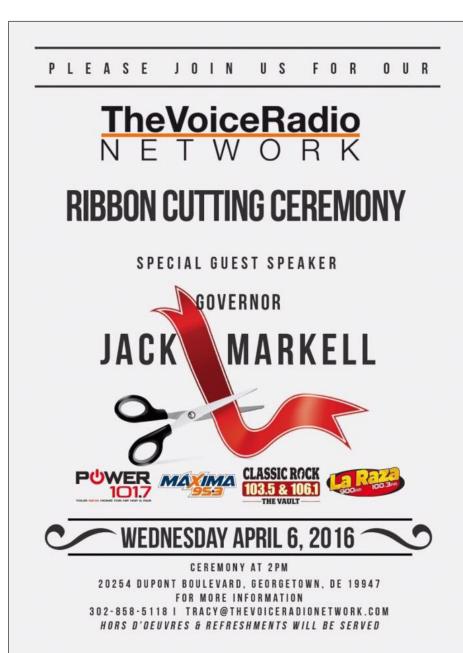


CORPORATE POLITICS -

By Vincent Paez

Those who know me know that I love my job and am happy to live the corporate life. But nothing is perfect. Many of us have our stories of office politics. Sometimes the stories are mild, and sometimes they are quite serious. I work in a relatively mild industry, when it comes to politics, but I have experienced some interesting office politics over my thirtyyear career. I've worked for small family owned companies, where anything goes, and the employee has very little protection from politics. I've also worked for large Fortune 200 companies, where the politics are more obscure, and the employee is more protected from political games in the office. Either way, I've learned that human beings are political animals with many personality faults and no office place is immune from politics.

Let's first take the small company environment. One company where I worked many years ago was owned by a man, who was determined to manipulate his employees. It almost seemed like it was for sport. He forced one of his managers to buy his son's car, because his son was having trouble selling it. This kind of control is way out of line, but back in the day, there was little protection from this kind of manipulation. One day, the owner asked me to come to his office immediately. When I arrived, he asked me to empty out everyone's trash, because the janitor did not show up for work. I asked him if he was mad at me. He then insisted that



everyone had to chip in to help, even if the job is emptying out everyone's trash. I refused, explaining that my father came from a war-torn country to the USA, so that his children could study hard in college and not have to empty trash cans. Now, I have nothing against janitors or manual labor, but I sensed that he was trying to manipulate me and humiliate me in front of the office staff. I was the first in the company to refuse to do this kind of thing, and he fired me. Years later, I take great pride in having been fired for the first and last time in my life. I would not have been able to live with myself, if I had complied with this demand. This kind of manipulation typically exists only in the small companies, where the human resources (HR) department is relatively small in importance.

Now, let's move to a medium-sized corporate environment. These companies have more awareness of fairness, and they realize that they must create an environment which retains the best employees. However, they do not have the resources to use advanced HR processes. These organizations every now and then slip into office politics without even knowing it. Years ago, I worked for a medium sized company, where employees were treated pretty fairly, until someone offended another employee, who was sleeping with the big boss. I found that there were more affairs going on in this place than in a soap opera. I once was warned not to spend

> too much time speaking to one coworker, because she was the girlfriend of one of the bosses, who was married.

Finally, there is the large corporate environment. Typically, employees in such an environment get in-depth training in corporate ethics and standards of business conduct. Regardless, the kind of leadership in a particular department or company will determine how much office politics is allowed. I have worked for a company that specifically stated in its corporate mission,

Author, Vincent Paez is a chemist and international businessman. He has a B.S. in Chemistry from Stony Brook University and an M.B.A. from UCLA. He speaks five languages and has lived/worked on four continents for three Fortune 500 companies. He is also a passionate musician and loves



the music scene, especially in the Ocean City area. He lives in Massachusetts and spends much time in Ocean City. He has two sons attending Florida State University. ... "Go 'Noles!" He is married to a wonderful girl from lowa, Sherri.

that "politics are not allowed." Still, humans are human, and one could easily find the alpha dog in each department, who was seeking to eventually move him/herself up the corporate ladder at anyone's expense. In one large company where I worked, management by intimidation was prevalent. This intimidation practice came from the top, and the leader loved to watch his employees fight with each other, as if he were the Roman Emperor and his employees were gladiators. I remember very hard workers being set up like sacrificial lambs for the leader's enjoyment. One example was when the CEO pitted two sales leaders, who wanted the big sales manager job, against each other. He let them insult each other and actively argue with each other in public meetings for about six months, before finally naming the victor of the big sales job. It created such an uncomfortable environment for the troops I believe that a true leader brings his teams together to fight the competitors, not each other, and this was a clear example of poor leadership.

There are signs in corporate life that it's time to get ready for the office politics. Whenever there is reorganization, the panic button gets pressed to jockey for positions, and there is the possibility of people getting thrown under the bus. A downturn in the economy and sales is also a clear sign to get ready for the politics to fly. And the installation of a new manager/president/CEO, etc, who may very well bring on people from his prior organization is an alarm to position vourself for politics.

You may think that this article is painting such a negative picture of corporate life. In fact, it is not so bad. Most of the time, modern day corporate managers are well versed in corporate standards of business conduct and teamwork and managing diverse groups. The instances of deep corporate infighting and back-stabbing are rare. Still, they do happen and are worthy of story-telling. I hope you found it entertaining, as that was the reason for telling the story entertainment.

AMERICAN LEGION RIDERS... continued from page 7

annual cross-country fundraising ride from National Headquarters in Indianapolis to the national convention city. Riding to honor fallen military men and women, and to protect the sanctity of their funerals from those who would dishonor their memory.

Escorting military units to departure airfields and airports for combat tours overseas, and welcoming them home upon their return.

So if your a Veteran and enjoy riding, here is another great reason to join our ranks. Not only the pride of being a Legionnaire or enjoying riding but to know that you can make a difference in someone's life while you enjoy the ride. We're always looking for new Riders so visit the website and please don't hesitate to call me or Dept 1st Vice Commander Jeff Crouser (302-632-8598).

Heather's Home Works, continued from page 2

more leisure activities, while others are not quite able to physically manage the bending, kneeling and lifting that is required to keep their home feeling fresh and clean. Scrubbing out the tub or shower can be a very aerobic activity and vacuuming the stairs while hoisting a vacuum requires balance and strength. Our teams will do the 'heavy lifting' to get your home sanitized and sparkling on a schedule that suits you.

Dream big and big things will happen! Visit our web site.

www.heathershomeworks.com and sign up for our monthly newsletter.

Find us on Facebook:

www.facebook.com/heathershomeworks and 'like' our page to participate in contests.

No Drugs, No Surgery, Just Relief!



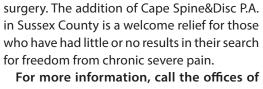


Treatments for advanced pain relief and enhanced healing are now available in Sussex County. Cape Spine&Disc P.A. has opened its doors for patients suffering from severe, chronic neck and lower back pain. The center focuses specifically on patients with chronic and severe conditions such as bulging and herniated discs, sciatica, stenosis and spinal degeneration/arthritis.

Unfortunately, until now, the only treatment options for these types of conditions have been surgery or addictive painkillers, which have unwanted side effects. But recent advances in medical technology may offer advanced, effective relief.

Cape Spine&Disc P.A. utilizes a unique treatment protocol consisting of Non-Surgical Spinal Decompression, K-Laser Class IV laser treatment, and a customized non-strenuous spinal strengthening program. Treatment time varies with complexity of condition, but generally occurs over six to eight weeks.

The approach is unique, and the procedure combines research and technology to deliver



a safe and effective alternative to drugs and

Frank J. Mrazeck, D.C., 302-644-2473 to schedule a free consultation and evaluation, or go to www.capespineanddisc.com to determine whether this protocol is appropriate, and see and hear patient testimonials. Offices are at 1540 Savannah Road, Suite B.

THE AMERICAN LEGION DEPARTMENT OF DELAWARE, By Jim Gallagher, Commander

AMERICAN LEGION RIDERS..... GIVING A NEW MEANING TO MOTORCYCLE RIDING !!!

In Garden City, Mich., in 1993, Chuck "Tramp" Dare and Bill "Polka" Kaledas, commander of American Legion Post 396, shared an idea to start a motorcycle enthusiasts association within the organization. The two longtime riders wanted an environment where Legion family members could come together to share a common love for motorcycles.

Dare and Kaledas wrote a letter to Michigan Department Adjutant Hubert Hess, sharing their idea. Hess replied that he liked the concept and wanted to pursue it. Later, he gave Kaledas and Dare instructions for managing the program at the post level. He also explained how they could be approved to use the American Legion emblem, and how to gain Membership's support and recognition. At a regular meeting, Post 396 members passed a resolution for a new program to be known as the "American Legion Riders."

Joined by 19 other founding members from their post, Dare and Kaledas were flooded with requests for information about their organization. They agreed to establish a central source for the Riders to ensure that chapters formed not as motorcycle clubs or gangs, but as Legionnaires and Auxiliary and SAL members joining to ride as Legion family.



Submitted by James H Gallagher, Commander, American Legion, Department of Delaware, 302-745-7779. If you are a Veteran and are not a Legionnaire I invite you to visit your local Post or call me personally, and join the cause.

Legion Riders today

Currently, 106,000 American Legion Riders meet in over a thousand chapters in every domestic department and in at least three foreign countries. Riders in Iowa have formed an honor guard called The Five Star Freedom Riders, and Riders in Mulvane, Kan., founded the Patriot Guard to protect the sanctity of military funerals from protesters. Riders in all states have escorted military units returning home from combat tours overseas, conducted massive crosscountry fundraising events for wounded warriors from all services, and have raised millions of dollars for countless local, state and national charities.

True to the Legion's grassroots tradition, each chapter manages its programs at the post level, where the best ideas are born. The Riders are part of many projects and events, including:

Rolling Thunder, the annual POW/MIA rally in Washington on Memorial Day weekend.

Annual regional rides such as Operation Wounded Warrior, sponsored by Riders in Nevada, Texas, New Mexico, Utah, Arizona, California and other Western states.

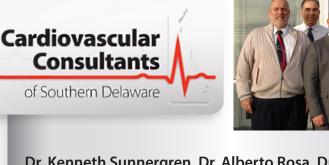
Local charity events in support of The American Legion and local communities.

Raising money for VA hospitals, women and children centers, children and youth centers, schools and other facilities.

Sponsoring or participating in motorcycle runs to benefit numerous charities.

Local memorial ceremonies and community parades.

The American Legion Legacy Run, an **continued on page 6**





(pictured left to right

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INVESTING 101

Why do food prices go up?

If you are in charge of your family's grocery shopping, you've probably noticed that your grocery bill has steadily increased over the past several years. Ever wonder why?

Before we get into the actual cause of rising or falling prices, we need to first understand how we price goods and services in America. For instance, many of us might know that the average gallon of milk costs around \$3.52. But, why does it cost \$3.52? Is it because it costs a certain

Author, **Nicholas Shevland**, is a financial advisor with The Tidwell Group at Morgan Stanley. He holds a B.S in Accounting from Wilmington University. When he's not working, you



might find him teaching for the DE Money School, volunteering with the Center for Inland Bays, trying to brew the next greatest beer, playing golf at Bear Trap Dunes, or spending time with his wife. amount to milk a cow, package and ship the product to the store, plus provide a reasonable profit to the dairy farmer and the store? Or, did the customers tell the company how much they're willing to pay for a gallon of milk?

The answer is: their customers told them – with their wallets! This is known as market based pricing and, for most of the products we buy, this is how prices are determined. If a particular product is too expensive, customers don't buy as much and if it's too cheap, more people will buy the product. If a gallon of milk was priced at \$0.01 would more people buy it? Or, if it was \$1,000 for a gallon would less people buy it? If it was \$1,000 for a gallon you might start to drink your coffee black or eat your cereal without milk. Or, if you're adventurous, you might start your own dairy farm and sell your milk for a little less than \$1,000.

So, let's run a quick test on your understanding of market based pricing. Why have flight prices remained the same even though the price of oil has plummeted? Because airline companies can still fill their planes at the same price point. Why would they lower prices if their planes are full? If their planes weren't full, airline companies would compete for customers and prices would be lowered.

Now that we know how prices are set, the answer to why prices rise or fall is pretty simple. It's a basic function of supply and demand.

When demand exceeds supply, there is a shortage of a particular product. When there is not enough of that product, market based pricing increases the price. For instance, 2 people want to get on a plane to Florida and only 1 spot is left. If you are the owner of the airline company, who would you chose? Would you choose the one who showed up first? Or, the highest bidder? Or, some other qualification?

To me, those last questions are the beauty of America. Not everyone makes the same selection. For me, I'd choose the highest bidder. If I had to sell my house, I'd like to sell it to the highest bidder. Not the one that made the first bid or the one that's going to take the best care of a lawn I no longer own. Others might disagree with my decision.

So, the next time prices go up for your favorite good or service, understand that more and more people want that particular good and the supplier of that good or service can only produce a certain amount.

Nicholas Shevland is a Financial Advisor with the Global Wealth Management Division of Morgan Stanley in Rehoboth Beach, Delaware. The information contained in this article is not a solicitation to purchase or sell investments. Any information presented is general in nature and not intended to provide individually tailored investment advice. Information contained herein has been obtained from sources considered to be reliable, but we do not guarantee their accuracy or completeness. The views expressed herein are those of the author and may not necessarily reflect the views of Morgan Stanley Smith Barney LLC, Member SIPC, or its affiliates.

Are You Suffering from Neck Pain?

Neck pain is a common complaint. If you are sitting at a desk all day, it is very easy to have bad posture; muscles can get tight and over time put pressure on the nerves. The nerves can then become blocked or inflamed. Another cause of neck pain is if you have ever been in a car accident or have been injured during a contact sport.

Do you suffer from symptoms of Whiplash Syndrome?

Pain in the neck, shoulders, head or the base of the skull that occurs after a motor vehicle accident is often called "whiplash." Whiplash occurs as a result of the cervical spine being hyperextended, or pushed beyond its normal range of motion. This can injure the vertebrae, tissues and muscles in the neck, which in turn can cause symptoms to appear either right after the accident occurs, or within several days of the incident. In addition to neck pain, there are many symptoms associated with the whiplash syndrome including sleep problems, poor concentration and memory, blurry vision, ringing in the ears, fatigue, and weakness.

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There are many different terms used to describe cervical disc pain, such as "herniated disc", "pinched nerve", and "bulging disc". A herniated disc refers to a problem with one of the rubbery cushions (discs) between the individual bones (vertebrae) that stack up to make your spine. A spinal disc is a little like a jelly donut, with a softer center encased within a tougher exterior. Sometimes called a slipped disc or a ruptured disc, a herniated disc occurs when some of the softer "jelly" pushes out through a crack in the tougher exterior.



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Since 2004, area physicians have been relying on Delaware Sleep Disorder Centers (DSDC) to provide effective testing and analysis to assist them in making an accurate diagnosis for those individuals suffering from a sleep or wakefulness disorder. Our sleep specialists take pride in providing effective testing and expert management for patients suffering from a wide variety of sleep disorders. DSDC utilizes state of the art equipment designed to test for a full range of sleep disorders. Our experts, who have specialized in training in sleep, perform scoring and evaluation of each patient's diagnostic test data in order to identify and confirm sleep disorders, measure their severity, and recommend the most effective treatment options. They take pride in guiding each and every patient back on a path to sleep wellness.

DSDC began back in 2004 with our first lab location in Long Neck, DE. That lab has since been closed in order to expand to a larger location in Rehoboth Beach, DE.

To date, there are five locations across the state of DE. Our 5 convenient locations are in Rehoboth Beach, Georgetown, Middletown, Newark, and Wilmington DE. We have recently added sleep clinics within each of our lab locations. With the creation of our clinics, patients can now call us directly to schedule an appointment with one of our sleep practitioners to discuss any sleep issues they may be experiencing.

According to the CDC (centers for disease control and prevention), an estimated 50-70 million adults have a sleep or wakefulness disorder.

Sleep and wakefulness disorders are very destructive to the health of millions of Americans and the problem continues to worsen. As the nation continues to attempt to reduce healthcare spending and improve chronic disease management, we felt the creation of Delaware Sleep Disorder Centers would be a vital stepping stone in helping to do just that. Hence the creation of our first lab back in 2004.

Past experience was more directed toward diagnostics testing and very limited effective treatment options. I see sleep becoming a vital sign that will hold the key to wellness for a variety of aliments mental illness, Alzheimer, and Parkinson's. I also see more gadgets that will provide data for consumers to be more health conscious on their sleep health. Our company is focused on educating and providing this data for our patients to understand and be in control of their healthcare decisions.

The great moments are the disbelievers that come in and now sing praises on how well the therapy has helped their lives.

Delaware sleep disorders centers doesn't just treat patients suffering from obstructive sleep apnea. Our focus is overall sleep wellness with each and every patient. Maintaining healthy sleep hygiene and getting sleep disorders under control are a lifelong commitment. We take pride in supporting our patients for the long haul.

We welcome all patients suffering from a sleep or wakefulness disorder. This includes pediatric patients age 6 yrs and up.

Our centers are designed to take the time to educate patients about the commitment involved in achieving overall sleep wellness without the need to use medication as first line treatment. Our expert practitioners take pride in working with each and every patient to uncover the factors that are preventing them from getting a restful night's sleep. With five convenient locations across the state as well as the addition of our new sleep clinics, DSDC is designed to provide a comfortable, yet sophisticated environment that is conducive to the promotion of sleep wellness.

The prevalence of disorders associated with falling asleep or daytime sleepiness continues to be on the rise among the us population. It is the mission of DSDC to continue to evaluate and embrace the latest cutting edge therapies and research with the goal of delivering the highest quality care to our patients.

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Showers of Blessing

As we approach what is traditionally the rainy season, several scriptures come to mind. Psalms 68:9 reads:"You gave abundant showers, O God; you refreshed your weary inheritance." We are in the midst of uncertain and unpredictable and certainly weary forecasts. And where one coast is experiencing unprecedented drought, the other is inundated with record breaking rain and snow.

Yet while Ezekiel 34 starts out as a rebuke to the Israel shepherds, God states in verse 26:"I will make them and the place all around My hill a blessing; and I will cause showers

Insights by Nancy

to come down in their season; there shall be showers of blessing."

I believe Oswald Chambers, who is an early twentieth-century Baptist evangelist and teacher, (best known for the devotional My Utmost of His Highest), said it best: "When we no longer seek God for His blessings, we have time to seek Him for Himself." And in seeking God I know He will reveal greater and more wonders than you could ask for or imagine! May we all dare to step out in deeper faith, seeking God intimately and fully trusting Him in the very details of our whole lives. Amen.



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