



Maxwell explains the uniqueness of his Jojoba oil by giving a personal demonstration to a potential customer.

Maxwell Claims To Know 2,001 Uses For Jojoba

By Audrey C. Lodato
Post Staff Writer

Olen J. Maxwell claims to know 2,001 uses for jojoba. The Indians, he says, make bread out of it. He used to eat the seeds as a child growing up in Arizona. He planted his first jojoba in 1977.

Now Maxwell has moved to Charlotte hoping to sell his product, which, he says, is 100 percent pure jojoba oil. Retail price is \$5.95 for a 2 oz. bottle.

So what do you do with it? Maxwell claims it can be used for acne control; as a curl activator; for burns, dry skin, dandruff, and cold waves; as baby oil, bath oil, conditioner, cleanser, and scalp treatment.

Still, 2,001 uses?

Well, then there's its use as pre- and after-shave. It supposedly stops the itch of poison ivy, mosquito bites, athlete's foot, and assorted other rashes.

Maxwell credits jojoba use as part of his healthy diet cure for arthritis, overweight, "and a rash I couldn't get rid of."

His testimony continues. "Now at 53, I can outswim and outdistance anyone I'm in perfect health."

Maybe it's the northerner in me that remains skeptical.

Trivia question: what desert plant has an extensive root system that grows 500 feet out and 40 feet down to find water?

Trivia answer: Jojoba, says Maxwell.

A 2 oz. bottle will last you a month for both internal and external use, he promises.

Maxwell has been marketing the stuff since '81. The average customer, he states, will buy the product 36 times. He sells a lot through beauticians.

This prophet of the jojoba plant says "the average guy in the street doesn't know about it" because in the past the oil has been sold for exorbitant prices through mailorder. Maxwell has sought to make it affordable for everyone who wants it.

Maxwell worked in the insurance industry before moving over to cosmetics some years ago. Peddling the oil under his own label is just an extension of what he's done for

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Volunteers Needed To Staff Counseling Service

Contact Telephone Counseling Service is now taking applications for positions in the fall Volunteer Training class. Classes will begin in September and meet once a week. Training is provided in active listening, substance abuse, depression and suicidal behavior, crisis inter-

vention, children's needs and development, community resources, and other valuable subjects.

Irene Millroy, Executive Director of Contact, stresses that there is no charge for the classes which are taught by community professionals, but the number of spaces is limited. If you are interested in learn-

ing more about yourself and in helping others, please call 372-1580 for further information. Volunteers from Union County will be trained at our office in downtown Monroe, and volunteers from Mecklenburg County will be trained in Charlotte. Union County residents should call 289-4543 or 624-2044.

Are You An Outstanding Recycler?

The search is on to find this year's outstanding recyclers - those individuals and organizations that have set the pace for recycling in Charlotte-Mecklenburg.

Nominations for the awards may be made now, with a deadline of September 1. The winners will be recognized at Mecklenburg County's Third Annual Recycling Conference, to be held here October 14-15.

Recycling awards are presented each year by the Mecklenburg County Solid Waste Management Advisory Board on behalf of the Board of County Commissioners, to give public recognition for outstanding recycling efforts. Nominations are encouraged for two award categories: individuals and business-organizations.

Nominees must have been actively involved in some aspect of recycling in Mecklenburg for at least two years, and must not have received the award for the previous three years. Employees of the County Engineering Department and the Charlotte Operations department and members of the Solid Waste Management Advisory Board and its committee are not eligible for consideration.

Nominations should be submitted on a form which is available at the County Engineering Department, 700 North Tryon Street, 336-2713. The entries will be reviewed by a committee, which will make recommendations to the advisory board. Recipients will be selected by a majority vote of the board.

For more information, call the recycling coordinator, County Engineering Department, 336-2713.

Safety City Set

Where's a policeman when you need one? Children can learn the answer to this and other safety questions when they visit the Safety City miniature community that will be on display at the Outlet Marketplace scheduled through August 10.

The hands-on exhibit was produced by Encyclopaedia Britannica (USA), a division of Encyclopaedia Britannica, Inc., and will be located in the Festival Court at Outlet Marketplace. Included in the mock town is a fire station, police station, park, playground, streets, sidewalks, traffic signs and life-sized policeman and patrol boy.

Children can travel through the community in organized tours from 11-2 and 5-8 each day at the mall. The guide will describe the importance of observing traffic signals and other safety precautions, as well as how to obtain help from police or firemen in an emergency.

Following the tour, children will receive safety certificates to indicate a successful completion of the "safety course."

The 15-minute tour aimed at children between the ages of three and 12 is intended to teach basic safety patterns in the community.

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MICHELIN XH 2 Steel Belts • Whitewall		SPARTAN Steel Radial 50,000 Mile NTW Ltd. War. 2 Steel Belts • Whitewall		BFGoodrich XLM 2 Steel Belts • Whitewall		SPARTAN USA - Supreme 40,000 Mile Limited Treadwear Warranty 2 Steel Belts • Whitewall		RIKEN Classic Steel Radial 50,000 Mile Treadwear Warranty 2 Steel Belts • Whitewall	
SIZE	PRICE	SIZE	PRICE	SIZE	PRICE	SIZE	PRICE	SIZE	PRICE
P175/80R-13	31.25	P165/80R-13	31.25	P155/80R-13	35.73	P165/80R-13	36.84	P175/80R-13	48.35
P185/80R-13	32.25	P175/80R-13	32.25	P185/80R-13	37.99	P175/80R-13	39.90	P185/80R-13	47.32
P185/75R-14	32.25	P185/80R-13	32.25	P175/80R-13	42.24	P185/80R-13	41.99	P185/75R-14	51.97
P195/75R-14	32.25	P205/75R-14	32.25	P185/80R-13	43.00	P185/75R-14	42.99	P195/75R-14	53.02
P205/75R-14	40.12	P215/75R-14	40.12	P195/75R-14	47.96	P205/75R-14	46.94	P205/75R-14	56.47
P215/75R-14	43.25	P225/75R-14	43.25	P205/75R-14	48.41	P215/75R-14	47.29	P215/75R-14	60.15
P215/75R-15	41.25	P225/75R-15	41.25	P215/75R-15	54.34	P225/75R-15	50.95	P225/75R-15	61.90
P225/75R-15	42.25	P235/75R-15	42.25	P225/75R-15	58.25	P235/75R-15	53.63	P235/75R-15	65.10
P235/75R-15	47.25			P235/75R-15	60.65				

RADIALS FOR IMPORT CARS

VREDESTEIN/KLEBER 2 Steel Belts • Blackwall 40,000 Mile NTW Treadwear Warranty		Continental c821 2 Steel Belts • Blackwall 40,000 Mile NTW Limited Treadwear Warranty		PREMIUM Steel Radial 2 Steel Belts • Blackwall		PIRELLI 2 Steel Belts • Blackwall 40,000 Mile Mfg. Limited Treadwear Warranty		MICHELIN XZX/MXL	
SIZE	PRICE	SIZE	PRICE	SIZE	PRICE	SIZE	PRICE	SIZE	PRICE
155-12	33.54	155-12	32.25	155-12	34.50	155-10	18.29	155-12	48.35
145-13	27.20	145-13	30.72	155-13	25.20	155-12	24.25	145-13	47.32
155-13	29.87	155-13	33.99	155-13	27.20	145-13	24.25	155-13	51.97
165-13	31.50	165-13	37.25	175-14	32.50	155-13	34.49	165-13	53.02
175-14	33.87	175-14	43.50	185-14	34.00	165-14	36.25	175-14	56.47
185-14	41.88	185-14	48.50	165-15	32.50	175-14	38.25	185-14	60.15
195-14	38.12	195-14	45.14	175/70-13*	33.50	185-14	41.44	165/70-13	61.90
175/70-13	35.12	185/70-13	38.84	185/70-13*	34.50	195/70-14	48.21	175/70-13	65.10
185/70-13	38.12	175/70-13	41.82	185/70-14*	35.20	195/70-14	48.25	185/70-14	68.32
185/70-14	44.89	185/70-13	47.25	195/70-14*	36.50				
195/70-14	45.49	185/70-14	52.50						

*Add \$3.00 for Raised White Letters

HIGH PERFORMANCE

KLEBER Performance Tires Owned by Michelin		FULDA Y2000 2 Steel Belts • Blackwall		BFGoodrich Radial T/A Raised White Letters		SPARTAN Steel Radial Raised White Letters • 2 Steel Belts		SPARTAN Mach 70/80 Raised Outlined White Letters Fiberglass Belted Non Radial	
SIZE	PRICE	SIZE	PRICE	SIZE	PRICE	SIZE	PRICE	SIZE	PRICE
195/70HR-14	65.66	205/80VR-15	108.99	175/70R-13*	53.99	195/70R-13	46.84	195/70-13	56.15
205/70HR-14	65.77	225/80VR-15	117.00	185/70R-13*	54.99	205/70R-14	50.79	205/70-14	60.09
185/70HR-15	65.51	205/55VR-15	117.99	185/70R-14*	55.47	215/70R-14	55.51	215/70-14	64.41
185/80HR-14	65.54	205/55VR-15	117.99	195/70R-14	54.99	245/70R-15	69.49	225/70-15	63.29
195/80HR-14	65.57	225/50VR-15	117.99	205/70R-14	59.49	255/80R-14	69.49	235/70-15	63.29
195/80HR-15	70.58			215/70R-14	73.94	255/80R-15	69.49	245/80-14	63.29
				225/70R-15	78.94	265/80R-15	69.49	265/80-14	63.29
				215/80R-14	71.79	245/80R-15	69.49	245/80-14	63.29
				245/80R-14	73.99			235/90-15	48.89
				225/80R-15	80.25				

(Tread Design May Vary)

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