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MAGAZINE
JANUARY 1965



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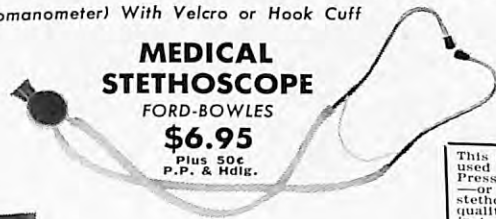
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- Resort villages where visitors come by the score, so you always meet new people . . . (but they never come by the thousands to raise prices or crowd you out).
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You read of island paradises aplenty in the United States and Canada, of art colonies (artists search for picturesque locations where costs are low!), of areas with almost a perfect climate or with flowers on every side. Here are the real U.S.A.-brand Shangri-Las made for the man or woman who's had enough of crowds. Here, too, are unspoiled seashore villages, tropics-like islands, and dozens of other spots just about perfect for your retirement or vacation at some of the lowest prices you've heard of since the gone-for-ever prewar days. They're all in the United States and Canada, and for good measure you also read about the low-cost paradises in Hawaii, the Virgin Islands and Puerto Rico.

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JANUARY 1965

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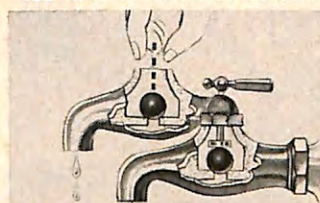
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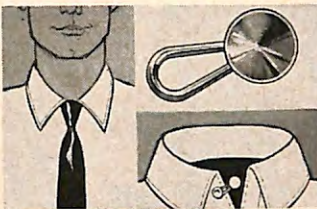
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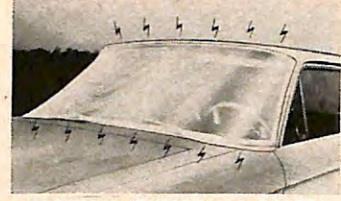
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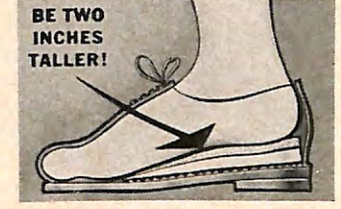
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He works a few acres of farmland as rich as most—over in Afghanistan.

But he doesn't know—and nobody in his area knows—how to get enough food out of the good ground.

How to plow and plant and rotate. How to fertilize and cross-fertilize and harvest. How to can preserves or balance a diet. How to get more milk from a cow, more eggs from a chicken, more bushels from an acre. How to drive a tractor, or fix it when it breaks down.

You know these things. You could teach those villagers what you know. As other men and women who know something about farming are doing now all over the world.

Through working in the Peace Corps.

In two years, Peace Corps volunteers have

PEACE CORPS

made a dent. They're not just standing there.

They've seen little children fill out—because of their work. And once-barren fields producing—because of their work. And food stored up against the winter—because of their work.

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And they have found out about themselves. The kind of stuff they're made of. How much they can take. What they really care about.

Doesn't that sound like a good way to spend two years of your life? A meaningful way to use the things you know?

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THE ELKS MAGAZINE JANUARY 1965

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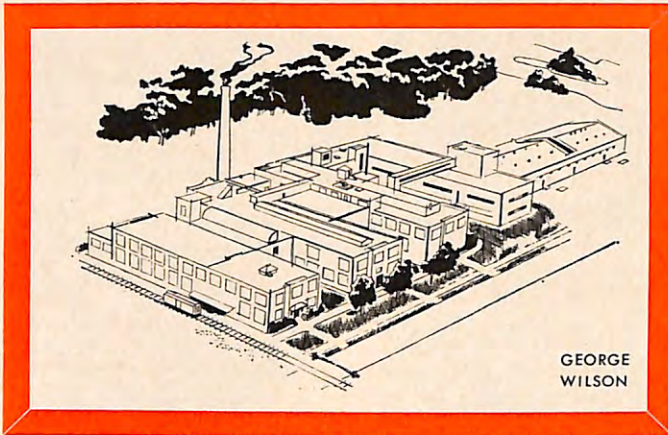
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THE ELKS MAGAZINE JANUARY 1965

CURING AN



IN THE SPRING of 1959, two young men in New England who had an idea, some personal savings, and a small bank loan quit well-paying jobs to establish an industrial-parts manufacturing firm.

The next two years were a struggle. Although the company was never in the black, the partners were sustained by bright business forecasts—sooner or later things would break for them.

In late 1961, however, their struggle became a battle for survival. Unexpectedly the costs of raw materials went up, and when orders lagged, the firm found itself teetering on the brink of bankruptcy.

Yet today the firm is an ideal example of a prosperous small business. Profits are good; orders increase all the time. What happened to change the firm's dismal outlook?

In this case, the answer is quite simple. The firm's founders sought the professional help of a management counseling firm that, as an outside source, provided a much-needed, objective look at the situation.

The counseling firm's recommendation was that the number of full-time employees be cut and more part-time help used during peak production periods. Convinced that more and more business was always just around the corner, the partners had been maintaining a staff that was too large for most of its production needs, thus paying for a great many wasted man-hours.

If all small-business problems were as easy to solve as this one, the economic front would certainly be a rosy one. And we would not see the appalling number of failures that occur each year among the 4.5 million small businesses in the United States.

However, the kind of counseling that saved this business is not always easy to come by, nor is it always really wanted. A great many businessmen shy away from the expense of bringing in outside help, harboring a skepticism about its value. Then, too, many a small businessman would rather struggle along alone rather than "lose face" by admitting the need for professional assistance.

Resistance to assistance is one thing, but if this doesn't exist another problem looms up: To whom does a small businessman go for competent, reliable advice and counseling?

Let's approach the answer to that question by looking at

the nature of the most common difficulties encountered by small businessmen. Dun & Bradstreet reports that 90 percent of small-business failures are traceable to a lack of balanced management training and experience.

A *Business Week* survey was conducted in an effort to detect the flaws in business operations. "What small businessmen don't know about the rudiments of financial controls and accounting would fill a business bookshelf," the journal's editors reported.

The *BW* survey revealed that 39 percent of the managers interviewed had no formal training in accounting or finance. The lack of training was not restricted to the managerial level: 35 percent of the full-time and 60 percent of the part-time bookkeepers interviewed had never taken courses in their province.

Furthermore, the 1962 hearings of The Select Committee on Small Business of the U. S. Senate revealed that the three weak areas of businesses were (1) financing and financial matters, (2) employees and management-labor relations, and (3) customer relations.

Although the large corporation usually employs specialists capable of solving specific problems, the small business operator must cope with a wide range of challenges. As a result, it's not unusual for him to find himself floundering and seeking information and advice from whatever source he can.

THE ELKS MAGAZINE's small business articles have previously covered, in depth, the sources from which the small businessman can obtain sound management counseling within particular subject spheres. However, here's a refresher check list:

1) *Banks* can provide financial advice, of course; however, since these institutions are in constant communication with every imaginable field, a knowledgeable banker should be able to advise you on where to turn for help with problems other than financial.

2) *Accounting firms*: If a firm is serving its clients well, it will advise them on such specifics as ratio analysis, cost control, and the like—as well as sound accounting practices in general.

3) *Trade associations*: Potentially, such an organization should provide assistance to its members through an interchange of ideas and advice on subjects of mutual interest.

4) *Chambers of Commerce*. Since their basic province is the maintenance of a healthy business community, these organizations frequently maintain advisory committees, con-

AILING BUSINESS

By WILBUR CROSS

sisting of executives from diversified fields who are willing to volunteer time to assist the small businessman.

5) *Community development groups* can provide counseling on subjects reflecting their function.

6) *Attorneys and law firms* are obviously knowledgeable in tax and legal matters, but often can be helpful to clients in other related areas.

7) *Redevelopment agencies* are frequently established in communities where there may be significant problems relating to the relocation of business and industry. Although many businessmen look upon dislocation as a death blow, statistics show that at least 75 percent of business firms relocate successfully and that the majority of "displaced" businesses are more successful in a new location than the old.

8) *College and university seminars.* While courses seldom provide the answers to a businessman's specific problem—especially if it's critical—they are of considerable value in showing you how to anticipate problems and prevent emergencies.

9) *Large private industries* are fallaciously thought of as being "too big to be interested in the small businessman." In reality, the large company is greatly concerned about any problem that adversely affects the business community. The large organization is a valuable source of advice and data on such pertinent subjects as product research, marketing, labor, advertising, promotion, and general management principles.

10) *The Small Business Administration.* Although the services of the SBA have been widely publicized and are generally known to small businessmen, new developments frequently go unnoticed.

For example, the SBA recently launched a program in some 68 cities under the title SCORE (Service Corps of Retired Executives), following pilot programs in Boston and Washington, D. C.

"This program," reports a spokesman for the SBA, "will have the effect of channeling a vast untapped reservoir of unused talent to points where it will be most effective." Small businesses (generally those with less than 25 employees) may avail themselves of SCORE for advice on

loans, sales, merchandising, finance, and operations. The SBA admits that the program will not provide the "in-depth consulting" available from professional firms, but it will serve many useful purposes, and it may well open the door to professional counseling for the small businessman who has previously resisted it.

"I am happy to know about the various counseling services offered by specialists in my community," said a typical small businessman interviewed on the subject, "but I have—and I know many of my fellow businessmen have—*complex management problems* which cross the borderlines of a number of specialized areas. What we need are the services of a management consultant, one who is a real pro. The trouble is—look at the cost!"

Gripping about the expense is not uncommon. Even large corporations frequently complain about consultants, according to an opinion roundup published three years ago in *Management Review*. Criticism was made not only of the cost but also that often consultants are "too theoretical," that they don't know the client's business, that their ideas are not practical. How then can a small business—with limited funds—procure the kind of professional advice needed in many cases?

The answer is partly a matter of *selection*. ACME (Association of Consulting Management Engineers) estimates that there are about 40,000 management consultants in the United States. Some work as indi-

viduals; others as members of almost 2,000 established consulting firms. Many professional consultants can make themselves available to small businesses at modest cost because they already have information, compiled for larger clients, on hand in many problem areas.

Several years ago, ACME set up a "Subcommittee on Management Consulting for Small Business." Using firms with 15 to 75 employees as a basis for study, the Committee found in most cases that *broad* consultation was required rather than specialized advice. Small businesses that went to local accountants for bookkeeping advice, to banks for financial counsel, to attorneys for legal help, began to flounder when it came to the (Continued on page 38)

Is your business in
trouble? Perhaps a
paid consultant is needed.

Here's a review
of the management
counseling field—and
other outside
sources of help



This fox thought the author was a trapped or injured rabbit, thanks to the call. It came within close camera range before learning its error.



In addition to his favorite weapon, other than the camera, the author holds a Scotch Predator Call, a bellows type that is operated by hand or foot.

The Hunter Is the Hunted

By HOWARD SIGLER

Varmint killing becomes a novel sport when you let the predators hunt you through the use of calls

SIX HIGH-PITCHED, agonized screams of a rabbit in mortal terror split the drowsy late summer morning, deeply piercing the forest aisles on the hillside. The birds nearby quieted down, while in the distance a crow started up an excited racket. Life in the woods was lulled for about 30 seconds, then the screams were heard again.

These "screams" weren't those of an actual rabbit. I made them with a commercial, tubular bellows affair, known as a Scotch Predator Call. I was "fox hunting."

Dressed in hunting trousers and my camouflage shirt, I was leaning against the shady side of a tall pine on a backwoods ridge. A weedy pine-cluttered old field stretched between me and the second-growth hardwoods farther downhill. A camera was swung around my neck in ready position, and I had leaned my hunting bow up idly against another pine closeby.

After the third second-round scream, a gray fox broke from cover far down in the field, bounding up in my direction. It leaped high in the weeds like a sight-chasing rabbit dog in high grass.

I kept up the squalls until it topped the ridge crest, some 50 feet from me, then eased the call to the ground and clamped my foot on the bellows to keep the distress-talk going.

The gray trotted down the twisted path towards me, alertly turning its head this way and that, frequently sniffing the air and ground. I followed it with the camera's viewfinder, refocusing as the fox moved nearer and nearer. At about 30 feet, I clicked off the first picture. Then a second when it was still closer, and a third at about 20 feet.

Just as I snapped the shutter on the third exposure, a *second* fox which, unknown to me, had been quietly stalking me took out of the weeds on my right. It had been less than eight feet from me! This fox, also gray, made a wide, fast circle and finally came in behind the first, which had been following a course of advances and retreats. I quickly clicked a picture of the two of them.

The two foxes milled around a bit, moving their heads from side to side, sniffing and looking, and, from time to time, turning as if to go off. Each time

this happened, I patted my foot on the call, which brought them back again.

After a minute or so, the first ducked off into the woods and, anticipating that it was going to circle me on that side as the other had done on my right, I refocused the camera where I thought it would emerge.

I had hardly finished when its head poked through the underbrush at the point where the fence cut the edge of the woods. "Slow on the trigger," I didn't get a picture until after it started moving again. The rangefinder registered eight feet.

And so it went. For about 10 minutes, the two foxes were within a 50-foot radius of me. I got a lot of photos. Finally, each made a big circle, taking up stations some 50 yards down the field: one on each side of me. There they sat and barked. I watched them through the binoculars.

After about a quarter-hour, I decided they weren't going to come close in again—so I let the wails subside, simulating the death of the "rabbit." Losing interest then, the foxes vanished into the underbrush.

Photography is but one of the intriguing aspects of predator calling—a sport that's sweeping the country. The main purpose of using a call, of course, is to hunt.

In fact, in most states with an overpopulation of critters, predator hunting is encouraged. Some, in fact, pay bounties for foxes, coyotes, bobcats, and so forth—to minimize their nuisance potential and to insure that the desired small-game and bird population levels are maintained.

The art of predator (and game) calling is an ancient one, although it's hard to tell just when man first learned to call game to him, either by making sounds that imitate animal talk or imitating the cries of injured animals.

In the early days, it's doubtful that these hunters wanted their quarry to move up close instead of simply moving out from cover to present a target. Recently, however, we have witnessed predator-calling become a sport in itself.

Modern predator calling probably began in Texas some years ago, when, as a youngster, Martin Burnham stumbled onto the key to the whole thing.

One day he had just shot a buck when two wolves suddenly raced past, ignoring him and the deer completely. Astonished and intrigued, he watched as they attacked a rabbit which, caught

on some barbed-wire, was squealing bloody murder. They got the rabbit and were off with it before Martin could reload his gun.

The incident started young Burnham thinking: If he could imitate that rabbit cry, he would be able to call in wolves and other predators for his gun. This he learned to do—with his own larynx, which worked well enough.

But he also perfected a call made of hardwood that imitated the sound. He gave them to other ranchers to use for controlling predators. These calls are still being made today, although of plastic, and the name Burnham has become synonymous with top-notch game and predator calls all over the world.

Martin's sons, Winston and Murry, have turned their father's talent into a profitable business, manufacturing long-close range predator calls, as well as coon and deer calls.

Burnham devised these calls from his observations of survival-of-the-fittest behavior. If a fox, for instance, grabbed a rabbit, it might give one short squeal and that would be it. Any predator nearby that heard such a squeal would figure that some other critter had snagged himself a meal and wouldn't bother to investigate.

On the other hand, Burnham reasoned, if a creature smaller than a fox managed to catch a rabbit, the victim

wasn't always so quickly done away with. While in the process of being killed, it emitted a series of diminishing-in-crescendo screams. Hearing such screams, other predators ordinarily became all ears and made haste to the scene of the combat. The "outsiders" figured that they could either drive the attacker away and get a free meal or, at least, divvy up the victim.

Playing on this behavior, the predator caller has two methods of calling he can employ. Each works equally well.

Some callers prefer to begin by calling steadily, perhaps for as long as five minutes (providing they've enough "blow"), even if a predator is seen coming in. If the hunter is camouflaged and hidden, he can keep calling until the creature is practically within spitting distance.

But if there is danger of being spotted as soon as the animal gets close, it's better to quit calling. Let him circle around, looking for the source of the call. This way the hunter has better shot-selection: camera, bow, or gun. In any case, you've got to provide some movement, for that's what the predator is seeking: agitation that simulates a death struggle taking place.

The alternative is not very different, except that the calling isn't continuous. You make five or six screeches and then

(Continued on page 42)

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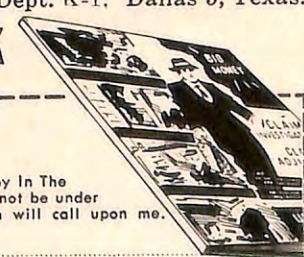
Name

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City

Zone

State





I wish to share with you a letter that I received recently from an old friend and member of my home lodge, Buckhead, Ga., No. 1635, now living in California. Better than anything I can say it brings out what I mean when I say to you: "Isn't it great to be an Elk." Happy New Year.

Robert Pruitt

ROBERT G. PRUITT, *Grand Exalted Ruler*

How I Became An Elk

When a good friend offered to present my application for membership in Buckhead Lodge, I had a very selfish motive in wanting to become a member. In my travels I'd visited a number of lodges and learned that some of them offered the finest cuisine in town.

When I was initiated I had no intention of becoming interested in lodge affairs but merely wished to use the club side of the activities. Then, one Friday evening my sponsor invited me up to 1635 for dinner and to meet some of the fellows. That was my complete undoing. After dinner and a game of pool, I stayed for the meeting. Without even trying I became a regular Friday night attendant.

About that time the lodge organist, a friend and former neighbor, who was having a bout with his ticker, asked me to substitute as organist when he wasn't feeling up to it. Later I became the regular organist and continued in the job for 8½ years until I moved to California.

Shortly after I became organist I was asked to come down to Aidmore [Crippled Children's Home] some evening and play for the kids. It was set up for me to come the following Thursday and play from seven to eight, which was their bedtime. I remember it was in August and the temperature that night was about 96. There were 43 kids; some were in wheel chairs, others strapped to their beds. I started by telling them this was their party and that everyone was to sing. I played the old familiar nursery numbers to get things rolling. It was a riot and the kids whooped it up and laughed real heartily.

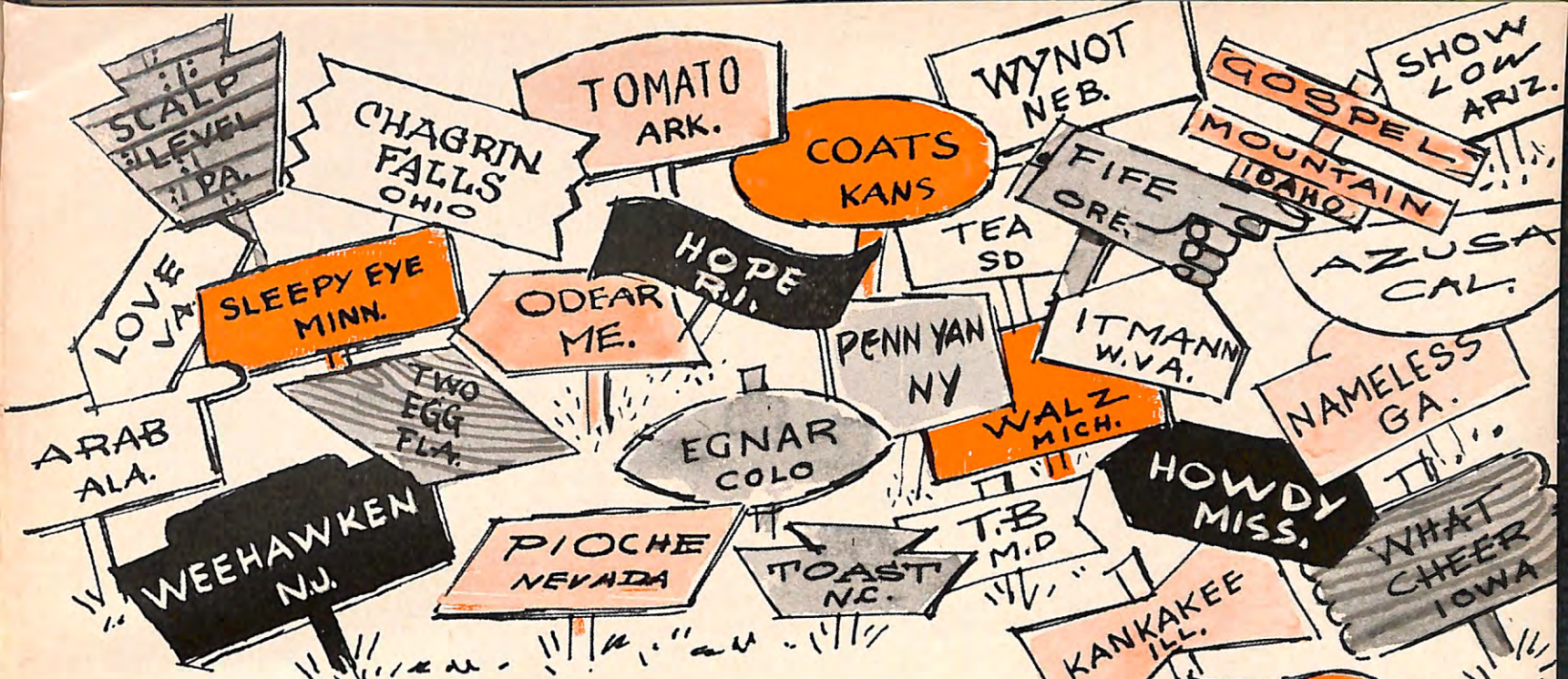
Next I went to each one and asked for his or her request. It was nearly bedtime now, and I looked at the supervisor. She asked if

I could play another half hour; the kids were enjoying it so much. Could I? I mopped the old brow and announced the good news the supervisor had given me. They all yelled their approval.

One little fellow in a wheel chair had been very attentive and wore a big smile all during the proceedings. He was truly pitiful. He had that terrible malady of having his head so full of water that it was three times its normal size. Kneeling down beside him I asked his name. It was Joe. And Joe's request, in 96-degree heat? It was "Jingle Bells." Back at the piano I played a medley of Christmas songs, starting with "Jingle Bells." Joe's smile was as wide as the Chattanooga.

When it was about bedtime I thanked the children for letting me come and asked if they would sing one more song. Here was an assemblage of kids, terribly handicapped, poor, suffering, yet they sang "God Bless America" with all their might. You could have heard them at Little Five Points. I bade them all good night and walked out onto the veranda. The stars and moon were shining brightly. I stood looking up at the beautiful sky. For some reason I felt ten feet tall. Here was an old ham piano player whose privilege it was to bring 90 minutes of fun to 43 swell kids whom nature had not treated too kindly. Like a big boob I stood there drying tears which I could not resist.

Without even knowing it, I had become an Elk. From then on I joined committees, worked at Christmas parties, Flag Day ceremonies, the ladies' fashion shows, accompanied the ritualistic team to other lodges. The lodge was not just a place to have a few drinks, dinner, or a game of pool. I felt I deserved to wear the emblem which has been on my lapel ever since.



Where DID YOU SAY YOU'RE FROM?

By FRANK L. REMINGTON

Between Los Angeles, where the author resides, and New York City, where the Magazine staff readied this article for print, lie some lesser-known place names. A great many are, to say the very least, offbeat

"I WONDER HOW this place got its name?"

Chances are you've asked that question any number of times when coming across a town with an unusual name. And no wonder. The United States boasts literally thousands of unlikely, if not crazy-sounding, place names such as Bunkie, Etlah, Cando, Penn Yan, and Bugtussle.

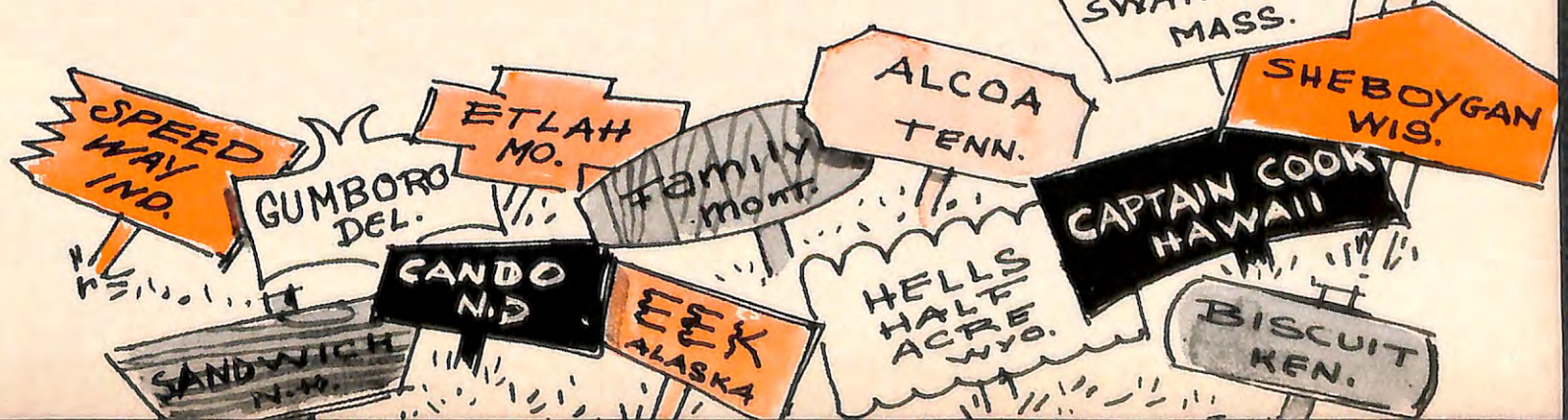
The stories and legends of how a lot of these place names came to be are often as humorous and bizarre as the names themselves—and sometimes are even true.

Bunkie, La., acquired its appellation

from a monkey—the pet of the town's founder's daughter. Etlah, Mo., is a backward spelling of the German word *halte*. Westward-moving settlers decided to "halte" a while in that part of Missouri and left the name there.

Some settlers in North Dakota argued heatedly over where their county seat should be located. After a particularly bitter meeting, the disgruntled chairman rose to his feet and announced—with finality: "We select this place. And to prove we can do it, we name the town Cando."

Penn Yan, N. Y., acquired its name
(Continued on page 40)



News of the Lodges

Last week there was an... spread of the impact of the drought, and farm fires.



GRAND ISLAND, Nebraska, Lodge's second annual Newsboys' Breakfast which is the Newspaper Week kick-off saw over 100 boys (and girls) at the lodge by eight a.m. Here, Al Schmah, Managing Editor, presents the Outstanding Carrier Award for 1964 to Jim Hansen. Assistant Dean Tessen-dorf looks on as Circulation Manager Gene Budde rewards runner-up Bob Sharp.



MEMPHIS, Tennessee, E.R. Don Hickman, left, presents his lodge's second annual Journalism Award to Robert Marks of the Memphis Commercial-Appeal, right. Looking on, left to right, are Joseph Hanover, principal speaker; Fred P. Gattas, another speaker, and Committee Chairman Otis France. A crowd of 150 attended the dinner honoring the area's editors and reporters from newspapers, radio and TV, an event which has become one of the lodge's most popular.



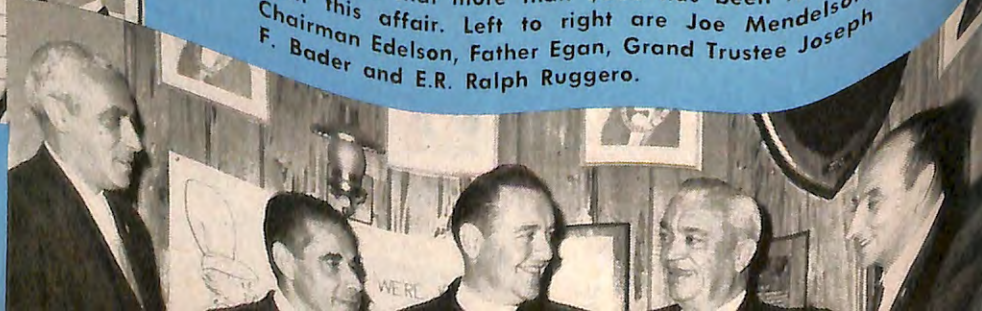
CHAMBERSBURG, Pennsylvania, Lodge had Nellie Fox, second baseman for the Houston Colts, on hand to greet an old friend, D.D. Ronald R. Bupp, on his official visit. Left to right are D.D. Bupp, Nellie Fox and E.R. J. L. Killinger.



DANVILLE, Virginia, Lodge paid tribute to members of the press with a dinner at which Rep. Wm. M. Tuck, a member of the lodge, was the speaker. He is pictured during his talk with Vice-Pres. and Gen. Mgr. A. A. Farley of the Danville Register Publishing Co., left, and E.R. Henry Parrish, right. Guests included representatives of Danville's two dailies and one weekly.

Newsmen Make The News

TEANECK, New Jersey, Lodge sponsored a smorgas-bord dinner and dance honoring Rev. Robert P. Egan, Director of Boystown, N. J., and Chairman Harry Edelson reports that more than \$500 has been realized from this affair. Left to right are Joe Mendelson, Chairman Edelson, Father Egan, Grand Trustee Joseph F. Bader and E.R. Ralph Ruggero.





CLEARWATER, Florida, Lodge's recent Indoctination Dinner found Clearwater Sun feature writer Mrs. Irene Albert, right, interviewing two former patients of the Florida Elks Harry-Anna Home for Crippled Children, Mrs. Linda T. Sands and Miss Connie Schaffer, seated left and center, both of Clearwater. Listening in on the interesting stories are Indoctination Program Chairman Wm. C. Buck, the lodge's Hospital Chairman, seated next to Mrs. Albert, and, left to right, standing: State Secy. William Lieberman, George Carver, Mgr. of the Harry-Anna Home, and P.D.D. R. H. Burkhart.



WEEHAWKEN, New Jersey, Lodge's 15th annual observance of Newspaper Week saw representatives of the Hudson Dispatch perusing their paper at the Elk dinner in their honor. Left to right foreground are Co-Chairman John Cahir, J. J. McMahon, Pres., and Publisher of the Dispatch, acting E.R. Earl Hersh, and Editor A. B. Cook; background: Co-Chairman Samuel Zerman, reporter Whayne Eisenman, Mng. Editor E. R. Oliver, Asst. City Editor J. R. Ferguson, and City Editor H. G. Avery.

HILLSIDE, New Jersey, Lodge's 17th Annual Awards Dinner honoring all local Babe Ruth League baseball players saw former N. Y. Yankee shortstop Phil Rizzuto as the principal speaker. Pictured are, left to right, background, Recreation Commission Chairman Vincent Dotoli, E.R. Philip Lerman, Rizzuto and Youth Chairman Bart Hallingse; center, home-run leader Thomas Winnicki; best individual pitcher Charles Atkinson, and leading hitter Steven Kozarek; foreground: most improved players Mitchell Mazur and John Mendes. Robert Cadwallader was MC, and the team trophy was presented to Donald Stewart and John Clark, officials of Local 6301 representing the American Can Co.



LANCASTER, California, Lodge celebrated its 25th anniversary with a lamb barbecue. Among those who enjoyed the feast were, left to right, D.D. Jack Reynolds, County Supervisor W. M. Dorn, Past Grand Exalted Ruler L. A. Lewis, host E.R. Wm. C. Barnett and Chairman R. Leonard Bush of the Board of Grand Trustees.

Lodge Notes

Nineteen members of Boy Scout Troop #101 sponsored by Xenia, Ohio, Lodge, accompanied by seven adults, enjoyed a camping trip at the Tom Rae Lodge at Lake Nipissing in Ontario, Canada, recently. Among the adults were Ed Stephens, John Hughes, Dalcus Phillips, John King, Bill Barron, Scoutmaster Don Hornick and his assistant, R. O. Sturgeon.

Frederick Wilson, a member of Rahway, N. J., Lodge, was named "Alumnus of the Month of November" by members of Pace College Alumni Association.

When Flint, Mich., Lodge held its 14th annual Football Kickoff dinner with a guest list of 600, a number of All-Americans were on hand: Joe Guyon, Carlisle; Leon Hart, Notre

Dame; Leo Sugar, Purdue, and Gene Desautels, Holy Cross. Flint's own Harry Dayton, Guy Houston, Dr. Wildanger and Nap Lavoie, as well as Jimmy Campbell were also guests, in addition to the well known "Biggie" Munn of Michigan State, Hugh Devore of Notre Dame, Wally Weber of Michigan and Tony Hanley of University of Detroit.

Our apologies to Past Exalted Ruler Walter E. Whelan of Point Pleasant, N. J., Lodge, who had a consonant added to his name in a recent Lodge Note. Another was Vermont Elk Secretary Roger Sheridan, called Robert in our August report.

For many years, Barberton, Ohio, Elks have donated their facilities for the use of the local blood drive, the success of which has been credited to this assistance. Exalted Ruler Roland Jauman reports that the last "Blood Day Program" again passed the anticipated goal. Barberton's Mayor Stu Moss was probably one of the first to sign a proclamation for Elks National Youth Day 1965, a program in which the local Elks have participated for

many years. Past Exalted Ruler John Stocker, Chairman for this event, and local high school teacher Stan Shonder, student advisor, joined Exalted Ruler Jauman in witnessing the Mayor's signature.

When District Deputy Robert Berry called officially on the Elks of Garden Grove, Calif., he presented membership pins to 28 candidates initiated in his honor.

Richard Anderson is the latest winner of the Marquette, Mich., Elks' monthly safe driving award. A tanker driver for the Stang Oil Co., he was singled out for his safe and considerate driving on U. S. 41. While driving a tanker on a busy October evening, Anderson was observed driving off the shoulder of the highway at intervals to allow other motorists to pass him. Elk Russell Chrest made the award in the presence of Sheriff T. F. Jernstad.

Pascagoula, Miss., Lodge entered its usual float in the local American Legion Armed Services Day parade, and was gratified to be given the place of honor—immediately following the Colors.



BRONX, New York, Trustee and 59-year Elk Fred J. Apple, second from left, presents a parade flag to the all-Elk Harold G. Dagner Post 871 of the American Legion. Others pictured are, left to right, Tom Philbin, P.C., Sgt.-at-Arms, Vice-Comdr. Vincent Hofmann, Comdr. Jim Drew, son-in-law of Trustee Apple, and Vice-Comdr. Alfred Laino.

SHAMOKIN, Pennsylvania, Lodge dedicates the flagstaff presented by its ladies. Participants included Mrs. Fred Capparell, Shamokin's Centennial Queen, Miss Peggy Rando, E.R. K. A. Hoffman, D.D. H. F. Evans, P.E.R. V. A. Maher, Trustee, and Rev. F. R. Knutti.



VIRGINIA Elks participating in the recent National Conference on Citizenship at Washington, D. C., include, left to right, D.D. Herman C. Anderson, Talmage S. Wilcher, member of the Conference's National Planning Council and Chairman of the State Elks delegation, and Est. Lead. Knight Wm. A. Keenan of Arlington-Fairfax Lodge.



WALTHAM, Massachusetts, Lodge honored D.D. Louis O. Caporiccio on his official visit with the initiation of a class and a dinner attended by a number of State officials. D.D. Caporiccio is pictured third from left foreground, with E.R. M. P. Sweeney, Jr., on his right, and the initiates.





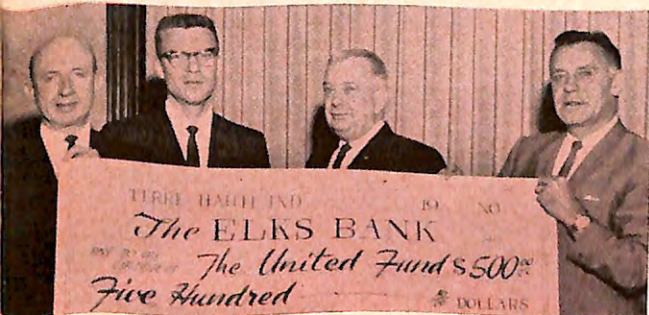
MINOT, North Dakota, Lodge's participation in summer baseball programs includes the sponsorship of three teams which compiled a record of 46 wins, 6 losses. The Pony League hit a 13-4 record; the Middlets were on top 18-1, and the Pee Wee Leaguers batted in 15-1. Pictured are most of the players at the dinner given for them by the lodge which outfits and equips each team. With unidentified coaches in the second row are, left to right, beginning third from left, Est. Lead. Knight Allan Johnson, E.R. M. M. Kemble, Secy. Olaf Arneberg and Ruben Hammond, City Director of Recreation.



LUDINGTON, Michigan, Lodge's ten-piece band, organized in 1962 after playing for charity shows for several years, recently furnished the dance music for the lodge's first annual P.E.R.'s Night. This lodge also boasts a fine Chorus, and both groups perform for non-Elk functions. Tom Reed is the Director.



PETOSKEY, Michigan, Lodge honored Henry Galster, left, by presenting to him a Life Membership and 50-year pin. Congratulating him is Past State Pres. R. E. Miller.



TERRE HAUTE, Indiana, Lodge's outsized heart is delineated in this \$500 check for the United Fund. Left to right are E.R. James A. Ball, Est. Lead. Knight Donald Banas, Grand Lodge State Assns. Committeemen C. L. Shideler and J. K. Lemry, Gen. Chairman for the Fund.



DELAWARE, Ohio, Lodge presents a flagpole to the Board of Education for the new Hayes High School football field. Here, E.R. John W. Law presents a certificate for a bronze plaque to be placed on the flagpole to Board Pres. Dr. R. E. Glendenig. Looking on are, left to right, School Boardman George Wolfe, Schools Business Mgr. Melvin Woolford, Schools Supt. R. F. Shultz, Boardman Edward Flahive, Elk Trustee R. E. Arnold, Boardman Henry Chaney, Jr., Elk Committee Chairman J. J. Flahive, Elk Secy. A. A. Galluzzo, and Est. Lect. Knight Garold Klump.

TUSCALOOSA, Alabama, Lodge's Youth Committee sponsors a Teen-night every Friday, with 13-to-19-year-olds participating. This photograph was taken at a combined hayride and wiener roast for 25 teen-agers at a local lake.





SOMERVILLE, Massachusetts, Lodge observes Fire Prevention Week. A program for sixth-graders included a course on fire prevention and then an essay contest on what they had learned. The eight-week course was followed by the presentation of fire badges and certificates at ceremonies attended by the children's parents. Left to right are Asst. Instructor Henry McLaughlin, Deputy Chief C. A. Ronco, local students, three-year-old mascot Frank Lee, Jr., Fire Chief W. F. Cullinane and Youth Chairman J. L. Colbert.



CINCINNATI, Ohio, Lodge has started a new phase in its Americanism Program by awarding an annual prize to the city's private concern which has done the outstanding work in Americanism. This year's award was made on Columbus Day to Pres. R. N. Shaw of the McAlpin Company, which, in addition to conscientiously displaying the Flag, and displaying patriotic posters, sponsors an anti-Communism TV series. Left to right, in this televised ceremony, are E.R. H. C. Harrison, Americanism Chairman Ansel Russell, Jr., Mr. Shaw and his Adv. Mgr. Richard Sluscher.



VALLEY STREAM, New York, Lodge sponsored an essay contest in conjunction with Fire Prevention Week when the winners were honored. Photographed are Patrick Garrigan who accepted his son's award; Chief Inspector Herbert Swain; Patricia Otis, Claudia Frawey, Kathy Lamond and Dolores Lepold, all eleven; first Deputy Jack Cerney; 2nd Deputy Jim Kan; Chief James Mitchell. Representing the Elks are Trustee Robert Ackley, E.R. Stanley Barak and Youth Committeeman Angelo Marando.



POINT PLEASANT, New Jersey, Lodge's annual picnic was a tremendous success, as evidenced in this photograph showing part of the huge crowd in attendance. This very active lodge's annual Charity Ball for the benefit of its Crippled Children's Fund was another sell-out, as were the lodge-sponsored performance of the Tamburitzans of Duquesne Univ., and Bill Otto's Bavarian Festival attended by 250 persons. Both aided the lodge's community service, scholarship, Youth Activities and other welfare programs.



SHARON, Pennsylvania, Lodge initiated this 100-man class as a tribute to J. Monroe Shontz who celebrated his 100th birthday October 24th.



GRAND RAPIDS, Michigan, Lodge dedicates its new \$1,000,000 lodge center and country club which includes an 18-hole golf course. On hand to help in this celebration were, left to right, foreground, D.D. Harry Host, Past Grand Tiler Irvine R. Unger, Grand Secy. Franklin J. Fitzpatrick, Benjamin Watson of the Grand Forum, State Pres. Milton D. McKay, Vice-Pres.-at-Large Roy Gallie, and Past State Pres. Byron Smith; background, P.E.R.'s Edward Twohey, Albert Grzeszak and J. L. Woting, State Major Project Commission Chairman Hugh H. Hartley, Trustees Chairman George Bremer, State Pres. S. Glen Converse, Past Presidents Carl Fernstrum and Nelson VanDongen, host E.R. William Blair, Harold Roe and Ward Scovel.



RED WING, Minnesota, Lodge's mortgage is burned by P.E.R. Everett Lantz, State Vice-Pres. D. C. Johnston, D.D. Myron Gard, E.R. G. L. Campbell.



ALEXANDRIA, Louisiana, Elkdom welcomed D.D. W. P. Pearce, Jr., and State Pres. B. L. Champagne when reports on the lodge-sponsored Pelican Boys' State Activities were made and a class initiated. Pictured were, left to right, D.D. Pearce, E.R. J. F. Gravel, Pelican Staters Ronnie Akins and Mike Adams, P.D.D. W. H. Lambdin and Pres. Champagne.

HOLLAND, Michigan, Lodge celebrated its 50th anniversary in October. Pictured with the wooden shoes given traditionally to all Elk dignitaries visiting the city were, left to right, D.D. Clifford Stuart, E.R. Lewis Borgman, State Pres. Milton McKay, Dist. Vice-Pres. Eric Jacobson and Chairman Paul Fabiano, P.E.R.



WATERLOO, Iowa, E.R. George Glenn, right, presents an American Flag to Clark Lichty, Chairman of the Black Hawk County Board of Supervisors. The lodge donated the flag to the new multi-million-dollar Black Hawk County Court House.



OHIO SOUTHWEST Elks gathered at Sidney for their Fall Meeting when they were welcomed by Mayor Charles Williams, center. Others are, left to right, host Secy. and Past State Pres. John Quinn, State Pres. Carleton Riddle, host E.R. John Lehman and D.D. George Davies. Dist. Chairman C. E. Sims presided. Over 250 Elks attended, with Lebanon Lodge receiving the award for the largest contingent. Troy E.R. Ned Elleman presented his lodge's \$651 check for the Elks C/P Treatment Fund at this meeting.

HIGHLIGHT of the ten-day celebration of the 50th Anniversary of Holland, Mich., Lodge, No. 1315, was "Golden Anniversary" Night when State President M. D. McKay, District Deputy Clifford Stuart, Vice-President-at-Large Roy Gallie and District Vice-President Eric Jacobson participated in a program which featured a tribute to Charter Member John Good. Mr. Good was the recipient of a 50-year membership pin and the first piece of Anniversary cake, baked and donated by lodge Organist Al Demberger.

Past Exalted Ruler Paul Fabiano was Chairman for the program which included the presentation of Holland Lodge's traditional gift—a pair of wooden shoes—to each of the visiting dignitaries, with Exalted Ruler Lewis Borgman officiating.

Holland's sponsor, Grand Haven Lodge No. 1200, had its officers and Drill Team there to initiate a class of 16 candidates.

News of the Lodges CONTINUED

NEW ORLEANS, Louisiana, Lodge's Krewe of Orleanians is obviously a very popular Mardi Gras parade in that city. This crowd, equipped with chairs and cots, was on line 36 hours before the opening of the lodge's registration desk. Capt. Chris R. Valley is pleased with the growing interest in this pageant, entry in which is on a first-come, first-served basis.



OSWEGO, New York, Lodge was host to a recent clinic conducted by Grand Lodge Ritualistic Chairman Raymond J. Quesnel. Pictured are, left to right, foreground, State Chairman N. A. Manor, Mr. Quesnel and E.R. Walter Tucker. Another clinic was held at Watervliet, with a total representation of 18 lodges at both affairs.



OELWEIN, Iowa, officers, Trustees, and Building Committeemen participated in the ground-breaking ceremonies for the lodge's \$85,000 home. Second from right is E.R. Ray Leafstedt. The lodge's first home was destroyed by fire a year ago.



LEWISTOWN, Pennsylvania, Lodge officials are pictured with the 69-man Edgar G. Dickert Memorial Class initiated in the presence of D.D. Robert H. McCormick.



JACKSONVILLE, Florida, Lodge's Little League team is pictured with Mgr. Neal Marquette, Est. Lect. Knight, left, and, background, Chairman W. W. Kingston, Sr., Chairman. The boys finished second in the League, with several named to the All-Stars.



SMITHTOWN, New York, Lodge paid tribute to Patrick F. Sharkey, its junior P.E.R., at a testimonial dinner attended by 225 persons, including State Pres. Raymond Barnum, left. Also pictured with the guest of honor, right, is D.D. John Organist.



WICKENBURG, Arizona, Lodge officials initiated a class recently marking the visit of D.D. H. B. Cook, pictured fifth from left background with E.R. Jack Lutch on his left. Others include lodge officers, candidates, P.D.D.'s Blaine Toller, Loren Cress and Wayne Adams.



ST. CLOUD, Minnesota, Lodge has sponsored the Cathedral High School all-girl Drum and Bugle Corps at its State Conventions for many years. Organized in 1932, this Corps held to the practice of sending troops off during the war, with military music and solos, any time of the day or night. Here, E.R. E. Archie Cook, right, presents a new American flag for the Corps to its Director, E. L. Bownik.



SALEM, Illinois, Lodge's Little Leaguers has won first place for the past two years with 35 games won, 3 lost. Pictured with the young diamond stars are, background, E.R. Lee Vieira, left, Mgr. Richard Davidson, second from left, Mgr. James Leyerle, second from right, and Trustee Lee Cantrell, P.E.R., right.

KEENE. Elks
Welcome

GRAND EXALTED LODGE No. 927
RULER Robert G. Pruitt



At Keene, N. H., Lodge, a reception for 200 members and guests was held for Grand Exalted Ruler Pruitt. The Grand Lodge officials and other dignitaries present included, l. to r.: Credentials Committeeman John J. Harty, Ritualistic Committee Chairman Raymond J. Quesnel, Keene Mayor Robt. L. Mallat Jr.,

State Assns. Committee Chairman Joseph E. Brett, Mr. Pruitt, P.G.E.R. John E. Fenton, E.R. Ronald H. Holden, Special Deputy Edward A. Spry, Grand Tiler Thomas J. Pendergast, Grand Forum Justice Harold J. Field, State Pres. Norman Murtaugh, and District Deputies Walter P. Mills and Albert W. Savage.

Lodge Visits of Robert G. Pruitt

Mostly in New England



Mayor Donald Cushing—an Elk—presents the Grand Exalted Ruler with a bronze key to Franklin, N. H., at Franklin Lodge, to which Mr. Pruitt was welcomed by E.R. Dr. Samanto Quain. Also present: P.G.E.R. Judge John E. Fenton.



Winona, Minn., E.R. Karl P. Grabner extends a warm hand of welcome to the Grand Exalted Ruler, who was the main speaker at Winona Lodge's honorary banquet. Mr. Pruitt's remarks centered around Elksdom's "great force of good." Also present: Past Grand Exalted Ruler Sam Stern and Grand Lodge Judiciary Committeeman Alfred E. LaFrance. Mr. Pruitt appeared on Winona radio.

MONTPELIER, VT. Mr. Pruitt's itinerary included a Vermont visit to Montpelier Lodge, which celebrated its 60th anniversary with an entire weekend of events, including two dances and the initiation of 43 new members into the Order. Addressing 300 members of Vermont Elksdom who had gathered to participate in the celebration and hear the Grand Exalted Ruler, Mr. Pruitt urged continued creative thinking and hard work to make the efforts of Vermont Elks even more successful than they have been to date. The lodge's 60th anniversary program booklet contained greetings from Governor Philip H. Hoff—an Elk—and Montpelier Mayor Manuel Canas Jr., who, on behalf of the city, expressed gratitude for the many projects that Montpelier Lodge has undertaken for city betterment.

WINDSOR, CONN. Grand Exalted Ruler Pruitt was the principal speaker at the recent ceremony dedicating Windsor Lodge's new home on Deerfield Road. The new, one-story structure that seats 600 occupies the site of the lodge's original home, which was destroyed by fire in 1962. The lodge's rebuilding is the result of intense effort on the part of the officers and members. Grand Lodge officials present at the dedication included Grand Forum Justice Harold J. Field, Grand Trustee Arthur J. Roy, State Associations Committee Chairman Joseph E. Brett, Special Deputy Edward A. Spry, and New Lodge Committeeman Thaddeus J. Pawlowski, as well as Connecticut State



During the fourth annual Pennsylvania State Elks Association Workshop at New Castle, Grand Exalted Ruler Pruitt had a chance to go over the agenda with, l. to r.: P.D.D. Verne R. Carr, State Pres. Homer L. Huhn Jr., P.G.E.R. Lee A. Donaldson.

Elks President Gilbert A. Rich and Connecticut's four District Deputies—Alton H. Cowan, Louis I. Olmstead, James A. Lee, and Charles M. Stankye Sr. Also present was Windsor Mayor Milo W. Peck. While in Connecticut, Mr. Pruitt was also guest at a reception and dinner at Waterbury Lodge, tendered by the Connecticut State Elks Association, and met with Governor John N. Dempsey at the State Capitol in Hartford.



With his presence, Grand Exalted Ruler Pruitt helped Montpelier, Vt., Lodge commemorate its 60th anniversary. He is shown here with, l. to r.: D.D. Rupert N. Lampman, Past Grand Trustees' Chairman Edward A. Spry, Grand Lodge Ritualistic Committee Chairman Raymond J. Quesnel, P.G.E.R. John E. Fenton, Montpelier Exalted Ruler Donald I. Gross, D.D. J. Paul Bushnell, and Vermont State Elks Association Pres. Fred Gobeille.

FRANKLIN, N. H. Grand Exalted Ruler Robert G. Pruitt was guest of honor at a luncheon at Franklin Lodge. His talk was preceded by an introduction by State President Norman W. Murtaugh. Accompanied by an official party, including his wife, the Grand Exalted Ruler later in the afternoon traveled to Keene, N. H., Lodge, which was celebrating the 60th anniversary of its founding. The Grand Lodge officials and dignitaries there (see photo) included Past District Deputies Edward Govangeli and Norman B. Miner.

GRAND FORKS, N. D. "This fabulous new lodge is as fine as any I have seen in the United States," was the way Grand Exalted Ruler Pruitt characterized the

new home of Grand Forks Lodge. This statement was made at a banquet held in Mr. Pruitt's honor. Exalted Ruler Robert M. Norman was toastmaster, and the affair was arranged by State Trustee A. C. Moore. The speaker's table was graced by the presence of Past Grand Exalted Ruler Sam Stern of Fargo, N. D., Grand Trustee Raymond Dobson of Minot, N. D., District Deputy Byron L. Edwards, as well as other State and local officials. In a more general statement, Mr. Pruitt also remarked: "In this world of turmoil, the Elk Lodges' spirit of brotherhood provides a steadying influence."

MANDAN, N. D. Following a luncheon visit at Bismarck, N. D., Lodge, Grand Exalted Ruler Pruitt was guest speaker the same evening at Mandan Lodge. The banquet held in his honor was attended by more than 350 people, including Past Grand Exalted Ruler Sam Stern of Fargo and North Dakota State Elks Association President Cliff E. Reed of Minot. Mr. Pruitt commended the lodge for its generous support of the new local hospital and the Heartview Foundation. A colorful highlight of the evening was the Grand Exalted Ruler's adoption into the Sioux tribe as *Hay Kha Ka Washtay* ("Good Elk").



Accompanied by Special Deputy Edward A. Spry, second right, the Grand Exalted Ruler recently had the pleasure of visiting Pawtucket, R. I., Lodge, where this picture was taken. Also photographed: State Association Pres. Francis G. Gardiner, left, and Past Grand Tiler Fred T. Quattromani, right, of Westerly Lodge.



A birthday at Sharon, Pa., Lodge: Mr. Pruitt has the memorable experience of shaking the hand of 100-year-old Monroe Shontz, who joined the Order in 1895. On hand for the occasion were, l. to r.: D.D. Stanley L. Perrine, Grand Inner Guard M. B. Kline-smith, P.G.E.R. Lee A. Donaldson, and State Pres. Homer Huhn Jr.



Grand Exalted Ruler Pruitt was the principal speaker at the dedication of Windsor, Conn., Lodge's new home, replacing its former one destroyed by fire. Along with E.R. Dominic J. Murphy, 2nd left, front, Mr. Pruitt is shown with Windsor's officers.

Tableau at Grand Forks, N. D., Lodge: Standing, D.D. Byron L. Edwards, Mr. Pruitt, E.R. Robert M. Norman, State Trustee A. C. Moore, Past Grand Chaplin Rev. Felix Andrews. Seated: P.G.E.R. Sam Stern, Fargo, and Grand Trustee Raymond Dobson, Minot.



THE GREAT

A self-appointed "Birdman" has been trooping around the country ridding buildings and trees of pesky and

ONE DAY several years ago, tens of thousands of starlings swooped in from the wheat fields around Great Bend, Kansas, and decided to make the city park their roosting place for the winter. All efforts to dislodge the pests failed. In desperation, officials bought \$1,500 worth of metal owls to hang in the trees where the starlings perched each night. But the plan backfired; the metal owls, designed to scare the birds away, proved to be the choicest roosting places of all.

Included in that \$1,500 was some of the hard-earned tax money of one Otto Standke. Right then and there he declared his own personal war on starlings—not only in Great Bend, but all across the land. Otto is to starlings what Saint Patrick was to the snakes of Ireland and what the Pied Piper was to the rats of Hamelin. The Birdman's white-thatched head won't rest easy until every last one of the vexing blackbirds has been banished from our cities.

At the time of the Great Bend starling debacle, Otto was raising pheasants. He captured about two dozen of the blackbirds and began a thorough, methodical study of their habits. "I know what they like and what they don't like," The Birdman told me. "I know their secrets, and that's why I can get rid of them."

Get rid of them he does, but how he does it remains his secret, concealed from view in his famous double-locked gray metal box. Any attempt to discuss the contents of the box is quickly and skillfully evaded. "It's copyrighted and it's patented—that's all I can tell you," and The Birdman explodes in laughter. Why the double locks? "If somebody tries to get into that box," Otto explains, "it'll take him twice as long to get by two locks as it would one, and I'm not away from it that long."

In the past few years, the bachelor Birdman has been in a number of cities from coast to coast, shooing starlings from downtown buildings and trees. Now 76 years old, but looking more like 56, he has the agility of an Olympic athlete, the showmanship of P. T. Barnum, and the business acumen of Billy Rose. His crusade is also a business.

His clients include hotels, motels, department stores, and, occasionally, entire cities and the federal government. When he is retained to rid a building

of starlings, his fee is \$50 a floor. The client also has to provide the cost of his transportation, but follow-up calls are made at his own expense. Standke-chased starlings almost never return, but where they go remains a mystery—even to The Birdman.

Among the more remarkable aspects of Otto's war on starlings is that he can "split" a building. He recalls a case in Wichita, Kansas—a ten-story building. "The people on the sixth floor didn't think starlings were bothering anybody and said for me to leave them alone," he told me. "So I worked it over and next morning all the birds were

gone—except those on the sixth floor."

Standke has long been convinced that starlings are more than a mere nuisance. True, their unsanitary habits are an immediate menace to pedestrians, and the mess they create causes a multi-million-dollar cleanup problem. Recently, however, public health officials have confirmed The Birdman's claim that starlings and pigeons are a definite health menace as well. They say a form of meningitis (inflammation of the brain) is caused by a fungus which flourishes in starling and pigeon droppings. A number of newly discovered human respiratory ailments, such as histoplasmosis, also are blamed on the dirty birds.

Strangely, starlings are not native to the United States. As late as 1890, there wasn't a single one in this country. They were introduced by a wealthy—though eccentric—New Yorker named Eugene Schieffelin. He was a Shakespeare buff, and he decided to set free in this country every kind of bird mentioned in all the works of the Bard. Skylarks, chaffinches, song thrushes, nightingales, and many other specimens were imported from England and any other country where Shakespeare wrote of a particular kind of bird. Most of them died in their new home. In 1890, Schieffelin released 30 pairs of starlings in Central Park. The following year he let loose 40 more. The Pandora's box he opened has yet to be closed. From these 100 birds have descended the millions—perhaps *billions*—of starlings that now plague most of the nation.

The Birdman scoffs at "scientific" methods being devised to rid cities of the gregarious blackbirds. One of the more popular of these methods is to capture several starlings, tie pieces of string to their legs, dangle them upside down, and record their cries of panic. The recording is then played back over a loudspeaker system, aimed at buildings where starlings are roosting. Said The Birdman: "Trouble with that is they tie them by the wrong foot, and the birds either stay silent or squeal with delight."

As for hanging colored streamers or balloons from the ledges of buildings, Standke observes: "That just draws them. They think there's a carnival in town." He recalled a New England city where officials hung a number of



The Birdman—with his secret, double-locked box—studies a building he worked earlier to make sure no starlings have taken up residence.

STARLING CHASE

untidy starlings. This is the story of his one-man crusade, but his mysterious methods remain his secret

By G. H. DOYLE

small mirrors from starling-frequented trees, hoping the birds would flee at the sight of their own reflections. "The starlings stayed awake all night, admiring themselves," Otto said, "and next night there were twice as many."

A large Midwestern city recently took the advice of a scientist who claimed to have a sure-fire way of ridding their buildings of starlings. After the birds settled down for the night on ledges, windowsills, and in crevices, a number of powerful ultraviolet lights were turned on, bathing the birds in an eerie glow. The idea was that they would look at each other in the ghostly light and scare themselves away. "Instead," The Birdman laughed, "they soaked it up like sunshine and enjoyed it."

In California, where starlings are relative newcomers, one city tried the rubber snake method: hanging the phony reptiles from trees and other roosting places. The birds took them for what they were—toys—and started playing with them.

Other modern methods such as electric shocks, fog guns, floodlight traps, and even radar ultrasonics appear to be only temporarily successful at best. At Dulles International Airport in Washington, D. C., small cannons were placed at regular intervals along the runways and were fired every few minutes. Their loud explosions were designed to frighten the huge flocks of starlings that continually menace jet aircraft taking off and landing. The artillery pieces were successful in ridding the airport of its starling population, but they proved to be so unnerving to airport visitors—especially foreign dignitaries—that they had to be removed. And the starlings came back.

If airport starlings are potentially dangerous, why hasn't Standke chased them away? He has a simple answer: No one has asked him to.

The Birdman claims he *could* rid an airport of a starling infestation, and he claims a near-perfect record on the jobs he's been contracted for. But not quite perfect. A few years ago, Standke was summoned to the pleasant suburban community of Mount Vernon, New York. Firecrackers, floodlights, rifle fire, balloons, shock treatment, and just about every other known method had failed to dislodge tens of thousands of



Otto Standke holds a captured "scout" starling, which, he says, fly ahead of the main flocks and seek out the choice roosting places. Unfortunately, these frequently are downtown buildings. He hasn't revealed whether scouts play a part in his success, but he admits that the always-present cigar doesn't.

starlings from the city's trees and buildings.

As he stepped from the train, The Birdman was greeted by more than 1,500 citizens—many of them dubious about his ability to do the job. As Standke walked through the streets, the procession of men, women, and children trailed behind. Hanging from his neck was a long metal tube which he stroked occasionally. Now and then he would slap a couple of aluminum slats together. The starlings fluttered from their perches, but returned in a few minutes.

The crowd hooted and jeered at The Birdman's incantations and his apparent failure.

"Just gimmicks," Otto told me. "I never try to fool people—unless they're watching. Then I throw in some gimmicks." After twelve days in Mount Vernon he complained that he'd never had a chance to work in secret, as he insists he must—and the starlings were still there.

The Birdman does his starling scotching at night and alone, clambering
(Continued on page 44)

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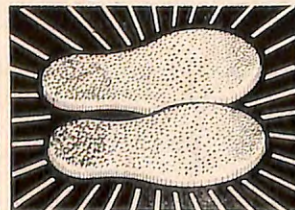
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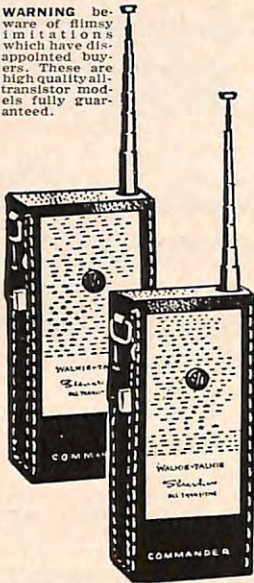
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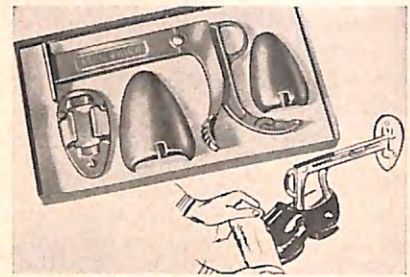
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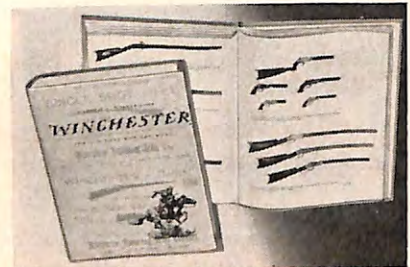
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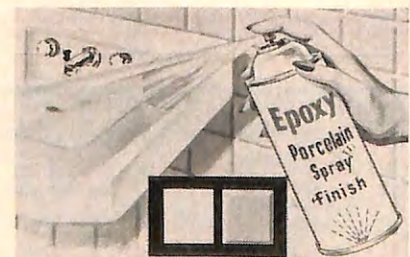
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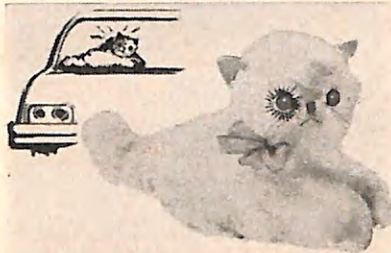
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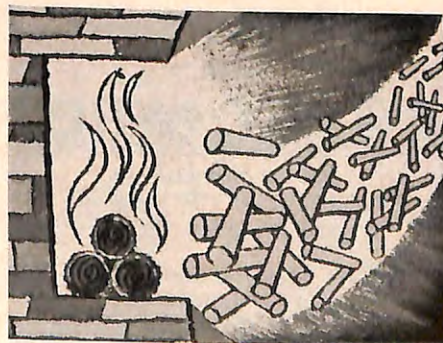
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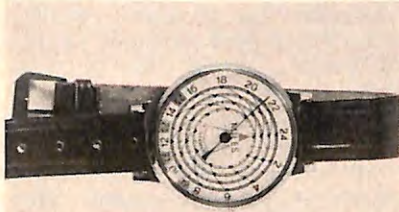
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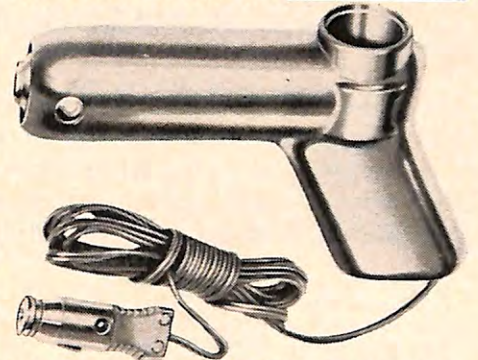


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Small Scale Justice

By C. P. MARGOLIES

Why stew over or write off minor losses that stem from others' negligence or dishonesty? In a majority of states, complainants seek justice in small claims courts, where swift, effective action is coupled with minimal expense



WHEN'S THE LAST TIME you said to yourself, "I should sue him!" Yesterday? Last week?

Probably you felt you had a legitimate complaint: Your car-repair bill was \$100 more than your insurance company would pay, or a customer repeatedly ignored your bill for services satisfactorily rendered.

You probably didn't sue because you "knew" the odds against you: your gripe was relatively insignificant; you'd have to pay out a sizable sum in lawyer's fees and court costs (plus the other fellow's fees, if you lost); you'd have to take time off from your job. It didn't seem worthwhile.

And if you live in an urban area, you were doubly discouraged by the long wait you know you'd have before your

case came to trial—two, maybe three years!

But perhaps the *real* reason you didn't sue was that you didn't know about the small claims court.

The small claims court is tailor-made for the person who wants to recover a relatively small amount of money with the minimum expenditure of time and money. These courts now operate in 32 states and the District of Columbia, and, depending on the state, the top amount you can sue for ranges from \$40 to \$2,000. It's likely to cost you only a \$2 fee and a half hour of your time. And you don't even need a lawyer.

Though the procedure varies slightly from state to state, all small claims courts are distinguished from all other

courts of law by these features:

The summons may be served by mail or phone. The hearing is informal, with little regard for the technical rules of evidence. Minimal expense. Lawyers are not required; in some of these courts they're forbidden. The judge runs the show, conducting it on a person-to-person level. He determines the fairest way to collect the judgment, which is often by installment payment. Failure to pay leaves a person open to conviction of contempt of court.

Suppose you had done work for a customer who didn't reimburse you. Your bill was \$40; there had been no complaint about workmanship. How would you go about bringing suit in a "typical" small claims court?

To initiate suit, you go to your small claims court (probably a division of your local court), sign a complaint with the court clerk, and pay a \$2 fee. The clerk enters your case on the court calendar, and by registered mail sends a summons to the defendant.

Your case will come up in about 10 days. If the defendant doesn't appear for the hearing, you automatically win the case—a default judgment.

If the defendant does appear, he and you—the plaintiff—sit down with the judge. Then you tell your story: You did the job at a price that had been settled on, and the customer was satisfied with the job. You submitted your bill—and nothing happened.

The judge asks the defendant to state his side of the story: What it amounts to is that he has simply overlooked it, with all the other things on his mind lately.

The judge decides in your favor, and inquires about the defendant's financial situation. He then directs him to pay

GEORGE WILSON



off the bill in two monthly installments of \$20. The whole "trial" has consumed only 20 minutes of everyone's time.

There are some interesting figures on your chances of winning a case that you institute. An 18-month study of the small claims court in Hartford, Connecticut, revealed that of the 5,236 cases filed, 599 were decided in favor of the plaintiff, 1,962 were default judgments, and 1,666 were settled out of court before the case came up. This adds up to 4,227 cases out of the total of 5,236.

Analyzed further these figures disclose that the plaintiff won some remuneration in 80 percent of the cases filed. In the remaining 20 percent of the cases, the defendant won 128. The rest were either dismissed (the judge having decided there was no real case at issue), transferred to another court because the case was outside the jurisdiction of the small claims court, or dropped by the plaintiff before the hearing.

It should be noted that winning your case doesn't necessarily mean you are going to be awarded the exact amount asked for. The amount of money in question is not always as tangible as in the example of a bill submitted for a mutually agreed upon amount.

For example, it's much harder to determine the dollar value of property damage. Even in a default judgment, the judge may decide your claim is excessive. His decision very often is a compromise, based on his own experience and knowledge and the evidence presented, if any.

A common instance of a difficult decision for a judge to make is a dry-cleaning case. The plaintiff claims his suit is practically new, having been worn only a few times. His case: stains, holes, or tears in the garment, resulting from a cleaner's alleged negligence. Although he may bring the clothing to the hearing, chances are he isn't able to produce a sales slip. But he does remember that the suit cost \$150.

The cleaner contends that the suit is obviously several years old, that the stains, holes, or tears were there when the plaintiff brought it in, and that the suit couldn't possibly have cost more than \$75.

All the judge can do is try to determine, on the basis of his own experience, how old the suit is and its probable purchase price. If he decides that the cleaner was at fault, he'll probably award the plaintiff an amount somewhere between what the plaintiff claims the suit is worth and what the cleaner offers to pay for it.

A New York City judge likes to relate a classic dry-cleaning case: The plaintiff claimed his "practically new" suit, which he had brought to the hear-

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full time, five days a week in personal selling on a creative level while learning our line. 5.) You must have a good credit standing and be bondable.

The letters we receive in response to this advertisement will be held in strictest confidence. Each letter will have personal and individual attention. If your experience fits our requirements you will receive a personal telephone call to arrange for a personal interview at our expense. If appointed, you will receive field training, complete sales equipment, and samples at no cost. You will also be given any present customers we have in your territory.

When you have learned our line and have demonstrated to your own satisfaction and to ours that this can fill your life with interest and with growing annual income, you will then be in line for promotion to District Manager for your exclusive territory and will be authorized to appoint and train others on whose sales you will make substantial extra income.

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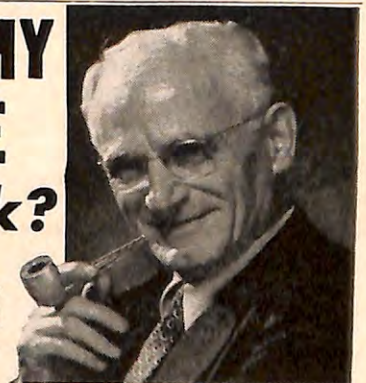
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By E. A. CAREY

All I want is your name so I can write and tell you why I'm willing to send you my pipe for 30 days smoking without a cent of risk on your part.



My new pipe is not a new model, not a new style, not a new gadget, not an improvement on old style pipes. It is the first pipe in the world to use an ENTIRELY NEW PRINCIPLE for giving unadulterated pleasure to pipe smokers.

I've been a pipe smoker for 30 years—always looking for the ideal pipe—buying all the disappointing gadgets—never finding a single, solitary pipe that would smoke hour after hour, day after day, without bitterness, bite, or sludge.

With considerable doubt, I decided to work out something for myself. After months of experimenting and scores of disappointments, suddenly, almost by accident, I discovered how to harness four great natural laws to give me everything I wanted in a pipe. It didn't require any "breaking in". From the first puff it smoked cool—it smoked mild. It smoked right down to the last bit of tobacco without bite. It never has to be "rested". AND it never has to be cleaned! Yet it is utterly impossible for goo or sludge to reach your tongue, because my invention dissipates the goo as it forms!

You might expect all this to require a complicated mechanical gadget, but when you see it, the most surprising thing will be that I've done all this in a pipe that looks like any of the finest conventional pipes.

The claims I could make for this new principle in tobacco enjoyment are so spectacular that no pipe smoker would believe them. So, since "seeing is believing", I also say "Smoking is convincing" and I want to send you one Carey pipe to smoke 30 days at my risk. At the end of that time, if you're willing to give up your Carey Pipe, simply break it to bits—and return it to me—the trial has cost you nothing.

Please send me your name today. The coupon or a postal card will do. I'll send you absolutely free my complete trial offer so you can decide for yourself whether or not my pipe-smoking friends are right when they say the Carey Pipe is the greatest smoking invention ever patented. Send your name today. As one pipe smoker to another, I'll guarantee you the surprise of your life, FREE. Write E. A. Carey, 1920 Sunnyside Ave., Dept. 204-A, Chicago 40, Illinois

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ing, had come back from the cleaners with several holes.

The defendant clinched the case when he politely asked the judge to "Just examine the inside of the upper right-hand pocket, your honor. You'll find a National Recovery Administration label."

THE first small claims court was established in 1913 in Cleveland, Ohio. Since then, the supply has expanded to meet a growing demand for full-scale justice on a small-scale level. In most of the 32 states in which small claims courts exist these have been established by state or local legislation, although there are a few that have been set up by court rule.

There are two distinct ways in which these courts function. They may be set up as independently operating courts with their own facilities and judges. But more often they operate as an arm or division of courts already in existence.

For example, North Carolina's small claims courts are branches of its county courts, which means county-court judges hear small claims cases on a certain number of days or evenings each month.

This latter method—making the small claims court a division of another court—is favored by those most familiar with small claims systems: judges, court administrators, law professors. They point to the better facilities and more dignified surroundings of a regular court, and the insured supply of competent judges—those already attached to a particular court.

The number of small claims courts operating within each state varies considerably. The deciding factor is usually population—the more people, the more courts. For example, there are 13 county courts in New Jersey which have small claims divisions; the state has 21 counties. In Florida small claims courts are statewide, as they are in California. Some state's laws specify that small claims courts be set up whenever and wherever they are needed.

If you discover there's no small claims court available to you, remember that many state's laws specify that such courts may be created by vote of municipal, county, or district officials. Establishing a small claims court may be as simple as getting a group of your town's citizens—perhaps your lodge—to request that the town officials set one up.

If your state has no small claims legal machinery, you might write your state legislator. Since numbers talk, get others to write too. Petitions and unified action work. Several organizations in West Virginia have been agitating for small claims court machinery.

There are other aspects of the small-

claims procedure that are worth noting before bringing suit:

Generally there is no jury; in most states you waive your right to trial by jury by bringing your complaint into the small claims court. In a few states, such as Texas, Oklahoma, and Georgia, you may have a jury trial if you demand it and pay a jury fee. Elimination of a jury helps bring about speedy hearings at the lowest possible cost.

Generally, too, you can't appeal a small claims judge's decision, although all courts allow appeal in the case of fraud by either plaintiff or defendant. Some courts do allow appeal—under certain conditions—but this usually moves the case to a court of a broader scope. Because the amounts of money involved in small claims suits are small, appeals are rare.

Most courts provide that the amount of the judgment be paid immediately at the hearing—if possible—or by installment payments. Many courts don't allow the more forceful methods of collection, such as attachment of property or garnishing wages, generally reserved for larger courts.

Different small claims courts do operate differently, of course.

In most you file your complaint and a summons is issued; however, some states require an attempt at conciliation between plaintiff and defendant. In Cleveland, Ohio, such an attempt must be made before the suit is officially

Here is a listing of the 32 states (plus the District of Columbia) that have small claims courts, along with the top amount you can sue for in each:

| | |
|----------------------------|-----------------------------|
| Alabama | Varies from \$100 to \$1000 |
| Alaska | \$300 |
| California | \$150 |
| Colorado | Varies from \$50 to \$100 |
| Connecticut | \$250 |
| District of Columbia | \$50 |
| Florida | Varies from \$200 to \$500 |
| Georgia | \$500 |
| Idaho | \$100 |
| Kansas | \$100 |
| Louisiana | \$100 |
| Maine | \$50 |
| Maryland | Varies from \$100 to \$1000 |
| Massachusetts | \$75 |
| Minnesota | Varies according to statute |
| Nevada | \$200 |
| New Hampshire | \$100 |
| New Jersey | Varies from \$50 to \$100 |
| New Mexico | \$1000 |
| New York | \$300 |
| North Carolina | \$1000 |
| Ohio | Varies from \$75 to \$100 |
| Oklahoma | \$70 |
| Oregon | \$50 |
| Pennsylvania | \$2000 |
| Rhode Island | \$50 |
| South Dakota | \$50 |
| Texas | Varies from \$50 to \$100 |
| Utah | \$100 |
| Vermont | \$40 |
| Washington | \$50 |
| Wisconsin | Varies from \$50 to \$1000 |
| Wyoming | \$50 |

filed; and in the District of Columbia the judge is required to try to settle the claim at a meeting before the actual hearing.

Then, too, some courts forbid corporations or collection agencies from bringing suits, supposedly to prevent

the court from being transformed into a collection agency. There is a trend, however, to reverse this proviso; more courts now allow *anyone* to bring suit, including collection agencies, thereby encouraging the use of the small claims court by the repeater-claimant as well as the person with only an occasional claim.

In a study of the small claims courts, the Institute of Judicial Administration noted that "professional men employ the small claims court's facilities in increasing number." Small businessmen are also using these courts with more frequency, to collect money owed them by other businesses as well as by customers.

The defense of someone who hasn't paid a bill is usually that too many others turned up at the same time, that the bill was larger than he expected, that he has other pressing needs. But sometimes the defense will take an amusing turn:

A dentist in an Idaho small claims court was there to collect a bill of \$90. The dentist had made a bridge, filling a front-tooth gap, for the wife of the defendant.

"Judge, I didn't want my wife to have that job done," complained the defendant. "She used to stay home all the time, never left the house. Now she's running around all the time, smiling at *everybody!*"

We saw earlier that most courts discourage the use of attorneys and that some, such as California and Colorado, don't allow them. In some states you may have an attorney, but his fee is often limited by the court to a specified percentage of the amount of money involved in the case.

For example, in Wisconsin an attorney's fee is limited to 10 percent of the amount involved, and it's counted as part of the court costs, paid by the losing party. Ruling out or discouraging the use of attorneys further reflects the basic principle of small claims courts: minimum cost to those using them.

Judges and lawyers, court administrators, and law professors alike are unanimous in hailing the small claims court as a boon to the small-scale litigant—be he plaintiff or defendant. For one thing, there is the relief that this type of court provides by draining off cases which would further crowd the already congested calendars of courts of broader jurisdiction.

New York City's small claims court is a good model for urban areas handling a large volume of cases. Justice is dispensed speedily as well as inexpensively.

A branch of the Municipal Court, New York's small claims court holds sessions every evening—an added convenience to claimants in that they

needn't take time off from work to appear.

This court hears about 60,000 cases a year. Cases come up for hearing and are decided just about as quickly as those in Kansas or Maine—in about 20 days. The average hearing lasts about half an hour.

The court is able to handle its tremendous volume of actions through an important procedural innovation: a staff of 750 on-call attorneys who arbitrate cases, supplementing the roster of judges attached to the court.

Serving voluntarily about one night a month and without pay, these lawyers, who must have been practicing a minimum of 10 years, are passed on for this work by their local bar association.

Here's how New York City's small claims court works: The presiding judge for an evening calls out the names of defendants and plaintiffs for each case to be heard. There may be as many as 200 people present. He tells them that they may wait and he will hear their case, but that it may take several hours.

If an immediate hearing is wanted, the judge suggests that they use the services of one of the volunteer attorneys. To do so, they must sign an arbitration agreement that includes a stipulation that the attorney's decision will be binding. Almost always this is agreed to. Plaintiff, defendant, and attorney go into a small conference room, along with any witnesses either party may have brought. The case is usually decided in about half an hour.

The cases heard in New York are typical of those heard in any small-claims court. Here are several from a recent evening session:

THE plaintiff: an angry woman who claimed an oil painting had been damaged by a house painter while painting her apartment. Defendant-painter denied the charge, saying he had been nowhere near the painting, since the woman had moved all her furniture into the center of the room before the decorating started.

"I had even covered the painting with heavy plastic," countered the woman, "and cushioned it between two pillows. When I came home I discovered a three-corner puncture in the painting. He had somehow pushed a coffee table into it, and the table edge broke right through the plastic and the painting."

Having had the painting repaired, the plaintiff showed the arbitrator a bill for \$90 she had paid. He decided in her favor and ordered the painter to reimburse her the full amount of the repair bill.

In another case, the plaintiff was a man whose television set didn't work.

Although it was only a few months old, he had had trouble with it from the beginning. Under the set's guarantee, the plaintiff had asked the television dealer to repair it. Indeed, a repairman had come on three different occasions and on each could find nothing wrong. But the set, the plaintiff contended, still didn't work properly.

Upon questioning by the arbitrator, the plaintiff seemed vague about what was wrong with the set. He had not asked another repair shop to look at the set and tell him what was wrong, or give him an estimate of repair costs, or have the work done and present the bill at the hearing. Since there was no way of verifying the plaintiff's contention, the arbitrator decided the case in favor of the defendant.

Emotion can run high at these sessions. The next illustrates the axioms that there are no enemies like former friends and that money is often secondary to principle.

In this case the plaintiff and defendant had been lifelong friends. The plaintiff was owner of a housewares store. He said he had delivered merchandise to his friend—the defendant—who, in turn, sold it door to door. The plaintiff said he had been patient for months but had never received a cent. The defendant claimed he had never received the goods.

"I wouldn't have cared if he'd made any effort at all, even \$5 a month—after all, we were buddies," the plaintiff told the arbitrator. "Then I found out he'd got married, went on a honeymoon, and bought all kinds of furnishings for his new apartment. I went around to see him and his wife always said he wasn't home.

"I even went to visit his mother. She gave me cake and coffee and said she just didn't know what had got into Jimmy lately. She offered to give me \$10 of her own money on account."

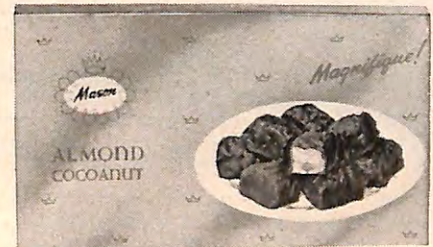
"None of it's true," his friend mumbled sullenly. "I never even saw the stuff. I don't owe him a cent."

"Swear it on your mother's honor!" yelled the plaintiff. "I just can't stand to see him act this way," he ranted. By this time he was on his feet pounding the table and glaring at Jimmy, who had turned red and was staring at the table.

At this point the arbitrator broke in and calmed things down. He told both of them to call the court two days later to get the decision.

This innovation—postponing decision on a case that's emotionally charged—is sometimes a godsend to the arbitrator in the informal atmosphere of these hearings. Had he announced his decision then and there, he might have found himself serving as referee rather than arbitrator—or collecting a few bruises himself.

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FOR ELKS WHO TRAVEL



Another Caribbean Odyssey

By JERRY HULSE

Having island-hopped to Jamaica, Dominican Republic, Haiti, and Paradise Island a while back, our inveterate traveler returns to The Islands and makes some new discoveries

AS YOU READ this the annual mass exodus will be underway. An army of shivering North Americans will be invading the beaches in a world where winter, as they know it, never comes. The swimsuit is the uniform for these lucky ones, intent on a happy mixture of rum and sun.

This world, of course, is the Caribbean and West Indies. Resort owners there predict that all-time tourist records will be set this year.

Just as autumn was ending, I climbed

aboard a Delta Air Lines jet in Los Angeles, made a connection with British West Indian Airways, and flew south to preview this playland for you. I stopped first in Barbados, then slowly winged my way home via an island-hopping route. Undoubtedly many of you will dream of retracing my steps as the snow gets deeper and deeper back home, and I hope you can.

Before continuing, let me suggest that if you're confused by the great number of islands in the West Indies, get a copy of Thos. Cook & Son's "Resort Vacations in Jamaica and the West Indies." This free, package-vacation folder is available at all travel agencies and Cook offices; it dists 82 resorts on 14 islands, along with valuable tips for planning a holiday.

In the Caribbean, you can either go to it inexpensively by staying at a small boarding house or take to the

Idyllic? It's Little Dix Bay resort on Virgin Gorda, third largest of the British Virgin Islands (24 miles from St. Thomas).

The Britishness of Barbados is exemplified by this traffic policeman—typical of the tropical outposts of the Crown.



upholstered kingdom of a resort hotel. I won't knock the latter. My brand of roughing it demands air-conditioning, piped-in hi-fi music, and a dry martini.

Since most American tourists are gregarious, they make for the islands where the action is. Unless you're an adventurer by nature or in need of solitude, I rather doubt, for instance, that you'd find much lingering pleasure on such an island as Saba, which lies near the Virgin Islands.

An extinct volcano, its cone is filled with a scoop of skimpy civilization which, for some inexplicable reason, is called Bottom. Diversion there consists mainly of mountain climbing and swimming. I mention Saba merely to illustrate its contrast with the bigger islands that I found more rewarding.

As I said, I first hit Barbados—a patch of tea-and-crumpets Britain with a backdrop of blue skies and flaming hibiscus. Probably because it's so unlike home, Britons have been wading ashore on Barbados ever since a boatload of their countrymen dropped anchor in 1625 and claimed the coral chip for the Crown.

After 300 years, Barbados is still veddy, veddy British—a bit of Victorian England surrounded by tepid green waters and white sand beaches, populated by un-Victorian, pretty young things in bikinis.

When winter comes to Britain, Britons flock to Barbados. Of late American jet setters have followed, as well as refugees from the cold of Canada. After I landed, three sari-clad beauties promenaded by, indicating the island's growing international flavor.

The overriding flavor, however, remains English, even to Bridgetown's Parliament buildings, modeled after London's. Although George Washington was an early visitor, it wasn't until the advent of the jet that American tourists began pouring in in appreciable numbers. The attractions? Barbados' peaceful beaches, comfortable tourist accommodations, cheap rum, and excellent fishing—more or less in that order.

Dozens of hotels and inns provide shelter and meals for as little as \$8 a day or as high as \$60. During the high season (December 15-April 15) prices

are about double. I registered at the Miramar, where two may dine and doze for \$60 daily in winter, \$32 in summer.

Down a crooked path stands Sandy Lane, a comfortable Palladian pile and Bridgetown's newest. Its 55 rooms all face the sea and each comes equipped with a toaster for late-sleepers.

The ubiquitous Mr. Hilton is nailing together a Barbados outpost for Americans with comfort on their minds. On the opposite side of the island stands Sam Lord's Castle—a West Indies manor house which offers shelter to 55 guests. The furnishings were salvaged from reef-wrecked ships, which, according to legend, were lured to disaster by Sam Lord himself waving a friendly lantern from the Castle's broad sandy beach. A dungeon serves as the manager's office, and a French chef whips up meals, served by a staff of 112. U-Drive cars on Barbados rent for \$60 a week, or, if you prefer, you can have a bicycle, donkey cart, scooter, or horse.

(Scratched across the Caribbean—
(Continued on page 46)

Special Report: PUERTO RICO

EIGHT YEARS AGO, I spent some time in Puerto Rico, and part of my job was to get to know the island. Everyone told me, when I returned recently (and all too briefly), I'd be amazed at the changes. Well, yes and no. I found a forest of new high-rises in San Juan that I have mixed feelings about, and I just didn't like the new perpetual

traffic jam. But I'm pleased to report that the island hasn't lost its charm. On the contrary, a lot of the "new" makes Puerto Rico all the more desirable as a tourist haven.

The first thing a traveler to Puerto Rico should do is pick up a copy of *Que Pasa* at the hotel desk. It's an invaluable, free monthly guide published by the Commonwealth government. The second thing is to put aside some of your funds before you get near a casino, for you'll surely want to rent a car to do some exploring. Speaking of funds:

There are more exotic islands in the Caribbean, but there are none where you start with as much money in your pocket as you have upon landing at San Juan International Airport. The round-trip jet coach fare from New York is only \$121.50. And those dollars you save are what you spend in Puerto Rico; no conversion into pesos or pounds is required. One of Puerto Rico's favored features is that it's American soil.

Tourism was just begin-

ning to boom when I was there eight years ago. But many Americans were still flocking to Havana to get fleeced at the gambling tables and to sample Latin culture. Then came Fidel.

With Cuba turned into a "worker's paradise," fun-and-sun seeking American tourists had to turn elsewhere, and Puerto Rico stood ready to welcome them. This windfall, together with the efforts being made to exploit Puerto Rico's climate, natural beauty, etc., provided the impetus for a travel boom that had "no vacancy" signs going up as fast as new hotels could be completed.

Being a staffer of this Magazine, not a professional traveler like Jerry Hulse, I can't compare those new luxury hotels with their counterparts in, say, Tahiti or Tel Aviv, but I can offer my impressions of a few. Your travel agent and his brochures can fill you in on the rest.

Unquestionably, one of the finest is the Americana; it has only two drawbacks: They forgot to put oceans on both sides of it, so not everyone gets the finest view. Second, it's outside town, near the airport, so walking tours from the front door are inadvisable. I recommend it especially for a few days of stay-put luxuriating, during which your only problem will be deciding

(Continued on page 46)



The Americana—one of San Juan's many luxury hotels—from the beach. Between are a garden and an excellent pool (note diver leaving the high board). Every room in the 15-story hotel has a small balcony.



"Whistle silently," says Rule Three. "Take a long breath, then keep an imaginary feather in the air."

ILLUSTRATED BY HAL McINTOSH

How I Got Rid of My Tensions

By J. NORMAN MCKENZIE

I USED TO BE like many another harried executive, all tensed up and edgy, the fellow you so often read about in that briefest of biographies, the paid obituary notice.

But that was before I took my doctor's advice. He told me to relax more and gave me a remedy for which I cannot find the words to thank him. (I cannot find the money to pay him, either, but I'm so relaxed nowadays that I just don't worry about it.)

The remedy consisted of four easy rules designed—so my doctor said as he drummed his fingers on the table—to help me relax without letting down on the job. Simply stated, the rules are: (1) shrug off your tension, (2) take a 10-second mental vacation, (3) put a different face on tension, and (4) sit easy.

Rule One suggested that several times a day I should stop whatever I was doing, raise my shoulders as high as possible, then let them drop limply. Next, I was to take a deep breath and let it out while I was shrugging off the tension in shoulder and neck muscles. I practiced all four rules over the weekend and was glad I did, because that very Monday I had a chance to put them into action.

We had a troublesome customer who had been complaining about tardy shipments and damaged merchandise, and

my job was to take him to lunch and straighten things out.

Throughout the lunch, while Mr. Sampson (the irate customer) groused about our service, I tried to placate him, but the more he talked the more the tension mounted in my neck and shoulder muscles. Just as we were finishing our coffee, he hit me with his ultimatum: "Either you guys make good on that last shipment or you're through. I'll take my business to the Thorndyke people. Understand?"

This is the sort of situation that can make or break an executive and is no spot for tenseness. So, I invoked Rule One. I stopped what I was doing (which was looking sad-eyed at Mr. Sampson). Instead, I looked at my fingernails, raised my shoulders as high as I could and dropped them limply. I did this three or four times.

Sampson stared across the table at me. "What the devil are you *doing*?" he growled.

I said nothing, then took a deep breath and let it out to shrug off the tension. I could feel my neck and shoulder muscles getting limper and limper. Oddly enough, Sampson's neck muscles began to bulge and his face took on a distinctly reddish hue. It was rather becoming, I thought, as I went on with my deep breathing.

Suddenly, he got up, flung his napkin

in my face and stormed off, grumbling, "That does it. You can cancel all my orders. Thanks for lunch."

Walking back to the office, I noticed that the tension had returned to my neck and shoulders and had spread to the pit of my stomach. Not only that, but my head had a peculiar tight feeling which I immediately diagnosed as "brain fag," the problem that Rule Two is designed to remedy. (Rule Two states that "an occasional shift in mental scenery not only relieves the tension of brain fag but renews one's ability to concentrate.")

Back at my desk I took the recommended ten seconds to close my eyes, lean back, and "think of waves lazily rolling in on a deserted beach," as outlined in Rule Two. Things were going along swimmingly, and I had almost begun to imagine a native girl tripping up the beach towards me when a voice at my elbow startled me into wakefulness.

It was the boss, who doesn't resemble a native girl by any stretch of the imagination. He grinned down at me. "Went pretty well, eh? You sweet-talked old Sampson out of his gripes, I'll bet!" And he patted my shoulder fondly.

I smiled, not knowing exactly how to reply. And that sick feeling in my stomach pushed back those waves that

had been rolling in so lazily a moment before.

While the boss loomed above me, waiting for the good word, Rule Three came to my rescue. (This rule warns that tension is sometimes expressed in clenched teeth, set jaws, and tight facial muscles.) It occurred to me that I was racing my engine in that department, so I hastened to put the remedy to work. "Whistle silently," says Rule Three. "Take a long breath, then keep an imaginary feather in the air. Open your mouth as wide as possible, then let your jaw sag briefly before you make a fresh start."

I followed these directions to the letter. As I worked to keep the imaginary feather fluttering, I caught sight of the boss's face. He was now the picture of clenched teeth, set jaws, and tight facial muscles.

"What's going on here?" he demanded through those clenched teeth.

"Watch out for my feather," I replied, puffing harder than ever.

"Feather?" he roared. "How many drinks did you and Sampson have?"

I smiled. "Please, Boss. You're tensing up. You must watch out for that. Here, try my feather," and I puffed it his way.

"Look," he muttered, his jaw set, his facial muscles tight as a drum, "when you sober up, come to my office. I want to find out if you booked enough business to pay for that lunch."

"Sorry, Old Man," I yawned, feeling quite relaxed, "Sampson canceled out—he's going to do business with Thorndyke from now on."

This perfectly innocent observation hit the boss harder than my feather had. He scowled, picked up my phone and said to the switchboard, "Get Mr. Sampson on the line—I'll take the call in my own office." And off he went, wagging his head and sputtering.

I could see it was time to try Rule Four, which recommends that you "sit easy with knees higher than hips, arms supported on your chair." This prevents strain on the lower back, rests the upper back and the shoulders.

Now, the only practical way to keep your knees higher than your hips is to put your feet on the desk. I did just that and, by golly, it worked like a charm. In fact, I was just dozing off when the chief accountant came in with my severance pay.

I gave him a tolerant smile, handed him my key to the men's room, and went whistling silently out the door, head high, feather flying.

Nowadays, as I stand in line at the unemployment office, keeping my imaginary feather aloft, I think of those poor devils back at the office with their clenched teeth, their set jaws, and their tightened facial muscles. They really ought to see my doctor.

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Curing an Ailing Business

(Continued from page 7)

matter of general management consultation.

On the basis of its survey, ACME's Committee was able to define five fundamental ways in which small and medium-sized (and occasionally large) consulting firms could help small businesses—within a realistic cost framework:

1) Intermittent service—operating on a per-diem payment for special projects. This form of service was most successful in the case of firms which were generally well managed, but wanted to venture into new fields, take on specially trained personnel, or otherwise establish a new trend.

2) A retainer basis (by the month or year) assured them of a satisfactory amount of general service to prevent undesirable situations, not to mention crises, from developing.

3) Scheduled monthly visits, during which members of the firm discuss all major problems that have arisen since the last visit.

4) Service to several firms—all within the same industry—at special group rates.

5) Serving trade associations, which, in turn, filter down appropriate information and counsel to individual members.

Through these methods, many small businesses were able to obtain satisfactory consulting at low rates. Actually, a sixth plan was studied and recommended. Under it, a business could obtain one month of intensive counseling by a large consulting firm but pay for it in installments over a twelve-month period.

An executive at one of the largest consulting firms in the country described two interesting ways in which the firm had indirectly helped several hundred small businessmen across the country. "We have a client," he said, "who manufactures building supplies, among other products. The client discovered that many building supply dealers were low on performance when it came to selling and merchandising a new line of the company's wares.

"So we were called in to study the problem. We soon came up with a number of answers, some quite obvious to us, as an outsider looking in, and some that were harder to put our fingers on. The result of our final, comprehensive report was that the client was able to launch an educational program for the dealers, which resulted in better sales all up and down the line."

In effect, these small businessmen at the dealer level were receiving valuable counsel from one of the country's top consulting firms.

Another example cited by the same firm was that of a leading manufacturer of prefabricated buildings. Although the company made every effort to line up the best local franchisers, it learned to its dismay that many of those supposedly sound businessmen badly needed direction and advice.

The result was a group counseling program, for which one-half the cost was picked up by the individual franchisers.

Was the joint program successful? The manufacturer and the consulting firm have what they described as "a file of glowing letters" from the small businessmen.

Although there are hundreds of examples of small businesses that have been helped by management counseling firms in the general area of management, selling, merchandising, finance, and so forth, it is not so easy to come by competent *technological counseling*.

"I have a problem," groaned one small manufacturer, "with plastics, the raw materials from which we make a number of industrial parts on order. Now one of my customers has specified several new types whose molding characteristics I don't know much about. Sure, the *supplier* gives me information, because I buy from him, but with a small guy like me he can't devote the kind of individual attention I think we need."

There are a number of sources for this kind of consultation. One of the best is ADL (Arthur D. Little, Inc.) of Cambridge, Mass., which has helped a number of small industries, particularly in New England. One of its programs, "Technical Counseling Service for Small New England Industry," is a good example of what can be done, realistically and at a modest level.

ADL's system is to analyze the needs of small clients and then assign staff members who are experienced and knowledgeable in the areas pertaining to the problems. These client representatives then devote two or three man-days per month to their assignments. The service is on a subscription basis and costs about \$350 a month. The fee can be—and has been—split by clients who want to join forces (because of common interests) and share the expense.

"The major part of the burden in the cooperative counseling program must be assumed by the client," says ADL, explaining that the more any client can do to define his problems, conduct detailed investigation, and follow through, the more he will be able to benefit from the service.

Characteristic small clients who have

profited by this kind of part-time counseling are a small plastics molder, who had a serious problem of product discoloration; a Chamber of Commerce that wanted to develop a business clinic for its members (an example of group consultation); a cosmetics manufacturer with formulation difficulties; and a small jewelry manufacturer who needed advice on pursuing a diversification program and technical production help.

As noted, many small businessmen shy away from seeking a consultant because of the cost factor. "We either pay a huge amount," said one owner of a rental service, "to get far more advice than we need for practical purposes, or else we find someone who will give us 'bargain rates' and end up with suggestions that aren't worth the paper they're written on."

Other businessmen, however, seem to have an outright ingrained suspicion—often justifiable—of consulting firms. The question of possible fraud is frequently raised, along with the objection (and this sometimes comes from large companies who have turned to supposedly top-ranking management consultants!) that service is amateurish, sloppy, or unethical.

Take the case of one smooth-talking consultant. He coned a number of small manufacturers in a Midwestern city into employing him on a retainer basis. He explained his proposal logically: his rates, about \$100 a month, were low because he was working with a group of clients and thus could give a discount all around. His assignment was "to put my experienced staff members to work in the field, developing commercial information that would help each company define and strengthen its markets."

The "consultant" began work for the manufacturers early in March, 1964, and, sure enough, began submitting regular bi-weekly reports that seemed to make a great deal of sense. At the end of three months, however, one of the clients (a small producer of wooden furniture) became suspicious. The consultant would show up personally once a month—usually just long enough to pick up his retainer check—and leave behind a file of seemingly impressive market reports.

The furniture manufacturer became suspicious because these reports somehow seemed familiar, although he couldn't pinpoint the basis of his feeling. Finally, it struck him. His market reports were nothing more than sections of an outdated government survey on marketing, retyped with local place names and situations inserted. When confronted, the "expert" hastily fled, escaping prosecution by a small army of angry clients.

In another instance, a client was talked into costly expansion by a man-

agement consultant who had been referred to him by a friend, and who foresaw a "growing consumer demand for products in your line." The demand never materialized, and the businessman was stuck with a plant full of costly equipment that he couldn't use.

At is turned out, no fraud of any kind was involved. It was simply one of those pathetic, and unfortunately not infrequent, cases in which a successful and ambitious salesman, trying to make more money, decided to hire himself out as an authority. Although personable and enthusiastic, he was no more qualified than your newsdealer to advise on manufacturing or marketing matters.

How does a small businessman in serious need of counseling avoid being duped by a con man or misled by an inept or inexperienced consultant?

There is no real insurance against such a catastrophe, but there are sound guidelines that can be followed. One is to investigate the reputation of a counseling firm or individual consultant through such logical sources as the Chamber of Commerce or the Better Business Bureau. It should also be helpful to consult with the Small Business Administration, since part of SBA's responsibility is to provide counsel and aid in this subject area. But perhaps the best method of all is to ask for

references and find out exactly what the consultant has been able to do for other companies engaged in similar lines of work.

Significantly, more and more attention is being given each year to the problems of small business by government, management consulting firms, and even giant corporations. The charge that "big business squeezes out little business" has all but been relegated to the myth pile. We see, instead, many examples of large industries lending a helping hand. Western Electric, for instance, one of the giants, ran a series of advertisements this past summer employing the concept that "Western Electric looks to small business for help."

Another example of big business helping small is General Electric, which recently developed a special program to handle the inventory and distribution of major appliances for small dealers, so that they could more successfully compete with the big department and discount stores. In the process, it also provides counsel on marketing, merchandising, and sales to help keep the small businessman healthy.

"After all," said a G.E. sales executive, "about 40 percent of the appliance business is channeled through small outlets. Any help that we can provide to keep them in business is also keep-

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ing our economy healthy.”

The moral here is that the small businessman should explore the possibilities of getting sound counsel and advice, which often is free, from large companies that are within the same general industrial sphere.

Another tip, passed along by an experienced small businessman, is well worth considering: “I have a friend,” he said, “who operates a food processing business in central Wisconsin. He needed some expert industrial counseling, but had given up all hope of finding any consulting firm in the area that could provide help, and at a reasonable price. Then he heard about the SBA program to enlist the help of retired management consultants, and it gave him an idea.

“He sat down and wrote to large consulting firms throughout the Midwest and asked if any of them knew of a qualified consultant who had retired to his general area and who might be interested in a part-time assignment. It may have been a thousand-to-one chance, but he found the kind of man he was looking for—a man who was just itching to get back into some form of useful activity, even at a very modest fee.”

Management counseling is a practical business. There are no magic formulas and no mysterious processes in arriving at possible solutions and making tangible recommendations. Many a small businessman could be his own best consultant—if he could just stand off and look at his business ob-

jectively, and if he only had the time to do so.

The trouble is that few heads of companies can be that objective, and the pace of daily operations precludes such a leisurely and considered analysis. The only answer is to go outside. Where a small businessman goes and how he finds the right consultant at the right price are functions that depend upon imagination, initiative, and determination. But any good executive comes into the economic fray armed with these qualities to begin with.

If he looks around him, he is more than likely to discover that the problem is not just trying to locate a consultant—the woods are filled with them. The real problem is deciding on the best one for his particular needs. ● ●

Where Did You Say You're From?

(Continued from page 11)

as a result of a similar wrangle between early settlers—Pennsylvanians and New Englanders. Each group wanted the name of their new home to remind them of their former one. The altercation became so heated that neighboring communities dubbed the place Pandemonium. Clearly a compromise was in order, and Penn Yan is just that. Penn, of course, is a tribute to the Pennsylvanians, while Yan is a lasting allusion to the Yankees.

Bugtussle, Tex., was named in the '90s. One evening the community staged an ice cream social. Attracted by the light, swarms of uninvited candlebugs descended on the gathering and ice cream freezers, leading one local wag to comment: “This looks more like a bug tussle than an ice cream social.” It was Bugtussle, Tex., from then on.

As America was homesteaded and new communities sprang up, it was not

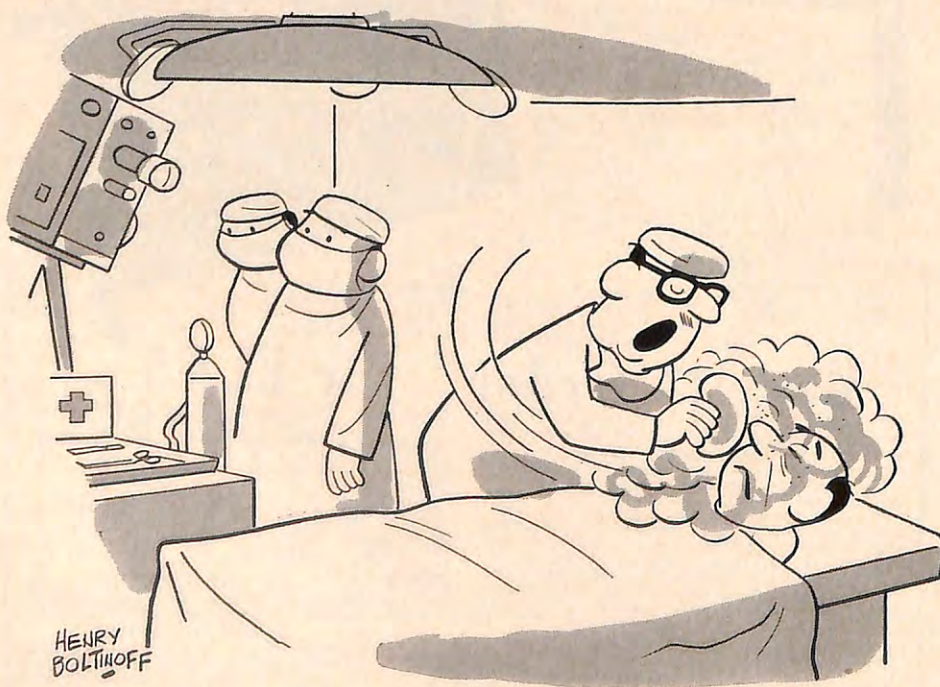
unusual for a settlement to sport multiple names. Needless to say, this proved to be confusing to map makers, travelers, and the postal people. And no authority existed to rule on which of several names was to be the official one. Furthermore, in the early days an unusual place name often was spelled half a dozen ways. It was not unusual for the confusion to be compounded within a single state by a number of towns choosing the same name.

By 1890 this problem had assumed national significance, and, as a result, President Benjamin Harrison established the Board of Geographic Names, which was vested with ultimate place-name authority. This department has, over the years, obviated chaos for government, industry, commerce, and just plain folks. Without the Board, the Post Office would be bewildered, and your maps would be about as valuable as a dollar in a diamond mart.

Among its responsibilities, BGN standardizes names, spellings, and pronunciations. Its place-name decisions reflect a host of considerations, ranging from the retention of an apostrophe to the merit of keeping Indian names and those of foreign origin. A BGN ruling makes a place name the official one for government records, reports, and maps.

The Board of Geographic Names' decisions, however, aren't always well received. For instance, the Board once ruled that the apostrophe in Martha's Vineyard should be dropped. A tidal wave of protest descended on Washington from Cape Cod, and, reluctantly, the Board reinstated the possessive mark.

On another occasion the Board attempted to standardize the spelling of three counties and 10 post offices that went either by the name of Vermilion or Vermillion. A reasonable step, at



“Just makeup. This is being televised.”

least outwardly. The former was declared the official spelling; however, enraged citizens of the Vermillions harassed the Board until—in despair—it revoked the ruling.

The actual bases of place names make entertaining stories, but the obviously apocryphal sources reflect, in some instances, soaring flights of imagination. For instance, there's a whole-cloth story that Azusa, Calif., was so dubbed because "it's the best town from A to Z in the USA."

No doubt Azusa's Chamber of Commerce likes the story and would rather forget that the city's name actually is derived from Azusa Rancho, which originally occupied the site.

Speaking of California, visitors to that state are usually curious about how Igo and Ono got their names. Residents are quick to relate the following story: During Gold Rush days, a gold-seeker left home every morning to work his claim. And answered his young son's eager question: "I go?" with a firm "Oh, no!" One village marks the location of the miner's cabin, the other the site of his diggings. At least, that's what they'll tell you.

The name Scalp Level reputedly evolved from a land-clearing order issued by a Pennsylvania pioneer: "Boys, scalp them bushes level."

Marvin, S. D., is a compromise resulting from another one of those settlers' disputes. The city father just couldn't agree on a name for the town. Someone at the naming meeting noticed the company name Marvin on a safe in the room. "Let's call it Marvin," he suggested—probably in jest or desperation—"That's a good safe name."

Family and given names are, of course, the source for many American place names. Morrowville, Kans., for instance, is a tribute to a state senator. Initially, the town was simply called Morrow. The *ville* was tacked on as a result of the confusion caused by passengers asking railroad ticket agents for tickets "to Morrow."

The town of Elmonica, Ore., honors two girls—Eleanor and Monica. Itmann, W. Va., is a contraction of a prominent citizen's name—I. T. Mann.

Around the turn of the century lawyer Charles E. Rushmore was traveling in South Dakota. When his coach passed a particularly majestic mountain, he inquired what it's name was. Told it had none, he modestly suggested that his own would do nicely. Apparently the locals thought it would do as well as any other. So it is that this obscure lawyer's name graces the site of this unique national monument.

Reverse spelling has also been a popular naming device. Witness Snik-taw, Calif. Just off the top of your head, you'd probably say it was an Indian name. Actually, it's just Watkins

spelled backwards. While in Texas, Reklaw and Sacul are the letter reversals of Walker and Lucas, respectively.

Industry has figured prominently in putting names on the map. In the 18th Century a good number of English glovemakers settled in upper New York State; their trade gave the town of Gloversville its name.

Similarly, Petroleum, Petrolia, Oil City, and Oil Center reflect the main economic life of the areas they designate. Alcoa is both a town and an acronym for the Aluminum Company of America, which operates a huge plant in that part of Tennessee.

Then, too, there are many examples of American towns and cities with the names of foreign cities. Here are some European capitals in this country: Rome, N. Y.; Moscow, Idaho; Paris, Ill.; London, Ohio; Athens, Ga.; Vienna, Md.; Warsaw, Ind.; and Berlin, Conn.

Many place names are named after things. "Food" towns include Tomato, Ark.; Toast, N. C.; Biscuit, Ky.; Sandwich, N. H.; and Tea, S. D. Clothing hasn't been overlooked either. We have a Suit, N. C.; Smock, Pa.; Vest, Ky.; and Coats, Kans. And music swells the air in Fife, Ore.; Drums, Pa.; and Walz, Mich.

Ever receive a letter with any of the following postmarks? Ash, Kan.; Car-

pet, Tex.; Odear, Me.; Skeleton, Ky.; Houdy, Miss.; Fiver, Tenn.

Some towns straddling or facing borders reflect this geographical fact in their names: half of Texarkana is in Texas, the other in Arkansas, while Calneva and Calvada are on the California-Nevada border. Oklahoma not only contains Texhoma, near the Texas border, but also Mexhoma, along the New Mexico line. Then, too, Delmarva is an area name used to define a peninsula encompassing parts of Delaware, Maryland, and Virginia.

It's not surprising that many place names reflect our Indian heritage. One story is that Chicago is the Ojibwa Indian word for "bad smell," applied to the settlement that is now the Windy City because it sprang up around an onion patch.

Minneapolis is a combination of the Sioux words for water and falls—*minnie* and *haha*—plus the Greek word for city—*polis*. Initially, the city was called Minneahapolis, which was difficult to say. The *h* was dropped.

Jack Benny has immortalized his hometown of Waukegan, Ill., which reversing the more usual process, started life with an English name and now sports an Indian one. The town was originally called Little Fort; later the name was traded for its Indian equivalent of Waukegan. After all, how much

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mileage could Jack Benny have gotten out of the name Little Fort?

Perhaps the Board of Geographic Names' most formidable task was coming to grips with Lake Chargoggagoggman-chuauggagoggchaubunagungamugg. That's in Massachusetts—or was. This 45-letter mouthful of vowels and consonants was shortened to the mere 17-letter name—Chaubunagungamaug, which still requires a running start but is an improvement.

The original name commemorated a settling of two Indian tribes' squabble over fishing rights to the Lake. Freely translated, it meant, "You fish your side, we fish our side—nobody fish in the middle."

Of course, there's a story behind the naming of just about every place in

the country. Some are more interesting than others. More than a century ago, for instance, two New Englanders founded a town in the Northwest. Asa Lovejoy, who was from Massachusetts, wanted to name it Boston, but Maine-born Francis Pettygrove held out for Portland. A toss of a coin is why Portland, Ore., is so named.

Rolla, Mo., got its name, inadvertently, from a Southern settler. When it came time to name the town, he suggested Raleigh, in honor of his Carolina hometown. The naming committee liked it and dispatched the name to Washington for approval. In recording it, however, the chairman spelled the name exactly the way the North Carolinian had drawled it.

The Board of Geographic Names

The Hunter Is the Hunted

(Continued from page 9)

wait, watching for 45 seconds or a minute. Then repeat the process.

It is important for the last scream of each series to either dwindle off—indicating a weakening victim—or end abruptly in the middle of a scream—as if the victim's wind has been shut off.

Furthermore, each series of screams should be weaker in tonal intensity in order to indicate the victim's ultimate fate. This tactic should also be used by the continuous, five-minute caller. In either case, if nothing shows after 15 to 20 minutes in one location, move on to another some distance away. And try again.

Probably more calling is engaged in

for foxes than any other animal, simply because of their plentitude throughout the United States.

Another factor: You can bring out a fox with just about any type of call. Many say gray foxes respond to a call more readily than the reds, but I've never found much difference between them in this respect, anywhere they're equally populous.

It's doubtful that one variety is more call-shrewd than the other. The only difference between the two that might lend some credence to this theory that I don't hold is that the red fox is a wider traveler, often covering a dozen miles or more during a night's hunt.

doesn't try to discount the whimsical, strange, even outlandish "because" of place names. However, some of the stories are more plausible than others.

You'll just have to decide for yourself about the one about Show Low, Ariz.

Back in pioneering days, two ranchers decided to dissolve their partnership. They decided to settle the question of who would get the range by playing a few hands of seven-up, winner take all. Finally, in an effort to speed the decision, one of the players declared: "If you can show low, you win."

"Show Low, it is," his partner exclaimed.

This town is probably the only one in the United States with a name attributed to a deuce of spades. • •



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The Order's strong link to the Boy Scouts of America is reinforced by the Grand Exalted Ruler's annual visit to Scout Headquarters in New Brunswick, N. J. On the occasion of his visit, Mr. Pruitt was presented with a desk thermometer by Chief Scout Executive Joseph A. Brunton Jr. Also present were B.S.A. Divisions of Relationships Director E. H. Bakken, left, and Past Grand Exalted Ruler William J. Jernick of Nutley, N. J.



The red then might perhaps exhibit a bit more caution, resulting from his "sophistication."

The gray is a local fox. That is, he takes up abode in a small bushy area, perhaps less than a mile square, where he'll stay for years until the food supply is depleted. Only then will he move on.

Both species of fox, however, are unpredictable. Sometimes one will come bouncing in to a call even if the caller is in plain sight (just about the case in my opening example)—no overall camouflage, no scent coverup, nothing.

In familiar country, having some idea of potential game areas, you pick out your calling locations accordingly. A clump of pines or low bushes with fairly open ground on all sides makes a good site. Animals will rarely cross bare, open areas in daylight, but fields, grown up with broom-sedge, briers, small pines, and the like give them a sense of security.

You can't predict what a fox's approach will be. One will come bounding in while the next may approach so stealthily that you won't realize that it's there until you're looking in the eyes.

Once I saw a fox start toward me but then I lost him before it reached the flat, open field in front of my call stand. Everything was quiet . . . nothing happened. Then, suddenly, I felt rather than heard a movement behind me.

Turning my head quickly (and I defy you not to if there's movement close behind you!) there was the fox—about six feet away—disappearing into the briers. It had already circled up and made its inspection—I hadn't heard it until it had already turned to leave.

You can often employ a hawk call to advantage. Contrary to what you might think, this one isn't for calling hawks. Rather it's used to "freeze"

squirrels, rabbits, quail, and other small game in their tracks.

By nature, foxes aren't afraid of hawks, but the call will stop them just the same, because they'll think that the "hawk" is onto something that they might be interested in. So, if a fox is moving around in sporadically dense cover and within camera or shooting range, it will probably be stopped in a good shot position with one short "scree-e-e" of a hawk call.

Some varmint hunters prefer two different calls—one that, under the right conditions, will be heard by animals a mile distant or so. And a second, to use after minutes of long-distance calling, that is a quieter, more provocative, "close-range" call.

You would probably want the second one to simulate a small creature giving its death squeals. I have often found it wise, however, to start off with the close-range call for perhaps a couple of minutes, in case there are animals within a hundred yards or so. If nothing shows, I then try the one for some distance off.

In West Virginia, one varminteer, who brings in plenty of foxes, uses an ordinary call for long-range work, then when he sees a fox approaching switches to a little wooden bird-call.

These are sold in pet shops for the primary purpose of enticing your canary or parakeet to "talk" to you.

This hunter usually ensconces himself in a small pine tree when he uses these calls. While some animals, such as deer, do not often look upward, foxes and other predators do so quite frequently, so don't think you are well hidden (as in a deer tree stand) by being off the ground. It simply helps, that's all.

Another wrinkle that I have found works fine when using the bellows-type call is to tie it to the base of a sapling a little distance from your stand and, with a length of cord, operate the call by "remote control."

Nylon isn't suitable for this purpose because it stretches: you want to keep the movement of your pulling hand minimal. About the best I've found is the green cutty hunk type fishing line, such as is used in turtle bank-fishing.

To make this even more effective, I often tie a piece of rabbit fur over the bellows end of the call. This moves as the call is being operated and resembles a moving animal enough to encourage a fox to move in. Intent upon where the noise is coming from, under these conditions, a fox will occasionally circle and sneak up almost into your lap.

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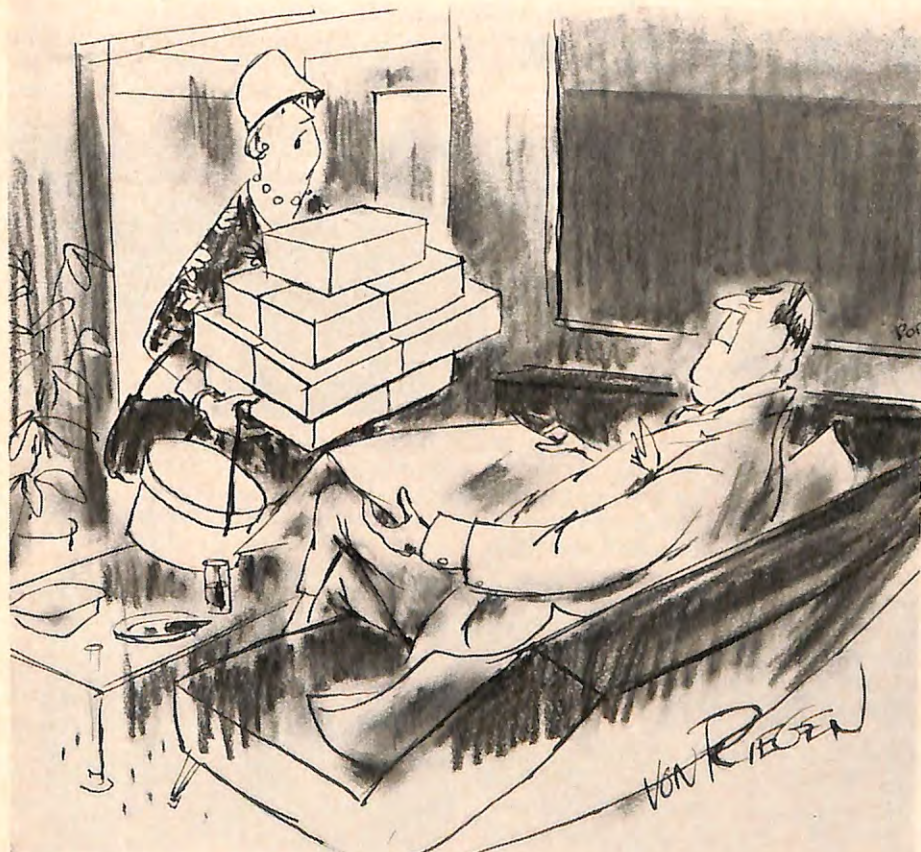
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Calls—even the same variety produced by one manufacturer—can vary, tonally. Although each manufacturer strives for tonal standardization within rabbit calls, for instance, differences do occur. When purchasing a call, choose the one with the deepest tone. I have two Scotch calls that vary; the higher pitched one has never brought in a varmint. The other: innumerable photos and kills.

Weems makes a call, dubbed the "Dual-Tone," which is actually a one-piece long-and-short-range call. A valve on its top controls the sound and volume. When blown "as is" both reeds are brought into play, and the resulting tone seems irresistible to foxes. When the close-range call is in order, you press your finger on the valve, thus reducing the sound to the desired thin squeak.

Predator calls will also bring in crows, which are always looking for a meal. So it's necessary to get set and hide yourself well before starting to call. For if you're not out to kill crows but one spots you, it will alert the whole countryside to your presence.

All in all, predator calling is not only lots of sport but a comparatively easy one. The only catch is to "make like a rabbit" and do it naturally. You know what this sound is like if you have ever picked up a live, frightened cottontail from a trap. If you don't

know, there are several recordings of the call on the market.

One thing to remember, though. The instant you utter that first rabbit cry, you become the hunted rather than the hunter. In bobcat, mountain lion, or bear country, this can lead you into difficulties. Keep your eyes open, your ears laid back. Two people standing back to back, make a good hunting combination under these circumstances, since they can watch all quadrants of the compass. Ordinarily, one will call, the other shoot or take the pictures.

A further word of warning: Don't think for one minute you can start making like a rabbit, bring in a couple of foxes, and then quit. It's not that easy, for predator calling embodies the enduring allure of calling wild animals into very close range. If you don't want to get "hooked," perhaps you'd better forget the whole thing.

Starling Chase

(Continued from page 23)

across rooftops and onto precipitous ledges with the agility of a cat. When dawn breaks, the birds have left for parts unknown and Standke collects his fee. That's the way it usually works, but in Mount Vernon he collected only his expenses.

Some cities where The Birdman has won accolades—and fees—for his starling depopulating feats are Wichita and Topeka, Kansas, and, for the General Services Administration (federal buildings), Indianapolis, Louisville, and Des Moines. In Phoenix and Los Angeles he has worked on posh hotels and motels. He's received inquiries from foreign cities, but his business card flatly states "No service on the Moon." He confides, however, that he wouldn't be surprised if our astronauts find the pesky birds on hand when they land there.

The Sixth Labor of Hercules, we are told, was to rid the Arcadian city of Stymphalus of its rasping birds. When he was at a loss for a means to drive them away, Athena gave him some brass castanets. By clashing these he scared the birds, for they could not abide the sound.

The First Labor of Otto Standke is to rid every city of the obnoxious starlings—a superHerculean task. His secret remains in his double-locked box. It's a metal box that might as well have been made of steel or aluminum. But it just so happens that The Birdman's box is made of brass, and so are the two locks. I asked him if this is the secret.

The Birdman laughed, pulled hard on his cigar, and looked up at the sky. "It's going to be a fine night for chasing birds," he sighed.



LODGE BULLETIN CONTEST

Again in 1965, the Grand Lodge Committee on Lodge Activities is sponsoring a Lodge Bulletin Contest for all lodges of the Order.

Bulletin editors are requested to select the three best bulletins published between April 1, 1964, and January 31, 1965 inclusive, in accordance with Section 214 of the Grand Lodge Statutes. These should be placed in a binder and mailed to Committeeman James A. Gunn, 437 Mamaroneck Ave., Mamaroneck, N. Y., so that they will reach him not later than February 15th.

Do not mail them to the Magazine. Awards will be made in four categories: Lodges with less than 500 members; lodges with between 500 and 1,000 members; lodges with between 1,000 and 1,500 members, and lodges with more than 1,500 members.





NATIONAL SERVICE COMMISSION



Photographed when Dallas, Texas, Elks presented processed leather to the Occupational Therapy Dept. of the Veterans Hospital there are, left to right, Jess Bartlett, Est. Lead Knight Wm. D. Gale, the Hospital Instructor, E.R. J. B. Humphreys, Xavier Mentner, Loyal Knight John Sides, and I. Soblowich, who has been Chairman of the Dallas' Elks Veterans Committee for over 15 years.



Participating in a Tenth Anniversary of the monthly parties sponsored by New Orleans, La., Elks for patients in the New Orleans Veterans Hospital were, left to right, P.D.D. James H. Aitken, Elks Veterans Committee Chairman, Mrs. Aitken, W. B. Harrell and Chris R. Valley, Captain of the Elks Krewe of Orleanians who organized and handled the "surprise party."



This photograph was taken last Spring, but we thought it would be a refreshing sight during the cold weather. It was taken at Tucson, Ariz., the spring-training home of the Cleveland Indians when the local Elks chartered a bus to take patients from the Veterans Hospital to see the Indians play the Chicago Cubs. The

Volunteer performers for the Elk-sponsored variety show at the Cheyenne, Wyo., VA Hospital pose for photographers during the Elks' regular program. Included in the picture are, foreground, left to right, Betty Shurtleff, Gayle Bradley, Vera Helm, Evan Soldinger, Orville Meyer and Charles Underhill; background, Guy Cowgill, Ronnie Mendicino, Rhea Sahlor, Virginia Lacey and Bill Sturdivant.

Indians cooperate with the Elks in visiting patients in the Hospital's recreation hall, and making the rounds of the wards. At the right are Coach Early Wynn and pitchers Gary Bell and Pedro Ramos; at right foreground are Tucson Elks Joe Petullo and Manny Celi, with VAVS Deputy Chairman N. B. Snyder.



Another Caribbean Odyssey

(Continued from page 35)

clear to South America—are other fabled names: St. Thomas, Barbuda, St. Croix, Guadeloupe, Dominica, Martinique, St. Lucia, St. Vincent, Grenada, Tobago, Trinidad, Aruba, and Curaçao—American, British, French, Spanish, and Dutch outposts. I confess that I haven't seen them all, and it would take a book to cover them anyway, so we'll stick solely to my latest trip.)

A jet hour from Barbados I discovered Antigua—a verdant isle with a beach for each day of the year and a stable of luxury hotels. A dozen years ago Antigua was just another sugar island, dozing in the sun. Then came the jet: Antigua's only three hours from New York and Miami. In the last five years, 15 modern resort hotels have risen. I prefer it to Barbados, which is a trifle too stuffy for me. And objectively, Antigua is vastly more beautiful and less crowded.

Although high-rise hotels dot the beaches, I checked into the venerable Admiral's Inn at English Harbor, a restored 18th-century pile rising fortress-like beyond the walls of Nelson's Dockyard—a former anchorage for the Crown's Navy.

After a world of carpeted high-rises, which I enjoy, I nevertheless found the Admiral's Inn an interesting diversion. Tourists have replaced the pigtailed sailors of yore, tiki torches flame in a garden beside the bay, and yachtsmen from all over the world gather to in-

hale beer in the Inn's pub-like bar.

One evening, proprietor Desmond Nicholson scooped up a thermos of rum and bade me follow him to the distant peaks of Shirley Heights to watch the harbor below fill with the shadows of dusk as the sun inched toward the horizon. It was a memorable sight. Nicholson also charters yachts, complete with skipper (and a cook), at \$30-\$40 per person a day. (Write to Nicholson's & Sons, English Harbor, Antigua).

Overlooking English Harbor is another charming spot, known simply as The Inn. Here two can make do in winter on \$46 a day, meals included. Down the road at Jolly Beach, which is really rather sullen, 80 rooms are spread out Las Vegas fashion over a 350-acre tract anchored to a dazzling white beach. Prices throughout the island vary only a few dollars from hotel to hotel. I tip my beach hat to Curtain Bluff, a handsome spread hemmed in by two beaches. Doubles are up for grabs at \$52 a day in winter, \$22 in summer.

As has been indicated, it really wasn't very long ago that the West Indies were reserved for the peripatetic yachtsman or cruise passengers. Although Pan Am began service with little eight-passenger amphibians as long ago as 1929, it wasn't until the immediate postwar years that things broke loose in the Caribbean. Thirty years ago who would have imagined weekending in Barbados? But the winter vacation is no longer a plutocrat's privilege. One 13-day island-hopping holiday starts as low as \$189 plus air fare.

Another late development is Little Dix, Mr. Rockefeller's newest resort on the British Virgin Island of Virgin Gorda. Imagine white sand the texture of talcum powder, a surf like bath water, and the irritations of civilization lost somewhere the other side of a blue horizon. The entire spread is hidden among a spray of palms, while across the sea other islands, mostly uninhabited, beckon for guests to come sail off in search of shells or just luxuriate in the sunny stillness.

Rooms at the Little Dix are decorated with Italian-basket lampshades, bedspreads handwoven in India, rugs handloomed in Malta, and original paintings by American artists. One night at Little Dix, I lay back on the beach and fixed my gaze on the Milky Way, which I'd nearly forgotten existed.

I wound up my tour of the Caribbean on a volcanic sliver named Montserrat—an emerald island where \$30

down and \$30 a month will get you one foot in heaven. St. Peter happens to be a soft-sell soul named Art Lenssen, who peddled real estate in Florida before starting to welcome tourists through Montserrat's pearly gates.

Developer Lenssen uses phrases such as "lovelist of all islands," "Montserrat—the Perfect Island," and "The Tahiti of the West Indies." In the last instance, he sincerely believes that Tahiti should be flattered by the comparison. Others call it the Garden Island, and, in fact, it reminded me of Hawaii's garden isle of Kauai.

While a piece of paradise can be bought here for \$30 down (total price: \$2,995), already inflation has set in. Only a year or so ago these same lots were selling for \$600.

With each parcel goes a free membership in the new Belham River Valley Golf and Country Club, plus two years free greens fees.

A bottle of Beefeater gin sells for \$1.59, Scotch, \$2.40, and cigarettes \$2 a carton. A maid? Five dollars weekly. Newcomers to Montserrat are mostly retirees looking for escape from smog-choked cities and snowbound winters. A car with a full tank of gas is delivered at your door for \$6 a day.

Visitors are bedded down in four hotels and three guests homes, the newest among them Wade Inn, Emerald Island, and Vue Pointe. The last-named is a scattering of guest cottages, perched on a cliff overlooking Old Towne Estate and a spectacular sweep of black-sand beach that fades into infinity.

A double at Vue Pointe is \$22 a night in summer, \$34 in winter—meals included. The summer-winter rate at Wade Inn and Emerald Isle is \$15 and \$25. Residents of Montserrat tune in Radio Montserrat, sip Cokes from the island's new bottling plant, attend church on Sunday and movies weekdays.

Evening draws newcomers and natives alike to the Quarter Deck, a waterfront shack with a thatched roof and chairs cut from beer barrels. Kerosene lanterns lend enough light for the entertainers: a banjo-playing barber, a mandolin-strumming paint salesman, and a piano-plunking magistrate.

Outside, hibiscus blooms among pine and palms—and one asks himself: Is this *really* not paradise after all? • •

Puerto Rico

(Continued from page 35)

whether to bake on the beach or beside the pool. (The best way to handle that one is to take a bikini count both places.)

You'll part with from \$29 to \$42 each day (double) until April 25; the

Travel Notes

COMING TO NEW YORK this winter? A free Calendar of Events is now available, covering music, sports, art, theater, children's activities, and many other events. For a copy write to: New York Convention and Visitors Bureau, 90 East 42nd St., New York 10017.

MOST OF US aren't worried about mosquitos this time of year, but remember that a trip to the tropics may involve such hazards. The U.S. Public Health Service advises travelers to be sure all recommended vaccinations have been given for the area you'll visit, as well as guarding against mosquito bites in the tropics. To be valid for international travel, both abroad and when you return to the U.S., vaccination certificates must be validated with the stamp of your local health department or with some other stamp approved by the Public Health Service.

Thomas J. Reese

Thomas J. Reese, a Past Exalted Ruler of San Pedro, Calif., Lodge, No. 966, died November 3rd at St. Vincent's Hospital in Los Angeles ten days after open-heart surgery. He would have been 46 years old on November 16th.

Born in Los Angeles, Thomas Reese spent most of his childhood in San Pedro and later moved with his family to Tucson, Ariz., then to Salt Lake City, Utah, and on to Seattle, Wash. He returned to San Pedro in 1937 and became a member of the Order in 1942, immediately becoming a leader in its activities.

After serving twice as San Pedro Lodge's Exalted Ruler, in 1948 and 1949, Thomas Reese was elected Vice-President of the California Elks Association in 1952, and

was named District Deputy for his area in 1960. He had also been a member of the State Association Ritualistic Committee and of its Lapsation Committee for many years. At the time of his passing he was serving as a member of the Lodge Activities Committee of the Grand Lodge.

Outside Elkdom, Mr. Reese had been a member of the Board of Directors of the March of Dimes for five years, and had held the Chairmanship of the Civic Affairs Committee for the Chamber of Commerce, as well as being one of its Directors. He had also held membership in the Masonic Order and was a Noble of the Mystic Shrine.

He is survived by his wife, and by a son and a daughter.

1963 off-season rate was \$21 to \$30 double. And if nightclubbing is your dish of tea, the management will try to keep you on the premises this winter with headliners such as Ella Fitzgerald, Pearl Bailey, Eartha Kitt, Jimmy Durante, and Maurice Chevalier at the local supper club.

A spate of luxury hotels lines the sand along San Juan's "Gold Coast," but the warmest spot in my heart is reserved for the Condado Beach—an old-fashioned and gracious-looking edifice that appears venerable enough to have guested a Spanish grandee or two. Other than its charm, its best feature is its beach, where the surf not only rolls onto the sand but crashes mightily against a cluster of rocks. More than any other beach I've seen, it makes you want to just stay all day. An informal and inexpensive snack bar (and one of the other kind) makes it possible, too.

Suffice it to say, with the little space available here, that the other beachfront hotels have their own unique qualities, and prices don't vary a great deal. If the budget requires it, you can put up in hotels off the beach or in about 30 guest houses, which some find preferable anyway. All the major hotels offer nightclub entertainment, and their cocktail lounges invariably feature Latin combos and singers.

Dining in San Juan is much more diverse than in yesteryear. To start at the top and work down, so to speak, a spot to visit once only is the Top of the First—a glassed-in dining salon atop the First National City Bank. Elegance is stressed, the view is marvelous, but the best feature for my tastes was the piano music of Danny Deaver, a sometimes concert pianist with an affinity for Chopin and Mozart, which he sneaks in amidst showtune medleys and other standard fare. Go here first if you're going, for the view is even better at La Alhambra at the top of the Sheraton.

The old standby in San Juan is the Swiss Chalet. The menu is varied, the food good, the décor delightful—but the best recommendation is that many full-time residents eat there frequently.

Don't miss having at least one Spanish-Cuban-Puerto Rican-type dinner in Old San Juan. La Zaragozana is full of charm, La Mallorquina is the oldest, El Mediterráneo is authentic, and all are good.

Add some sightseeing, and that's San Juan. It's a joy to stay there, but the visitor who fails to venture beyond is cheating himself. A few days at any of several hotels in other parts of the island, with rented-car exploring on the side, will be rewarding almost anywhere. For maximum luxury and a pair of outstanding golf courses, the Dorado Beach Hotel is an ideal base. One that I defy you not to love at first sight is El Conquistador, a modern affair that seems to sprawl haphazardly, yet gracefully, across the top of a bluff overlooking the juncture of the Atlantic and the Caribbean, near Fajardo. On a good day you can see St. Thomas in the distance, and nearby are islets that are visited by guests in the hotel's catamaran for swimming, skin diving, and such. A funicular drops you down to a small beach. Every balconied room shares this vista, but the dining room overlooks a fishing village on a snug little cove. Unlike San Juan hotels, this one is nestled among brightly colored tropical flowers and shrubs.

El Conquistador offers serenity these days, but in a few years the whole area will be developed with more hotels, restaurants, shops, and an armada of boats. (Boats can be chartered now, too.)

It's almost painful to have to stop here; there's a lot more that could be told, even after a brief sojourn. My advice is to tour Puerto Rico as if you were going to write your own article about it.

—R.C.M.



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Looking Up, in Alaska



Arkansas Elksdom held its Fall Meeting at Mountain Home Lodge when Grand Exalted Ruler Robert C. Pruitt was welcomed by nearly 300 persons. Pictured, left to right, are D.D. Earl Robbins, Past Grand Exalted Ruler Earl E. James, Grand Lodge Youth Committeeman Charles Lilly, Mr. Pruitt, E.R. Gordon Engeler, State Pres. R. E. Johnson, D.D. Dan Stringer and Secy. Bob Acheson.



V.I.P. arrival at Ellis airport in Ketchikan for the Alaska State Elks Convention. Left to right: Wrangell E.R. Dar Smith, State Vice-Pres. Robert Faulkner, Grand Trustee Frank Hise, Grand Exalted Ruler Robert G. Pruitt, Past Grand Exalted Ruler and Mrs. Emmett T. Anderson, Mrs.

Hise, Miss Jeanne Pruitt, Mrs. Pruitt, Washington State Pres. Kaylor Smith, Mrs. Frank Wheeler, Grand Secy. Franklin J. Fitzpatrick, Oregon State Pres. Wheeler, Alaska State Pres. John Cushing, Ketchikan E.R. Wally Perry, and Alaska Past Pres. W. C. Stump.



Delegates to the Mississippi Fall Meeting at Greenwood are grouped around Pres. James E. Nichols, center foreground. Among those pictured are State Vice-Presidents Francis Larson and Stan Proffitt, Trustee John Laws, D.D. T. H. McClanahan, and host E.R. Charles Wright.

A partial view of the diners at the Louisiana State banquet in Natchitoches. At the speakers' table were Past Grand Exalted Ruler W. A. Wall, State Pres. and Mrs. B. L. Champagne, State Secy. E. F. Heller, Sr., host E.R. C. R. Solomon and Rt. Rev. Dennis Curren, Honorary Chaplain of Alexandria Lodge.



IN ALASKA, for the first official visit since the disastrous earthquake of last March, a large group of Elk dignitaries accompanied Grand Exalted Ruler and Mrs. Robert G. Pruitt on a tour of its Elks lodges prior to the annual State Convention in Ketchikan Sept. 24, 25 and 26. In the official party were Past Grand Exalted Ruler and Mrs. Emmett T. Anderson, Grand Secretary Franklin J. Fitzpatrick, Grand Trustee Frank Hise, District Deputies Robert Lewis and Dan Smith, Oregon State President and Mrs. Frank Wheeler, and President Keylor Smith of Washington Elksdom.

Tremendously pleased with the way things are shaping up in Alaska since the 'quake, the Order's leader spoke of its recovery as "remarkable." In all areas, Elk spirits are high and optimistic.

The Ketchikan meeting was an unqualified success, with a large and enthusiastic group of delegates on hand to see approximately \$30,000 presented in advance by the lodges of the Association for its Major Project—the care and treatment of cerebral-palsied children.

A popular feature of the Convention was the informative clinic conducted by the Grand Secretary, attended by all delegates. Highlight of the session was the annual banquet attended by more than 300 persons who received with thunderous applause the inspirational address given by Grand Exalted Ruler Pruitt in which he emphasized Elksdom, Americanism and community spirit. Past Grand Exalted Ruler Anderson also delivered one of his fine talks at this dinner.

Discussions at the business session focused on various vital subjects, among them the collection of hides for processing for hospitalized veterans. The facilities of the Anchorage tannery which had been processing this leather were damaged by the 'quake.

It was decided that the 1965 Convention would be held in Palmer, with the following serving as officers—President Robert E. Dawson, Kodiak; Vice-Presidents Robert O. Faulkner, Juneau, and Harold J. Dunn, Palmer; Secretary-Treasurer Emil G. Ganschow, Palmer; Trustees James G. Barry, Ketchikan, Chairman, T. Stanton Wilson, Anchorage, and Richard Freer, Juneau.

WM. A. WALL, Past Grand Exalted Ruler, and Robert Cameron, Special Deputy, both from Florida, were welcomed by President James E. Nichols and delegates from all the State's lodges to the Fall Meeting of the Mississippi Elks Association. Greenwood Lodge was the hospitable host for the October 10-11 Meeting.

Under discussion was the adoption of a State Major Project. Funds allocated to the purchase of a station wagon to transport crippled children to and from hospitals were held in escrow

until a decision is reached. In his address, Mr. Wall promised to supply necessary information concerning various projects under consideration.

Mr. Cameron remained in Mississippi to assist in reorganizing Jackson Lodge, an undertaking in which the entire membership of the State is participating.

Guests included members from Arkansas and Tennessee. Among the speakers were Judge Nichols, and State Vice-Presidents Francis Larson and Stan Proffitt.

WITH A TOTAL of over \$600,000 spent on cerebral-palsied children during the past 12 years, the New Mexico Elks Association announced at its October 16-17 meeting in Las Vegas that this State-wide program will be continued.

Two new therapists have just been employed to serve more of New Mexico's little C/P victims, traveling about the State in Elk-sponsored station wagons equipped as mobile units.

Approximately 1,500 youngsters have been aided in this undertaking, according to Edward Harbaugh, Chairman for this vital program which is operated in cooperation with various State agencies and organizations.

Without exception, each of New Mexico's 18 lodges increased its contribution to this activity this year, with Albuquerque on top with a \$16,570 gift. This outstanding cooperation brought in a total of \$52,150.75, of which \$32,500 was allocated to C/P work for the coming year; the balance goes into the reserve fund.

At the Fall Meeting, the delegates approved the year's budget which will implement administrative supervision, improve working relationships with others interested in the cerebral-palsied, and will provide opportunity for better publicity and public relations as well as for more advanced planning and cooperation in fund-raising. A plan is being formulated with the Univ. of New Mexico staff and the Elks Commission to make joint visits to the State's high school graduating classes

An Appointment

Grand Exalted Ruler Robert G. Pruitt has appointed Robert E. Rich of San Rafael, Calif., Lodge, No. 1108, to fill the vacancy on the Grand Lodge Committee on Lodge Activities occasioned by the untimely death of Thomas J. Reese, a Past Exalted Ruler of San Pedro Lodge.

Committeeman Rich's address is 16 Culloden Park, San Rafael, Calif.

to inform and encourage students to consider the fields of Special Education and Therapies as a career.

State President Walter Gerrells of Carlsbad reported that there are now 10,700 Elks residing in New Mexico. Their generosity to their State project is matched by the progress being made by their lodges. On the evening prior to the Las Vegas Meeting, Santa Fe Lodge's new \$350,000 home was dedicated in the presence of a large crowd of delegates en route to the Convention. Carlsbad Lodge itself opened a new Olympic swimming pool not too long ago. Located two miles from the lodge home, it is situated on twelve acres of land which, with bathhouse, represents a paid-up investment of \$82,000.

Next April, New Mexico's Elks will meet in Las Cruces.

DELEGATES to the Fall Meeting of the Missouri Elks Association at Columbia October 16th through the 18th gave authorization for the purchase of a third dental unit to serve physically handicapped children of the State.

Elks' President Daniel B. Tammany stated that the \$18,500 unit should be ready for operation this Spring. Anthony J. Beckmann, Director of the Missouri Elks Benevolent Trust which operates the dental unit services in cooperation with the State Health Department, was the principal speaker. Outlining the three-year history of Missouri Elksdom's major charitable project, he reported that more than 2,500 children had received free dental treatment in all communities under the jurisdiction of Missouri's 32 Elks lodges.

St. Louis Lodge will be host to the annual State Association Convention in May of this year.

WITH NATCHITOCHE LODGE as host, the Louisiana Elks Association held its Mid-Season Conference October 16th and 17th with President B. L. Champagne presiding, and about 150 persons in attendance.

Mayor W. R. Scott, a Past Exalted Ruler, and Exalted Ruler C. P. Solomon welcomed the delegates to Natchitoches; among them were State Secretary E. F. Heller, Sr., Vice-President C. R. Champagne, District Deputies Claude Ellbourne and W. P. Pearce, Jr.

Guest of honor and principal speaker at the well-attended banquet held in conjunction with this meeting was Past Grand Exalted Ruler William A. Wall of Florida who was accompanied by Special Deputy Robert Cameron. Mr. Cameron also addressed the Convention. Past State Presidents H. L. Boudreaux and Clarence LaCroix were two of the Louisiana dignitaries who played a large part in the success of this event at which encouraging progress reports were well received.

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ELKS NATIONAL FOUNDATION

"The Joy of Giving"



Inestimable Experience

Via an application endorsed by Phoenix, Arizona, Lodge, Phoenix educator Jack H. Spolinn recently was the recipient of an Elks National Foundation Grant that underwrote the cost of his participation in a training course in administering to handicapped children. Given under the auspices of Arizona State University and entitled "Experiences in Exceptional Child Clinics," the course was conducted at Phoenix's United Cerebral Palsy Center, where for five weeks this past summer Mr. Spolinn observed and actually taught

cerebral palsied youngsters. Department head of Special Education at North Phoenix High School, Mr. Spolinn has an academic background that includes some previous training in working with the exceptional child. However, he seems to have derived a special sense of accomplishment (as well as a top grade) from his Grant, for in a thank-you letter to Elks National Foundation Chairman John F. Malley, Mr. Spolinn commented: "The value of such an experience to myself cannot be estimated."



Jack H. Spolinn of Phoenix, Ariz., works with four-year-old Amy Marie Heart of Scottsdale, Ariz. The pretty pre-schooler attends the United Cerebral Palsy Center in Phoenix, where Mr. Spolinn received five weeks' on-the-job training under an Elks National Foundation Grant.

ELKS NATIONAL FOUNDATION

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F R E E D O M ' S F A C T S



"We'll Bury You": Are We Digging Our Grave?

THE SOVIET ECONOMIC offensive has made some spectacular breakthroughs to date.

When the offensive began in 1952, Western businessmen laughed at it. Moscow had nothing to export and no money with which to buy. Then, the Soviet trade drive was called a phony propaganda stunt.

Recently Britain rushed to give the Soviet Union a 15-year \$67-million loan to buy synthetic-fiber machinery. Earlier Japan gave the USSR an 8-year \$10-million loan to buy fertilizer-producing equipment.

French business interests are now anxious to give Moscow \$350 million in long-term credits for purchase of petrochemical, oil refining, fertilizer, and other equipment.

Seeing all these sales going to free-world competitors, U.S. businessmen also want to get into the market of giving Moscow long-term credits for purchase of hard goods in the U.S.

What a change in only 12 years!

The West views trade as a means of exchanging goods or services you don't want yourself for goods and services you want. Credit is given, of course, as a form of delayed payment.

To most free-world businessmen the test of a trade deal is whether the purchaser has the desire to buy and the ability to pay. They see trade as a commercial matter.

Communists, however, use trade as a weapon of economic warfare, for according to Yuan-li Wu, author of *Economic Warfare*: "The aim of economic warfare is to increase the economic potential of one's own country at the expense of enemy countries."

Communists, then, judge imports and exports, not on the basis of commercial advantage but upon the basis of whether or not the exchanges increase the economic potential of the communist bloc, preferably at our expense.

Communists believe Lenin's prediction that when the Soviet Union be-

comes able to outproduce the United States in farm and factory goods, communism will have the economic power to achieve world domination.

Fantastic? Not at all. The United States came out of WW II as the most powerful nation of the world, but not because of superior military force. Our command of world regard came from our tremendous production capacity.

This enabled the United States to help to rebuild war-ravaged Europe and Asia, put Soviet industry back on its feet, and still supply the pent-up needs of Americans.

The free world followed our leadership, not alone because we could protect them from communist aggression, but rather because we had the power to rebuild their economies and cities.

Marxists and Marxist-Leninists believe that economic power underlies all other power. Thus, building up economic potential is the primary goal of a communist regime.

Economic power and economic example are the major levers with which Moscow leaders hope to move the peoples of the world away from concepts of freedom and into the communist orbit.

If, indeed, communists are engaging us in economic warfare (or economic competition) with an aim toward increasing communist ability to bury us and do it at our expense, the question can be raised as to whether we should help them do it.

For many years the official U.S. Government position has been to oppose the sale of *strategic* goods to the communist bloc. The concept of *strategic* and *non-strategic* goods dates from days before the development of total war. Today—in the view of Yuan-li Wu—all goods are strategic if they increase, in any way, another country's economic potential. This includes food, clothing, transportation, plastics, fertilizers, chemicals, and technical know-how, as well as means to produce military weapons.

In an effort to keep members of the Order aware of developments in the global struggle between the forces of freedom and communism, THE ELKS MAGAZINE frequently publishes excerpts from Freedom's Facts, the monthly publication of the All-American Conference to Combat Communism. Membership of the conference includes some 40 national organizations, including the B.P.O.E. Readers who wish to subscribe to Freedom's Facts may do so by writing to All-American Conference, 1028 Connecticut Avenue N.W., Washington, D.C. 20036. The subscription price is \$3 per year for 12 issues.

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3536 Daniel Crescent Baldwin, New York

Coupon for advertisement on Second Cover

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Enclosed is check or M.O. for \$.....
Please send the items listed below on a satisfaction guaranteed basis.

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Address _____
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CONTROLLING LAPSATION

The rate of lapsation—that is the ratio of members dropped for non-payment of dues to total membership at the beginning of the year—is one of the best indicators of the health of a fraternal organization. Elksdom's lapsation ratio, historically one of the lowest, has tended upward since the war, but still stands at a figure indicating the basic soundness of this organization. This should not make us overconfident and cause us to relax our efforts.

On the contrary, it is strong evidence that lapsation can be controlled and reduced, and therefore should stimulate our best efforts in that direction.

In 1946, the first year after the end of World War II, the lapsation rate stood at 2.24. Eighteen years later, on March 31, 1964, the rate stood at 4.47, an increase of approximately 100 percent. The rate fluctuated considerably between those two years, but the trend was slowly upward. It reached a peak of 4.89 in 1962 and has dropped in each of the two years since.

It is reassuring that the trend upward toward the 5 percent level has been arrested, permanently we hope, for when lapsation begins to reach that proportion it is a definite sign of trouble. While there no doubt are numerous factors affecting the result, it would seem that much of the credit for the downturn in lapsation could rightly be given to the programs specifically devised in recent years to contribute to a solution to this problem.

One of these is the membership control program, with its manuals on lapsation and dues collection, incorporating the best and most successful ideas and methods that have been developed in the Order.

Another is the Stray Elk program, under which lodges are informed, through this Magazine, when a member of another lodge moves into their jurisdiction. This idea that "Elksdom follows the Elk" contains the essence of fraternalism. It strikes at one of the major causes of lapsation—removal to another city. This is not a self-performing operation. It requires effort, but it can pay off.

A third major contributor, in our opinion, to the downtrend in lapsation is the indoctrination program that really got under way four years ago with the production of colored slides, accompanied by a recorded commentary that presents the story of Elksdom yesterday and today. Every lodge was presented with a set of these slides, free, by the Grand Lodge so that they could be shown to new members, giving them an interesting and impressive visual and audio introduction to the Order. The theory was that a man who is briefed on the Order's wonderful history of achievement, who knows what Elksdom is, will develop a pride of membership that will make him a better member and disinclined to drop his membership, save for the most compelling reasons. This program, plus the other tools mentioned, will bring results if the necessary effort is made.

No Prelude to Peace

The time will come when Russia will have abandoned its expansionist drive for world hegemony, given up its fanatical obsession to communize the globe, and thus opened the way to a genuine peace, but the ouster of Nikita Khrushchev is not a signal that that much-desired time has arrived. It may be a sign that Communist Russia has inched in the direction of genuine peaceful coexistence, but there is a vast distance yet to go, and the free world will make a serious mistake by basing its policies on the assumption that communism has undergone or is soon to undergo a fundamental conversion from its typically aggressive nature.

We believe that Russia's ultimate conversion is a historical imperative. That is the direction in which the world is moving. It is ridiculous, in this day and age, for one people to have designs on the real estate of another, or to seek to impose its ideology on another by force, the threat of force, or by subver-

sion. Yet these are the goals of Soviet Russia today—since the fall of Khrushchev—as they have been Russia's goals since a handful of ruthless and determined men overturned a budding democracy and imposed a merciless dictatorship on the Russian people. That Khrushchev lives is a fact that in itself symbolizes the lessening of the communist tyranny within Russia and demonstrates some progress away from medieval practices.

Such relaxation of tensions within Russia should not be confused, however, with any fundamental change in policies or goals. It should be remembered that Khrushchev was removed from his positions of power, not because he had failed to advance the cause of peace but because he had failed to advance the cause of communist conquest. Indeed, the official statements dealing with his ouster made it clear that it was accomplished in order to strengthen Russia internally and restore harmony in the ranks of world communism for a more effective assault upon the free world.

In ousting Khrushchev, the Party was

merely finding a scapegoat for its own failures, for few people will believe that he alone was responsible for the policies that led to the schism with Red China or the domestic programs that have been less than successful. It is scarcely credible that he had the power to impose these policies and programs on his colleagues in the Presidium and the Central Committee. But he was the man out front, who took the bows when things went well and who had to take the blame when things went wrong, to protect the Party from the stigma of failure.

The interesting, and so far unanswered, question is who initiated the attack that led to Khrushchev's sudden downfall. A constant struggle for power is characteristic of government by committee that has prevailed since Stalin's death. It will continue to be so until there emerges a man ruthless and strong enough to sacrifice his subordinates to save himself when things go wrong, or until genuine popular government is introduced in Russia. There is no reason to expect the latter in the near future.

Yes, \$12 an hour gross profit in Your Own thriving business

- Start while keeping present job
- We'll show you how...step by step

a true story by Bob Ferrel



SOME YEARS AGO I WAS a printer in a small Michigan town.

I drew a pretty fair pay check but it would not stretch far enough to provide the kind of living I wanted for my wife and five children.

Then one day I was reading a magazine just as you now are and I saw an ad. It intrigued me. It offered me the steadily growing income

I had always hoped for. It said I would have greater security and personal independence... and that's what I had been wanting.

I was a little skeptical, but I said to myself, "for a postage stamp I can find out." So I mailed the coupon. In a few days, I got a letter with a booklet that gave the whole story. It opened my eyes. I could see why owning my own business was so much easier than I had always thought... why the day to day guidance of a successful worldwide organization could assure my own success.

I read the booklet several times. It just seemed too good to be true. I talked it over with my wife. We decided that now was the time to make the forward step... there was no reason to keep postponing an income increase.

So, I applied for a Duraclean dealership and I was accepted. I stayed with my job... ran a few ads... sent some mailings... contacted a few stores and told my friends about the superior services I was now equipped to give them. Evenings and Saturdays, I rendered the service. As the business grew, I added servicemen.

I found that I didn't have to develop a single idea myself. Every step had been prepared for me and pre-tested. Hundreds of other men had already proven my methods successful.

It didn't take long to see that I was making three to four times (yes, 3 to 4 times) as much per hour in my own business as in my printing job. So, after only seven months with a good following of customers, I quit my job to go full time on my own. In the meantime, I had enjoyed all this extra income on top of my salary.

Each day, we realized what a serious mistake not mailing that coupon would have been... and how that little act that seemed so trivial at the time actually changed our lives.

The steadily growing income brought us many things we could not afford before. My efforts were so much more productive. I scheduled my time to my own liking. When we wanted a day or two off, we took it. I worked hard but, if I wanted to be home early or quit at noon, I did.

This is not a business for a lazy man. But if a man is ambitious and will work to deserve those nice things in life we all want, this business is made to order for such a man.

I became so enthusiastic about this business and so appreciative of what it had brought my family that, whenever a man opened a dealership near me, I helped him get a quick start.

The company learned about this and had each new dealer in my section of Michigan spend a day with me. One day the president of Duraclean Company asked me how I would like to move to Headquarters and spend my entire time helping dealers to increase their sales and profits.

That was good news to my ears. Since then I have worked with hundreds of our dealers in their own towns and at regional meetings, conventions and dealer group meetings. But much of the time I am right here at my desk in touch with our dealers by letter and telephone.

Incidentally I sold my dealership at a good profit. Dealers sell their Duraclean businesses for up to ten times their cost. After 30 months Leo Lubel sold for \$7,116 above his cost. If for

any reason a dealer wants to sell, we maintain a service to locate buyers and help him sell.

Our job here at headquarters is to show each individual Duraclean dealer how to use his own abilities to bring him greatest success. I know hundreds of our dealers on a first name basis. We work together as one happy family. If you become a Duraclean dealer, I'll be as close to you as your telephone or mail box.

It's Easier than You Think to Build Your Own Business

If you've wanted to BE YOUR OWN BOSS... to become financially independent and have a fast growing income, now YOU CAN. And you own a Nationally Advertised business.

You can stay at your present job while your customer list grows... then switch to full time, lining up jobs for your servicemen to do. One job a day brings a good starting income.

If you hire two servicemen (full or part time) while you keep your job, the national price guide provides you a gross profit of \$12 an hour on their work and this is much easier to do than you think. We show you how... step by step. That's \$420 for a 35 hour week.

Your gross profit on three servicemen is \$18 per hour. Duraclean dealers find it easy to gross \$6 per hour on EACH serviceman plus \$9 an hour on any service they themselves render. The 24 page illustrated booklet we'll mail you (with no obligation) explains how most of your gross profit becomes clear net profit. Your income is limited only by the number of servicemen you employ.

You can operate from a shop, office, or your home. Equipment is light and portable.

At the start, you may want to render service yourself... or you can start with full or part time servicemen. This business is easy to learn... easy to start... so easy to service that women dealers do it. We prefer you have no experience... not have to "unlearn" old ways.

We are NOW enlarging this worldwide system of individually-owned service businesses. If you are reliable, honest and willing to work to become financially independent, we invite you to mail the coupon.

When you receive our illustrated booklet, you will see the way we show you step by step how to quickly get customers... and still more customers from their recommendations.

You have 6 superior services that are rendered "on location" in homes, offices, hotels, theaters, clubs, motels and institutions.

These are not ordinary services. You have the prestige and endorsement of leading furniture makers and carpet mills, of Parents' Magazine and McCall's, of Research and Testing Laboratories.

National magazine advertising explains superior merits of your services, builds your customer confidence and brings job leads to you.

We and a Duraclean dealer will train you and assist you. He'll reveal his successful, proven methods. You have pre-tested newspaper and yellow-page ads, commercials, and a full mailing program.

Stores, upholsterers, insurance adjustors, and decorators refer jobs to our dealers. These year 'round services are in constant demand.

Start Small, Grow Big in this Booming Business

Many men have said to us, "I can't afford to give up my job till I know I have a sure thing... a sound business that will provide both security and a better living for my family."

That made sense to us so we worked out such a plan... and those same men are now enjoying a Duraclean dealership in many communities. You don't experiment. You use tested, proven methods. You have our backing and "know how."

Does this appeal to you? Don't decide now.

To keep this cover intact—use duplicate coupon of this advertisement on page 37



Worldwide Services

Mail the coupon so you'll have the facts to decide wisely. There is no obligation. You'll then know whether this is what you want.

You can start small and grow big. A third century ago Duraclean was an idea... but it caught fire and spread to a world wide service. Why did it spread? (1) superior processes. (2) proven customer-getting methods (3) day to day guidance from Headquarters.

Our first service, the care of upholstery and carpets not only cleans, it enlivens the fibers... revives dull colors. Pile rises with new life. There's no harsh machine scrubbing. No soaking. Mild aerated foam lightly applied lifts out dirt, grease, many unsightly spots like magic. Furnishings are used again in a few hours.

Government figures show service businesses are growing faster than industries and stores... \$750 million yearly potential just in rug and furniture cleaning. Your 5 other services are explained in the free booklet we'll mail you.

A few hundred dollars establishes YOUR OWN business. A day's profit more than pays the monthly payments we finance for you. Men frequently take in partners.

We furnish electric equipment and, with first shipment, enough materials to return your TOTAL investment. If you have good habits and know the importance of customer satisfaction, you can likely qualify for a Duraclean dealership.

TODAY is the time to reserve a Duraclean dealership, before someone takes your location.

It's been said, "Opportunity knocks but once at every man's door." This could be that one rare opportunity in your life.

It is surprisingly easy to learn this business. You can decide from the information we will send you whether to apply for a dealership. So, with no obligation whatever, mail the coupon TODAY. Cut it out NOW so you won't forget to mail it.

Mail this coupon TODAY It may put you in business

Duraclean Co., 5-541 Duraclean Bldg.
Deerfield, Ill. 60015

With no obligation, mail 24 page illustrated booklet telling how and why I can quickly increase my income and family security while still employed, how you'll help finance me. No salesman will call.

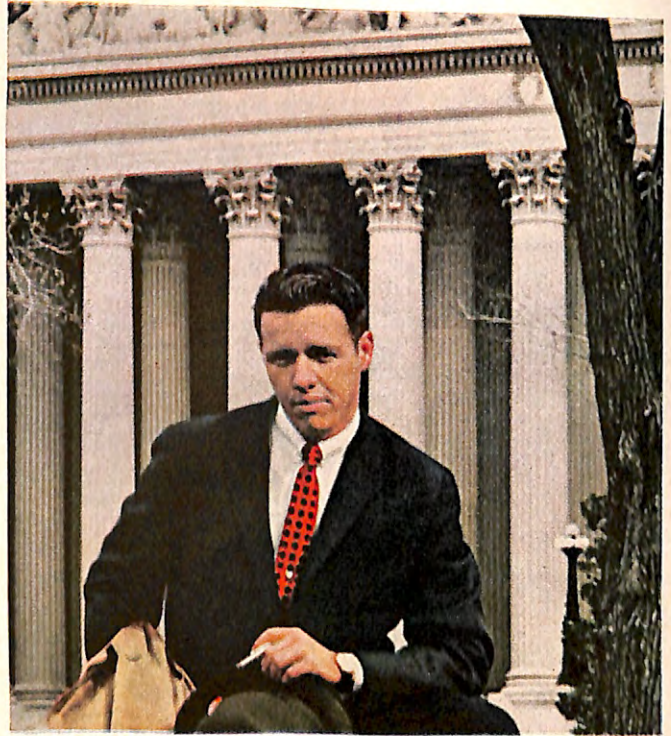
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City _____ Zone _____ State _____

Chesterfield People:

They like a mild smoke, but just don't like filters. (How about you?)



Sidney Milan, stockbroker, New York



Robert E. Peay, criminal investigator, Maryland



James S. Thompson, optical physicist, California



If you like a mild smoke, but don't like filters—try today's Chesterfield King. Vintage tobaccos—grown mild, aged mild, blended mild. Made to taste even milder through longer length. They satisfy!

CHESTERFIELD KING tastes great...tastes mild!