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**Elks**  
magazine  
March 1973

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A	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
B	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
C	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
D	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
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A Message from the Grand Exalted Ruler

## The Spirit of Fraternalism



THE MONTH OF MARCH ends the Subordinate Lodge fraternal year. When all the data is evaluated there will be some measure of the contribution of 1972-3 to Elkdom's legacy.



BUT FIGURES do not tell the entire story. Whether plus or minus they are not the final evidence of the dedicated service which underlies and nourishes the spirit of fraternalism.



THE RECORD will show lodges that made substantial contributions, and we know the dedication was present. It will also show lodges that struggled hard but fell back because of circumstances they could not control. We know that here, too, the dedication was present.



WE ASK for and expect the gains because Elkdom must go forward. But at this time of recapitulation we also recognize and credit the effort which was not so fruitful.



THE WORTH of a man is not the sum total of his capabilities. Rather it is the extent of his use of the capabilities he has. Talent is an endowment but effort is self-generated.



THE RETIRING officers, committeemen and all others who gave of themselves, whatever the result, have earned our respect and gratitude. They have joined legions of others in the preservation of Elkdom's legacy of achievement and responsibility.

*Francis M. Smith*

Francis M. Smith,  
Grand Exalted Ruler

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# the Elks magazine

VOL. 51, NO. 10 / MARCH 1973

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

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- 10 THE GREEN REVOLUTION  
American Industry is finally making Mother Nature pay off. Don Bacue
- 18 THE WORLD'S LARGEST PRINTING SHOP  
A wealth of invaluable material awaits at the Government Printing Office. Lynwood Mark Rhodes
- 51 ANTIQUES  
Is there a blue chip in your attic? That old crock may be worth more than you thought. A. R. Roalman

## DEPARTMENTS

- 3 MESSAGE
- 6 LETTERS
- 8 SPORTSACTION
- 14 A CANDIDATE FOR GRAND EXALTED RULER
- 16 AROUND WASHINGTON
- 20 DID YOU KNOW?
- 21 ELKS NATIONAL FOUNDATION/ JOY OF GIVING
- 22 IT'S YOUR BUSINESS
- 24 NEWS OF THE LODGES
- 31 CONVENTION PROCLAMATION
- 32 ELKS FAMILY SHOPPER
- 43 VISITS OF FRANCIS M. SMITH
- 45 TRAVEL: THE CARIBBEAN
- 53 ELKS NATIONAL SERVICE COMMISSION
- 55 EDITORIALS

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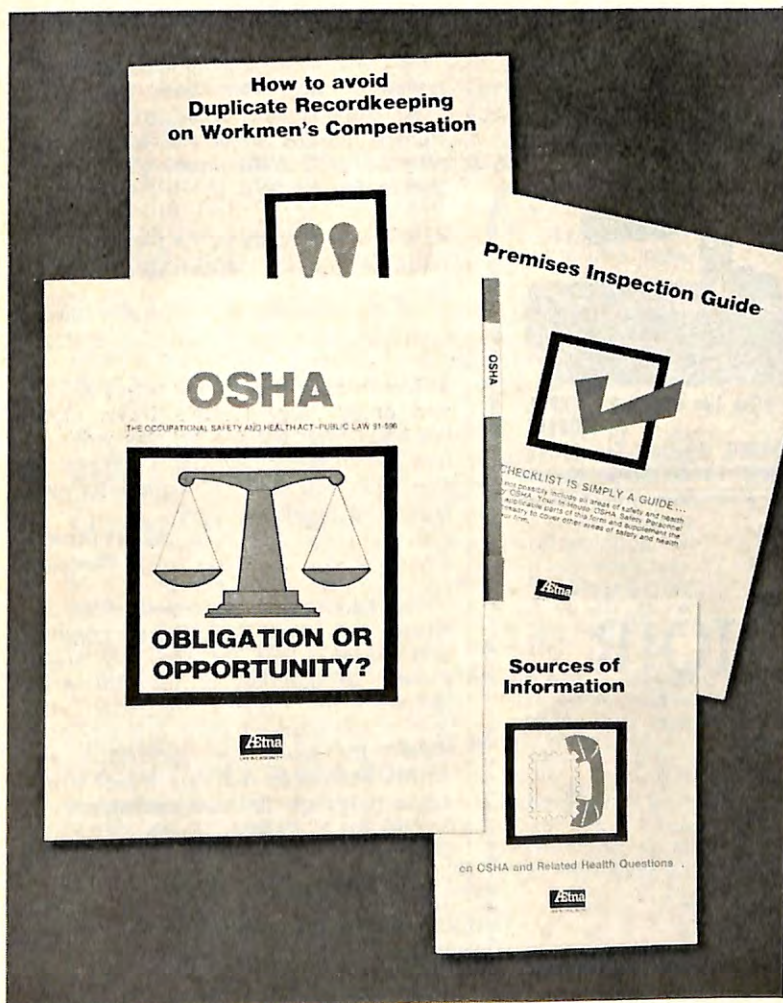
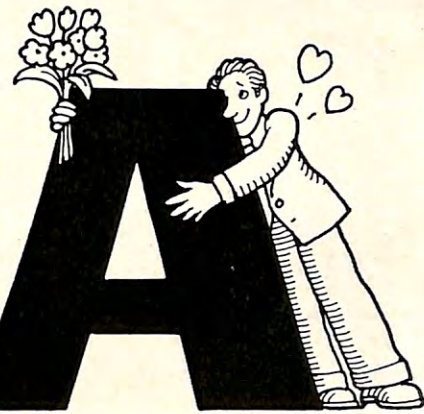


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# LETTERS



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

• I am enclosing a clipping from page 19 of *The Elks Magazine* [December, 1972]. The picture is captioned "The originators of the Elk of the Year Program," taken at the Huntington Park, CA, Lodge.

I am also enclosing a clipping from October, 1966, which gives Hampton Lodge No. 366 full credit for launching the Elk of the Year Program in 1954.

The officers and members of Hampton Lodge No. 366 would deeply appreciate seeing a clarification published in a future issue of *The Elks Magazine*.

J. E. Ferguson  
Hampton VA

*Several subordinate lodges had established their own Elk of the Year award before it became a Grand Lodge program under PGER Lee A. Donaldson. The program was founded locally at Huntington Park in 1951, according to references furnished to The Elks Magazine. The 1966 Hampton Lodge item does not indicate that the Elk of the Year Program originated there, only that it was established locally in 1954.*

• Please pardon me for my insistence, That your proofreading needs assistance, To this you'll offer no resistance:

This word is spelled with "E"—Persistence.

Owen E. Lyons  
Neenah WI

• It will be interesting to hear how many of the brothers and other readers will catch the front page typo, [January, 1973]. I have been through the mill on this, having once permitted the wrong photo of a wartime flying boat to get onto page one of the nation's leading general aviation publication.

As a cub on a weekly newspaper in 1920, I learned that making such a mistake was akin to setting fire to the old folks home. Nowadays, and I now publish my own aviation publication, *Aero Graphic*, the typo-free publication is practically non-existent. But, from close editorial scrutiny each month, I find that our monthly *Elks Magazine* is on par with the very best.

Russ Brinkley  
Publisher, *Aero Graphic*  
Harrisburg PA

*Ten lashes with a wet noodle? Not so fast. Our typographer for the January cover insists he's found an obscure reference to persistence with an "a." It's from the French, persistence, and obviously not the preferred spelling. But, after all, isn't it the meaning of the word that really counts?*

• The four articles in the January, 1973, issue of *The Elks Magazine* are mighty Good.

Ray Hawkins  
Marion IL

• Month after month, my wife and I read and enjoy Jerry Hulse's travel stories. We have even noticed articles written by him in our local newspaper's travel section. Can you give us more information about this talented writer?

Albert Dunellen  
Chicago IL

The *Elks Magazine's* travel editor, Jerry Hulse, is a West Coast-based columnist and travel editor for the Los Angeles Times. In addition to his full writing schedule, Mr. Hulse is the recent recipient of the coveted 1972 Strebig-Dobben Award for journalism excellence. Prior to his entry into full-time travel writing, his articles on juvenile delinquency resulted in a Pulitzer Prize nomination. Other writing efforts were recognized with awards from the California State Bar Association and several prizes for a series concerning the maltreatment of the elderly.

• Greatly enjoyed "Tea for Three" [December, 1972] on giving plants some attention, music, prayers, etc. As a matter of fact, I created a little rhyme that I attach to my prolific plants:

If you feel a little depressed or blue,  
Plant a tree, a shrub or two.

On your life they will depend

So live for *them* and be *their* friend.

Mary Gluszak  
Bellerose NY

(Continued on page 44)

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New York residents, for information about the LIFE PLAN 55 PLUS policy available to residents of your state, ages 55 to 72 for men and ages 55 to 75 for women, write to: Intramerica Life Insurance Company, 555 Madison Avenue, New York, N.Y. 10022.

North Dakota residents, acceptance is not guaranteed, but a few health questions and liberal underwriting assume acceptance of most applicants. Kentucky residents, LIFE PLAN 55 PLUS is available to residents age 55 to 85.

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March 1 — April 22

# SPORTS ACTION

by Don Bacue



## POST-SEASON RAP

Michael Bartell's nostrils flare every time he thinks about pro football and its recent division into an American and a National Conference. Michael Bartell's nostrils flare often. But not, perhaps, for the reasons you'd expect.

"I was talking to one of the line coaches from the Bears last season. You know what he told me? He told me the AFC wasn't nothing. No passers, no punters, just a bunch of old men left over from the American Football League's early days.

"Sure, he said, things were looking up with the draft and all—and the shifting of some of the old NFL teams like Pittsburgh, Baltimore, and Cleveland to the American Conference—and the AFC was making progress. But they'd be in a kind of second-class league for the next 10 years easy."

Mike doesn't like to hear talk like that about the AFC. He very nearly played for one of the old American Football League teams back when the League truly was a grotesque jumble of fresh-from-school kids and over-the-hill NFL castoffs. He'd gotten the offer and everything, but turned it down to go into the franchise business.

"Do I regret my decision? Naw. But it sure irks me to hear some of these guys knocking them."

Mike is a big, burly guy with a mean glare in his eyes. Kind of like the way you know Dick Butkus looks when he's not out trying to sell Super Crunch candy bars. It's easy to picture Mike as a 240-pound tackle for the Oakland Raiders or the San Diego Chargers or the New Orleans Saints or the Kansas City Chiefs. But instead, he is today a prosperous—at least reasonably respectable—businessman bending an elbow at Chicago's landmark Tap Root Pub. He's married to a petite Philadelphia girl, Jeannie, and has three children, ages five to 11, two girls and a boy. At least the neighborhood kids, I'm sure, get a kick out of scrimmaging with Mike Sundays in the park.

"Alright," the big man says, leaning over to share a secret with me he's never let slip from his lips in over a third of a century of football fanati-

cism, "alright, so maybe last year the AFC didn't do so well. And the year before, Baltimore was the AFC's candidate for the Super Bowl. And everybody knew Baltimore was an old NFL team transplanted to the AFC to show the fans what a real team looked like. See, they said to me, you put an NFL team in the AFC and it beats all those peewee leaguers right back to the bushes. That burned me."

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March 1 — April 22

# SPORTS ACTION

by Don Bacue



## POST-SEASON RAP

Michael Bartell's nostrils flare every time he thinks about pro football and its recent division into an American and a National Conference. Michael Bartell's nostrils flare often. But not, perhaps, for the reasons you'd expect.

"I was talking to one of the line coaches from the Bears last season. You know what he told me? He told me the AFC wasn't nothing. No passers, no punters, just a bunch of old men left over from the American Football League's early days.

"Sure, he said, things were looking up with the draft and all—and the shifting of some of the old NFL teams like Pittsburgh, Baltimore, and Cleveland to the American Conference—and the AFC was making progress. But they'd be in a kind of second-class league for the next 10 years easy."

Mike doesn't like to hear talk like that about the AFC. He very nearly played for one of the old American Football League teams back when the League truly was a grotesque jumble of fresh-from-school kids and over-the-hill NFL castoffs. He'd gotten the offer and everything, but turned it down to go into the franchise business.

"Do I regret my decision? Naw. But it sure irks me to hear some of these guys knocking them."

Mike is a big, burly guy with a mean glare in his eyes. Kind of like the way you know Dick Butkus looks when he's not out trying to sell Super Crunch candy bars. It's easy to picture Mike as a 240-pound tackle for the Oakland Raiders or the San Diego Chargers or the New Orleans Saints or the Kansas City Chiefs. But instead, he is today a prosperous—at least reasonably respectable—businessman bending an elbow at Chicago's landmark Tap Root Pub. He's married to a petite Philadelphia girl, Jeannie, and has three children, ages five to 11, two girls and a boy. At least the neighborhood kids, I'm sure, get a kick out of scrimmaging with Mike Sundays in the park.

"Alright," the big man says, leaning over to share a secret with me he's never let slip from his lips in over a third of a century of football fanati-

cism, "alright, so maybe last year the AFC didn't do so well. And the year before, Baltimore was the AFC's candidate for the Super Bowl. And everybody knew Baltimore was an old NFL team transplanted to the AFC to show the fans what a real team looked like. See, they said to me, you put an NFL team in the AFC and it beats all those peewee leaguers right back to the bushes. That burned me."

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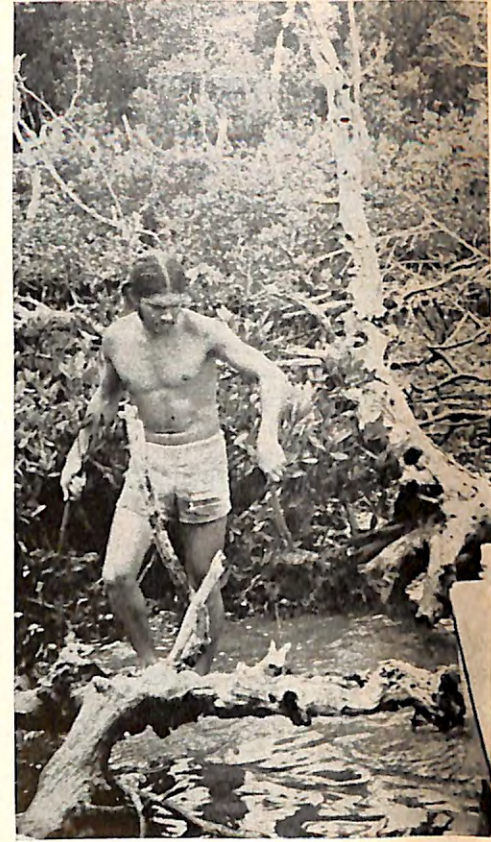
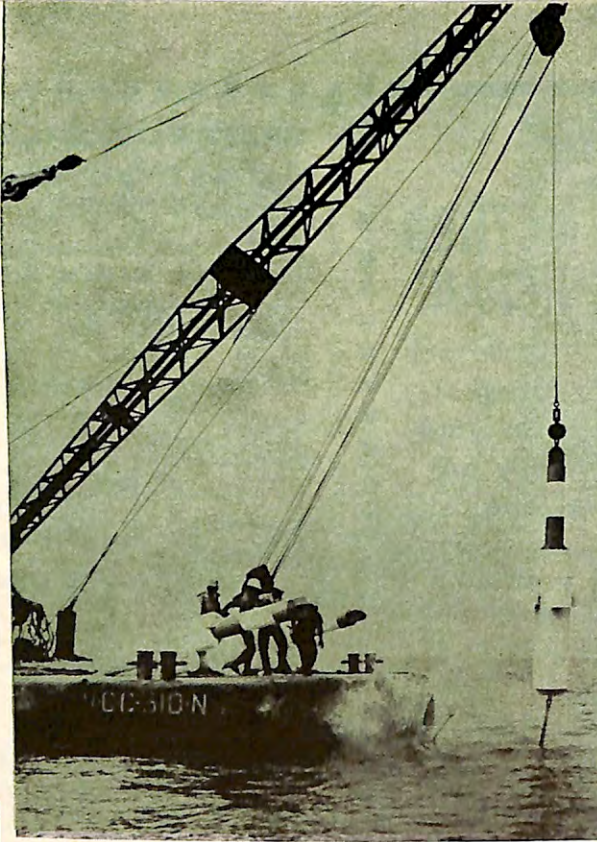
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# THE GREEN REVOLUTION

**It's called "economogy," the science of skillfully blending the "green" of ecology with the "green" of economics.**

by Don Bacue

■ In 1962, little more than a decade ago, fishermen, sportsmen, kids of all ages flocked to Florida's West Coast for one of the largest runs on Florida blue crabs in the Orange Blossom State's history. Trimmed with lanterns, nets, jeans, and dirty sneakers, people by the thousands pulled these devilishly good eating blues from the Gulf in bucketfuls and enjoyed them the next day steamed, baked, and—of course—deviled. The run lasted little more than one month. None has taken place since, and local residents, along with marine biologists, are stumped.

"It's the position of the moon," Nick Scarpos, a four-decade, third-generation sports fisherman from Tarpon Springs,

believes. "Everything runs in cycles, depending on the moon. They'll be back."

Not all Floridians agree. Some blame the blue crab's disappearance on "population"—a peculiar mix of pollution and a staggering growth rate that has destined their state for national leadership in population.

The plight of Florida's blue crab is not her lone ecological problem. There are others demanding equally unique—and speedy—solutions readily adaptable to the problems of overpopulated states across the country. Problems such as Florida's steadily declining population of mangrove trees, those unique botanicals capable of surviving even the foulest of brackish waters.



(Far left) Tagging the Marco Island, Florida, blue crab isn't as difficult as it sounds. The yellow metal tag is attached painlessly to the crab's back, and the crab is released. As the blues are recaptured, scientists evaluate significant data on population growth and migration patterns. (Center and right) Crews of dedicated conservationists toil long hours to help re-establish the balance of nature in Florida's coastal waters. At far right, workers uproot mangrove trees to transplant on a totally man-made island.

The mangroves' stiltlike roots are among the most important tentacles gripping earth anywhere in the world today. They grip and hold passing sand and mud, preventing soil erosion and actually *strengthening* the land with each passing wave. They provide crucial shelter for tiny organisms trying to gain their start in life, too. The constantly decaying mangrove leaves are converted to important nutrients for much of the life—shrimp, crab, snails, etc.—that inhabits the sea and provides food for man.

When the high cost of Florida real estate began to boom in the early '50s—and public demand along with it—massive dredge-and-fill programs were begun with little thought toward ecology. The mangrove trees were among the first to feel the pressure of the mighty bulldozer.

But suddenly Florida's government officials and publicans, her 'dozers and land development corporations began to feel pressure, too . . . the pressure of national unrest. Suits were filed to halt further construction. Injunctions were issued. Articles were written, documentaries were filmed. "Help Save Florida's Everglades" became an overnight slogan. It even made the big time—it even made the bumper sticker.

Local, state, and federal agencies—along with some of Florida's giants in industry—began to recognize that man's hopes for a brighter, healthier tomorrow in an overpolluted, underfed world might well lie in the promise

of the sea and in man's ability to protect, not pillage, nature. One of the first industrial giants to spring into action was Deltona Corporation, a magnate in the U.S. home construction industry.

"We took stock of the situation," according to Deltona spokesman C. R. Werle, "and decided we'd better act fast." With that, Deltona established an ecological station designed to uncover and solve some of Florida's most pressing ecological problems. An interesting turn of events, industry aiding ecology, that surprised many people. But Deltona Corporation's MAMES (Marco Applied Marine Ecology Station), located nine miles south of Naples at the mouth of Florida's delicate Everglades, launched a full investigation of the flora and fauna off the Mainland's southernmost Coast. One of their toughest problems was determining what had to be done to correct some of the ecological problems on Marco Island, a completely man-made island, to establish a balanced ecosystem. They started from scratch, at the very base of the Chain of Life, and built from there. It was a unique challenge, but MAMES' seven full-time workers proved themselves equal to the task.

Upon its founding, MAMES tackled Florida's perplexing mangrove problem. They located young mangrove trees in the path of future dredge-and-fill developments, then uprooted and transported them to their new home on Marco Island.

Says MAMES Assistant Director Dr. Jay Harmic, 20-year associate with the Delaware Game and Fish Department, "Mangrove trees had been transplanted in various (building) projects before, but we believe this is the first time they have been transplanted on an artificial island of sand and mud, created by mechanical means."

In less than two short years, the successful transplant rate swelled to 99 percent. Obviously Dr. Harmic and his staff did their homework. Both in transplanting mangroves and in other areas.

"*Callinectes sapidus* is a marine crustacean often neglected by Southwest Florida fishermen," says MAMES Director George P. Skinner, a 23-year employee of the Department of Fish and Wildlife. And that statement is good news; for *callinectes sapidus* is the Latin name for blue crab, and MAMES has undertaken a detailed study program to determine how to lure the blue back to Florida's coastal waters for sport and commercial use.

MAMES workers began by laying a score of crab traps, each labeled "Marco Ecology Scientific Research—Do Not Disturb" to dissuade nosy divers and hungry fishermen. At regular intervals, they make the rounds, pulling up the traps, logging the size, sex, and location of each blue crab found. The crabs are then tagged with a small yellow metal plate, wired harmlessly to the middle of the back, to determine migratory patterns and other useful information. To date, over 100 crabs have been caught

and tagged—and every one of them a male! Perhaps that's the reason the population explosion is anything *but* a problem in the fickle world of the Florida blue crab.

Buoyed by their initial successes, MAMES set out on a more ambitious program. Their "Great Leap Forward" encompasses a five-year, \$650,000 program and includes a modern \$100,000 building, headquarters for the organization's department of environmental management. It contains 3,500 square feet of office and laboratory space, an audio-visual conference room with 25-person capacity for demonstrations and classroom experiments, a library, and, to us laymen, at least, a super-equipped lab, containing such scientific necessities as microscopes, chemical instruments, oxygen meters, and a reference collection of all species (more than 150 different types of fish and 22 types of shrimp) taken off Marco Island.

MAMES has a wet lab, too, used for testing and examining creatures collected from nearby waters. It boasts two slips for docking boats and several holding pens used for keeping collected marine specimens alive.

What does Deltona receive for all its money and time invested? For one thing, a great deal of personal satisfaction, knowing MAMES is playing a small but significant part in maintaining Florida's changing ecosystem. But personal satisfaction, so to speak, doesn't pay the bills. So in addition, Deltona receives publicity . . . and lots of it. To

some businesses, publicity is little more than idle chatter. To Deltona, it is money. And money is the stuff corporations are made of. So through exposure in newspapers and magazines, on radio and TV, Deltona's doing its part to help balance the ecosystem and help itself to increased sales, as well. Kind of a simplistic approach to ecology, a selfish one, even. But it works. Works for the ecosystem and works for Deltona. It's "economogy" in full swing and possibly the most exciting thing to happen to Mother Nature since fire.

So there's money in ecology; no one

**Deltona's doing its part to help balance the ecosystem and help itself to increased sales. It's "economogy" in full swing and the most exciting thing to happen to Mother Nature since fire.**

knows that better than Deltona. And, it turns out, another corporate magnate, the Goodyear Tire & Rubber Company.

"There's a public housing boom off the Coast of Marco Island, Florida," wrote the *Akron* (Ohio) *Beacon Journal* in May of last year, "but, sorry, folks—it's strictly for fish."

Strictly for fish, indeed. Perhaps Deltona's most impressive work in the field of marine ecology is a joint effort by MAMES and Goodyear. MAMES recently contracted with the rubber producer for hundreds of thousands of treadbare, worn-out tires. The tires were compacted, bundled, weighted down with concrete, and carefully positioned

off the Florida Coast to provide a man-made reef, the first step toward attracting the algal growth so necessary to attracting higher forms of underwater life. After algae, they hope, will come barnacles, snails, shrimp, crabs, eels, small fish, and, finally, grouper, snook, and other sport and game fish. It's an intricate chain, easily upset by the type of construction Florida has witnessed of late. But MAMES scientists report the artificial reefs are doing their job. Within a year or two, the Marco Island waters should be teaming with scrappy—and nutritious—fish.

So Deltona Corporation and Goodyear Tire & Rubber Company have found ecology pays. Both through publicity and direct sales. But they're by no means alone in this new dawn of corporate awakening to ecology. Other organizations are beginning to see the light. With a slight readjustment of goals and production-distribution techniques, they're finding out "economogy" can be theirs for the asking.

At Marine Colloids, Inc., in Rockland, Maine, scientists have been experimenting with seaweed. Once considered a nuisance to swimmers and fishermen alike, today seaweed is finally gaining the recognition as one of Mother Nature's most amazing commodities it so richly deserves. It's high in many vitamins, rich in minerals, and crammed full of substances marine biologists call hydrocolloids and carrageenans.

Hydrocolloids are used to thicken or gel milk, gravies, icings, syrups, pie fillings, salad dressings, cottage cheese and so forth practically to infinity. The seaweed, from which the hydrocolloids are extracted, is farmed off the Coast of Maine. At harvest time, fishermen collect the seaweed and deliver it to Marine Colloids by the truckload . . . sort of land-locked voyagers.

Through its best commercial venture, Marine Colloids, like Deltona, is slowly helping itself to increased profits via ecology. It sort of makes you wonder if hundreds of other American industries aren't missing out on a good thing, for everybody. After all, good old Yankee ingenuity founded this nation and helped it grow; maybe that same ingenuity—and not laws and lawsuits, fines and incarceration—will be the deciding factor to see it through its most difficult, and potentially *deadly*, period.

A new firm spawned entirely from the awakening giant of ecological awareness is Environmental Concepts Products Company, Inc., of Beverly Hills,



"You came at the right time. The ladies just left."



California. They searched for years for that elusive silver lining. Now, according to founder Jack Klotz, they've found it . . . on the rubbish heap. Environmental Concepts Products Company wants to convince you to furnish your home in contemporary trash, literally. ECP manufactures a complete line of lightweight, inexpensive furniture from recycled paper. Can you imagine sitting down one evening to read the evening paper on last evening's paper. Yankee ingenuity—and economogy—has made it a reality.

The recycled paper, according to Klotz, comes from "garbage heaps all over the world." It's washed and sterilized in giant vats and converted to "sort of a mash." Seventy-five pounds of trash mash make one 11-pound coffee table. And best of all, once that table outgrows its usefulness, back into the hopper it goes, to come out, well, only God knows what.

Klotz strives to make his designs with the environment—and people—in mind. "It saves cutting down trees and saves wood for essential uses such as housing. Trees also give off oxygen, and that's the most important thing our future grandchildren are going to need."

The company's "Set-Ups," as its line is called, can be disassembled and packed in cardboard cases for easy portability. An entire roomful can be fitted into a case no larger than a man's valise, a whole houseful into a station wagon.

Indeed, economogy can be a good thing, as the people of Briarcliff Manor, New York, recently discovered. This small town in affluent Westchester County reports it has reduced its volume of solid waste some 3,000 tons simply by collecting old newspapers, which it then sells to an enterprising fellow who, in turn, recycles the papers back to their original form and resells them—at a discount—back to the newspapers. The result? A yearly savings to the town of nearly \$5,000—all this while operating at only 15 percent capacity.

Economogy—it's fast becoming a way of life. From Deltona and Goodyear to Marine Colloids and enterprising businessmen across the nation, its scope is limitless. Solid waste disposal, water pollution, overpopulation, air pollution, thermal pollution, all sources for great potential wealth and future activity to the ambitious young man with ingenuity. Economogy—it's opened up new job opportunities, prompted potential polluters to take stock of their operating procedures . . . and, even more important, change them. It's changing the face of American Industry, and may change the very face of America. And that can only be a change for the better. ■

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**Seattle, Washington,  
Lodge No. 92  
Presents  
Robert A. Yothers  
For Grand Exalted Ruler**

SEATTLE, WASHINGTON, LODGE NO. 92, Benevolent and Protective Order of Elks, in its regular session on December 14, 1972, unanimously resolved that it would respectfully present to the Grand Lodge the name of its most distinguished member, ROBERT A. YOTHERS, for the office of Grand Exalted Ruler for the year 1973-1974.

BROTHER BOB YOTHERS was born in Pullman, Washington, on September 22, 1913. He attended Washington State University and was a member of Phi Delta Theta Fraternity. He was elected to Phi Beta Kappa Scholastic Honorary, Crimson Circle Service Honorary, and was selected as a Rhodes Scholar candidate from Washington State University.

From 1942 to 1946, BROTHER YOTHERS served in the Army as an enlisted man, and then as a commissioned officer. He was awarded the Commendation Ribbon and the Bronze Star.

BROTHER BOB YOTHERS WAS INITIATED into the Elks in Anchorage, Alaska, in 1943. He is a member and Past Exalted Ruler of Seattle Lodge No. 92; Past District Deputy Grand Exalted Ruler and Past Special Deputy Grand Exalted Ruler. In recognition of his continued interest and service to his Lodge and to the Order, he was voted an Honorary Life Membership by Seattle Lodge.

HE WAS A CHARTER MEMBER and

is still active as a Trustee of the Washington State Elks Major Project, serving as the Chairman of the Project for two years. He served as Treasurer of the Washington State Elks Association for four years; was elected Honorary Past State President of the State Association in 1970, and is presently serving as a member of the Executive and Public Relations Committees.

HE SERVED WITH DISTINCTION on the Grand Lodge Ritual Committee from 1965 to 1968. From 1968 to 1972, he was a member of the Grand Lodge Committee on Judiciary and was recently elected to a four-year term on the Board of Grand Trustees. He has continued to serve as a member of a Special Committee on Litigation, and has assisted many Lodges and State Associations and the Grand Lodge in this respect.

BROTHER BOB YOTHERS also has a state and national reputation. He is Past Commander for the State of Washington of the Veterans of Foreign Wars and has served on the National Committee of the V.F.W. He is a member of the American Legion and the Disabled American Veterans Organizations. He served as a member and then Chairman of the King County United Services Organization (U.S.O.); is a member of Kiwanis International; a member of the Board of Trustees and Past President of the Ballard Community Hospital, and a director of the Ballard Bank of Washington. He has served on several civic committees and on the Board of Theater Supervision of Seattle.

BROTHER BOB is active in his church as a Trustee and Elder of the Northminster Presbyterian Church.

HE SERVED in the upper house of the State Legislature as legal advisor from 1949 to 1955. He has been on the legislative committees of the Washington State and American Bar Associations, and was active in the American Judicature Society. He has been admitted to practice in the United States Supreme Court. His legal specialty is in trial practice and constitutional law in State and Federal Courts. He maintains his office in Seattle.

He met his wife, the former Dorothy Helwig, while attending Washington State University, and they were married in 1936. They have one son, Robert Michael, who is also a member of the Seattle Lodge No. 92, and a fourth generation Elk.

THEREFORE, Seattle, Washington, Lodge No. 92 proudly and respectfully presents ROBERT A. YOTHERS as its candidate for Grand Exalted Ruler, who, by reason of his experience and leadership, is eminently qualified to fill this high office in a manner which will reflect dignity and distinction to all Elks.

Edwin F. Loons, Exalted Ruler

Dave McDonald, Secretary

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All those terrible risks—and all those starvation-returns—are a million miles behind you now! Because, from this moment on, you can have absolute safety that not one cent of your money will ever be lost... at the same exact time that you get a return of up to 23.5% on that money—all of which makes most of Wall Street's vaunted "growth stocks" look absolutely pale by comparison!

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Yes, perhaps right now—today—you are one of these over 200,000 "Smart Savers" who are now getting 9%...10%...even 13% on their money... all because they had the foresight to purchase Martin Meyer's previous best-selling book that showed them exactly how to do it!

When this book came out three years ago, it caused an overwhelming sensation in banking and financial circles all over America! Because this book tore away the veil from the way banks really work! And showed the average man and woman how they could use the banks' own "hidden rules" to force those banks to give these "Smart Savers" TWICE AS MUCH INTEREST as their uninformed neighbors were getting!

Yes! Up to TWICE as much interest—and from a single weekend's fascinating reading! But—what the author of this book himself didn't even realize then—was that even the "impossibly" high 9%...10%...even 13% was still just the beginning.

Because once the door to higher, and still higher, interest rates was forced open, then bank officials themselves quietly divulged to the author other EVEN MORE LUCRATIVE mechanisms that his original Plan had missed!

And so, one money-multiplying "trick" was piled on top of another! And then another! And then another! And then still another! Ingenious, perfectly sound, almost completely unknown little devices... that raised the absolutely safe return on the average saver's money to 15%...17%...19%...even 23.5%! Like this... .

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How to turn your savings account into a checking account, where the bank continually pays you interest on checks you've already written but haven't yet cleared (but for which you've received the merchandise)!

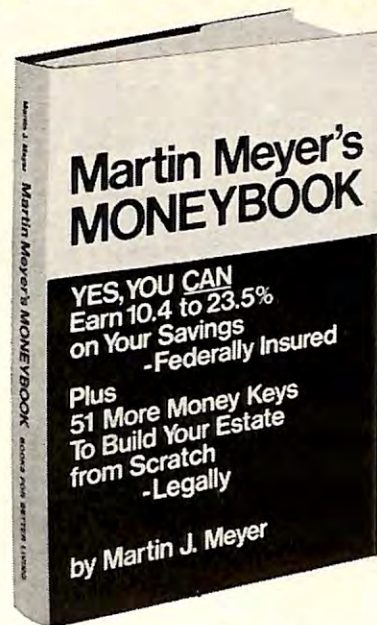
How to get, not only FREE checks for everyday use, but also FREE traveler's checks when you go on vacation!

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A special chapter on little-known, and tax-sheltered investments fully as safe as savings accounts, but yielding much, much more!

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How to "find up to \$500 or even \$2,500 a year—just in overlooked leaks the average person makes in his buying and paying methods!

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So the choice is now up to you! Do you want to go on getting a measly 5% or 6% on your savings every year—or risking them all in the roller-coaster market—when this book can show you how to get up to 23.5% on that same money, with ABSOLUTE safety, or it doesn't cost you a cent!

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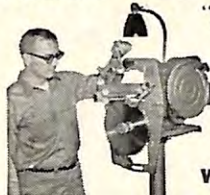
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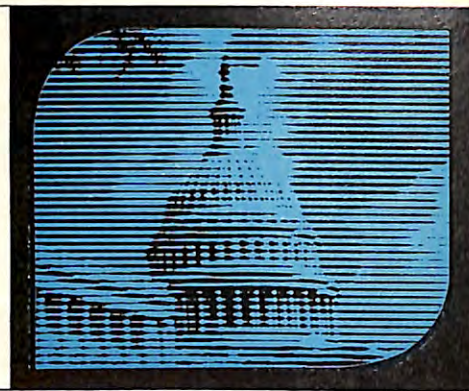
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# AROUND WASHINGTON



FOUR MILLION MILES without an accident. That is the record established by Curtis C. Stapp of San Leandro, Calif., during the 44 years he has been a professional truck driver. The American Trucking Association recognized his achievement by naming him its 1973 Driver of the Year.

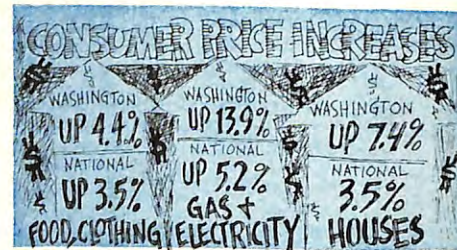


COFFEE BREAK has become a poker break as well in many Washington offices. The poker is played, not with cards, but with five-card poker hands printed on the sides of the paper cups that come out of the coffee-making machine. There are about 800 different poker hands, according to the American Can Co. which is producing the cups, and none of the employees who gather around the vending machine knows whether his will be a nothing hand or four aces until he puts in a coin and his cup drops down. Offices which have the new cups report that their employees are drinking more coffee than ever before.

WINDMILLS which once dotted the rural landscape of America have all but disappeared. They have been replaced as pumbers of water by electric pumps which are cheaper and more efficient. But two U.S. companies still manufacture them, largely for export to South America and Africa. Some Easterners seeking a pollution-free power source for their country places also have begun inquiring about them, according to Dempster Industries, Inc., in Beatrice, Nebr., one of the two companies manufacturing them. A Dempster mill costs \$839 compared to anywhere from \$150 to \$350 for an electric pump.

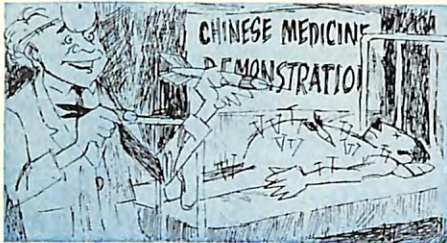
WHERE TO LIVE is a problem for the Vice President of the United States. He is required to provide his own residence since Congress never has purchased an official Vice Presidential abode. Vice President and Mrs. Spiro T. Agnew, who decided they wanted a change from living in a hotel apartment, have found a home in the exclusive suburb of Kenwood, Md., which solves their problem. They bought a 12-room fieldstone house for \$190,000 which is suitable for entertaining and satisfactory, from a security viewpoint, to the Secret Service.

BELTWAY which circles Washington for the convenience of commuters and of travelers who want to bypass the city was supposed to be adequate through 1980. But in the nine years since it has been fully completed it has become so overcrowded that plans are now being drawn up for an outer beltway. It will circle the city outside the current highway and will take care of the traffic load until the year 2,000, the planners hope.



IT COSTS A LOT to live in Washington. Last year, consumer prices rose about 1¼ times as fast here as they did nationally, according to the Consumer Price Index. Essentials such as food, clothing and shelter went up 4.4 percent compared to 3.5 percent nationally. Natural gas and electricity increased 13.9 percent compared to 5.2 percent nationally. Houses cost 7.4 percent more here compared to 3.5 percent more nationally. Washingtonians are hopeful that 1973 will be a less expensive year.

FAST TRAIN SERVICE has worked well between Washington, New York and Boston. Now it is being organized to go into effect next summer on two major runs in the midwest—Chicago-Milwaukee and St. Louis-Chicago. Amtrak, the National Railroad Passenger Corp., has ordered four turbo trains for the runs. Two of them, built by United Aircraft Corp., are being purchased for \$2.1 million apiece from the Canadian National Railway. The other two are being leased from the French railway system with an option to buy for \$2.5 million each.



CHINESE MEDICINE is catching on here. Patients have come from as far away as Pittsburgh to be treated at the Acupuncture Center opened in a downtown office building. Chinese specialists have been authorized to practice acupuncture medicine under the supervision of licensed Washington physicians. They treat physical ailments by inserting needles in the body at specific points. Treatments cost \$50 for the first visit, \$25 for subsequent visits.

LUCKY FARMER. One of the world's luckiest farmers—Arthur John Davey—lives in England. He found what looked at first like a rock while hoeing his sugar beet field. It turned out to be a gilt bronze statuette, 3¾ inches high, of St. John the Evangelist which antique experts estimated was made in the year 1180. Davey took it to Christie's auction house in London where he got \$88,200 for it.

ATOMIC POWER PLANTS will provide half the electricity generated in the United States by the year 2,000 compared to about 2 percent now, the Interior Department predicts. It notes that problems are currently being experienced in the construction of nuclear plants but expects them to be solved by 1985.

FOR BUSY EXECUTIVES a new medium-length golf course has been designed. It is called the "Executive Length" course. It is 4,000 to 5,000 yards long, has a par of 60 to 65 for 18 holes, and can be played in about three hours compared to the four or five hours required for a regular course.

(Continued on page 44)

# It doesn't take a fortune to become one of the most important merchants in town

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**No retail experience necessary.** This plan enables you — without a single day's experience in retailing — to apply ambition and a willingness to work . . . and succeed! This plan — and Western Auto people — help you every step of the way. From the beginning, you'll be independent — yet *never* alone.

**Need financial help? Let's talk.** If you're qualified, Western Auto will help arrange financing. The modest investment required on your part may be much less than you think, and Western Auto can help you stretch it.

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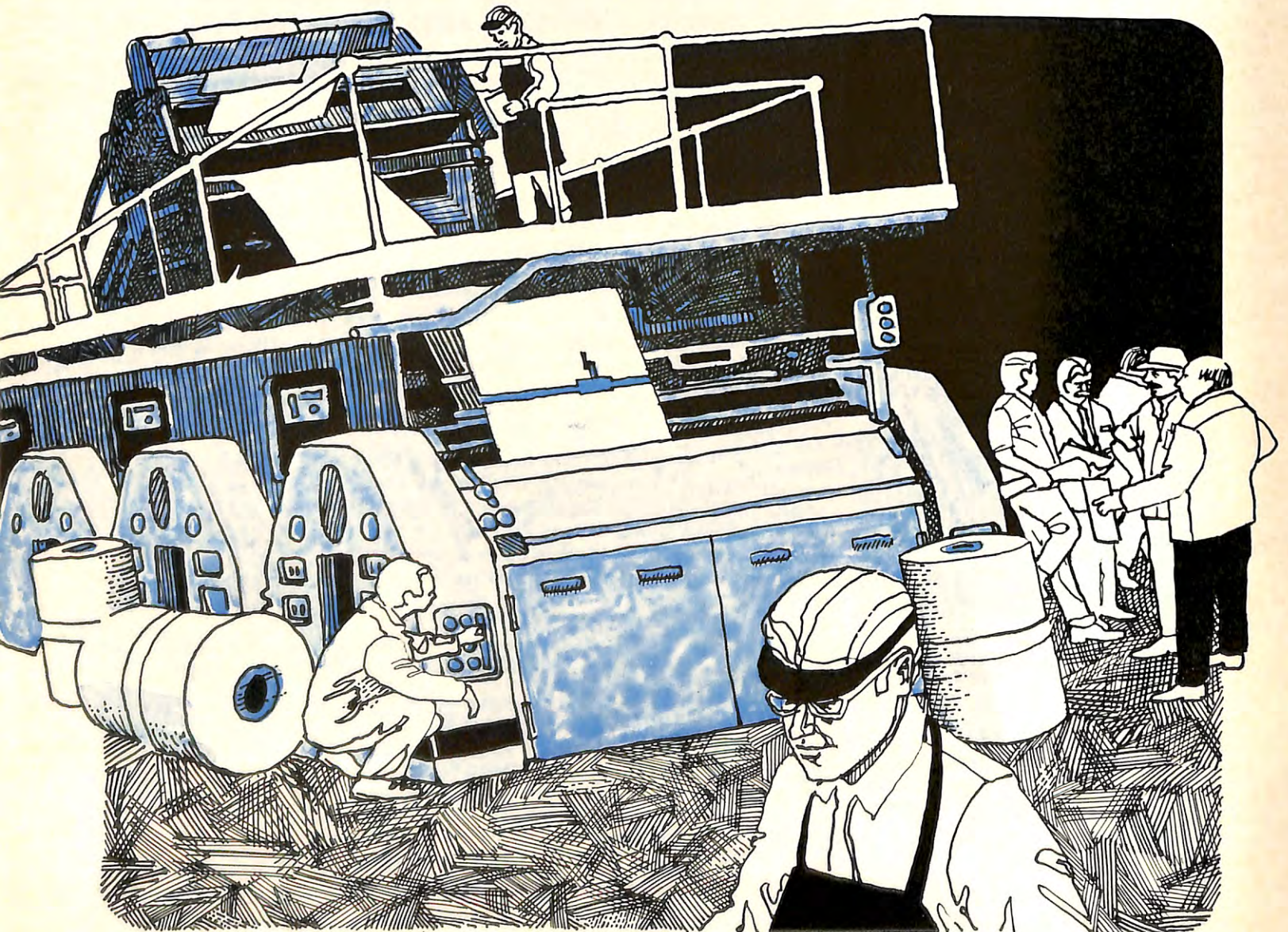
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# The World's Largest Printing Shop

by Lynwood Mark Rhodes



Would you like to brush up on your French, the Battle of Gettysburg, urban building codes, mildew prevention, tornado preparedness, or child-abuse reporting laws? Or would you simply like to know how to get a college loan, update your knowledge of installment buying, or learn the secrets of controlling fleas?

Well, all you need do is order the informative pamphlet or book from the Government Printing Office in Washington, D.C., 20402, at an incredibly noninflated average price of 22 cents. These topics are only a smattering of the ones covered in the 71,500,000 publications sold each year by Uncle Sam from a red brick structure that houses what is often described as "the largest general printing job shop in the world."

Indeed, in terms of subject matter, the variety of publications available to inquisitive Americans is staggering.

The GPO presently stocks some 27,000 different titles on its shelves, ranging all the way from NASA's report on the flight of Apollo 11 to the Agriculture Department's listing of tables on ground water levels in any part of the country. In between, as a sampling of the government's printing versatility, are a welter of booklets, pamphlets, leaflets and periodicals on insurance, national parks, taxation, "taste-tempting recipes" developed by the Armed Forces, conservation, contagious diseases, trademarks and patents, census reports, worms, social security, veterans' affairs, electronics, gardening, explosives, and home construction—including a pamphlet on building fireplaces and chimneys, and another titled *Know Your Fire Extinguishers* just in case you don't follow instructions properly.

The cheapest publications, selling for five cents, are those issued for the Public Health Service on the care of common illnesses such as whooping cough and chickenpox. Currently, the most expensive publication is the *Report of the Presidential Commission on the Assassination of President John F. Kennedy*, a massive 26-volume set popularly referred to as the Warren Report, which sells for \$76.

The GPO's all-time best seller? An expertly written, 108-page booklet prepared by the Department of Health, Education and Welfare on the do's and don't's of *Infant Care*, irresistibly priced at 20 cents. First issued in 1914 by the Department of Labor, appropriately enough, it has since gone through countless revisions and now boasts a Spanish language edition. Over the years, 14 million copies have been sold, twice as many as a commercial best-seller such as *Gone With the Wind*. Not sur-

prisingly, *Your Federal Income Tax* is also high on the list of long-time favorites.

Most publications are sold by mail, though they can be purchased over-the-counter at the GPO bookstore in Washington and in field offices in Chicago, Kansas City, and San Francisco. Checklists of publications, with prices and by subject interest, are available free, and the GPO also maintains a mailing list—you can be included for the asking and over 1,000,000 Americans have—to which it sends periodic announcements about forthcoming publications.

Even the government must draw a line somewhere, though. "I am in the seventh grade," an enterprising youngster recently wrote to James L. Harrison, who presently serves as the nation's Public Printer. "I would like some books on how to get a girl friend. I am twelve years old." Since the GPO hasn't yet gone into the computer dating business, the best that Harrison could come up with was *Goodbye to the Birds and the Bees: What's Happening*.

That beguiling request is just one of the 40,000 to 60,000 letters received every day at the printing office. (Clerks answer approximately 1,000 telephone orders a day, as well.) Normally, about half of all these requests are filled within ten days, the remainder take several weeks. The reason, explains Superintendent of Documents Carper W. Buckley, the man who heads Harrison's sales force, is because the GPO is "faced with the greatest demand in our history for government publications." Like latter-day Alices, Americans apparently have gotten "curious-er and curiouser" about the bewildering wonderland in which they live. Sales have grown by 683 percent since 1946 while GPO personnel have increased by less than a third and its working space not at all. The result is a paper logjam of from 250,000 to 400,000 orders in process of being filled each day.

But unknown to most Americans, printing and disseminating publications written by the multitude of government agencies—the GPO has no writers of its own—are only part of Harrison's chores.

Appointed by the President and confirmed by the Senate, he also supervises the printing of passports, fingerprint forms, customs declarations, post cards (2½ billion annually) and registered mail receipts, income tax forms and instructions, military manuals, classified data, naturalization guides, some White House stationery and social forms, and all letterheads, tags, labels, payrolls, wall calendars, and steno-



graphic notebooks used by the members of Congress.

Topping off these tasks comes the printing of the *Federal Register*, including the beautifully bound *Public Papers of the Presidents*; *The United States Code*, the jurists' bible; the eye-smarting *Statistical Abstract of the United States*; the *National Gazette* with roughly 350 pages of tediously detailed patents, designs, and trademarks granted each week by the U.S. Patent Office; and 48,000 daily copies of the *Congressional Record*, which runs from three pages to 400 depending upon the length of Congressional sessions and the verbosity of Congressmen.

A work roster of this sort would give a case of the hives—and once, during the San Francisco Conference in 1945, then-Public Printer Augustus Giegengack did come mighty close to scratching.

GPO printers flown to the West Coast from Washington had to prepare 1,000 copies of the United Nations Charter in each of five versions—English, Spanish, French, Chinese, and Russian. The first three languages presented few difficulties, but all type in the Chinese version had to be set by hand. With less than two days to get the job done, GPO officials hired a local Chinese newspaper publisher to set the type and a government printer put it into pages. At the same time, other GPO workers fretted over the Russian version. Only one Russian machine operator could be located and he had to set and reset type repeatedly as delegates continued to make changes here and there in the Charter's wording.

By 4 p.m. on the day before the deadline, all versions were approved, the forms locked, and trundled off to the pressrooms. At 6:30 p.m. a hold call with further corrections came from the conference chambers. Not until 2:30 a.m. the next morning—the day delivery was required—did printing begin.

By then, it was too late to make the entire press run in each language and still have time for binding and delivery. Six preliminary signatory copies in each version were struck off, instead. But just as the sweating printers were about to knock off, horrified proofreaders discovered that a character was missing from the Chinese version. An agile compositor found it, inked it, and stamped it on by hand in each copy. Old-timers still say that that episode was probably the closest the GPO ever came to losing its cool.

Bringing off the miracle of government printing nowadays still requires a pretty tight shop. "We're a captive plant," Harrison observes. "What we print is what Congress and the federal agencies tell us to. We cannot be selective. Certainly we have some control over layout, color, and type faces. But we are first, last, and always a service organization."

That unique status has taken on astonishing proportions since the GPO was authorized by Congress in 1860 and inaugurated with Lincoln on March 4, 1861. Its first annual report listed \$550,887 worth of government printing; today the GPO's printing and binding business totals nearly \$200 million annually. And from an original printing

shop valued at \$135,000, its physical plant now spreads over a four-building complex worth in excess of \$36,000,000.

Such burgeoning growth has forced the GPO to farm out over half of its jobs to private concerns on competitive bidding, much of it multi-color work and specialty printing. A number of agencies—the Bureau of Mines, the Geodetic Survey, some branches of the State Department—still do their own specialized printing in their own shops. For all the others, GPO is official imprimatur, a task that keeps its rows of massive machinery—146 presses, 375 typesetting and casting machines, 41 stitching machines, 37 cutting machines, and 39 folding machines—humming around-the-clock, year in and year out, Sundays and holidays, eyed by three shifts of employees.

The most vexing growth problem, however, is a lack of adequate working space. New structures added in 1930 and 1940 and a warehouse in 1938 eased the crunch somewhat, but much of the air-conditioning machinery is now 30 years old, a fifth of the GPO's floor space isn't cooled at all, and the electrical system is hopelessly outdated.

"I believe," says Harrison without the trace of a blush, "that if we started all our machines at once it would blow out our whole system."

Traffic is a daily nuisance ("We have 400 trucks a day coming and going from our buildings") and finding parking spaces for 7,971 employees is about as likely as sneaking the dawn past a

(Continued on page 30)

# did you know...



Through Food Commissioner Herbert Hoover, the Order of Elks became the first fraternal organization whose aid was sought in the movement for food conservation during World War One.

\*\*\*\*\*

The Tennessee Elks Association major project is scholarships for nursing education. Since 1956, they have awarded 131 scholarships for a total amount of \$101,900.

\*\*\*\*\*

The Kansas Elks Association major project is a training center for retarded adults. They hope to serve and train some 225 handicapped clients this year with a budget of \$355,000.

The Montana Elks Association will spend over \$62,000 this year to pay five speech and hearing therapists who travel their areas in Elks State Association cars giving their services to those in need of them.

\*\*\*\*\*

Indiana Elks, through their State Association, contribute \$48,000 to Indiana University for cancer research and \$27,000 to the Purdue University school of medicine.

\*\*\*\*\*

The Adjutant General of the Army asked the Elks for help in recruiting 45,000 men for Air Corps ground crews. The program was so successful, the Adjutant General said, that over 97,000 men were enlisted.

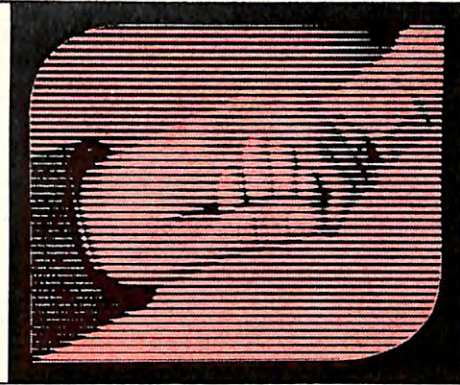
\*\*\*\*\*

The Oklahoma Elks Association major projects are an Elks Youth Camp which is open the year around and is free to all youth and church groups. They have two mobile units to determine hearing and sight deficiencies of young and old. They offer scholarship assistance to children of police killed in line of duty and they assist cerebral palsied and mentally retarded children.



# THE JOY OF GIVING

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2750 Lakeview Avenue  
Chicago, Illinois 60614



Four members of Poughkeepsie, N. Y., Lodge were honored for making \$100 contributions to their participating memberships in one payment. (From left) State Foundation Chm. Greg Emery congratulated Brothers Burton Whitaker, Walter Grannatt, George Schade Jr., and Walter Pine with lodge Chm. Frank Durney.



A dinner-dance at Peekskill, N. Y., Lodge raised \$627 for the National Foundation. SP Joseph Ferlo (third from left) presented honorary founder's certificates to (from left) Brothers Frank Tucceri, William Dominick, PER George Delamater, and PVP Patrick Minor as State Foundation Chm. Greg Emery looked on.



Twelve ladies—wives of present and former officers—were honored at Kelso, Wash., Lodge for their contributions to the National Foundation. They received membership pins from ER James McGee (left) and State Foundation Chm. Kay Hansen (right).

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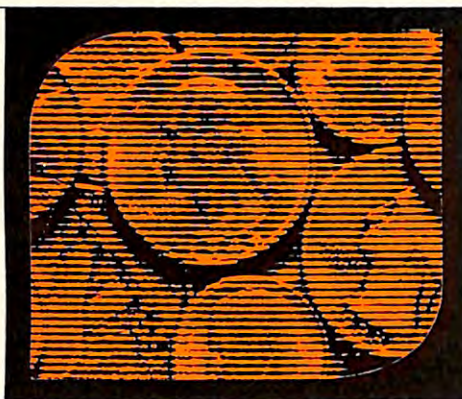
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# IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



Recently a small Chicago manufacturer, Chicago Wheel & Manufacturing Company, was able to double its production and also cut down its unit costs. The company, which makes hand-held power tools, had been running into increasingly stiff competition, much of it from foreign firms.

The company's remarkable productivity improvement was achieved with the help of a newly formed Illinois state office, the Governor's Office of Science and Technology. This was set up both to aid unemployed aerospace scientists and engineers and to provide research and technology-improvement assistance to small Illinois businesses.

The theme of "productivity" is of tremendous importance to business, including small business. Last December, Federal Reserve Board chairman Arthur F. Burns delivered an address at the joint meeting of the American Finance Association and the American Economic Association. He warned that in 1973 "further progress in moderating inflation will be more difficult to achieve." He added that it was likely there would be "upward pressure on wage rates and prices at a time when productivity gains will probably be diminishing." He cautioned that if inflation is not brought under control, then "the nation's economic future may be adversely affected for a long time to come."

As we noted in our preceding article, the concept of "productivity" includes more than "labor productivity." But it is on the problem of labor productivity that the average employer's attention is focused when he thinks about productivity.

## How Do We Measure It?

Labor productivity is usually defined as "physical output per manhour." If a group of six employes turns out an average of 312 product units a day and spends eight hours a day in this production, then the quotient "312 product units divided by 48 manhours" gives "6.5 production units per manhour" as the labor productivity of that group of workers.

The idea of labor productivity origi-

nated long ago in connection with agriculture, manufacturing, and some other fields of work to which the concept of "physical output per manhour" is readily applicable. But that definition is hardly adequate for use in trying to determine the productivity of a management group, of a hospital staff, or of the service employes of a motel. Today a number of companies and research groups are trying to find ways to measure productivity in employment categories to which the traditional definition doesn't effectively apply.

The subject of labor productivity, to say nothing of overall productivity, is very complicated. Unfortunately it's also the topic of discussions that are more heated than enlightening.

## Need—a Balanced View

The intelligent and knowledgeable modern management approach to the goal of improving labor productivity takes into account all of the following considerations: socio-economic conditions and trends . . . plant and workspace . . . equipment . . . job characteristics and standards . . . pay and benefits . . . physical working conditions (such as safety) . . . methods and systems . . . employe selection . . . training . . . supervision . . . communication . . . employe attitudes and motivation.

A dismayingly large number of companies, including plenty of big ones, not only don't take that balanced view but don't even come close to taking it. Quite a few others rate high on some of the points we listed but all too low on some others.

## A Warning from HEW

Last December the U.S. Department of Health, Education, and Welfare published its report *Work in America*. This was based on a survey that showed that there is a great deal of employe dissatisfaction in the U.S. This dissatisfaction is by no means confined to hourly-wage workers—there's a lot of it among professional and management people too.

Much of the discontent is related directly to pay and to financially valued benefits, but much of it is not. A key source of trouble is the generally poor

quality of communication and supervision in American employer-employee relationships. The HEW report says: "Perhaps the most consistent complaint reported to our task force has been the failure of bosses to listen to workers who wish to propose better ways of doing their jobs. Workers feel that their bosses demonstrate little respect for their intelligence. Supervisors are said to feel that the workers are incapable of thinking creatively about their jobs."

Well, why not just eliminate the supervisors?

"Impossible!" comes the shocked reply from many managers . . . and from many supervisors. But this "impossible" step has actually been taken—with striking success—in a number of big companies. Let's glance at a couple of instances.

## The "Worker Team" System

In what *Business Week* called "one of Britain's most successful and far-reaching productivity programs," the big Imperial Chemical Industries company and its employe unions together worked out a radical new work system called the "Weekly Staff Agreement." Under the new plan, ICI's 55,000 hourly-wage workers were pretty much given the freedom to plan and do their work on their own responsibility. The nagging supervisors that the worker so deeply resented were removed, the time clocks were eliminated, and the workers—operating as teams—were left free to plan and carry out their work as they felt best. Besides eliminating bossy supervisors, many of whom were resentful of the younger and better-educated generation of employes, the company did a lot of things to give the hourly-wage workers a greater sense of dignity. Decent rooms for relaxation were provided and the employes were left free to fit their tea breaks and their lunch hours to their individual schedules.

The results? Not chaos and bankruptcy—but rather an 11% improvement in productivity! How's that for an impressive increase!

## The Leadership Challenge

In our preceding article we told about auto dealer Samuel L. Marshall and his remarkably successful business. Mr. Marshall is not only highly skilled in modern professional management techniques—he's also able to inspire his employes and fill them with enthusiasm.

Many employers simply don't want to bother even to try to motivate their employes. But many others do, but ask: "What employe-motivation approaches are suitable for today's employes?"

That will be our topic in our next article. ■

RICHARD PETTY says:

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**Earn \$5 to \$7 an hour in your spare time.**

As a trained mechanic you can command good money working for yourself or doing spare time jobs. And you’ll save a lot on your own car upkeep. NRI gives you a choice of a complete Master Automotive Technician course or a shorter Automotive Tune-up and Electrical Systems training program. Both courses give you the essential training and diagnostic equipment you need for good car repairs. No other school gives you as much training and equipment for your money.



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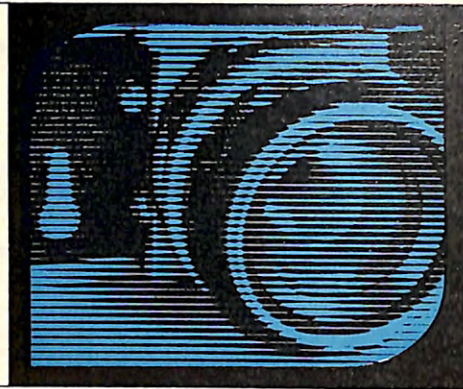
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# NEWS OF THE LODGES



**VETERANS HOSPITAL CHAIRMAN** William E. Bysegger of Tacoma, Wash., Lodge received a Grand Lodge plaque in recognition of his outstanding work for the Elks National Service Commission. ER Fred McNeill (right) made the presentation.



**BROTHER JOSEPH DELORENZO** of Wethersfield-Rocky Hill, Conn., Lodge was congratulated by GER Francis M. Smith for sponsoring more than 145 new members during the past year. He also holds the title of Goodwill Ambassador of the Connecticut State Elks Association.

**GRANITE CITY, Illinois,** Elks presented a \$300 check to John Young (foreground), 9, to help pay the expenses of a trip to the Massachusetts Eye and Ear Infirmary in Boston. John is a victim of retinitis pigmentosa, a progressive eye disease, and will be examined by a specialist there. With him during the presentation were (from left) Police Chief Ronald Veizer, Patrolman and Mrs. Albert Young, ER Joseph Harding, and Crippled Children's Chm. William Russell.



**THE PROCEEDS** of a dinner at Greencastle, Ind., Lodge were turned over to the Todd Crosby Fund, a special fund to pay the cost of open heart surgery for a local youth. Larry Sanders (second from right), accountant for the lodge, presented the \$600 check to Jerry Williams, treasurer of the fund. Looking on were (from left) Brother Keith Shinn, ER Scott Lewis, Chm. Lloyd Grimes, and James Ross, who handled the publicity.





**THE DEDICATION** of a new addition to the home of Sayre, Pa., Elks included (from left) ER Joseph Smith, PGER Lee Donaldson, Grand Secy. Homer Huhn, and Mayor Nicholas Chacona at the speakers' table. About 350 persons attended the ceremonies.

**A GOLD ASH TRAY** was presented to Otis Blasingham (left), president of the Tournament of Roses, by ER A. J. Campbell of Pasadena, Calif., Lodge. Each year the lodge honors the most dedicated group of volunteers to sponsor a community event.



**A DINNER DANCE** to honor the official visit of SP Joseph Kovacs and his wife (center) was held at Watertown, Wis., Lodge recently. Greeting them were ER and Mrs. Donald Bobb (left) and PSP and Mrs. J. R. Casanova.



**AN AUCTION**, co-sponsored by Bath, Me., Lodge and WJTO radio, raised \$2,200 that was presented to the state Arthritis Foundation. Admiring a replica of the check were (from left) Brothers Alden Grant, Jud Ingersol, Maurice Owen, and George Pushard; Ed Pert, director of the foundation, and Turner Porter, WJTO general manager.

**A PORTABLE PUBLIC ADDRESS SYSTEM** was donated to the St. Joseph's Home for Senior Citizens by Wilmington, Del., Lodge. The Mother Superior at the home accepted the gift from (from left) Trustees Chm. Millard Petticord, Brother Ernest Garyantes, and Brother Donald Coviello.



**SUSSEX, New Jersey, Lodge** made its yearly contribution to the state crippled children's fund, a part of the state major project. (From left) Est. Lead. Kt. Gerald Elston presented the check to VP Fred Eagles as ER Hugo Solimene looked on.



**THE TUBERCULOSIS and Respiratory Disease Association of Colorado** received a \$150 contribution from Boulder, Colo., Lodge. ER Ray Trujillo (right) presented the check to Dwight Sullivan, advisory board chairman for the association.



**TEENAGERS OF THE MONTH** were selected at Falmouth, Mass., Lodge. Andrea Powers and Rodney Byrd each received a \$25 bond at a banquet in their honor.



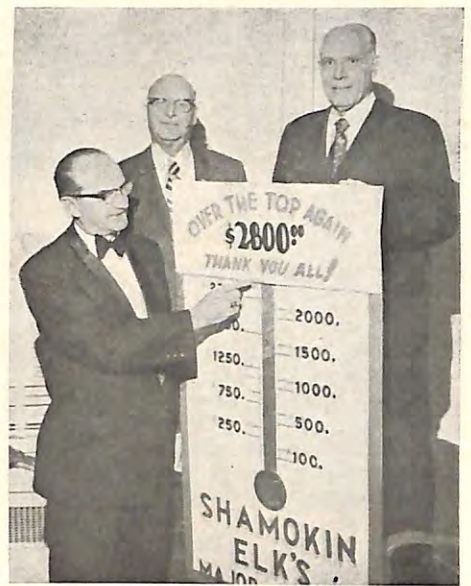
**A \$100 CHECK** was presented to the Holy Angels Home by Irondequoit, N. Y., Lodge as their annual contribution toward a special holiday dinner for the residents. (From left) Est. Lead. Kt. David Zimmerman and ER Theodore Szatkowski joined in presenting the check to two representatives of the home.



**A PIPE SMOKING CONTEST** was held at Oshkosh, Wis., Lodge with Carl Frank (left) as the winner. ER Miles Fredrickson congratulated him for keeping his pipe going for 83 minutes and 27 seconds without relighting. The pipe held 3.3 grams of tobacco.



**THE CEREMONY** to burn the mortgage for Valley Stream, N. Y., Lodge was a festive occasion. (From left) Est. Lect. Kt. Edward Keller, Est. Loyal Kt. Norman Brower, Est. Lead. Kt. Christopher Botticelli, Nathan Bennett, town clerk, and SP Joseph Ferlo watched as ER John Dibble set the document aflame.



**EXCEEDING THEIR GOAL** of \$2.75 per member, Shamokin, Pa., Lodge raised \$2,800 in support of the state major project—aid to cerebral palsy victims. (From left) ER Ernest Vedral and PDD Raymond Lauer congratulated Chairman George Fessler on his committee's outstanding efforts.

## LODGE NOTES

**PEARL RIVER, N. Y.** The lodge recently held the second dance this year for local teenagers, featuring popular rock groups. Youth Chm. Dennis Smith and Dance Chm. Ralph Smith considered both sell-out events a success.

**VIRGINIA, Minn.** Keeping it in the family, the lodge initiated six sons, one son-in-law, and a father of lodge members. ER Richard Johnson conducted the ritual for the class, which included his father Henry.

**CHELMSFORD, Mass.** The National Foundation honorary founder's certificate was awarded recently to the lodge in recognition of the members' financial support. ER Claude A. Harvey accepted on behalf of the lodge.

**POINT PLEASANT, N. J.** A large group of exchange students from the American Field Service were recent guests for a tea at the lodge home. ER Raymond Gurley and Youth Chm. George Singer welcomed them while the president and ladies of the AFS assisted.

**ALBION, Mich.** The lodge conducted a Christmas tree sale to raise money to benefit the state project of helping handicapped children. State project Chm. M. D. McKay purchased the first tree from tree sale Chm. Bryan Downey.

**HEMET, Calif.** The lodge celebrated its 25th anniversary recently. Among the special guests welcomed to the event by ER George Clark were PGER R. Leonard Bush, SP C. Wallace Ericson, DDGER Ray Rucker, Fullerton PER Clarence Koons, Riverside ER Paul Wagner, and Brother George Livesey.

**UHRICHSVILLE, Ohio.** A class of nine was initiated recently at the lodge during DDGER George Murphy's visit. ER Sam Orr welcomed Brother Murphy, DDGER Ed Palmer, PDD Frank O'Connell, and other local lodge officers.

**ISHPEMING, Mich.** The lodge has sponsored a project to remember the 240 Brothers living at the Elks National Home. Chm. Frank J. Brogan has asked each lodge member to take one name from a list provided by Executive Director Doral E. Irvin and send a card on the man's birthday and at Christmas, and to write at least two letters each year. Some responses have already been received from the National Home.

**IRON RIVER, Mich.** The annual band banquet to honor local high school band members and cheerleaders was sponsored recently by the lodge. Brothers Leo Konwinski, Gib Colberg, and Leonard Williams originated this special event.

**PLANTATION, Fla.** The lodge sponsored a trip to the Walt Disney World for 31 young people. Youth Chm. Thomas Ryan arranged facilities and activities for the two days and nights and drove the bus on the outing.

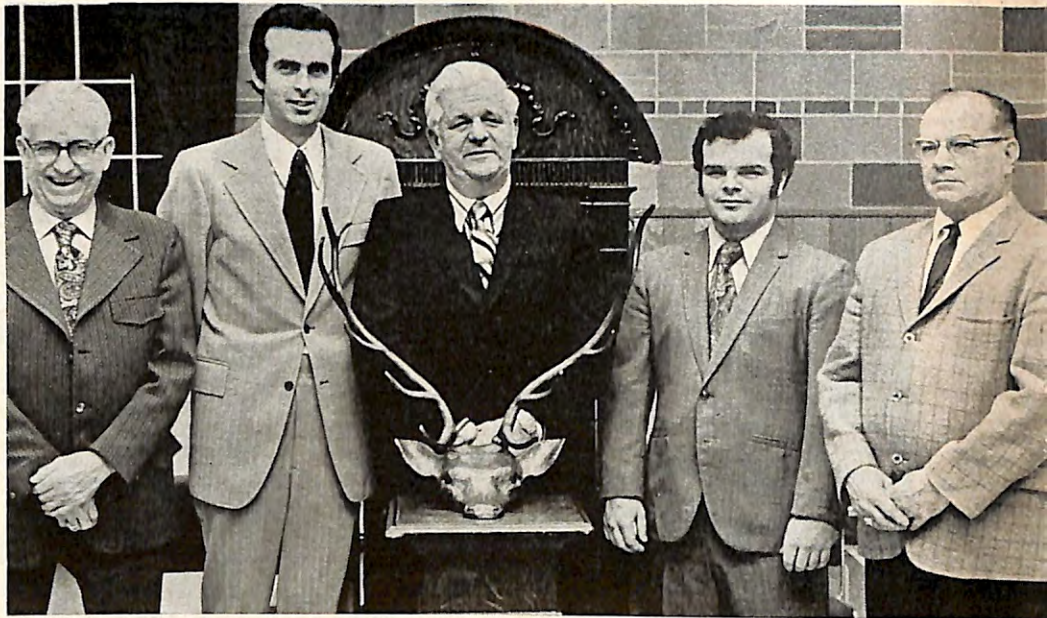
**LYNNWOOD, Wash.** A recent fire destroyed the lodge home, except for its foundation. Rebuilding was expected to begin on the site early this year, to be completed in six to eight months.

**NEW LEXINGTON, Ohio.** Lodge members were saddened by the death of Secy. James O'Hare on December 21, 1972. Brother O'Hare served as the lodge's secretary for 18 years.

**VERO BEACH, Fla.** The lodge has provided free health care equipment to local residents who are crippled, bed-ridden, or recovering from injuries. Social and Welfare Chm. Bill Bieschke said canes, crutches, hospital beds, and wheelchairs are available.

**WHITE PLAINS, N. Y.** A basketball league consisting of six teams is sponsored by the lodge for local boys between the ages of 10 and 12. A schedule of 15 games will be played with a final tourney and trophies presented. Youth Chm. Carl Hobby provided the teams with basketballs and shirts.

**TWO NEW OFFICERS** of Springfield, Mass., Lodge received their jewels of office from their fathers. At the ceremony were (from left) PER Thomas Barry, Chap. David Barry, ER Donald Russell, Est. Lect. Kt. Raymond Durocher, and PER Raymond Durocher.



**OPERATION THEFT-GUARD**—a program to help reduce burglaries by assisting citizens to mark their valuables for easy identification—is being promoted by Hillside, N. J., Lodge. The lodge provides the free use of electric engravers and stickers proclaiming participation in the program. Police Chief George Shelbourne (seated) signed a letter announcing the police department's cooperation in the program as (from left) Vice-chm. Stanley Funkhauser, Chm. Henry Goldhor, and ER William Kennedy looked on.



**TWO OUTSTANDING STUDENTS** were recognized for their achievements by Kelso, Wash., Lodge. Mary Lou Orr and Mike Gross received awards from ER James McGee and Chm. John Westervelt.



**SIXTY-FIVE CHILDREN** from the United Cerebral Palsy Center at Roosevelt were treated to a bowling party by Freeport, N. Y., Lodge. Among the lodge officers supervising the event were ER John Purdoski, Secy. John Quinn, and Youth Co-chairmen Robert Levine and William Latour.



**TWO CUB SCOUTS** accepted a Pack flag and an American flag from Eatontown, N. J., Lodge. Youth Chm. Bill Dougherty (left) and ER James Slater made the presentation.





**SIXTY-YEAR MEMBER** Coyne Sterling (foreground, right) was honored by Crisfield, Md., Lodge with the initiation of a class of four candidates. ER Thomas Linton (center) presented a 60-year pin to Brother Sterling as the new members looked on.

**STATE PRESIDENT** C. Wallace Ericson (second from left) accepted \$100 bills from each of three Santa Maria, Calif., Elks for the "Let Elkdom be Heard" program, which provides information to news sources about Elks' activities. The three were (from left) PER Jack Poole, PDD Leland Simas, and Est. Lead. Kt. William Ashbrook.



**STATE VETS CHAIRMAN** Patrick Melillo (second from left) of Lyndhurst, N. J., Lodge received a recognition plaque for his outstanding service from PCER William Jernick, National Service Commission chairman. Looking on during the presentation, which was made during the lodge's charity ball, were Est. Lead. Kt. Sam Chimento (left) and ER Harold List.

**MANILA LODGE** presented its annual scouting award to Jere Wilder (second from left), who was accompanied by his mother. The award, which was donated by PER Stanley Phillips (right), goes to the outstanding scout of Troop 351 selected by the other members of the troop. N. Earl Cocks (third from left) was last year's winner.



**THE 1,000th LODGE MEETING** of Westwood, N. J., Elks was highlighted with a visit by DDGER A. Frank O'Plinus (second from left) of Hawthorne. He was greeted by (from left) PER Fred Woolley, ER Sam Williamson, and VP Raymond Slonieski.



(Continued on page 47)

## Largest Printing Shop *(Continued from page 20)*

rooster. Estimates at renovating the tired, old-fashioned complex touch \$75 million and, as Harrison is the first to point out, "we still would have an old remodeled building." The only permanent solution, he says, is a brand new building located away from downtown Washington. "We could recover between four and five million a year in material handling costs alone by having a plant that would lend itself to our type of operation."

Until that happens, keeping apace of the government's phenomenal printing demands is nothing less than an exercise in tight-rope walking.

Take the *Congressional Record*, for example. Copy must be delivered to the plant by 11:30 p.m. each evening. Type is set. The make-up of the House and Senate proceedings are kept separate so that late-coming remarks can be inserted at the last minute. Proofreaders then go over every word with nit-picking care. (On Capitol Hill, more than one public printer has learned, a misspelled word or a bungled sentence construction are rarely considered typographical errors by the Congressmen quoted.) But somehow or other, the stereotyped plates are always on the specially constructed web press by 2:30 a.m.

The machine is switched on, running 12,500 copies an hour, printing, folding, gathering and stapling them along the way. The finished product is fed into a mailing machine which folds, turns, pastes the *Record* in addressed wrappers, and delivers it to an endless belt that empties into mail bags. As filled, the bags breeze down a chute to the basement and rumble along another belt stretching under North Capitol Street to the City Post Office a block away—all by 6:30 a.m. An hour and a half later, the 48,000 daily copies of the *Record* are in the mail.

When GPO took over responsibility for the *Record* in 1873, the only new tools needed for the job were more paper, one Webster's Dictionary at \$12, a Holy Bible at \$3.50, and McPherson's Political History at \$2.50. Today, printing the yearly 45,000-page *Record* costs over \$5,000,000 and requires all sorts of exotic type. If a visiting rabbi gives the opening prayer at a Congressional session and speaks part of his prayer in Hebrew, for instance, it's faithfully reproduced in Hebrew script kept for that purpose at the GPO.

Back in 1906, Public Printer Charles Stillings tried to save time, space, ink and paper by using a simplified spelling for some 300 everyday words—"tho" for "though," "fixt" for "fixed"—to cut down on page volume. The idea had originated with the Spelling Reform Committee, financed by Andrew Carnegie and composed of leading educators and scholars, and received the blessing of President Theodore Roosevelt.

"It is not an attack on the language of Shakespeare and Milton," the old Rough Rider explained to dubious Congressmen. "It is merely an attempt to cast what slight weight can properly be cast on the side of the popular forces which are endeavoring to make our spelling a little less foolish and fantastic."

Americans everywhere disagreed. The New York State Commissioner of Education said that "he didn't believe in telling people how to spell." The *New York Times* discovered that unless all agencies adopted "Carnegie jargon," the GPO would have to print two versions of every bill, for "no man can read one style one minute and the other style the next."

The upshot was that Congress, alarmed by public resentment and disliking the strange form of its own words,

threatened to veto the Public Printer's appropriation unless he followed "the rules of orthography recognized and used by accepted dictionaries of the English language."

Lately, Harrison has sought a less controversial tack to hold down printing costs. He tries to place the so-called "Extension of Remarks"—letters from constituents, quoted magazine and news articles—in a separate appendix, but Congressmen fight back by putting this kind of material into the body of their remarks. The result is that printing a single page of the *Record* in fiscal year 1970 cost \$116, up three dollars since 1968 and twenty dollars over 1964.

"It is still an awfully good buy," Harrison gallantly admits, but, as he sees it, the only way to slim the *Record's* girth is the same one suggested by a Congressman in 1873: "The first and most obvious method is to stop talking."

Fortunately, automation helps out with other chores. The GPO now prints 60 percent of its publications by the offset method and its IBM 360/50 computer keeps tab on an inventory of 60 million pounds of paper, handles all accounting and billing (government agencies pay for their printing orders out of their own budgets), writes checks, prepares the payroll, and grinds out magnetic tape for high speed photo-composition.

Two electronic Linotrons, both million dollar machines, compose an entire page of copy from magnetic tape at the rate of 1,000 characters per second. The first one was installed in October, 1967, on the 90th birthday of the late Senator Carl Hayden, then chairman of the Joint Committee on Printing—a six-man body that serves as Congressional watchdog over GPO affairs.

When the Senator pressed the starting button the Linotron spat out a happy birthday greeting before he had time to turn around. That speedy pat on the back was a harbinger of things to come, for in its first year of operation the machine saved \$900,000 over the next most economical production method. That's one reason why Harrison calls it "the greatest invention since Gutenberg invented movable type."

Even so, the GPO usually has about \$24,000,000 outstanding in receivable debts. Some agency heads, it seems, are just as slow in paying their bills as other Americans. When that happens, Harrison acts much like a typical department store bill collector. He waits patiently for awhile, then out goes a gently-phrased dun to the foot-dragging official. If that doesn't bring results, "we send our comptroller over to have

## Christmas at the Elks National Home



The oldest resident of the Elks National Home—Frank O'Brien, 99—pulled the switch to light the famous Christmas display at the Home for the 1972 holiday season.

A record 22,274 cars from four states drove through the grounds to view the spectacle. A number of Elk officials were on hand for the opening ceremony.

a nice little talk with him," Harrison admits. "Usually he comes back with a check."

Ledger-watching of this sort pays off, but critics of the GPO—and they are legion—don't mince words about the propriety of some of its publications, claiming that many of the pamphlets for sale are a thinly-disguised boondoggle rather than a bonanza for curious Americans. The outcry at times has reached all the way to the Presidency. During the 1952 campaign, for instance, Eisenhower lambasted the GPO for printing a pamphlet titled *Tools for Food Preparation and Dishwashing*. He homed in on a straight-faced sentence which stated, in an unhappy choice of government rhetoric, that "dishpans should be large enough to hold the dishes but not too large for the sink."

Just the same, millions of Americans happily look upon the GPO as a welcome, inexpensive wellspring of information, offering "the best all-around book sale in the world." Their increasing enthusiasm in its printing ventures also reveals much about what concerns people today. The most recently sought after publications, for example, fall into three broad categories—health (*Prenatal Care, Food and Your Weight, Smoking and Health*), happiness (*Ducks at a Distance, Recreational Boating Guide, Handbook for Recreation*), and horror (*Report of the National Advisory Commission on Civil Disorders, Preparing for the Federal Service Entrance Examination*).

But boondoggle or bonanza, the return on the tax dollar surrendered to

**The GPO may be the most impressive governmental agency in existence.**

the GPO is at least tangible. Too much so, sometimes. One customer wrote not long ago: "I am enclosing a check for another copy of the publication I ordered last week. Before I could read it, my pup chewed it up." And it's suspected that *Adult Physical Fitness*, a 35-cent booklet "designed to help you feel better, look better, and perform more efficiently," probably recalls sore memories of aching muscles and creaking joints for countless thousands who are slimmer today than they were before reading it.

For at least one husband with a keen eye on the future, the poster which announced that booklet is pure sentiment. "I was struck by the resemblance between the girl on the poster and my wife," he confided in a letter to Harrison. "Please send me one, so that in forty years I will remember how she looked today." ■

# CHICAGO



**To All Subordinate Lodges and Members of  
The Grand Lodge of the Benevolent and Protective  
Order of Elks of the United States of America**

GREETINGS:

The Grand Exalted Ruler, by and with the approval of the Board of Grand Trustees of the Benevolent and Protective Order of Elks of the United States of America, acting upon authority given him under Article III, Section 6, Grand Lodge Constitution, does hereby proclaim that the next session of the membership and representatives of the Grand Lodge of the Benevolent and Protective Order of Elks will convene in Chicago, Illinois, July 15, 1973, with the opening and public meeting to be held in the Conrad Hilton Hotel, 725 South Michigan Avenue, on Sunday, July 15, at eight-thirty o'clock in the evening.

The opening business session will convene at the Conrad Hilton at 9:00 Monday morning, July 16, 1973, at which session the election of Officers for the ensuing year will be held. Business sessions will continue thereafter each morning at 9:00 on July 17, 18 and 19 until the business to come before the sessions is finished.

The Conrad Hilton has been selected as headquarters for the 109th Session of the Grand Lodge. Space in the Conrad Hilton Hotel has been set aside for all REGISTRATION.

Room reservations for Past Grand Exalted Rulers, Grand Lodge Officers and Committeemen will be made by Bryan J. McKeogh, Convention Director, 370 Lexington Avenue, Room 715, New York, N.Y., 10017. He will mail reservation forms and a letter outlining the procedure.

All other room reservations—with the exception of the Grand Lodge people as outlined in the preceding paragraph—will be made through the State Associations. The National Convention Committee, following the practice of previous years, will assign rooms to each State Association and those planning to attend the Convention are urged to make the fact known to their State Association Housing Chairman immediately. Neither the National Convention Committee, nor the Chicago official convention hotels, will accept reservations direct from Lodges or individual Elks. Dated: February 1, 1973

*Francis M. Smith*

FRANCIS M. SMITH  
Grand Exalted Ruler

ATTEST:

*Homer Huhn, Jr.*

Homer Huhn, Jr.  
Grand Secretary

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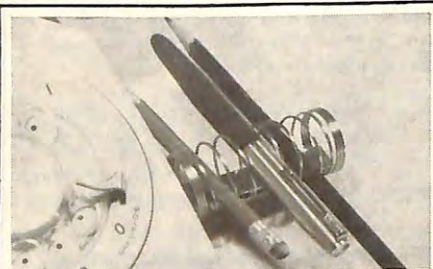
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His name worked into a neat pattern on this quality tie. Worn, it's a design; turn it sideways and his name can be read. SPECIFY COLOR: blue, brown, green or maroon. PRINT NAME desired. Only \$3.95 ppd. Ties designed for clubs, etc. Elks insignia ties \$3.75 ppd. Color choices as above.

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**SLOGAN SHIRT** can have any name, slogan or ad printed on it, provided it's no longer than 30 letters. Quality cotton, machine-washable. Custom-Printed Shirt comes in navy or powder blue. S, M, L, XL. Long Sleeve Sweat-shirt, \$4.95 ppd. T-Shirt \$3.50 ppd. Add \$1.00 for printing on both sides. Holiday Gifts, Dept. 703-B, Wheat Ridge Colo. 80033.



**FOR THE MAN WHO CARES** about his hair style—Man's Stretch Wig. Cool and light, it even covers sideburns. Always stays put. Washable. Black, off black, chestnut, dark, med. or lt. brown, dark blond, black or brown mixed with grey. Specify color, Style #115. \$9.95 ppd. Franklin Fashions, Dept. EL-33, 378 S. Franklin St., Hempstead, N.Y. 11550.



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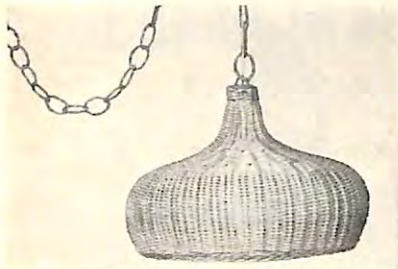


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Two attractively designed elephant shaped ash trays with a good-looking saddle (enameled green) used for placement of cigarette and ashes. The body is enameled white with the head, side and tail consisting of embroidered flowered multicolors. The base is enamel green with flowered engraving. Truly a fascinating pair (2) and a must for the home and office, 5" x 6", and weighs 2.4 lbs. Limited stock available at this price, order today and save, \$7.69 for two (2) add \$.90 cents for postage and handling, or one (1) for \$3.99 add \$.75 cents for postage and handling pre-paid. When's International, EL-3, P.O. Box 20964, Los Angeles, California 90006. Complete money back guarantee.



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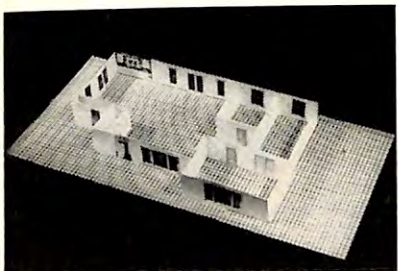
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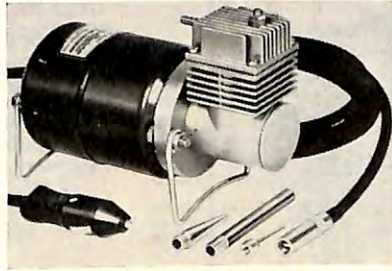
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- Snaps over pocket
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QTY.	PRICE PER BADGE	
	SNAP-ON #251	STATE #226
1-2	\$2.95	\$4.20
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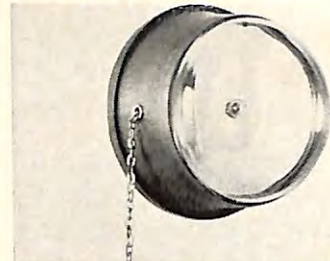
**Grandart, Inc.** Dept. N-2;  
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K 135-20, ASA 25; KX 135-20, ASA 64 (20 exp. 35mm Color Slide Film)	2.39	7.17	14.34	28.68	57.36
K 135-36, ASA 25; KX 135-36, ASA 64 (36 exp. 35mm Color Slide Film)	3.49	10.47	20.94	41.88	83.76
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R 100-20 (20 exp. 35mm Color Slide Film ASA 100)	2.97	8.91	17.82	35.64	71.28
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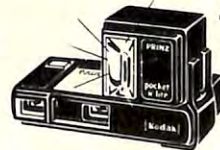
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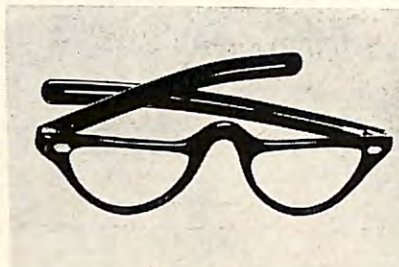
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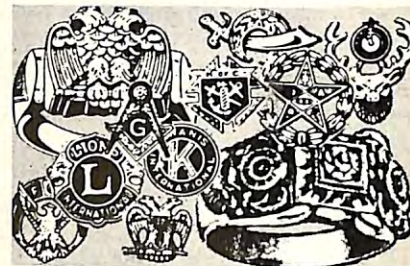
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Box 230, Van Wert, Ohio 45891

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Chair-Loc "Swells" Wood

Sure-acting liquid synthetic penetrates wood fibres, makes them S-W-E-L-L. Fixes loose chairs, locks rungs, legs forever tight. Also use Chair-Loc for dowels, tool and broom handles, mortised joints. Plastic squeeze bottle with applicator nozzle makes it quick, clean, easy. Over 2 million sold. Satisfaction guaranteed. 3 oz. bottle \$1, plus 30¢ handling. Send check or M.O.



**CHAIR-LOC, Dept. E373, Lakehurst, N.J. 08733**

## PLAY GUITAR IN 7 DAYS OR MONEY BACK



In this Special Introductory offer you get ED SALE'S famous 66-page Secret System worth \$4.00 which shows you how to play a beautiful song the first day and any song by ear or note in seven days! Contains 52 photos, 87 finger placing charts, etc., plus 110 popular and western songs, (words and music); a \$1.00 Chord Finder of all the chords used in popular music; a \$3.00 Guitarist Book of Knowledge; and the extra special \$1.00 Value NEW size Tuning Device for tuning any guitar by ear.

Total Value \$9.00—Now Only **\$2.98** SEND NO MONEY!

Just send your name and address. On delivery pay postman \$2.98 plus C.O.D. postage. Or send \$2.98 plus 27¢ shipping and handling charges with order to save C.O.D. costs. (Garry, no C.O.D. outside Continental U.S.A.—remit with order.)

**Unconditional Money Back Guarantee**

**ED SALE Studio 393-F, Avon By The Sea, N.J. 07717**



**HAND-PAINTED COAT OF ARMS** in full color. Send your name and country of origin for a researched 9"x7" Family Coat of Arms Shield of hand-rubbed wood with name inscribed. Also gold-colored mantle and scroll. With report, reference sources, family tree chart, \$8.95 plus 50¢ shpg. Cadlyn's, 2077 N.Y. Ave., EL-373, Huntington, Sta., N.Y. 11746.



**BE KIND TO YOUR BACK** by firming up your old or over-soft mattress with Portable Folding Bed Board. 5 feet long and 1/2" thick, it folds into four 15" sections. Use at home or travelling. Cot size or one side of double bed, \$5.95; Twin bed size, \$7.49; Double bed size (in 2 sections), \$10.95. Ppd. Better Sleep Inc., Dept. E3, New Providence, N.J. 07974.

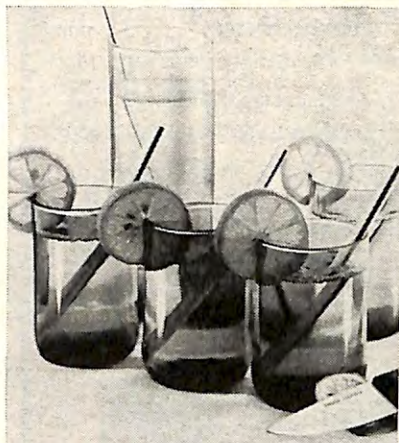


# CRACKERBARREL

## SUPER BOTTLE CUTTER



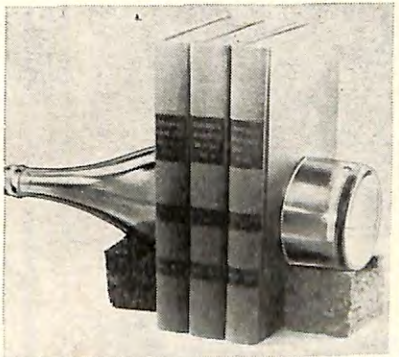
This neat little spice set is made from baby food jars. The covers are cut with a hole cutter using 1/2" thick cork wall tiles, and decorated with ceramic cabinet knobs. Make as many pieces as you need. A great gift idea.



What do you do with those no-deposit, no-return bottles? Simple! Turn them into a great beverage service set, and help the ecology too. We used 10 oz. green glass soda bottles to make this group. With a little experience, you could even use fluted or embossed bottles for a real pop art effect.



A half gallon apple juice jar easily converts into a beautiful hanging planter. Just hang it with some leather shoe laces or rope, decorate with plants and a toy bird and presto... it's sensational.



Here's a bookend with a startling effect... made from a large soda bottle that appears to pass through the books. The bottle parts are mounted to stacks of cork or wood with epoxy cement.

**SALE!**  
\$10.00 VALUE

**NOW ONLY**  
**\$2.98**

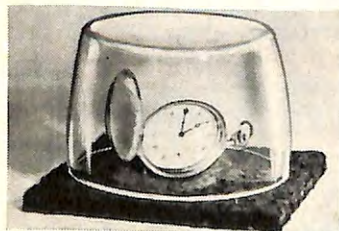
All the beautiful accessories shown here were made at the Crackerbarrel with our Super Bottle Cutter.



Don't just use the bottoms and discard the tops! Look at the lovely vases and bowls you can make. The fruit bowl is made by cementing the top of a large salad oil jar to the bottom of a small jar. We painted the inside of our candlestick with spray enamel in bright orange color.

## Make Your Own Glasses, Vases, Lamps, Ash Trays, Candy Dishes

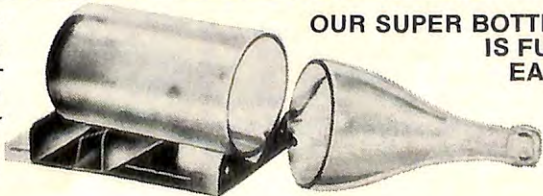
**BUY WITH CONFIDENCE**  
**YOU MUST BE SATISFIED OR**  
**YOUR MONEY IS REFUNDED**



Display family treasures under a glass dome made from the bottom half of a pickle jar. We used a cork base...you can also use a wood base and turn it into a cheese board.

Just think! With this safe, easy-to-use bottle cutter and your imagination, you can create wonderful glass accessories. You can use soda bottles, wine bottles... even gallon sizes or larger. And now you can more than make up the purchase price on the first few glasses, bowls or vases that you make. Great for decorating your home... a wonderful way to make extra money... terrific for making unique gifts. The complete set contains everything you need to start right in (except bottles). The simple, easy-to-follow instructions also show great projects to make. Nothing extra to buy! Each Bottle Cutter is guaranteed for one full year.

The all steel cutter and frame comes complete with powder and finishing cloth, complete instructions, and great ideas for gifts and accessories.



**OUR SUPER BOTTLE CUTTER**  
**IS FUN AND SO**  
**EASY TO USE**

**The Crackerbarrel** Dept. BC-561  
61 Cabot Street, W. Babylon, NY 11704  
Please send me \_\_\_\_\_ (qty.) Super Bottle Cutter(s) at the Special Sale Price of only \$2.98 each plus 50¢ postage and handling. I understand that if I am not completely satisfied, I may return the Super Bottle Cutter for a full refund.

Enclosed is \$ \_\_\_\_\_ (Check or M.O.)

Print Name \_\_\_\_\_

Address \_\_\_\_\_ Apt. No. \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

**SAVE \$1.00.** Buy 2 cutters for only \$5.96 pp. Extra cutter makes a fine gift.

**JUST RELEASED!** 101 Projects For Bottle Cutters, by Walter Fishman. Hard cover, 132 pps., 6"X9". Full of great ideas and easy-to-follow projects. \$4.98 plus 50¢ Shipping and Handling.  
NY State Residents Add Tax



**WARN TAILGATERS** they're too close for their safety and yours. Self-sticking, ANTIGATE® mounts easily in seconds, 4 3/4 x 18 ins. (can be sectioned for small cars). Vividly colored in yellow green, black so its message can't be missed. Works day and night at any speed. Money back guarantee.

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 Dept. E373, 62 Lindy St., Milford, Conn. 06460

**NON-METAL TAPS**



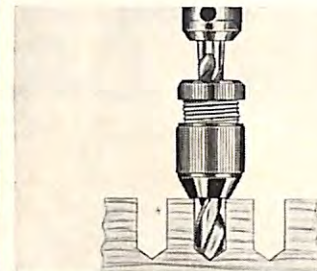
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**KICKSHOE REPAIR COSTS TODAY!**  
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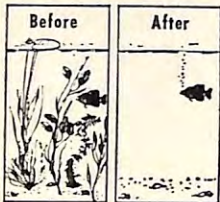
**3 pair \$1.** **NO-NOISE**  
 (Can save you \$4.00 in heels) **7 pr. \$2.**

**HALE HEEL CO**  
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**DRILL EXACT DEPTH HOLES** automatically with Arco 2-piece Adjustable Drill-Stop Set. Just slip Stop on drill bit and twist to tighten for desired depth. Ends over-drilling, guesswork, costly errors. Use with twist drills or masonry bits from 1/16" to 1/2" diameter. #1500M Set. \$2.39 ppd. Arco Tools, Inc., Dept. EL-3P, 421 W. 203 St., N.Y. 10034.

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New Aquacide pellets destroy unwanted underwater weeds. Easy to use. Lasts for months. Spread like grass seed, and special 2-4D concentrate kills weeds at any depth. Used and tested by many state conservation departments.

10 lb. can, (Treats 4,000 sq. ft. of lake bottom) \$15.95 plus \$2 for postage. (50 lb. carton, \$55 plus \$5 shipping)



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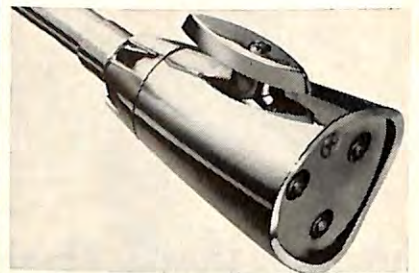
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**BODY TONER SHOWERHEAD** gives you a shower you won't forget. Jet nozzles spin water into tiny droplets that invigorate and relax without stinging. Ends clogging from water deposit build-up. Won't rust or corrode. Lasting chrome finish. \$14.95 each ppd. Body Toner, Dept. E-3, 122 E. Michigan Ave., Battle Creek, Mich. 49014.

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**1000s BELOW WHOLESALE BARGAINS**

MINK COAT 325.00

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**MORE FLAVOR—MORE ZEST—  
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YOU CAN BUY... AND IT ONLY  
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NOW...for the very first time...enjoy the greatest stein of beer you ever tasted—for less than 5¢ a stein! How? **BY BREWING IT YOURSELF!** The new HOME-BREW MASTER KIT gives you everything. All you do is mix the ingredients.

HOME-BREW MASTER KITS have been used and tested for years. They contain only the finest malt and hops. No preservatives. No additives. No artificial ingredients. Only beer as it was meant to be—ecologically pure and delicious. And you can make beer that's stronger or weaker than the types you buy in stores.

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If you don't agree that HOME-BREW KIT makes the best tasting beer you ever had, write for a refund.

**"TWICE AS STRONG AND BETTER TASTING THAN THE BREWERY PRODUCT..."**

A leading British consumer magazine recently tested home-brewed beer against beer costing 39¢ to 47¢ a pint. The result: "in test after test, the home brew (at 4¢ a glass) was twice as strong and better tasting than the expensive brewery product."

**GARY EVAN COMPANY**  
HOME BREW MASTER KIT E3  
175 Fifth Avenue, New York, N.Y. 10010

Yes! I want to make my own lager beer at home—the HOME-BREW way. I attest that I am over 21 years of age. Send the complete HOME-BREW KIT.

- Send 1 kit (for 50 12-oz. bottles) for \$5.98, plus \$1 postage and handling.
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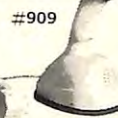
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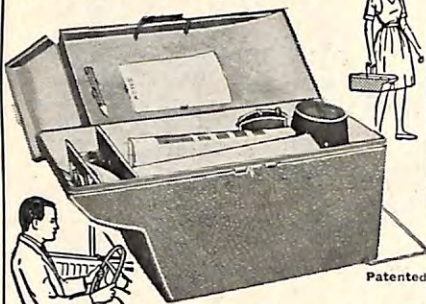
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gives armchair driving comfort!



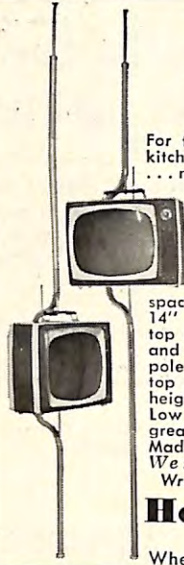
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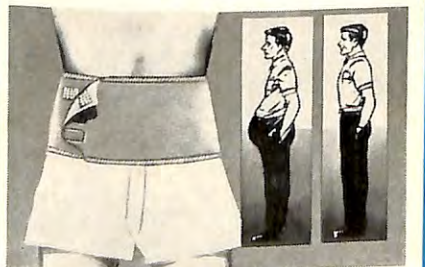
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**SPECIAL SPORTS CUSHION** keeps you comfy at football games, sports events or by the campfire. Easy-to-carry cushion has a pouch that holds a rain poncho for emergencies. Red, black, yellow or blue. \$4.95 ppd.; 2/\$8.95 ppd. (Special rates for clubs, schools.) Kangaroo Cushions, Dept. E33, 6936 Hilldale Dr., Pittsburgh, Pa. 15236.



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**COFFEE STARTER** will have your coffee ready when you wake up in the morning. Put water and coffee in pot night before, plug cord into starter, starter into outlet, set time. PRESTO! Next morning your coffee is ready when you roll out of bed. Next best to having someone to wait on you. You'll love being spoiled.

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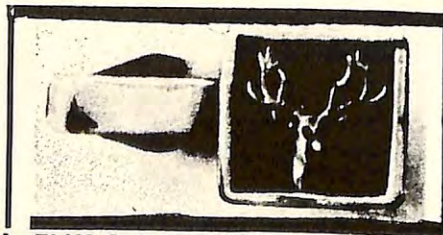
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St. Putter is colorfully enameled and etched in gold on a 1" round disc. This elegant pin is a unique gift or prize and may just be the answer to your putting problems. St. Putter also comes with loop attached for use on key chain, charm bracelet, pendant or golf bag. Available only from M & M Enterprises, P.O. Box 27064, San Francisco, Ca. 94127. Specify pin or loop end type. \$1.95 ea. Add 15c Mfg. and Hdl. Calif. res. add 5% tax.

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# Lady Plugs In Zoysia Grass Saves Time Work And Money

## EARLY BIRD SPECIAL! ORDER NOW AND GET UP TO 200 PLUGS FREE!

By Mike Senkiw  
Agronomist

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

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

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

### "MOWED IT 2 TIMES," WRITES WOMAN

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

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

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

These represent but 2 of thousands of happy Zoysia owners. Their experiences show that you, too, can have a lawn that stays green and beautiful thru blistering heat, water bans—even drought!

### CUTS YOUR WORK, SAVES YOU MONEY

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

### WEAR RESISTANT

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

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

### CHOKES OUT CRABGRASS

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

### NO NEED TO RIP OUT PRESENT GRASS

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

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

### PERFECT FOR SLOPES

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

### PLUG AMAZOY INTO OLD LAWN, NEW GROUND OR NURSERY AREA

Just set Amazoy plugs into holes in ground like a cork in a bottle. Plant 1 foot apart, checkerboard style. Every plug 3 sq. inches.

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

### Your Own Supply of Plug Transplants

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

### NO SOD, NO SEED

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

### Every Plug Guaranteed to Grow

### In Your Area • In Your Soil

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

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

Consider the time and money you invest in your lawn and it doesn't pay to struggle with grass that burns out just when you want it most. Order Amazoy now and let it spread into thrillingly beautiful turf!

**FREE UP TO 200 PLUGS**  
For Ordering Early!

Order Now For  
Earliest Planting  
In Your Area

100 Plugs plus  
bonus of 10. TOTAL  
of 110 PLUGS **6<sup>95</sup>**

100 plugs and plugger. plus bonus of 20 FREE TOTAL 120 PLUGS <b>9<sup>95</sup></b>	200 plugs and plugger. plus bonus of 25 FREE TOTAL 225 PLUGS <b>13<sup>75</sup></b>	300 plugs and plugger. plus bonus of 50 FREE TOTAL 350 PLUGS <b>17<sup>75</sup></b>	1100 plugs and plugger. plus bonus of 200 FREE TOTAL 1300 PLUGS <b>39<sup>95</sup></b>
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### Work Less • Worry Less • Spend Less

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

### No Need To Rip Out Your Present Grass Plug In Amazoy

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STEP-ON PLUGGER,  
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WITH LARGER

ORDERS OF 600 PLUGS OR MORE.

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

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

Order now for earliest delivery at planting time in your area, and fullest growing season. Each order is shipped the same day as taken from the soil, shipping charge collect, via most economical means.

To: Mr. Mike Senkiw, Zoysia Farm Nurseries, Dept. 436  
6414 Reisterstown Rd., Baltimore, Maryland 21215

Dear Mr. Senkiw: Please send me the quantity of guaranteed Amazoy as checked below.

<input type="checkbox"/> Full Size Plugger <b>\$4<sup>95</sup></b>	<input type="checkbox"/> 100 Plugs plus bonus of 10. TOTAL 110 PLUGS. <b>\$6<sup>95</sup></b>	<input type="checkbox"/> 100 Plugs & Plugger plus bonus of 20 FREE. TOTAL 120 PLUGS. <b>\$9<sup>95</sup></b>	<input type="checkbox"/> 200 Plugs plus bonus of 20 FREE. TOTAL 220 PLUGS. <b>\$11<sup>20</sup></b>
<input type="checkbox"/> 200 Plugs & Plugger plus bonus of 25 FREE. TOTAL 225 PLUGS. <b>\$13<sup>75</sup></b>	<input type="checkbox"/> 300 Plugs & Plugger plus bonus of 50 FREE. TOTAL 350 PLUGS. <b>\$17<sup>75</sup></b>	<input type="checkbox"/> 600 Plugs & Plugger plus bonus of 100 FREE. TOTAL 700 PLUGS. <b>\$27<sup>95</sup></b>	<input type="checkbox"/> 1100 Plugs & Plugger plus bonus of 200 FREE. TOTAL 1300 PLUGS. <b>\$39<sup>95</sup></b>

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ADDRESS.....

CITY.....

STATE..... ZIP.....



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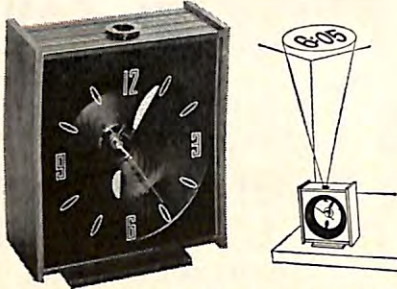
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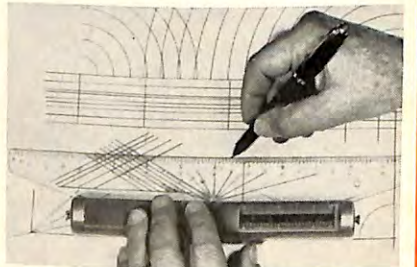
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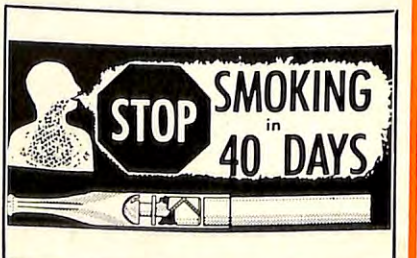
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# LODGE VISITS

GRAND EXALTED RULER Francis M. Smith



GER and Mrs. Smith were the guests of honor at the 50th anniversary celebration of Freehold, N.J., Lodge. At the head table during the festivities were (from left) PGER William Jernick, ER Edward Ward, Mrs. Smith, Mrs. Ward, GER Smith, and PDD Frank Gibson.

Many dignitaries from throughout the state attended the 70th anniversary of Long Branch, N.J., Lodge recently. Among the guests were (seated, from left) DDGER Paolo Paone, GER Francis Smith, ER Eugene Bilotta, PGER William Jernick, and (standing) Esq. Joseph Catalano, VP George Alzin, Mrs. Edgar Dinkelspiel, Mrs. Robert Smith, president of the Elks' ladies, Grand Trustee Edmund Hanlon, and PER Edgar Dinkelspiel.



(From left) ER James Stonehill, GER Francis Smith, and PGER Robert Pruitt paused before the Will Rogers Memorial during Brother Smith's latest visit to Claremore, Okla., Lodge. Brother Smith was the principal speaker at the annual Will Rogers Day celebration, and he laid a wreath at the memorial.



A meeting at Kittanning, Pa., Lodge to welcome the Grand Exalted Ruler included (from left) DDGER John Boerio, GL Lodge Activities Committee-man Ronald Wolfe, Brother Russell Haller, GER Smith, Grand Secy. Homer Huhn, ER James Minter, SP Charles McGinley, and PER Albert Hopper.



The mid-year convention of the Iowa Elks Association was held at Waterloo Lodge with GER Francis Smith attending. He was accompanied by (from left) ER Ferris Markle, PGER Glenn L. Miller, and SP Leo Youngblut.

## Letters *(Continued from page 6)*

• "Good Fighting, Good Eating" ["Sports-Action," January, 1973] was also good reading. Thank you.

I, too, like blue gill fishing. But, I tried without success to locate the Mepps Aglia #1 lure you recommended. Could you give me the address where I can purchase it?

Rev. S.G. Schick  
Minneapolis MN

*The quickest way to find out where you can purchase a Mepps Aglia #1 (or #0, another good 'gill-sized lure) is by writing the manufacturer, Sheldons', Inc., Antigo, WI, 54409. They should be able to recommend a retailer nearby.*

*Happy fishing!*

D.B.

• My wife and I enjoyed Jerry Hulse's article "Colorado Majesty" [January, 1973]. We were married in Telluride in 1937 at a time when many of the mines in the area were still operating and the country retained a "feel" of the Old West.

While we concur in the superlatives expressed over Ouray, we do feel that Mr. Hulse short-changed our favorite, Telluride. The article's photo of the lakes and mountains is on the Telluride side of the San Juans. The view is almost due west, overlooking the Dolores River Canyon. Beyond the mountains are the plains and canyons of southern Utah, at about the same latitude as Glen Canyon on the Colorado River.

The lake is one of the three Alta Lakes, approximate site of the upper boarding house of the old Alta Mines, Inc., above Ophir, Colorado. Elevation here is about 12,000 feet.

If you were to walk beyond the point where the photographer stood, and climb to the 14,000 foot crest of the San Juans, you would look down almost directly into Ouray.

My purpose is to impress on all those who visit southwest Colorado NOT to miss Telluride. Swing north from Ouray to Ridgeway, then west and south around the San Juans through Telluride, down

the Dolores River canyon to Cortez. And don't miss the beautiful Elks Lodge on the north edge of Cortez.

GREAT COUNTRY; while in Telluride or Ouray rent a Jeep, get a map, and enjoy a gorgeous part of our scenic great West.

Worth Jackson, PER  
Santa Barbara CA

• In the feature "Did You Know" [January, 1973] there is an interesting tidbit about the Colorado Elks sponsoring Laradon Hall in Denver.

I am an Elk and have been a teacher of the mentally retarded for many, many long years. This summer I have every intention of traveling to the West and I would like to visit this training center.

Could you please give me the address of this school, as I am sure Denver is no small town.

Ira Lee  
Naples FL

*You can obtain more information by writing Ed McMechen, Elks Laradon Hall Committee, 960 Dudley St., Lakewood, CO. 80215.*

## Around Washington *(Continued from page 17)*

FRENCH LINE tried out something new in the winter cruising season now coming to a close. On one trip it offered courses by experts in "beauty and fitness." On another, it gave the passengers a quick education in personal finance and investment. But nothing more ambitious than just relaxing for seven days is scheduled for the last voyage of the S.S. France to the Caribbean this season. The liner sails from

New York on March 31, goes to St. Maarten and St. Thomas, and returns April 7, with fares ranging from \$375 to \$945. Next season it is going after passengers who have both time and money to burn. The France will sail on an around-the-world cruise Jan. 9, which will take 94 days and cost from \$5,770 to \$23,375.

HOUSING BOOM is expected to con-

tinue in 1973 but at a somewhat lower level. U.S. officials forecast a starts level in excess of 2 million units compared to 2.35 million in 1972. Mortgage money is in good supply and housing demand is strong, they say, because new families are forming at an increased rate. Marriages now average 2.2 million per year compared to 1.8 million in the 1960s.

SPRING'S A-COMING which means many Washingtonians will be heading to one of their favorite picnic sites, Fort Washington. Located about five miles south of the District, off Indian Head highway on the Maryland shore of the Potomac, it is a genuine fort with a moat and gun emplacements built in the early 1800s to protect Washington. Surrounding it are 300 acres of land.

RETIREMENT PAY for 900,000 soldiers, sailors and airmen now totals \$4.3 billion a year. By the year 2,000 it will total \$21.6 billion for 1.6 million military retirees, according to a Pentagon study. Convinced that the retirement system has gotten out of hand, Pentagon officials hope to win the approval of Congress for legislation to tighten it up.

FORMER PRESIDENTS will no longer have to look for a place to hang their hat in Washington after they leave the White House. President Nixon has set aside an official headquarters for the use of ex-presidents and their aides. It is a historic old four-story house, located at 716 Jackson Place, in Lafayette Square just across Pennsylvania Avenue from the White House.

On January 25, 1973, GER Francis M. Smith sent the following telegram to President Richard M. Nixon, congratulating him for attaining peace in Southeast Asia:

Honorable Richard M. Nixon,  
President of the United States  
The White House  
Washington, D. C.

Dear Mr. President:

On behalf of the more than one and one-half million loyal Americans who are members of the Benevolent and Protective Order of Elks, I send congratulations on attaining a just and honorable peace in Indo-China and sincere thanks for your untiring efforts to that end.

The 2,175 lodges of this Order are continuing their programs for disabled veterans and will offer their assistance to returning prisoners of war.

Francis M. Smith  
Grand Exalted Ruler,  
Benevolent and Protective  
Order of Elks



# Caribbean Call

BY JERRY HULSE

■ Black power is surfacing in the Caribbean. In recent months disturbances have been increasing, and not without a profound effect on tourism. Visitors complain of being jostled on the streets of St. Thomas and other Caribbean communities. While the incidents appear to involve only a minority of the black community, the results are disturbing. As a result, the black man who depends on the tourist dollar for his livelihood is responding. Campaigns are being waged to round up the rowdies. Nowhere is the effort more evident than in Jamaica and the Bahamas.

In Jamaica the panic button was pushed by none other than the minister of tourism himself, P.J. Patterson. In August Patterson, a black man himself, termed Jamaica "in a state of imminent crisis" insofar as the tourist industry was concerned. "Emergency measures must be taken if it is to be salvaged," he said. It was strong talk. A bit too strong, I suspect. While the winds of discontent were blowing across this Caribbean island, they weren't blowing that furiously. But Patterson, an attorney who practiced law in England, was determined to woo back the tourist and strengthen tourist trade.



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Suite 607K Cape Royal Building  
Cocoa Beach, Florida 32931  
Phone (305) 784-1006

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to  
**WALT DISNEY WORLD**



"One of the factors which has pushed the tourist industry to the brink of collapse," said Patterson, "is the growing tendency in our society—and so within the industry—to view everything exclusively in racial terms. We are no longer a colonial people. We no longer should be subject to the mentality of slaves."

Jamaica's 1½ million blacks are descendants of African slaves. Many equate tourism with colonialism and their former British masters who stepped down in 1962 when Jamaica gained its independence. On the one hand there is abject poverty, on the other tourist wealth. While Jamaica's poor live in squalor, visitors luxuriate in splendor. Unemployment reaching nearly 20% adds to the discontent.

It was this sputtering fuse which finally ignited last summer's crisis. Patterson panicked, realizing that without tourism his peaceful Jamaica could become another green hell, much as Haiti was under the reign of Papa Doc Duvalier. He warned tourist hecklers that "when the government acts it is going to act firmly and, if necessary, painfully." Patterson spoke not only of racial abuses, but of a growing indifference on the part of hotel employes, cabbies and others. As a result, controls were tightened among both hotel and taxi operators. Police patrols were increased and immigration and customs inspectors have been ordered to conduct baggage searches "only on a selective basis."

Reaction to the new order was evident at the Montego Bay Airport where I passed through customs in less than 60 seconds which must be something of a record, both here and elsewhere. Later in the crowded streets of Montego Bay I felt far safer than back home in Los Angeles or in Manhattan with its muggers and murderers.

If Patterson's campaign against indifference is meeting with success, it is evident at the Upper Deck, a hotel overlooking Montego Bay. A young Jamaican waiter with the nifty handle of Barrington Carlos is a walking profile of Jamaican friendliness. "The nicest folks I meet here are tourists," he said, "especially the American tourists."

With the campaign to attract visitors at full tilt, Jamaica recently set aside an entire month dedicated to tourism. In a front page article, the Jamaican Beacon stated: "Our intent is to bring notice to all Jamaicans exactly what tourism has been contributing and exactly how important for our survival as a nation its continued well being is." On a recent Sunday churches, regardless of denomination, joined in a "tourism day of prayer" while ministers  
*(Continued on page 50)*

# NEWS OF THE LODGES

(Continued from page 29)



**VETERANS** of the Holyoke Soldiers Home were guests at West Springfield-Agawam, Mass., Lodge. Chm. Daniel McCarthy arranged a steak dinner and scenic tour of the area for them.



**THE INITIATION CLASS** at Decatur, Ga., Lodge included the sons of two members. Trustee Herb McDonald's son Herb Jr. became a new member, and Trustee Mel Wagys's sons Michael and Guy have also joined the lodge.



**PAST EXALTED RULER** Robert Rende (third from right) was honored with a dinner-dance at Port Chester, N. Y., Lodge. Those on hand to congratulate Brother Rende were (from left) Co-chm. Earl Purpura and Al Berkeley, SP Joseph Ferlo, ER George Martin, and Est. Lead. Kt. Joseph Marando.



**WAREHAM, Massachusetts,** Lodge assisted in the third annual Bourne Scallop Festival which is sponsored by the local Chamber of Commerce to promote the Cape Cod shellfish industry. (From left) Brother George Davis, festival chairman, observed as Secy. John Silva accepted a letter of appreciation from Brother Al Joseph, chamber of commerce chairman. PER Don Darling also was on hand to accept the letter.



**THREE MEMBERS** of Belmar, N. J., Lodge were honored for 50 years of service. Pins and life membership plates were presented at a dinner to Brothers William Aitken, Thomas Jones Jr., and Harry Schlossbach by ER Louis Glatz III (left) and Est. Lead. Kt. Raymond Steward (right). An initiation class was named in their honor.



**THE YOUTH COMMITTEE** at Chicopee, Mass., Lodge recently honored participants in fall sports at local high schools. Chicopee High's football coach Bill Moge (second from right) received a certificate of appreciation from ER Charles Samson while (from left) Chm. Ted Budynkiewicz, soccer coach George Churchill, Principal John Corridan, and school committee chairman Russell F. Campbell observed.



**THE ELKS**, a little league team sponsored by Enfield, Conn., Lodge, won the championship and were honored at a lodge dinner. Each player was presented a sports jacket from the lodge. (From left) ER James Captain, Coach Edward Poliks, and Manager Edward La Joie congratulated the teammates.



**FOUR DINING FLYS** were donated to the Falmouth Scout Troop by Falmouth, Mass., Lodge. With the boys after the presentation were (from left) Assistant Scoutmaster Arthur Calfee, Brother William James, and ER Lawrence Palmer.



**AWARDS** for the East District Bowling Tournament were presented recently at Hempstead, N. Y., Lodge. Brother Andy Varipapa (fourth from left), a Bowling Hall of Fame member, was the guest speaker. Youth chairmen of the area lodges present were (from left) Joseph Scottie, Southampton; Greg Corozzo, Glen Cove; Al Chopyk, Hempstead; Ken Christensen, District chairman, Huntington; Bob Levine, Freeport; Arthur Rehak, Massapequa; Charles Price, Huntington; Jack Konrad, Patchogue, and Joseph Bernholz, Riverhead.



**A PICNIC AND FIELD DAY** were sponsored by Plantation, Fla., Lodge for 19 Boy Scout troops in the area. After a meal of hot dogs, hamburgers, ice cream, and soft drinks, the scouts competed in eight events from tree-felling to relay races. VP Earl Sapp presented awards to the winners.



**SEVERAL DIGNITARIES** gathered at Miami Beach, Fla., Lodge for the official visit of DDGER Homer Byrum (fourth from right). Greeting Brother Byrum were (from left) PER Don Truscott, PDD Peter Ross, PDD Harry Knight, ER David Drucker, PDD Joseph Bucks, PER Woodrow Woodruff, and ER Anthony Gonzales.



**ESTEEMED LEADING KNIGHTS** in the Massachusetts Metropolitan District met recently at Medford Lodge for an exchange of ideas. Those attending were (front row, from left) Brothers Harold Murphy, Revere; Peter Crivello, Brighton; William Graham, Arlington; John MacGilvray, Medford, and (back row) Leo Bartolucci, Stoneham; Jack Cameron, Somerville; Walter Marchant, Cambridge, and Hank Mortimer, Winthrop.



**ON A RECENT VISIT** to his home lodge at Northampton, Mass., DDGER Maurice Carlson was welcomed by the 11 Exalted Rulers in his district. Present were ERs Thomas Fallon, Northampton; Walter Baird, Holyoke; Harold Bush Jr., Adams; David Shaker, North Adams; Charles Samson, Chicopee; Alfred LaBlanc, Pittsfield; Lawrence Jubb, Greenfield; Donald Russell, Springfield; James Slinisky, West Springfield-Agawam; John McDonald, Ludlow, and Charles Warren, Westfield.



**CHARLESTON, West Virginia,** Lodge sponsored a free throw contest, in which more than 2,000 boys from local schools participated. On hand to congratulate the winners were ER Richard Harris and Chm. Hardin Scragg.



**THE FOURTH ANNUAL BANQUET** was sponsored by Shelby, N. C., Lodge to honor the Shelby High School Golden Lions who were 1972 state champions with a 13-0 season. The players were presented many gifts, including monogrammed sweaters and a trip to the Atlanta bowl game. (Seated, from left) Chm. Harold Payne, ER Haskell Bell, head coach Gerald Allen, and guest speaker Larry Russell, a former Wake Forest University quarterback, joined in recognizing the team.



**LAW AND ORDER NIGHT** was observed at Princeton, N. J., Lodge with Chief of Police Michael Carnevale (third from left) and the Honorable Judge Theodore Tams Jr. (fourth) as guests. Also present were (from left) VP Jack Szymiest, DDGER Donald Cross, Americanism Chm. William Sponholtz Sr., and ER William Wilbur.



**THE 89th RITUAL CONTEST** took place at Newark, N. J., Lodge during the homecoming of DDGER Charles Maguire (second from left). Greeting Brother Maguire were (first row, from left) PER Bill Burke, PGER William Jernick, ER George Knott, VP James St. George, and PSP Fred Padovano.



**THE DISTRICT FREE THROW CONTEST** was hosted by Plantation, Fla., Lodge. VP Earl Sapp (far left) presented trophies to nine out of 74 participants. (From left) lodge Youth Co-chm. Jack Kusch, ER Emmet Main, and District Youth Chm. Tom Ryan helped congratulate the winners.

## Caribbean Call *(Continued from page 46)*

preached on the theme, "Stranger with-in thy gate."

Lying only 90 miles south of Cuba and 500 miles off the Florida coast, Jamaica is perhaps the loveliest of all Caribbean islands. Its verdant peaks reach more than 7,000 feet into skies freshly laundered by frequent rains. Paths are scarlet with poinsettias and bougainvillea, and the sea washes against a flawless horizon. In such a setting island investors, undeterred by recent unrest, are going ahead with plans for hundreds of new hotel rooms.

Intercontinental, a subsidiary of Pan American World Airways, is taking roots in Montego Bay with 540 rooms, in Ocho Rios with 380 rooms and in Kingston with 350 rooms. Hyatt House has chosen Ocho Rios for a new 360-room hotel, the 210-room Kingston Beach has risen and the Trelawny Beach Hotel & Golf Club opens soon with 360 rooms at Falmouth.

Thus the campaign appears to be working out successfully in Jamaica, just as it is in the Bahamas where the bellmen at the Nassau Beach Hotel wear buttons declaring, "I feel good all over!" Their joy is shared by Prime Minister Lynden O. Pindling, and for good reason. Pindling's Progressive Liberal Party is secure in office after another overwhelming victory at the polls.

In 1967 Pindling led the first all black cabinet into office in Bahamas history. Black power defeated white supremacy to end a 300 year reign. Until 1967 Nassau's wealthy Bay Street merchants had lived like colonial barons. All went well until one day when Mr. Pindling lost his cool during a session of the Assembly. Winding up like Sandy Koufax he tossed the speaker's mace out the window. As the mace

shattered, it signaled the beginning of the end of a long reign for the powerful, white dominated United Bahamian Party. Shortly thereafter Pindling's Minority Progressive Liberal Party came to power.

With the transition, blacks throughout the Bahamas experienced a new pride. Like the bellman at the Nassau Beach Hotel, they "felt good all over." Unfortunately, though, tourism was on the decline. Well-heeled tourists used to being pampered in hotels and bars began complaining as blacks took over jobs formerly held by whites. At the same time blacks began reacting imperiously. Although they constituted a minority, the white tourist was unmistakably disturbed. Other visitors were mistaking lethargy on the part of the blacks for indifference. Not only lethargy but a natural shyness. Angered, the affluent white tourists began their exodus.

Pindling took the cue. Without tourism, he knew the steady beat of the steel drum would be replaced by the rattle of the tin cup. Under Pindling's leadership, the Bahamas launched a new school to teach blacks to turn out contented tourists. The Prime Minister also initiated a courtesy campaign. The results are evident. While tourism was previously on the decline, the tide is turning again to the shores of the Bahamas. Last year roughly 1.5 million visitors set a new record. Crowds are expected to be even bigger this year.

Still, not all visitors are convinced. One Californian wrote: "Nassau is not paradise for tourists. In fact, it is so extremely unpleasant that after just one day we could only laugh at what we had gotten ourselves into. The absolute discourtesy and often outright

belligerence expressed by the vast majority of the people must be experienced to be fully appreciated."

A couple from Brooklyn disagrees. "They're a lot friendlier here than they are in New York," said the Joseph Liebowitzs. A chemist from Baltimore described Nassau as "fantastic!"—adding that "the biggest thing going for the Bahamas are its people."

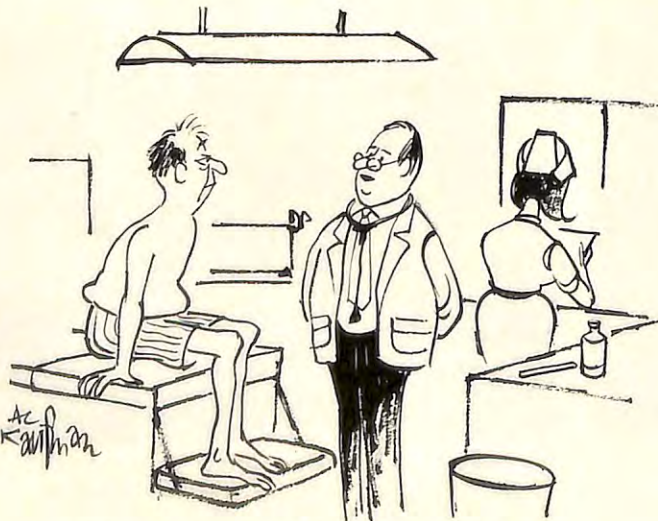
Minister of Tourism Clement T. Maynard is a realist. "We know if we bring in one and a half million people some are bound to be unhappy," he said. "We move at a different pace in the West Indies. People from the United States unwind slowly. They don't understand."

Still, the distance separating the Bahamas and the U.S. isn't that great. The string of 700 islands begins only 50 miles off the Florida coast stretching roughly 750 miles in a southeasterly direction. First discovered by Columbus, they became a haven for pirates, gun-runners and rum-runners. During the 20's, wealthy Americans began arriving to escape the mainland winters. It wasn't until after the second world war, though, that the task force grew. No longer were the Bahamas the exclusive winter playground of the wealthy. The Bay Street boys, whom Pindling later would defeat, were promoting the Bahamas as a year-round resort. For their efforts, three were knighted by the Crown. Later, as Great Britain became less influential throughout the world, the Bahamas took on Commonwealth status. Now, Pindling is promising total independence by next July.

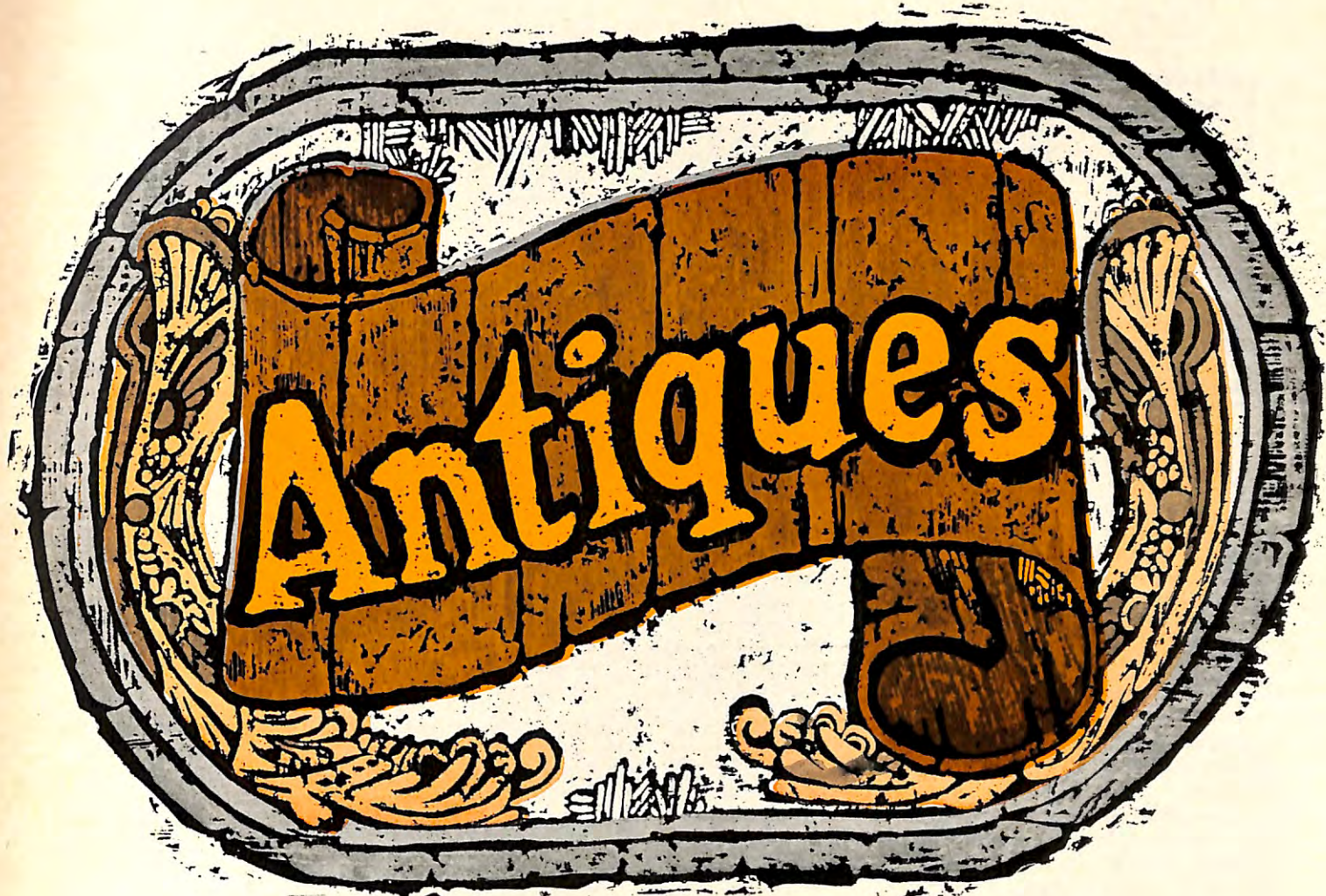
To promote both tourism and himself, Pindling employs a staff of publicity writers. Even with progress there are still occasional complaints by tourists. One unhappy visitor from Los Angeles fumed over what he described as "poor service, a lack of courtesy and a disappointing meal" which cost him \$11 at the new 17-story Holiday Inn on Paradise Island. "I wouldn't return to the Bahamas for \$1,000 a day," he said.

Then there was Linda Matthews, a black herself, who hails from East Orange, New Jersey. Miss Matthews left Nassau with mixed emotions. She said she and a black girl friend missed their homeward flight because of the relaxed attitude of the Bahamians, in this case a hotel bellman and the check-out cashier. "I'm not used to the slow way they live," said Miss Matthews. "It bugs me!"

Prime Minister Pindling is too much of a realist to believe everyone who comes to the Bahamas will leave satisfied. But more and more are going away happy, which is what really counts. It proves to him his campaign is paying off. ■



"On the bright side, your 'Ahhh' wasn't bad and your hopping on one foot was good . . ."



**Beautiful, it's true; but are they better than stocks and bonds? Here are the in's and out's of this age-old form of skeleton hunting.**

*by A. R. Roalman*

"Antiques—better investments than blue-chip stocks" read the advertisement in *Antiques*, the handsome and respected magazine for serious collectors.

It was an eye-catching claim. For you, the reader, the critical question is this: Is the claim true?

The answer? Sometimes antiques appreciate in value more rapidly and dramatically than the blue-chip stocks and bonds, and sometimes they don't. To get to the nitty and the gritty: When do they, and when don't they?

Read on.

But please take note, before anything else, that antiques aren't the same as stocks and bonds. Good antiques are attractive; stocks and bonds usually aren't. Antiques have a functional value, in many cases, as home furnishings; stocks and bonds don't. Antiques can make a home look warmer, and they provide the home owner with substantial ego gratifications; stocks and bonds normally don't. Stocks and bonds have a ready market in which they can be bought

and sold; antiques don't. And, perhaps most important, antiques can be fun to hunt for; stocks and bonds, generally, aren't. But let's concentrate for a few paragraphs on the dollar values of antiques. How do you get into the business of buying good antiques for your home and watching them appreciate in value more rapidly than stocks and bonds? What special insurance problems do antiques present, and where do you find a market for antiques if you ever get around to selling them?

In concentrating on dollar values, you soon discover that good antiques have, in fact, risen in value rapidly during recent years. For example, you may hear reports about a piece of Philadelphia silver that was found and bought for \$50 and sold soon afterwards for \$1,500, a 3000 per cent increase in less than a year. What stocks or bonds have done that well recently?

That's a true story about the Philadelphia silver, but it and others like it have given rise to numerous false leg-

ends about the amazing bargains that are available to antiques hunters. It's the legends that you should be wary of. Anybody interested in antiques should first sort the legends from the facts.

*Legend:* Almost anyone who knows something about antiques can find many that can be bought cheaply and sold at attractive profits.

*Fact:* The antiques business is made up of hundreds of thousands of well-trained people. There are "pickers" whose job it is to go into small towns and down back roads to farmhouses and other places that might have undiscovered antiques. The chances are several thousand to one that they'll find exceptionally good buys before any amateur collector stumbles on them. The pickers, in turn, sell what they find to dealers. The pickers are the professional vacuum cleaners of the antiques business, and they have covered the land well and continue to cover the land well. In other words, the competition is tough, and the likelihood of you starting to collect

antiques and finding something of value that you can quickly turn around and sell at a substantial profit is slim indeed.

**Legend:** Auctions are good places to get antiques at bargain prices.

**Fact:** Auctions may be among the worst places to get antiques at bargain prices. In fact, the inexperienced collector who goes to an auction for the first time is likely to get swept up in the emotionalism that auctioneers like to generate. The novice bidder then may pay far more for an old item than it will ever be worth.

If you want to invest wisely in antiques, approach auctions with special caution. Go to several with the firm resolve that you'll just watch and won't buy. Learn what prices are being paid for different items. Watch the others in the auction room and learn who they are, especially those who are dealers. Notice where the dealers stop bidding on certain items. Then notice where the amateurs stop. You'll begin to learn how auctions really work and how much you reasonably should pay for certain items.

**Legend:** Antiques dealers are in the business they are in because they love antiques.

**Fact:** Most dealers are profit-interested people who may respect and appreciate antiques. But don't go strolling into your friendly antiques dealer's shop feeling that he's mainly a collector who happens to enjoy selling a few antiques now and then. In fact, he's a hard-headed businessman who must make an adequate profit to stay in business. Simply because of the nature of the antiques business, he'll tend to charge what his customers will pay. He must get close to top dollar for his wares. That's the only way he'll be able to

stay in business. While he won't be the source of impressive bargains, the long-established antiques dealer is most people's best source of fairly priced items that can be authenticated as antiques.

**Legend:** Almost anything old is valuable these days.

**Fact:** Anything old is valuable to someone who can find a buyer for it. But the market for "junk" (things that aren't antiques but are fairly old—more than 40 years old—and have some utilitarian or decorative value) is limited. The market for "junk" (anything that has a used look about it) is erratic. Sometimes it's easy to sell junk at a profit, but usually it's a glut on the market and sells for prices sharply reduced from the price it commanded when it was new.

Technically, an antique is anything that is more than 100 years old, according to the federal government, but purist-collectors say an antique is only that which was made before the 1830's, when mass-produced items came into vogue. Before that period, most products were made by craftsmen working with their hands and hand-held tools.

**Legend:** Certain sections of the country—particularly New England—are better places for buying antiques than are others.

**Fact:** That might have been true twenty years ago, but it isn't so today. While New England probably has more antiques than any other section of the country, it also has more dealers, pickers, and collectors. New England prices, for example, often are far higher than prices charged for the item in, say, Ohio or Illinois. To make the best buys, it's well to get some sense of what prices are being charged in different sections of the country for similar an-

tiques. You might find it worth traveling from Pittsburgh into Kentucky rather than into New Jersey or Connecticut to hunt for antiques.

#### How to Get Started

So much for the separation of fact from fiction. What are some of the practical ways for getting yourself involved in collecting antiques that are likely to be good investments as well as handsome additions to your household?

First, go slowly and specialize. Don't decide that, because antiques can be reasonable investments, you want to leap in right away, before the crowd. The crowd will always be there. And so will the antiques. Learn before you leap. Go to your local library and read a few books about antiques. Read *Antiques* magazine, which has many words and photographs that tell readers what good antiques are.

Tour museums in your home town or cities you visit, and talk with museum representatives about collections of antiques they have on display. Go to auctions and antiques shows and listen and watch and ask questions. Do the same at the shops of antiques dealers.

In the process, specialize. Concentrate on one kind of antiques. Don't try to learn about all kinds. Learn about silver, or clocks, or Chippendale furniture, or spoons.

Eventually, you'll know when you're ready to start buying. You'll know when something is fairly or attractively priced. You'll know also when something is overpriced. When this time comes, go ahead and buy. Don't hesitate. Then you'll be something you weren't before; you'll be the owner of a genuine antique.

But pause right there and start thinking about one of the practical problems of owning antiques: How do you insure them adequately?

That may seem like an innocent enough question, but it isn't. You'll learn if your living room burns and you then tell your insurance adjuster that you had a beautiful Chippendale chair that was worth \$1,300 when you bought it and was worth \$1,500 when it was destroyed.

The adjuster, rightfully, looks at things differently. If you paid \$1,300 for a chair, he would *depreciate* it—as he would any other furniture you own—by about 10 per cent a year. That means that, instead of offering you \$1,500 as a fair and equitable settlement for your antiques, he would offer \$900, or whatever else the depreciated value might be.

The proper way to insure antiques is to have the item authenticated as an antique. Then keep your sales slip and whatever authenticating information was given to you by the dealer from

(Continued on page 54)



One of the area winners in the Punt, Pass and Kick Contest—co-sponsored by the Ford Dealers of America and the National Football League—was Jeff Ryan, 13, who was sponsored by Wil-Shore Ford in Wilmette, Ill. Jeff is the son of Jack Ryan (right), advertising director of the Elks Magazine and a member of Waukegan, Ill., Lodge. Joining in presenting his trophy were (from left) Gene Halun, contest coordinator, VP Raymond Sheahen of Highland Park Lodge, and Ken Burrill, sales manager.



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Craft materials and equipment were donated to the Hot Springs VA Center by the National Service Commission through Hot Springs, S. D., Lodge. At the presentation were (from left) Dr. S. R. Rathburn, chief of rehabilitation services, PER Dick McClain, Vets Chm. Mark Ackley, and John Vickey, center director.

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Steve Polakowski (second from left) expressed thanks to three members of Union, N.J., Lodge for a show the Elks staged at the Lyons VA Hospital. Supervising the performance were (from left) Est. Lect. Kt. Mike Liberto, Est. Loyal Kt. Jack Farrow, and Esq. John Dvorsky.

A plaque from the Grand Lodge was awarded to Joseph E. Venditto of Providence, R. I., Lodge for his 23 years of service as State National Service Chairman. ER Anthony Moretti (right) made the presentation.



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## Antiques (Continued from page 52)

whom you bought it. If the dealer says the chair was a genuine Chippendale and is willing to put that statement in writing, have him do so for your insurance purposes.

Then tell your insurance man that you have an antique and would like to insure it as an antique. File a copy of your authenticating letter from the dealer with your insurance agent. Then, in case of loss, you're more than likely to get a fairer adjustment for your antiques. (Also, you'll have to pay an annual insurance premium for your antiques. It won't be a staggering amount, and it can be nothing more than a writing addition to your regular policy. But you will have to pay it. Incidentally, keep a record of such payments, which, in time, might be tax deductible.)

Something else that every antiques buyer should know is that there comes a time when he may become an antiques seller. The collector who buys a handsome grandfather's clock this year may, in a few years, find himself moving to a small apartment in which such a clock would be useless. He then would want to sell the clock. The question is, how? In answering this question, he'll learn in a concrete way how much better than stocks and bonds a good antique is as an investment.

Dealers are not the best people to sell your antiques to. They try to buy low and sell high. Otherwise, they stand

little chance of staying in business long. So they'll give you a relatively low price for what you're trying to sell.

Friends often are the best source of antiques buyers. Think. Have you had someone in your home as a guest who admired the clock? They might be worth calling. Ask them if they might like to buy it. Or tell your friends that you're selling the clock. Maybe they know of someone who would like to buy.

If your friends don't seem likely buyers, advertise in your local newspaper. Put a fair price on the clock, advertise it at that price, and be firm about getting it. A lot of people like to call and dicker before buying an antique. *They're* trying to make a good buy, just as you're trying to make a good sale.

If friends and your local newspaper don't offer you a solution to your sale problem, talk with a museum in your area, if what you own is a genuine (pre-1830's) antique. They might be willing to pay your asking price. Or tell you of someone who might be interested in buying.

As a last resort, go to a dealer. Try to get from the sale about as much as you paid for the item. You'll be lucky if you do, but try.

But the real value of antiques can't be measured in how much you finally get for it when you try to sell it or how much you paid for it when you bought

it. The value of an antique also has to include the pleasure you've derived from owning it. If you own a handsome tilt-top table bought a dozen years ago for \$500, you're well ahead if it could be sold for, say, \$800 today. You've had twelve years of use, and you've still made a profit. (Before paying income taxes on that profit, remember to deduct insurance premiums you paid over the years on the antique; those premiums are deductible from your gross profits.)

If you had bought a new tilt-top table for \$500 twelve years ago, it would have a resale value today of, if you're lucky, \$25. In brief, compared with new furniture, good antiques can be a good investment.

But that isn't exactly what the advertiser was saying in the advertisement noted at the beginning of this article. There's a difference. And that difference can make the difference between a frustrated collector of antiques and one who is satisfied.

If you want to see quality antiques, here are names of several dealers or auctioneers you might visit in different cities to get some sense of what antiques are good ones and what are not, and what you must pay for good antiques. Also, they'll give you the names of other good dealers, if you ask them.

\* *Israel Sack, 5 E. 57th St., New York City. This is one of the country's outstanding antiques dealers. It's an experience well worth the time, if you're a serious collector or a budding collector, to tour Sack's and see his superb collection.*

\* *David Stockwell, 3701 Kennett Pike, Wilmington, Del.*

\* *Ginsburg & Levy, 815 Madison Ave., New York City. Another superb shop.*

\* *Gene King's, Monroe Center, Ill. One of the largest and most varied collections in the Midwest.*

\* *Garth's Auction Barn, Delaware, Ohio. A fun place to visit. Auctioneers here are entertaining, and they offer items that vary from the notable to the low-priced.*

\* *Marshall Field, Chicago. This respected department store has, over the years, built an increasingly important antiques section. Worth the visit. Don't spend too much time looking for bargains.*

\* *Gooseneck Antiques, 2 Gooseneck Rd., Chapel Hill, N.C.*

\* *Dean Wilson Antiques, Fort Defiance, Va.*

\* *Pennypacker Auction Center, 1540 New Holland Rd., Reading, Pa. One of the best.*

\* *Max Webber, East St., Middletown, Mass.*

\* *Island Antiques, 3091 Marine Ave., Balboa Island, Calif.* ■

## Obituaries



**PAST GRAND ESTEEMED LEADING KNIGHT** Paul T. Wemple, who was a member of Susanville, Calif., Lodge since 1926, died recently.

Brother Wemple was active in Elkdom, serving as Exalted Ruler of his lodge, District Deputy Grand Exalted Ruler for the North District, State Trustees Chairman, and State President.

He also served as President of the state major project, and as Grand Esteemed Leading Knight for 1970-1971.

**PAST DISTRICT DEPUTY** Norman Y. Chambliss, a member of Rocky Mount, N. C., Lodge, died October 27, 1972.

Brother Chambliss served his lodge as Exalted Ruler from 1955-1956. He was appointed District Deputy Grand Exalted Ruler for the Eastern District in 1957-1958.

He was lodge Secretary from 1951-1966, except for the two years served in other offices.

**PAST DISTRICT DEPUTY** Clarence R. Gunn,

a member of North Miami, Fla., Lodge, died recently.

Brother Gunn served as Exalted Ruler of his lodge and was appointed State Vice President in 1957-1958. He served as District Deputy Grand Exalted Ruler for the South District in 1958-1959 and again in 1970-1971.

Brother Gunn was also chairman of the state Sports Committee and a member of the state Major Project Board.

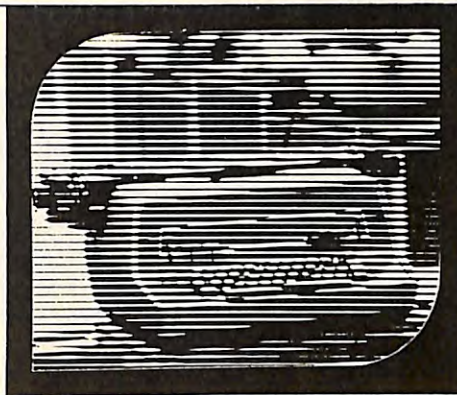
**PAST DISTRICT DEPUTY** John A. Hughes, a member of Concord, N. H., Lodge, died recently.

Brother Hughes served as Exalted Ruler for his lodge in 1955 and again in 1971. He also was twice elected State President in 1960 and in 1968. From 1969-1970, he served as District Deputy Grand Exalted Ruler for the South District.

**PAST DISTRICT DEPUTY** Robert F. Buchheim, a member of Santa Ana, Calif., Lodge, died January 20, 1973.

Brother Buchheim served the Order as Exalted Ruler, District Deputy Grand Exalted Ruler for the Orange Coast District in 1960-1961, and State Trustees Chairman.

# EDITORIALS



## HARRY S TRUMAN (1884-1972) LYNDON BAINES JOHNSON (1908-1973)

Our country has lost its only two living former presidents within a period of 27 days. Harry S Truman died December 26, 1972, shortly before he would have been 89 years of age; and Lyndon B. Johnson succumbed to a heart attack January 22, 1973, at the age of 64.

Both were Democrats, both were from the middle of the country, and both were wartime presidents. Truman was in office as we engaged in the Asiatic conflict in Korea. Johnson inherited the Asian frustration of Viet Nam, Laos and Cambodia. What a pity he couldn't have lived to hear President Nixon announce the day after he died that the 12-year war was ending, and hear Nixon's remarks about how anxious Johnson was for the hostilities to end.

Both men succeeded to the nation's highest office through the vice presidency, Truman when Franklin D. Roosevelt died and Johnson when John F. Kennedy was assassinated.

Both men announced that they would not run for another full term, even though they were eligible.

Truman had a reputation for toughness and tenacity; when he made a decision, he plowed ahead. He was intensely loyal to family, friends and associates, even though at times his loyalty caused him many heartaches.

Few presidents were ever as straightforward in their opinions and blunt in their expressions as Truman. As a result of this, he would almost always hear from the crowds he addressed at political gatherings the phrase, "Give 'em hell, Harry!" And he did.

Truman was an Elk and an Eagle. He believed in fraternalism. He was also outspoken.

Johnson, on the other hand, was famous for his relations with fellow members of Congress while he was in the Senate. He was known for his ability to get opposing factions together, within or without the ranks of his party. He was known as a great compromiser, in the positive sense of the word, smoothing over many potentially sticky situations with a skill admired by Democrats and Republicans alike.

It remains for historians of future years to assess each man's niche in our history, but one thing is assured, as Truman once said: they'll be "cussed and discussed" for many years to come.

The Benevolent and Protective Order of Elks is non-political by choice and by statute, but we pride ourselves on our love of God and country. It is in this spirit that we say we shall miss two great Americans who always did their best for the good of all of us.

## Getting Involved

□ One of the most frustrating phrases in our language is, "I don't wanna get involved."

Many times, people are eyewitnesses to accidents, to crimes or to someone in distress and they either stand idly by or leave the scene before anyone in authority has a chance to obtain a first hand account of what happened. They "don't wanna get involved."

Often, customers are badly treated in places of business but say nothing because they "don't wanna get involved." They never return to the store and the management wonders why it suffered a loss in business.

Some folks figure that helping a retarded or crippled child, or a wounded, ill, hospitalized veteran is the job of parents and/or the government. . . they just "don't wanna get involved."

So what, if that poor family down the street doesn't have a Thanksgiving or Christmas dinner. "Let their relatives or some charitable organization take care of

them. . . because I don't wanna get involved."

On the other hand, there are people who DO become involved with their fellow men. We see and hear quite often that someone rescued an unfortunate person from almost certain death, sometimes at the cost of the good samaritan's life or severe injuries.

The Order of Elks has as one of its cardinal principles, Brotherly Love. Phrased any way you like, it adds up to The Golden Rule. . . . "Do unto others what you would have others do unto you." How difficult it is to escape the wisdom of that simple admonition!

Elks have been involved for about 105 years . . . involved in their communities, states and nation. That means Elks are involved with *people*.

One of the greatest things about being an Elk is the feeling of pride when one gets a chance to do something for someone else for no reason other than it's something that should be done.

Let's STAY involved!

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## A complete at-home learning program in home entertainment electronics!

Send for free information now about this complete, learn-at-home program in home entertainment electronics prepared for you by skilled instructors at Bell & Howell Schools.

### Work on this exciting "hands on" project integrated into your learn-at-home program!

As part of your complete electronics education, you build and keep a Bell & Howell solid state color television set. This important project gives you valuable "hands on" experience with solid state circuitry—the kind of *practical* experience you'll need to build a successful career.

### Attend special "help sessions" ... talk to your instructors in person!

If you'd like some personal advice at any point in your program, you can arrange to attend a special "help session" and talk over special problems with a qualified Bell & Howell Schools instructor.

### Master the most up-to-date solid-state circuitry

As color TV moves more and more in the direction of *total* solid-state circuitry, you'll be thoroughly familiar with the most advanced "trouble-shooting" techniques for these sophisticated circuits.

### Fix stereo systems ... FM-AM radios ... phonographs ... tape recorders

The thorough knowledge of electronics you gain from completing this course and building your own color TV set will be enough to service almost *any* type of home entertainment electronic device—even some that aren't on the market yet!

### Earn extra part time income—or start a business of your own!

The skills you acquire through this unique program can help you earn extra money—or start a business of your own in color TV servicing. We've helped thousands of people start new careers or businesses of their own in electronics.

### Exclusive Electro-Lab®—yours to keep!

To make sure you get practical experience with instruments used daily by professionals, we've integrated into your program three precision instruments you assemble yourself and keep: a Design Console, an Oscilloscope and a Transistorized Meter. (See details at right.)

**For Free Information,  
Mail Card Today!**



25-inch picture (measured diagonally)

**Detach postage-paid reply card and mail today for free information about...**

- **Bell & Howell Solid State Color TV.** Ultra-rectangular tube ... 25-inch picture measured diagonally ... full 315 sq. inch viewing area. Solid state modular circuitry ... 4 advanced IC's ... 100 transistors ... 72 diodes ... individual plug-in circuit boards. Special UHF/VHF tuning features ... built-in self-service components.
- **Design Console** Use this to rapidly "bread-board" circuits without soldering. Equipped with built-in power supply ... test light ... speaker ... patented plug-in modular connectors.
- **Oscilloscope** Portable 5-inch wide-band oscilloscope offers bright, sharp screen images ... calibrated for peak-to-peak voltage and time measurements ... 3-way jacks for leads, plugs, wires.
- **Transistorized Meter** Combines most desired features of vacuum-tube voltmeter and quality multimeter. Registers current, voltage and resistance measurements on a large, easily-read dial. Features sensitive, 4-inch, jewel bearing d'Arsonval meter movement.

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If card has been removed, write:  
An Electronics Home Study School

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