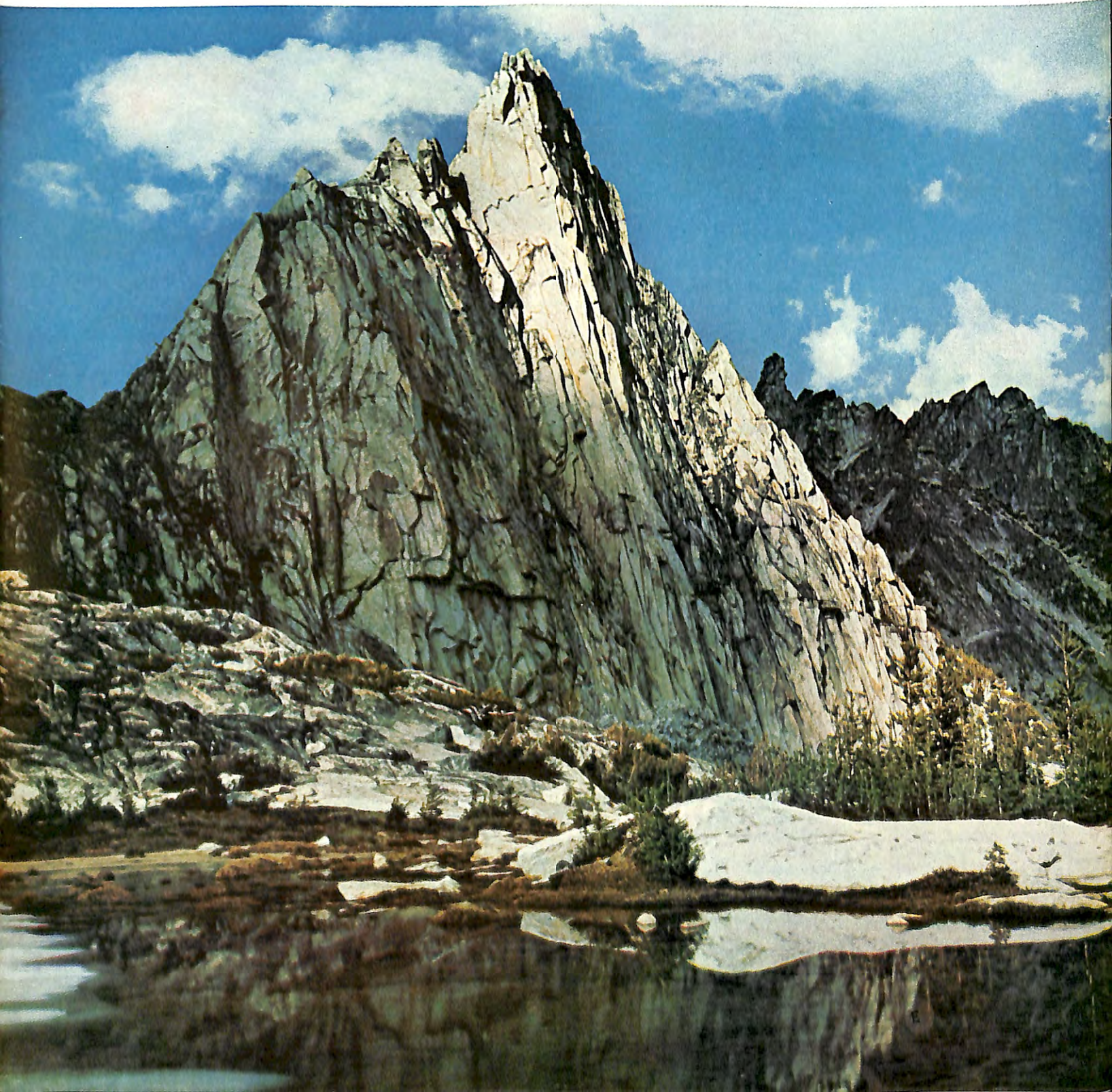


the  
**Elks**  
magazine  
June 1973

**Disaster Chasers/Not a Trace of Lunacy/Specialty Advertising**





**Barbers talk a lot.  
Except when they find an electric shaver that outshaves a hand-honed straight razor. Then they keep it to themselves. Until now!**



A barber gets \$1.50 plus tip for a shave with his electric razor. For years he's kept the brand name hidden with adhesive tape.

Can you rightly blame him? For this professional instrument outshaves his hand-honed straight razor! You won't find it in stores. It's been a secret weapon of master barbers for years. It delivers a barber-close shave that lasts all day long. It does it faster and with less chance of irritation than a straight razor. That's why barbers use it on the toughest beards and the most sensitive skin.

Now the secret is out. A barber talked. We have it. The Oster Professional Electric Shaver.

**Contoured Head—  
Like a Barber's Fingers**

The design is a barber's dream. Technically, the shaving head design is called a "double arch contour," because it sets up whiskers just like a barber does with his fingers. It means you get every whisker at one pass—as clean as if you had drawn a hand-honed, surgically sharp, straight razor over your face.

**4,000 Comb Traps—  
152 Surgical Steel Edges**

Four thousand comb-like perforations trap each whisker right at the skin line. Powerful 120-volt, 60-cycle motor drives the 152 surgical-sharp cutting edges to make the toughest beard disappear magically—without the slightest irritation to even the most sensitive skin.

**So Powerful,  
Whiskers Turn to Dust!**

Open an ordinary electric shaver and you'll find bits and pieces of whisker. That's because these run-of-the-mill shavers hack and chop your beard. But the Oster Professional Electric Shaver operates at nearly twice the speed—on ordinary household AC current—and actually pulverizes whiskers into fine microscopic dust.

**Separate Trimmer  
Other Great Features**

No expense was spared to make the Oster Professional Shaver to rigid, master-barber specifications. Motor-driven trimmer operates independently to trim moustaches and sideburns

straight and neat for today's new "styled" look. The high-impact plastic housing is sculpted to fit your hand effortlessly. Removable stainless steel head rinses clean under running water. On-off switch, plus separate switch to operate trimmer. The specially counter-balanced drive gives you a smooth, vibration-free shave, and won't cause radio or TV interference.

It all adds up to an amazing shaving experience. An electric shave that makes your face come cleaner than a hand-honed surgical steel barber's straight razor — and in a lot less time.

Expecting a hefty price tag? Forget it! The Oster Professional shaver was designed for barbers who don't go for expensive, unneeded frills. The price is regularly only \$22.98, complete with cleaning brush and head cover. And now, for a limited time only . . . the Oster Professional is yours to enjoy for only \$19.98 — a healthy \$3.00 saving!

**30-DAY FREE TRIAL!**

Treat your face to the Oster Professional Shaver for 30 days — 30 days of the smoothest, fastest, closest, most irritation-free shaving you've ever enjoyed . . . either blade or electric! Then, if not completely satisfied, return for a full refund.

**SAVE \$3.00 BY ORDERING  
DURING THIS LIMITED SALE!**

**JAY NORRIS CORP., 25 W. Merrick Rd., Dept. MD-68  
Freeport, N.Y. 11520**

Show me! I'd like to treat my face to the Oster Professional Electric Shaver's barber-close shaves — and save \$3.00, to boot! If it doesn't deliver smoother, faster, closer, more irritation-free shaves than I've ever enjoyed. I understand that I can return my shaver in 30 days for full refund or cancellation of charges (\$19.98, plus \$1.00 postage and handling — total: \$20.98). N.Y. residents add sales tax. Hurry, this is a limited offer!

Enclosed is  check  money order

Name ..... (Please Print)

Address .....

City .....

State ..... Zip .....

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25 W. Merrick Rd., Dept. MD-68, Freeport, N. Y. 11520





A Message from the Grand Exalted Ruler



# FLAG DAY DEDICATION

FLAG DAY, 1973! Again on June 14 all Subordinate Lodges of this Order will commemorate the birth of Old Glory. And we will remember with pride that this observance originated with our great fraternity.

BUT THERE ARE THOSE who will not be a part of this proud occasion. Indeed, they have chosen violence to the flag as their ultimate expression of contempt for and rebellion against all it represents.

THIS ATTACK is not a passing fad. Unknown to many of those involved there is a hard-core, organized effort behind it. The purpose is destruction of a way of life you and I have too long taken for granted.

A POLICY OF APPEASEMENT of those who seek to further their aims by unlawful means is intolerable. It cannot be reconciled with any principle of government and it has no place in our form of society. We expect humility from those we place in our form of society. We expect humility from those we place in positions of responsibility but we cannot accept timidity in the face of contempt for lawful processes.

WHEN THE MALCONTENT sits down to obtain a privilege which is not his, let the decent citizen stand up and insist that honored rights be preserved! When the dissident engages in his illegal tactics, let the obedient demand that laws be enforced!

FLAG DAY, 1973! There is no more appropriate time for rededication to the duties of responsible citizenship in a great nation. There is no more appropriate way of life. This is a part of its legacy of achievement and responsibility.

*Francis M. Smith*

Francis M. Smith,  
Grand Exalted Ruler

**Elkdom's Legacy—Know It, Serve It!**



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- 10-day trial privilege: we'll refund full payment and pay return postage if you are not completely satisfied.
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Signature (must have for charge orders) \_\_\_\_\_

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## Clip the coupon. Do some listening. Dazzle some people!

Would you like to have greater verbal impact on your friends and associates? Are you known as "a good listener" when you'd rather be doing the talking? Do you want to communicate your ideas with greater flair and precision?

Now there's a new learning system that will increase the precision and range of your conversation—and heighten your impact on others. It's called **The Word Program**, and it can lead you to a new mastery of the spoken and written word.

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The key is a list of core words—the most expressive in the language. These are words you need to use every day, and **The Word Program** makes them part of your active vocabulary. You see them, you hear them, you say them and, most importantly, you learn to think of them—spontaneously and immediately—when you need them. This uniquely effective combination of audio and print tools drives home hundreds of crucial power words in a total learning time of as little as 120 minutes.

Developed by professional educators using the latest, most innovative techniques in their field, **The Word Program** lets you participate, not just listen. You'll learn how to use words—in context and with the correct pronunciation.

### It's authoritative, yet lively

This is the method employed by school districts and universities across the nation, the method used by the government for achieving optimum speed and thoroughness in foreign-language instruction. Now **The Word Program** offers this proven technique to deal with the English language.

You'll receive a text and manual plus either 3 LP records or 2 tape cassettes, and you'll be instantly on your way to a vastly improved vocabulary and greater confidence with words.



**Verbal Systems Co.**  
1796 Longview Dr., Lancaster, Pa. 17601



VOL. 52, NO. 1/ JUNE 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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# Welcome to **CHICAGO** Brother Elks and their Families



**Y**our hosts, the 70,000 Elks of Illinois, eagerly anticipate your arrival at the 109th Grand Lodge Convention, July 15 through July 19. On their behalf I am privileged to extend a fraternal welcome and their assurance that your stay with them will indeed be a pleasant one.

From stem to stern this great city of Chicago is "yours for the asking." Here in the heart of the Midwest, Chicago, home of Elkdom's great Memorial Building, housing the Grand Secretariat and the Elks National Foundation, together with the new Elks Magazine building, beckons Elkdom to enjoy its tremendous convention facilities, and every Illinois Elk is extending the hand of hospitality.

With miles of shoreline parks on beautiful Lake Michigan, easily accessible by land, air and water, the largest hotel in the world, three of the tallest buildings now in existence (John Hancock, Standard Oil, Sears Tower), excellent air-conditioned convention halls, planetarium, art galleries, museums, aquarium, zoo, universities, historic churches of all denominations, its famous loop shopping district and Merchandise Mart—and the hearty welcome of Illinois Elks—Chicago is the ideal convention city.

Enrich your stay by enjoying the hospitality of the Illinois Elks, whose lodges will be happy to cooperate in making the convention a memorable one for you and your family.

*Lee A. Donaldson*

Lee A. Donaldson, *Past Grand Exalted Ruler*



# 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 thoroughly enjoyed the article on periodontal disease, ["The Hidden Disease," April, 1973] by Dollie B. Giffin. Being a dentist I have read many articles of this nature, but I must say this is one of the most complete and best written for someone other than a dentist.

I'm making the article "required" reading for all my patients.

Phillip J. Taylor, D.D.S.  
Milwaukee, WI

• I wish to congratulate you on your excellent article entitled "The Hidden Disease."

I must compliment you on your efforts to make the public aware of the seriousness of dental disease and on the

content of your helpful information.

It is a pleasure to see articles such as this one in your magazine.

Ben F. Pearson, D.D.S.  
San Luis Obispo, CA

• I read with pride the editorial "New Officers and the ritual," [April, 1973].

I joined the Elks about 67 years ago, and since then have become a member of various organizations. Every man should try to unite with a good fraternity because it gives him a wonderful opportunity to study his fellow man and in turn a golden opportunity to analyze himself.

Edgar C. Cannon  
Upper Montclair, NJ

• Somehow I just can't help but wonder how the "truly wise little woman" knew what Elks say in the ritual of initiation ["New Officers and the ritual," April, 1973].

Don Dolan, P.E.R.  
Manitowoc, WI

• As a member of the New York City Police Department's Crime Prevention Squad, I found the article "Stop That Thief" [April, 1973] most interesting and to the point. The recommendations and suggestions were worthwhile, and should be adhered to by everyone.

Preventing crime is every citizen's responsibility. If more persons would involve themselves, and accept their duty by adopting a more thoughtful attitude, the burglary and robbery trend could be greatly reduced. The investment in terms of money and time is really insignificant when compared to the results which can be realized.

William J. Simpson  
Crime Prevention Officer  
100th Precinct, NY

• Thanks for an interesting and informative article about boating safety and the Coast Guard regulations ["Sports-Action," May, 1973]. What I'm writing about now though is to ask what other things you'd recommend novice boaters (like myself) carry with them before going out on the water.

Fred Wagner  
Lake Geneva, WI

Don Bacue, our "SportsAction" writer, says: "Some things Coast Guard regulations don't at all require you to carry, but which you shouldn't be without, are distress flares—orange by day, red by night; a marine radiotelephone, if you're planning on cruising a goodly distance from shore; a boat hood; spare motor parts and tools; and a first-aid kit, complete with seasick pills, salt pills, sun-burn lotion, burn ointments, soap, band-aids, antiseptics, splints, gauze, scissors, pads and tweezers."

• "The Gold Mine That Dares to be Found" [April, 1973] was very interesting reading.

Part way into the article the author, Irwin Ross, stated that people should beware of certain dangers in traversing areas of the Superstition Mountains such as precipices, water scarcity, mountain lions, rattlesnakes, and javelins. Well, in all the dictionaries I have checked javelins are spears. I think Mr. Ross was referring to the javelina (a wild boar), and I think the plural of javelina is javelinas.

It will be interesting to know if Mr. Ross agrees with me as we have seen several of them (the javelina) from time to time here in Arizona, and there is an open season for hunting them.

Stephen M. Fisher  
Sun City, AZ

Whoops, my error! I did mean javelina instead of javelins.

A javelina is a collared peccary—or, small wild pig.

Irwin Ross, Ph.D.

## FATHER'S DAY SPECIAL ! *The Halvorfold*

Halvorfold and 6-Hook Key Case Morocco \$11.25—Buffalo \$13.25 Gold Trim \$2.00 Add'l

Billfold  
With Secret Money Compartment  
Card Pocket  
Card Pocket  
Name, address and any Fraternal Emblem in 23K Gold FREE



5-pass capacity replaceable  
12 Pass 25¢ Add'l  
16 Pass 50¢ Add'l  
20 Pass 75¢ Add'l

**\$9.00** Black or brown Morocco  
**\$10.00** Black or Brown Water Buffalo

Lodge No. under inside emblem 75¢ add'l.  
Lodge No. with City under inside emblem \$1.25 add'l.  
Social Security No. 75¢ add'l.

Gold Filled Snap and Corners \$2.00 add'l.

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"NOW in its 47th year"—The HALVORFOLD billfold, pass case, card case. Just what every Elk needs. No fumbling for passes, just unsnap the Halvorfold and each pass shows under separate transparent face, protected from dirt and wear. Ingenious loose leaf device shows 8, 12, 16 or 20 passes, cards or photos. Three card pockets, extra size bill compartment and secret flap to cover large bills. Only genuine leathers are used; tough durable but soft in texture. Nylon stitched.

### Free Examination! Send No Money—Pay No C.O.D.

Means exactly what it says. No strings. Mail coupon. Halvorfold comes by return mail. Examine it carefully. Slip in passes and cards. See how handy it is. Show it to your friends and note their admiration. Compare it with other cases at more money. I trust Elks and all the Mrs. Elks, who buy annually, as square-shooters. And I am so sure the Halvorfold is just what you need that I am making you the fairest offer I know how. Send coupon NOW. Avoid last minute rush!

Halvorsen, P.C.M., 4868 Victor St., Jacksonville, Fla. 32207  
Dept. 102

Send the HALVORFOLD with goldstamping as below. If I decide to keep it I will send check at once. If not, I will return it within three days for full refund. Goldstamped with name, address and any fraternal emblem free. If you send cash with order, we ship postpaid. Money back if not satisfied.

Name:..... 23K Gold Inside Emblem:..... Please Print  
Address:.....  
S. S. NO. .... PLEASE USE ZIP CODE

PLEASE CHECK HERE:  
 Black Buffalo \$10.00     Bro. Buffalo \$10.00  
 Black Morocco \$9.00     Bro. Morocco \$9.00  
 Gold Filled Snap & Corners \$2.00 Extra  
 12 Pass 25¢ Add'l     16 Pass 50¢ Add'l  
 20 Pass 75¢ Add'l    Elk Emblem Inside FREE  
 Elk Emblem Outside 75¢ Add'l  
 Lodge No. Under Inside Emblem 75¢ Add'l  
 Social Security Number 75¢ Add'l

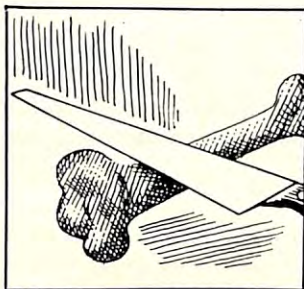


# Never again, as long as you live, will you need to buy another kitchen knife. That's our promise!

Extraordinary promise,  
Extraordinary Dione Lucas knives,  
Set of 4, only **\$14.98.**



Invisible "miracle Hardener" called Molybdenum keeps edge of chrome steel knife lifetime hard.



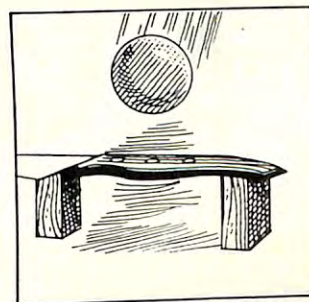
Tried to ruin edge—rasped it against a bone 20 times. Did so little to "miracle hardened" edge—its sharpness could be restored just by rubbing it over the back of a china plate.



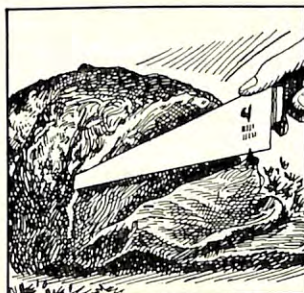
Tried to break the blade—put 20 pounds of weight on the end of the blade—bent it at 45° angle. Nothing happened to the "miracle hardened" blade.



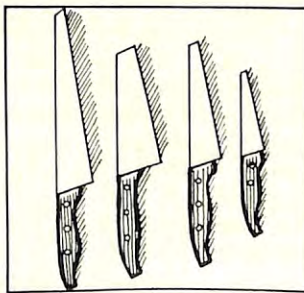
Tried to break the knife by snapping—hung 50 pound weight there—nothing happened to the miracle-hardened blade.



Even tried to break the handle—dropped one pound weight from 6 feet on the handle—nothing happened to it.



So unique—this "miracle hardened" blade, can slice thin, even if you can't. So unique, can restore sharpness just by rubbing over china plate.



Set includes 4 Dione Lucas Gourmet knives. An English Roast Beef slicer for hams, beefs, slicer-thin-slices 14 1/4". All-purpose carving knife 11 1/2" for turkeys, lamb, even no-tear cuts. French cook's knife and cleaver. 11" for separating chops, trimming steaks, severing chickens. Chinese vegetable chopper 3 1/2" easiest way to section fruit and vegetables.

**GUARANTEE**

The original Dione Lucas Gourmet Knives are unconditionally guaranteed to be the sharpest, toughest, most durable knives you have ever used. Their edges from tip to handle are designed to last indefinitely. Although occasional "dressing up" can be done simply by gently honing them for a few seconds on the back of an old porcelain plate. If, for any reason whatsoever, you are not absolutely delighted with their performance, you may return the set for a full refund (including postage and any sales tax paid) at any time.

**MAIL NO-RISK COUPON TODAY**

**Dione Lucas Gourmet Centers, Dept. MSC-148**  
Westmoreland Avenue, White Plains, New York 10606

Please send me \_\_\_\_\_ sets of original Dione Lucas Gourmet Knives for only \$14.98 plus \$1.00 for postage and handling for each set of four. I understand I have a complete money-back guarantee if I am not delighted.  
(New York State residents, add appropriate sales tax, please.)

I enclose  check  money order for \$ \_\_\_\_\_  
or charge my  Master Charge Interbank # \_\_\_\_\_  
 BankAmericard  American Express

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

Name (print clearly) \_\_\_\_\_

Address \_\_\_\_\_ Apt. # \_\_\_\_\_

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

**DIONE LUCAS**  
**GOURMET CENTERS**  
Westmoreland Avenue  
White Plains, New York 10606

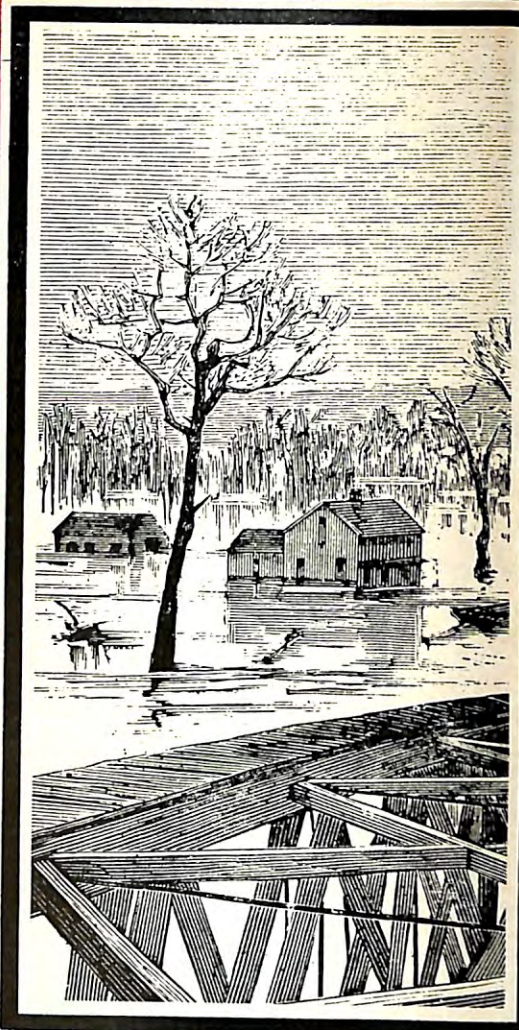
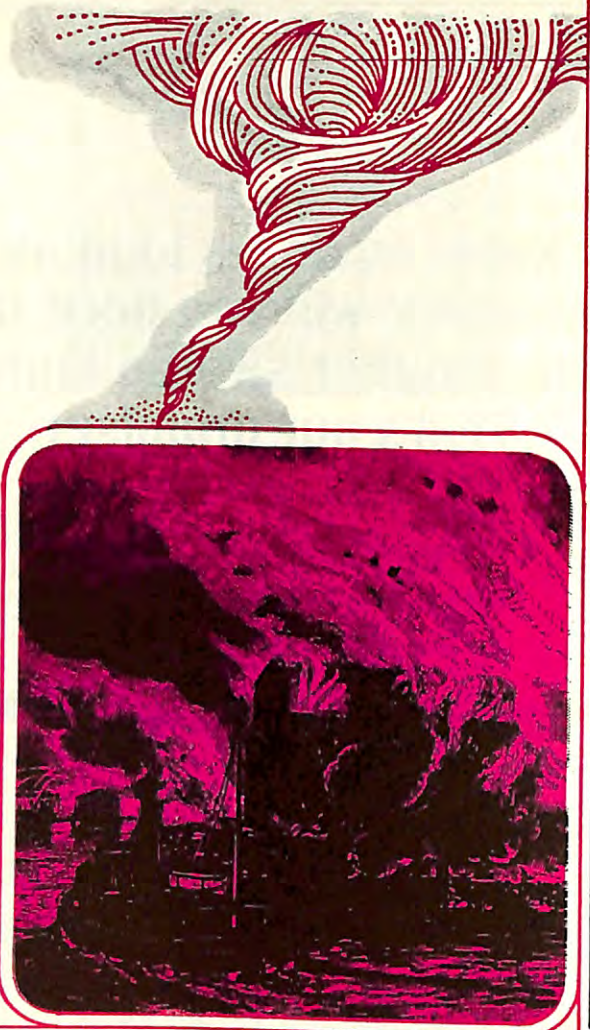
Return these knives anytime in your lifetime—If they fail to give you the sharpest, thinnest, most perfect cutting you have ever experienced, your money will be fully refunded.

5096

DIVISION OF BEVIS INDUSTRIES, INC.



# DISASTERS CHEASERS



by Frank A. Aukofer

□ Call him Jose Lopez. It is not his real name. But he was a real victim of one of the more vicious breeds of swindlers operating in the country today—those who prey on disaster victims.

Lopez is a poor Mexican-American who cannot read or write. When a hurricane smashed into South Texas a few years ago, it wrecked his home.

Under federal disaster relief programs, he was eligible for a low interest loan from the Small Business Administration. To get it, Lopez needed an estimate of the damage to his house. That was when the fast talking "home improvement" salesman showed up.

He took a quick tour through the house, and announced that it would cost \$8,000 to fix it up. But he said Lopez could easily get a government loan for that amount. Then he asked Lopez to sign the "estimate."

Lopez made his mark and the salesman left. What he did not know was that the piece of paper he had signed was not an estimate but a work order that carried a 25% penalty.

Later, after he had submitted his loan application, the Small Business Administration sent out an appraiser. He estimated the damage at \$2,000. The SBA loan officer approved a loan for that amount, disallowing the other \$6,000. Under the forgiveness provisions in federal law, Lopez was required to repay only \$500. But he nearly wound up with nothing.

The slick talking salesman demanded the full \$8,000 to do the repairs, which included such non-disaster items as aluminum siding and storm windows. When Lopez said he could not pay that much money, the salesman demanded that he forfeit the entire \$2,000 as his penalty.

Fortunately for Lopez, the SBA's Washington based chief of security and investigations, William W. Bowling, happened to be in the area. He learned of Lopez's plight and paid a visit to the salesman. Though Bowling had no legal authority to do anything to the charlatan, he dropped some strong hints.

"Somehow he got the impression he was going to jail, though we never said so," Bowling said. "He screamed and

cried and asked, 'What can I do?'

"I didn't say I was going to do anything. I said it'd be up to the local prosecutor. Then he produced his records and tore them neatly in half and laid them in the trash basket. There must have been 30 or 40 of those work orders.

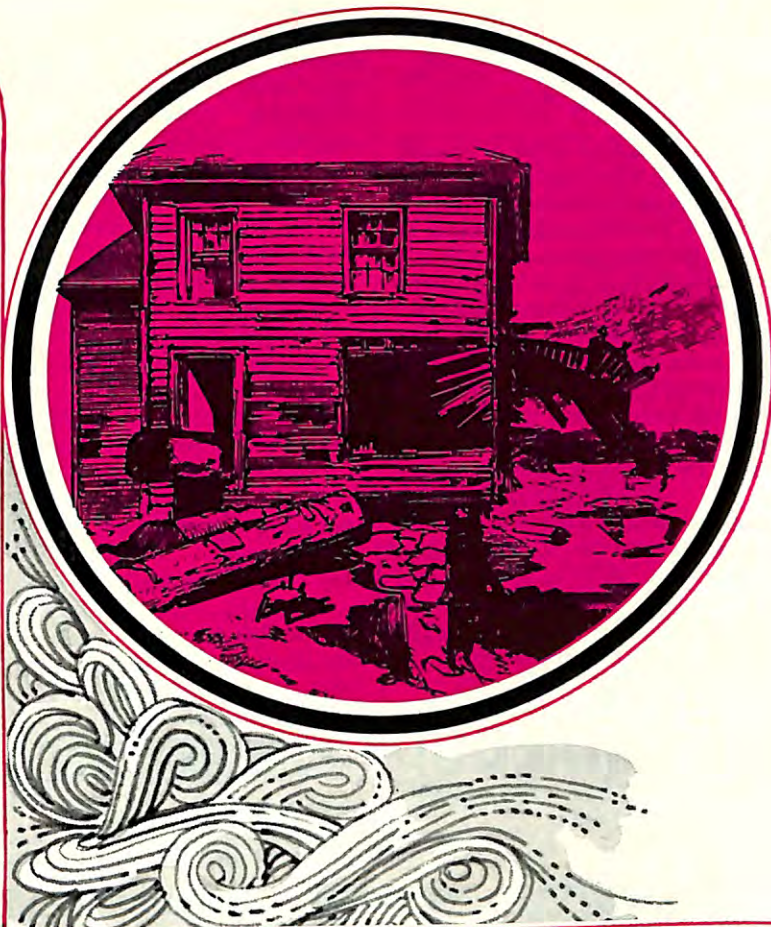
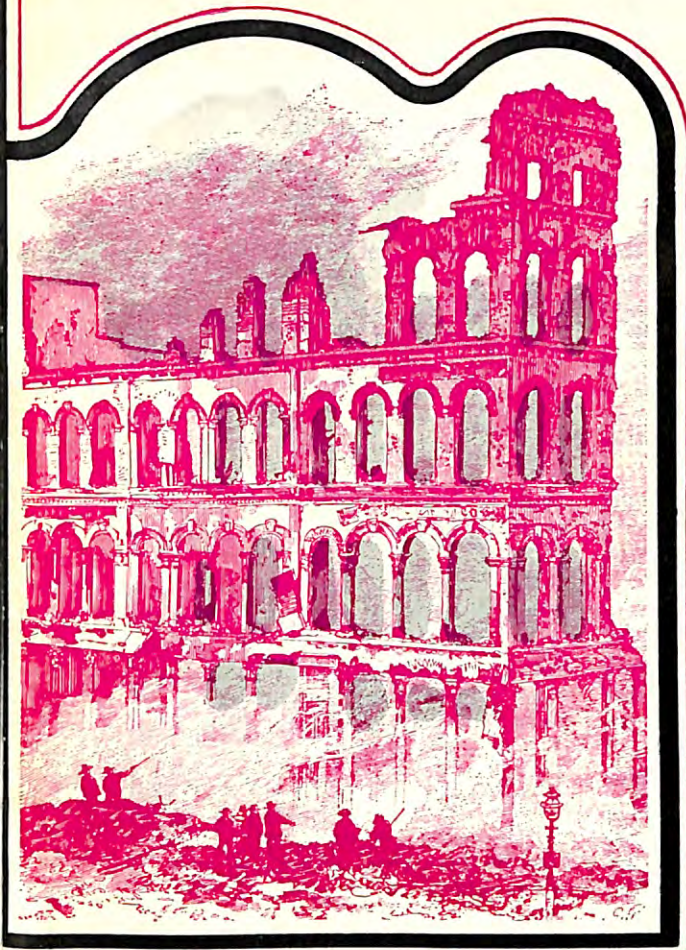
"I said, 'As long as they're destroyed you might as well put them in my briefcase.' I suggested that he might be thinking of Scotch taping them together later."

Bowling remembers the case with some amusement. "He was such a fast talker himself that he came to a lot of conclusions that weren't even mentioned," he said.

Lopez was one of thousands of double victims in natural disasters in the United States. Whenever you hear of a disaster—a flood, earthquake, tornado or hurricane—you can be certain that the swindlers, hucksters and fast buck operators have heard, too.

They descend on a disaster area like so many vultures, seeking out dazed and numbed people who have lost relatives, friends and property, with the single idea of victimizing them a second





time. Their favorite targets are the old, the disabled and the shut-ins.

Few of them are as lucky as Lopez. In many cases, the swindlers disappear, never to be heard from again, while the disaster victims—those nameless, faceless people most of us know only from newspapers and television screens—are left to try to piece their lives together again without some of the important pieces.

There are no statistics available on how many Americans have been hit below the belt in this fashion. Many cases go unreported because of despair or embarrassment on the part of the victims. Those that are reported to local authorities frequently wither from lack of prosecution because the con men cannot be found.

Federal agencies try to help as much as possible, but are hampered because their main job is to provide relief to disaster victims. They do not have the people or the resources to chase the swindlers.

Though there are no overall statistics, fragments give an indication of the severity of the problem. After Hurricane Agnes devastated the east coast

last year, the situation became so critical that President Nixon himself stepped in. He established a special consumer aid center in Wilkes-Barre, PA, which is in the heart of the area that was hit hardest by Agnes.

In its first three months of operation, the center handled more than 3,100 complaints. Miss Jeanne M. Devers, the center director, estimated that about 40% of those complaints—or 1,250—involved cases of attempted or accomplished fraud.

In one case, one outfit called Americans Be Independent advertised inexpensive trips to the South Seas for flood victims, inviting them to take a vacation to forget their troubles so they could return refreshed to rebuild. More than 20 persons paid \$200 and \$300 down to the fast buck artist, who operated out of his hip pocket.

As might be expected, the South Seas trip never materialized. When Miss Devers found out about the situation, she put investigators on the case. They learned the man's identity and address, and paid him a call. Confronted with the agents of the White House, the man agreed to return the money.

"We think he probably had no intention of satisfying his agreement with those people," Miss Devers said.

In another case, a con man worked on an 85 year old widow who suffered from cataracts. She had just had a new furnace installed in her flood damaged home.

The swindler, representing himself as an agent of a city redevelopment program, said the furnace was improperly installed. Under regulations in force in any disaster area, some agency—federal, state or local—must approve all repairs, for obvious reasons. Shoddy electrical work, for example, could result in fires.

In this case, however, there was nothing wrong with the widow's furnace. But she believed the con artist, signed a \$2,000 contract for a new furnace and gave the man \$1,000 as a down payment.

But the con man wasn't so slick, after all. He left his name and address with the woman, no doubt convinced that she would never report the incident. But she did, and in tears. When the consumer center's staff investigated, they learned that he was a salesman



# How's Your Hearing?

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from an adjoining state. Miss Devers telephoned him and told him he'd better hustle down to Wilkes-Barre in two hours, return the money and tear up the contract. He did.

The biggest problem, according to disaster specialists, are the operators they refer to as "bogus contractors." Following any disaster, carpenters, plumbers, electricians, and other building contractors are in short supply. When a disaster victim calls a contractor for repairs, he might be told that the contractor is booked up for several months. This is usually when the bogus men move in.

Waving phoney letterheads and promising to make repairs immediately if not sooner, they visit the victims, take down payments of \$200 to \$500, and are never heard from again.

"Strangely enough, some people have even given cash down payments and have not asked for receipts," Miss Devers said. "It happens because they're so desperate, you know."

She said that in the first three months her consumer center operated, she learned of at least 50 to 55 such cases. Uncounted others, of course, were never reported.

Some of the fast buck artists actually do some work for their victims, perhaps as a hedge against the possibility of getting caught. Often the work is of such low quality that it has to be done over before it can pass official inspections.

There is also, even among normally legitimate business and tradesmen, a lot of shoddy repair work and price gouging. With the usual housing shortage that results after a disaster, landlords frequently raise rents in hopes of turning a quick—if illegal—dollar.

Miss Devers said she had turned over more than 100 such cases to the Internal Revenue for prosecution under current laws that control price increases. In some cases, she said, landlords had more than doubled their rents.

One woman hired a local contractor to do some repairs, believing him to be reliable because he had a contract with the federal Department of Housing and Urban Development. The contractor came and did the work. Later, on a flight of stairs that had been repaired, two steps collapsed. And the front door nearly fell off.

Swindlers have boundless imaginations. Roy Popkin, assistant director of disaster services for the American Red Cross, recalled a situation in Texas after Hurricane Celia. The Red Cross issued \$40 purchase orders for food. Families could take them to local stores and use them as if they were money. At one store, the clerks refused to give change. If the order was \$35, the store

pocketed the difference. The practice stopped quickly when a local Mexican-American group heard about the situation.

Other fast buck operators operate on the fringes of legality, hiring themselves out as "consultants" to disaster victims—often at exorbitant fees. The SBA's Bowling said he had encountered one wheeler-dealer who worked on businessmen in the Hurricane Agnes area.

He never came out and said it in so many words, but he implied strongly that he had an "in" at the SBA. His pitch was that the businessmen would need a specialist to help them, someone who could carry the ball and pull the right strings for them.

"In a sense," said Bowling, "what he tried to do was to sell our services, which are provided free. We try to make all our applications as simple as possible, and provide what assistance we can."

But there's not much anyone can do about that sort of operator. About the only thing the SBA could do, according to Bowling, was to disapprove payment of high fees charged by consultants who helped disaster victims on their loan applications.

Unhappily, the fringe operators and the outright swindlers have no exclusive franchise on dishonesty. Disaster victims themselves sometimes give in to temptation and try to bilk the government.

Usually, these are disaster victims who sustained only minor damage. Like their counterparts elsewhere who try to milk extra dollars out of insurance companies in automobile accidents, these otherwise honest citizens inflate their damage estimates in the hope of collecting more money from the government.

For example, few people know precisely what they have stored in their basements. Following Hurricane Agnes, a well meaning contractor provided a list to some of his customers of the sort of items that might have been damaged in basement flooding. The listed items had a total value of about \$1,400.

Not long afterward, the Small Business Administration received more than 100 loan applications with identical lists of basement items—all with a total estimated value of \$1,400.

Technically, all of these citizens were guilty of attempting to defraud the government. But the SBA did not prosecute. Its usual procedure in such cases is simply to deny the application. If there is a flagrant violation, however, the SBA refers the matter to the Justice Department for prosecution.

Under the legislation in force following the 1971 earthquake in California, the government could "forgive"



up to \$2,500 of a disaster loan. If, for example, your home had \$1,500 in earthquake damage, you could receive a low interest loan for the full amount. All you had to pay back was the first \$500.

Not surprisingly, the great bulk of the loan applications were for \$3,000. Not infrequently, a person would get his money, supposedly use it to make repairs, then come back a short while later to pay back the \$500, saying that he had unexpectedly come into some money from another source. The SBA suspected, though it could not always prove, that some of these people had simply pocketed their loan money or had padded their damage estimates to make a profit.

To curtail this sort of activity, the SBA began requiring "completion certificates" that had to be signed by both the loan applicant and a contractor, certifying that the loan money had been used for repairs and that the repairs had been completed.

"Then we heard that there was a contractor going around telling people that for \$300 he would sign any completion certificate," Bowling said. "But we never could nail him."

Under new legislation passed by Congress last fall in the aftermath of Hurricane Agnes—the worst natural disaster in the history of the nation—the government now "forgives" up to \$5,000 on loans obtained through the SBA.

For genuine victims, the legislation was sorely needed. There were many families that lost everything. It was not uncommon for floods to wash away a man's \$30,000 home, leaving him with a \$20,000 mortgage that still had to be repaid. Under the new law, he could receive a \$30,000 loan for reconstruction and would have to pay back only \$25,000 at 1% interest. Still, that hardly profited.

But for those with minor damage who might try to take advantage of the situation, the new law contained stiff sanctions. In addition to criminal fraud penalties, the legislation provided for civil fines totaling one and one-half times the amount of the loan.

Not all of the problems associated with post-disaster periods are caused by cheats. Sometimes the government itself is at fault. Petty bureaucrats, fond of niggling detail and red tape, caused many difficulties following Agnes. They were one of the reasons President Nixon set up the special consumer program.

Then, too, the government is always in the position of having to hire many temporary employes in a disaster situation.

(Continued on page 22)

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	1	2	3	4	5	
DEPENDENTS (including self)	1	2	3	4	Over 4	
	3	4	3	2	1	
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	1	2	3	4	4	
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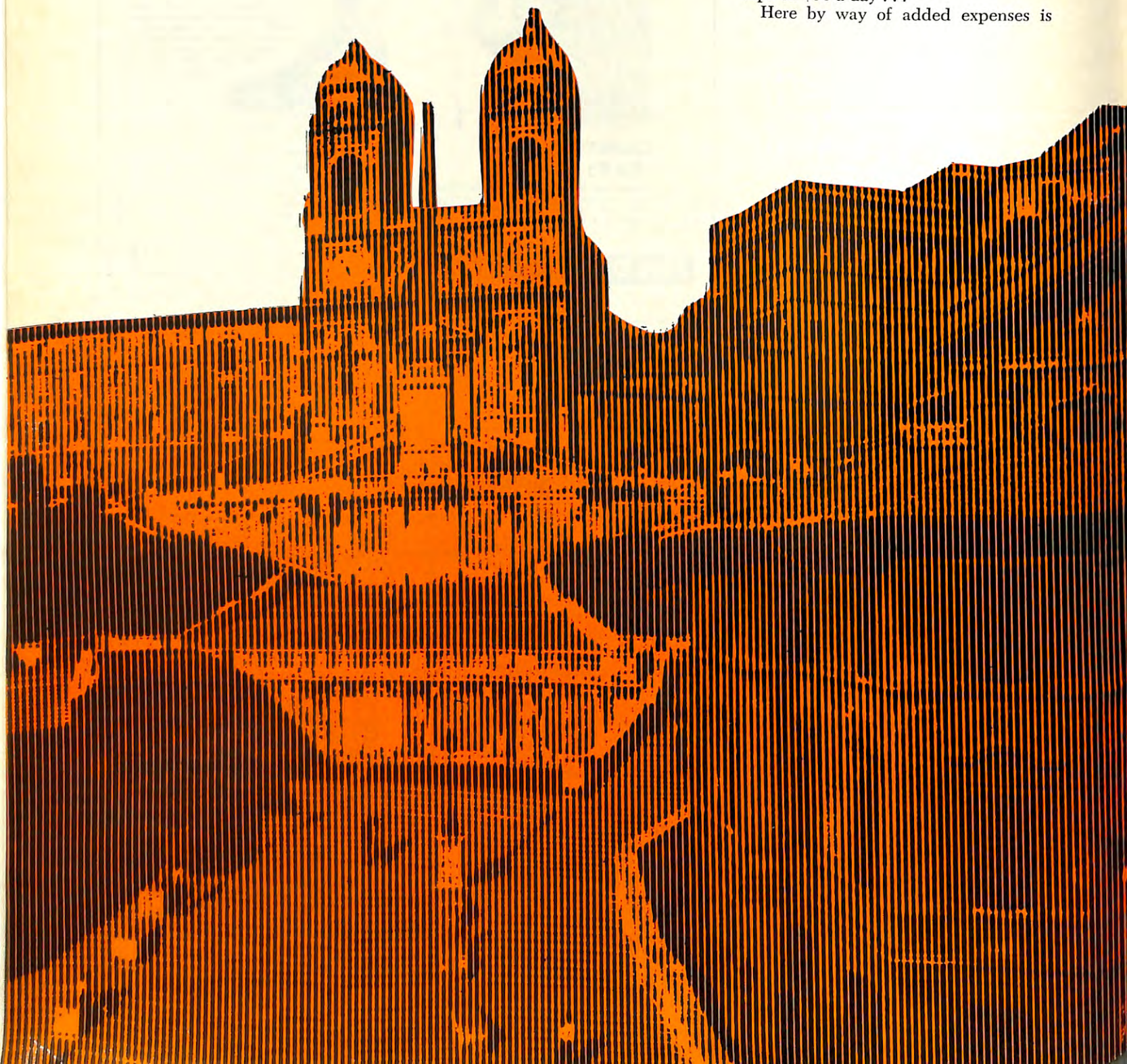


# The European Money Crisis

*by Jerry Hulse*

If you're planning a visit to Europe or Japan this summer, take along an extra checkbook. No matter what you've budgeted, you'll likely come up short. Both destinations are shockingly expensive. It was a nice dream: "Europe on \$5 a day." Later the title was updated to "Europe on \$5 and \$10 a day." But let's be realistic: the only way to do Europe on even \$10 a day is to be a teenager with a pack on your back and a bike beneath your legs. What with the latest dollar devaluation it's time for someone to do a sequel to the old guide. Something like, "Europe on \$50 a day . . ."

Here by way of added expenses is





what the average American traveler can look forward to this summer in Europe. First, of course, the dollar overseas will be worth 10% less. This is because of the devaluation ordered by the Nixon Administration. Primarily, it will affect travel abroad and foreign goods bought at home.

While this, obviously, is discouraging enough, certain European hoteliers have other surprises in mind. Primarily, there is a new "value added tax" of 10 to 12% which will be placed on hotel bills in England, Italy, France and Germany. Other countries may join, too. Already the charges for service and taxes add up to around an extra 20% in many European countries.

While your room may be listed at

\$20 a day, a more realistic figure—considering the additional charges—would be around \$24. This, however, will rise even higher in the countries planning the new hotel value tax. That brings up the question: How can you buy Aunt Milly that duty-free bottle of Chanel No. 5 and still figure on making it to the airport without thumbing a ride?

Many travelers simply don't care. The last time the Nixon Administration devalued the dollar it had little, if any, effect on travel. Americans went overseas anyway. They went in record numbers. They were dying to see the places name-dropped by the neighbors: London, Paris, Rome, Portofino, St. Tropez, Mykonos, Vienna, Salzburg, Positano, Venice, Dubrovnik . . .

Nor did President Johnson cause much of a stir when he urged Americans to remain home while trying to cut the trade deficit. Instead Americans set a huge new record for travel overseas. But 1973 just might prove different. If so there could be a new boon for domestic travel.

In Europe, of course, the budget-minded American traveler will be looking for the cheapest way out. In Paris, for example, he'll be living as Hemingway did with the Lost Generation during the turbulent 20s. Fortunately for Americans, however, Col. Sanders has arrived in Europe along with Wimpy's and other names dear to the hearts of budget diners everywhere. Instead of taking a table at Maxim's or La Tour d'Argent, or maybe Mirabelle's in London, this year's crop of

vacationers may run off with a bucket of chicken or a bag full of hamburgers.

Such news has the travel industry somewhat abject. Obviously, more Americans will be making the switch from deluxe to budget travel in '73. One Los Angeles company, for example, has a charter priced at \$269—Los Angeles-London-Los Angeles. The tour people also give their passengers the option of buying a two-week London package that includes hotel room for 14 nights along with breakfast, sight-seeing and transfers. But this, too, will go up in price now that the dollar has gone down.

"We are concerned," a budget tour man said. "Very concerned." Another travel agent said crisply, "I've just been to the doctor." He sounded like a man in need of a pill or a very dry martini.

Dan Scariano, president of Scariano Travel in Beverly Hills, was also concerned. "There are people who are patriotic," he said. "They may decide to forget the whole thing and stay home."

As hotel and restaurant prices rise so will the cost of taxis, hairdressers, buses and all else that is associated with a holiday overseas. However, with the possibility of lower air fares—a subject presently under discussion by the airlines—this could help offset the price increase due to devaluation.

New York travel agent Fred Mayer has come up with an answer for those short on funds and long on desire, offering tours via his "hotel bus." During the daytime passengers ride in a regular bus, another coach following behind with beds and stall showers. Up ahead it's like any ordinary bus: reclining seats, air conditioning, picture windows. There's even a stewardess who serves snacks.

Later, as the martini hour arrives, the coach hauls into a campground where meals are served and beds are prepared. The price: less than \$20 a day, including meals, sightseeing and a bunk on the hotel-bus. Entire groups are booking Mayer's buses, which go wherever whim dictates. "Hey, driver," someone may shout, "take us to Florence." If everyone agrees, to Florence they go. Primarily, though, Mayer's tours are geared to the youth market. Guests sleep in compartments with anywhere from six to a dozen others, side by side. Presently 54 tours are on the books for the summer months, ranging from 15 to 22 days each. Mayer admits the hotel bus isn't intended for the luxury traveler. But for those looking for a method of beating the high cost of Europe, it's a thought. (For additional information, write to Fred



*London's dependable Big Ben, part of the past, chimes in time with the city. Huge barges (below) snake their way down Germany's scenic Neckar River near Heidelberg.*





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Mayer, c/o Exprinter Co., 500 Fifth Ave., New York, N.Y.).

While Europe's costs this summer may seem appalling, Japan's are far worse. According to a U.N. survey, today Tokyo is the world's most expensive city, beating out such proud leaders as Paris and New York for the dubious title. At the Imperial Hotel I paid \$7 for a bowl of dry cereal, juice, fruit, toast and coffee. Later in the coffee shop of the Keio Plaza Hotel it cost me \$8.50 for two milk shakes, one sandwich, tea and cake. One woman complained she'd paid 600 yen for a glass of orange juice, which adds up to half a buck more than a Scotch costs. A colleague of mine paid \$8.25 for a sandwich and two glasses of beer, and another friend complained of being charged \$5 for coffee, pie and a hamburger.

Two reasons underscore the sudden cost spiral. First of all, the U.S. has twice devalued the dollar. Meanwhile, the Japanese revalued the yen. Only upward. What it all means is that you simply get less for the dollar. Prices fluctuate day by day, and not only is the dollar floating but so is the yen. On three separate occasions I got three different sums in exchange for dollars.

Still, if you insist on seeing Tokyo, here's a scheme for survival:

There's a McDonald's to serve you, down on the Ginza. Hamburgers are 30 cents and French fries sell for a quarter. Across the street the Dairy Queen pours milk shakes for 40 cents and next door crowds queue up at a sign reading Dunkin' Donuts. Obviously, none of this compares with yakatori

in the wings, operating a dreamy kosher kitchen near Roppongi Crossing. "The Japanese all love my chicken soup and matzo balls," said the ex-Bronx matron, a 69-year-old divorcee, brown-eyed and bosomy. From the outside her kosher deli looks like a disaster, squatting next to the sidewalk as if it might topple at the slightest shake.

Inside it's something else. Not elegant, mind you. Only four tables and a counter. But the odors are mesmerizing. Pastrami pancakes, knockwurst omelettes, cheese cake. She gets \$2.25 for corn beef and pastrami sandwiches. The same for chopped chicken liver. A bowl of her chicken soup will relieve the hungry customer of \$1.

You can get all the rest as well: Lox 'n bagels, corned beef and eggs, pastrami pancakes, cheese cake and those great wonderful kosher pickles. She even ships to Hong Kong. "Sent down a salami only last week," said Anne. As a side line Anne mixes martinis. The best, she claims, in Tokyo. "I stir up a martini you can get drunk on," Mama-san Dinken boasts.

Anne has been 22 years in Tokyo. Now she's looking for a "nice Jewish boy to take over the joint." Among her customers are Steve Parker and Actress Shirley Maclaine plus hundreds of others, both known and unknown.

Still, with the high prices of Europe and Japan, the dollar will buy far more right here in our own hemisphere. This is especially true of Mexico where the exchange rate of peso vs. dollar remains the same. There was no change following devaluation. Indeed, Mexico

## While Europe's costs this summer may seem appalling, Japan's are far worse. Today, Tokyo is the world's most expensive city.

or sukiyaki, but it beats going hungry. Another trick is to do as the Japanese themselves do: look for budget restaurants which display food prices in the window. Scattered throughout Tokyo is a restaurant chain known as Tempura ten-ichi. At noontime a plate of prawns, fish, shrimp, vegetables, rice, soup and salad costs about \$6.

The alleys of the Ginza are crowded with dozens of inexpensive restaurants (just as there are also expensive places to dine). One, the Escoffier, is a snug loft overlooking an alley within walking distance of the main shopping district. At noon, scallops are listed at \$2.50, sole meneuire costs under \$4 and Hungarian chicken goulash is priced at \$3.

Should all else fail, that Jewish mama-san of Japan, Anne Dinken, is waiting

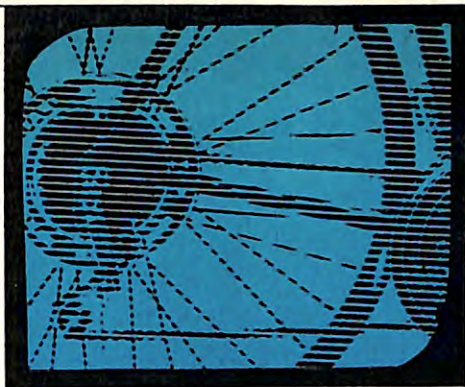
is expecting record crowds this year. If it's on your itinerary, make both airline and hotel reservations well in advance. This is especially true of the popular destinations: Mexico City, Puerto Vallarta, Acapulco, Guadalajara and Mazatlan.

Hawaii, also unaffected by devaluation, promises to play host to huge crowds, too. The increased traffic has already begun. At one point last winter hotels were so overburdened that the Hawaii Visitors Bureau appealed to residents to open their homes to visitors. Obviously, with prices overseas at an all-time high, millions of Americans will opt for visiting the U.S.A. instead. From Yellowstone and Yosemite, to the Green Mountains of Vermont, they'll be learning how it's no myth: there really is no place like home. ■



# SPORTS ACTION

by Don Bacue



## CYCLEMANIA

Dumb, dumb, dumb. You know, the fellow who sets out on a bicycling trip without fully preparing himself.

I went on a trip a few years back—a 20-miler—with a fellow who packed his cycling sense between two slices of bread, like peanut butter. He brought a lightweight rain slicker and NOTHING else. Not a wrench, not a screwdriver, not even a spare innertube. And he was no backwoods banana. He's been on many a camping and backpacking trip, even built himself a bit of a reputation with some of the smaller, specialty outdoors magazines on the West Coast. Yet, when it came to cycling, he was sure his precautionary approach to riding (and his brand new \$200 Peugeot 10-speed) would see him through.

Nearly 10 hours, one malfunctioning brake, and two burst innertubes later, we arrived at our destination. It cost him nearly \$20 and us four hours of "down time" for his overconfidence. Luckily, when his first tire popped, we were within walking distance of a small town which just happened to have a local cyclery shop. He paid through the nose for his equipment and tools there, but it could have been worse. And, if experience is indeed the very best teacher, he won't take his bicycle for a hop around the block without the proper equipment neatly tucked away in his saddlebags. Nor, in fact, would I.

You don't have to be planning a 20-mile trek into the wilderness to give some thought to proper cycling equipment. In fact, you're likely to stumble across more trouble just blocks from home than you are miles away. Blowouts, for example. So there's every reason in the world to be properly equipped for cycling at all times. Let's take a look at what that means.

To begin with, I've found a rear carrier worth its weight in handlebars . . . and then some. That's the little gizmo that attaches to the seat post and rear axle and extends out over the rear tire. Many come equipped with a spring tension clip (along the mousetrap principle) ideal for carrying small pack-

ages, lightweight coats, books from the library, and a multitude of other assorted goodies. Well worth the few bucks and 10 minutes necessary to buy and install.

Then I'd recommend some type of saddlebag or toolbag. They come in a variety of sizes from about 3" x 7" to a whopping double saddlebag large enough to carry a small tent and camping supplies for a week. For around town and short-trip use, I'd recommend something about 8" x 8" x 12", with plenty of snap compartments for storing tools, food, etc. Which brings us to the etc.

You should always carry at least one spare innertube (get the right size to fit your bike!), either regular or heavy duty, priced from under \$1. With it, you'll need a selection of wrenches to fit your axle nuts, a tire iron or other blunt instrument for getting the tire off and back on, again, once the tube has been repaired and a bicycle pump. I recommend the type that closes down to almost nothing and attaches to the frame of your cycle where you can forget about the thing until needed. Don't chintz here. Most five- and 10-speed bicycle tires take from 45 to 90 pounds of air (triple what your car tires take). If you've ever tried pumping 90 pounds of air into a tube on a 79-cent dime-store special, you know what I mean. A set of screwdrivers (about \$2), a vise grip (\$1), a tire pressure gauge (\$1) and you're set . . . almost.

The last item I recommend you buy and carry with you always can save you time, money, and tears. It's called **Anybody's Bike Book**, written by Tom Cuthbertson (Ten Speed Press, 2510 Bancroft Way, Berkeley, CA, 94704; \$3). It's a fix-it-yourself bicycle repair book, profusely (that's the word the **N. Y. Times Book Review** uses) illustrated and featuring sections on tools, brakes, wheels, power train, etc. But don't just buy it and tuck it away somewhere. Read it. Familiarize yourself with the parts of your bicycle. There are a good deal more of them than there were when you were a boy.



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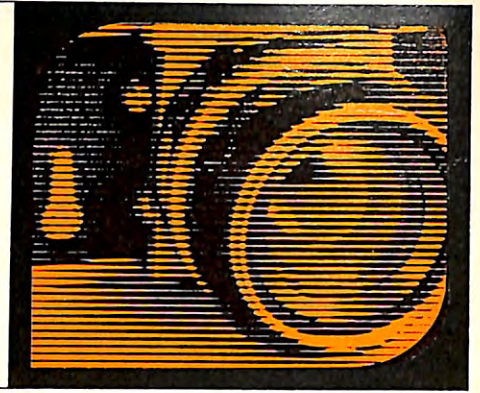
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# NEWS OF THE LODGES



**A BANQUET** was held recently by Nashville, Tenn., Elks to celebrate the lodge's 75th anniversary and to dedicate the new lodge home. Present were (seated, from left) Brother Beverly Briley, Nashville mayor, Mrs. Briley, Mrs. Edward McCabe, PGER Glenn Miller, SP Ted Callicott, and (standing) Chm. Warren Terry, Mrs. Terry, PGER Edward McCabe, Mrs. Johnson, and immediate PER Don Johnson.

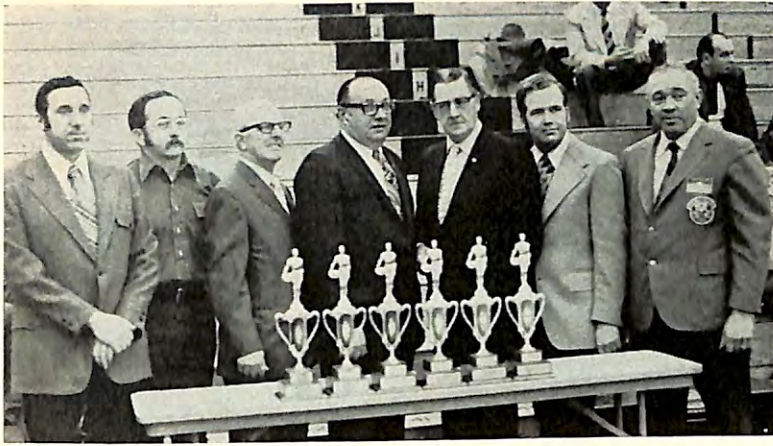


**DOROTHY AVERY**, widow of Brother John Avery, presented a check for \$2,000 to Escondido, Calif., Lodge. The money is to be used for the Elks National Foundation. ER Robert Manzer accepted the check and presented two plaques from the Foundation to Mrs. Avery.



**TO GIVE THANKS** for the end of the Vietnam War and the return of American prisoners, Passaic Valley, N. J., Elks held a commemorative service with members of the American Legion and the Veterans of Foreign Wars. Laying the wreath were (kneeling, from left) District Americanism Chm. Joseph DiStefano, lodge Americanism Chm. John Duffy, and (standing) Roy Zicker, secretary, State Secy. Obert Stetter, SP Thomas Rhodes, State National Foundation Chm. George Frick, and ER Albert Calvetti.





**THE REGIONAL PLAYOFFS** of the Elks National Hoop Shoot Contest were held at Springfield, Massachusetts. With the Grand Lodge trophies were (from left) Youth Chairmen Bert Theriault, Maine; Barry Collins, R. I.; James Colbert, Mass.; Michael Kiro, Conn.; Harry Mullen, N. H.; Bruce Bailey, N. J., and Joseph Scaramuzza, N. Y.



**SANTA MONICA, California,** Lodge recently presented a check for \$1,000 to the local St. John's Hospital. Sister Mary Aloys, hospital administrator, accepted the check from Brother John Salatich.



**BUMPER STICKERS** with the slogan "Dope—To know it is to fear it" have been attached to all local patrol cars as part of a drug education program at Texarkana, Ark., Lodge. City patrolman Mickey Racheal applied a sticker as (from left) PDD Dillon Seymore, Drug Education Chm. Bob Ekert, and ER Bill Bryant observed.



**THE GROUNDBREAKING** was held for the new lodge home of Meadville, Pa., Elks. Watching ER Gerald Davis with the shovel were (from left) Henry Pazdyk, Paul Kareha, James Brown, Theodore Williams, PER Russell Stauffer, Kenneth Beers, Thomas DeVore, DDGER Percy Murray, PER Clifford Daniels, Paul Cribbs, Chm. Thomas Ritchey, and PER Claude Wegley.

**A SEMINAR** on general protocol and procedure, and the duties of Exalted Rulers and Secretaries to their lodge and to the Grand Secretary was held recently at the Elks National Home. Presiding were (from left) Doral Irvin, Executive Director of the National Home, Virginia SP Mack Taylor, PGER John Walker, and Grand Secy. Homer Huhn Jr.







**EXALTED RULER** Charles Conway took a shovel in hand to lead the groundbreaking ceremonies for the new home of Milwaukee, Wis., Lodge. Several lodge members were on hand to witness the event.



**A FLAG** was presented by Gardner, Mass., Lodge to the High Rise Association for their recreation hall. The group is composed of senior citizens who reside in high rise apartments in the area. At the presentation were (from left) Secy. Cleo Robichaud, ER Joseph Fredette, Est. Lead. Kt. Donald Niemela, Romeo St. Laurent, High Rise president, and E. Erickson, High Rise vice president.



**SPECIAL GUEST** for the recent father and son banquet at Ferndale, Mich., Lodge was Roy Edwards (center), Detroit Red Wings goalie. ER Warren Craig welcomed him as Chm. James McDonald looked on. Each boy received a hockey puck and an autographed picture of the Detroit Hockey Club from Edwards.



**FRANKLIN, New Hampshire, Lodge** was named the state ritualistic contest champ recently. The winning team members were (seated, from left) Esq. Edward Bozek, PER Howard Bentley, Est. Loyal Kt. Jack Farnum, and (standing) Chap. James Jalbert, PER Edward Buczynski, ER Leighton Washburn, Est. Lect. Kt. Jack Willey, and Est. Lead. Kt. Donald Winkley.



**THREE ENGRAVERS** were purchased by Florence, Colo., Lodge to be used by citizens in the county as part of Project Theft Guard. Social Security numbers are engraved as identification on the citizen's valuables to discourage burglary. Secy. Darrell Lindsey (left) and Social Welfare Chm. Thomas Singleterry (right) received the engravers from Chief of Police Max Martinez.





**AS PART OF THE** Americanism program at Glendale, Ariz., Lodge, each new Eagle Scout in the district is presented a framed certificate and flag. At the presentation to 9 Scouts were ER Wayne Boore (front row, left), Americanism Chm. John Hook (back row, fifth from left), and Bill Rutter (right), Scout associate district executive.

## LODGE NOTES

**SANDUSKY, Ohio.** A blood drive sponsored by the lodge in honor of the late PER Al Gongos set a new record. Two hundred eighty-six pints of blood were donated surpassing the old record by 45 pints.

**SAN LUIS OBISPO, Calif.** Denise Caruso and Gregg Sorenson are the lodge Youth Leadership winners. Two other students Debra Lewis and Vince Pillow were awarded bonds. County Clerk Ruth Warnken presented the bonds.

**OHIO.** The state association has been honored by the Valley Forge Freedoms Foundation with a George Washington Honor Medal for its patriotic activities through the Elks' Americanism programs. The state's bulletin and Martins Ferry Lodge also received medals in recognition of patriotism.

**MAHWAH, N. J.** DDGER A. Frank O'Plinus recently presented a bond to Lydia Magliano, the lodge's Youth Leadership winner. ER Alex Radecki, PER George Petrosky, and district Youth Chm. Matthew Giannelli joined in congratulating her.

**PORT JERVIS, N. Y.** A class was initiated in honor of the late Peter L. May, who had served as secretary of the lodge for 40 of his 53 years of membership. PERs of the lodge gathered to perform the ritual.

**NORFOLK, Va.** A dance was held to raise funds for the construction of a lodge swimming pool. Gifts were given away including jewelry and a wire sailboat picture, a miniature of the one presented to PGER E. Gene Fournace on the lodge's 85th anniversary. Fashion shows of swimwear past, directed by ER Lewis Payne, and present were also featured.

**JOPLIN, Mo.** Brother LeRoy Day who was a Past Exalted Ruler of the lodge died February 16, 1973. PER Art Struempf was among the pallbearers at the funeral.

**NEW PORT RICHEY, Fla.** Lodge members voted to donate \$250 to "The Seed," a drug rehabilitation program. Additional contributions of members brought the total to \$770.

**THIEF RIVER FALLS, Minn.** Brother Ole Engelstad is actively involved in the Elks principle—charity. He has spent his 37 years as a member of the lodge, regularly visiting patients at Northwestern Hospital. Brother Engelstad averages around 12 visits a day five days a week. His rules are keep the visits short and offer no sympathy.

**WOODBRIIDGE, N. J.** PDD Peter Greco was honored recently at a testimonial dinner at the lodge. Dignitaries present to congratulate him were PDD James Hanlon, Grand Trustee Edmund Hanlon, VP Bill Young, and ER Charles Blum.

**AUSTIN, Tex.** National Foundation Chm. John Rich presented paid-up certificates to Brothers Carl Abramson and Paul Mathieson. Participating pins were received by Brothers Abramson, Mathieson, and Rich, John Childress, Jack Collins, PER Gene Moore, and ER Don Mayeux.

**FALMOUTH, Mass.** The lodge made its annual donation to the National Heart Fund. The total of \$100 was composed of individual members' contributions.

**MIDLAND, Mich.** The state hoop shoot contest champion is Mike Sparta, who originally won the local contest at the lodge. He received several trophies.

**ATTLEBORO, Mass.** Life members were elected recently at the lodge. They are PER George McNally, Leo Cloutier, John Brochu, Esq. Gus Ferrara, Levi Benoit, Edward O'Neil, Peter Picchi, Samuel Stone Jr., and Frederick Rodell.

**FOND DU LAC, Wis.** At the state mid-winter conference held there, GER Francis Smith and PGER Lee Donaldson were present. SP Joseph Kovacs presented an outboard motor to Brother Smith and fishing tackle to Brother Donaldson.

**PLANTATION, Fla.** The lodge held its annual awards banquet honoring the St. Gregory Raiders, who won the Broward County junior basketball league championship. Coach Mike MacNamara presented trophies and jackets to the players. Lodge Youth Chm. Thomas Ryan also coached the team.

**MIDDLESBORO, Ky.** The Middlesboro Boxing Club, Inc. sponsored by the lodge is directed by Recreation Committeeman James West Jr. Brother West has worked with the young boxers for about ten years. The club finished the East Tennessee Golden Gloves Tournament and planned to enter the Junior Olympics Tournament.

**SAFFORD, Ariz.** Senior citizens at the local Mountain View Nursing Home received 76 pairs of pajamas and 40 gowns from the lodge. Workers on the project were Esq. Bill Morton, Chap. Sandy Collins, Est. Lead. Kt. John Mickelson, and ER Kenneth Cates.

**SEARCY, Ark.** To help increase the state's contribution to the Elks National Foundation, ER Gerald Joyner began a program of personally soliciting members to join. The number of participants in the Foundation now totals 18.





**A BLIND STUDENT** received a \$500 scholarship from Panama Canal Zone (Balboa), C. Z., Lodge. GER Francis Smith made the presentation to Raul Hernandez during his visit to the lodge. Also present was Jose D. Campos, who received in 1972 a \$3,600 scholarship from the lodge.



**THREE GENERATIONS** were represented at San Leandro, Calif., Lodge on Past Exalted Rulers Night. PER E. Lee Graham (left) initiated Marshall Lubker (second from left) in the presence of his father, William (fourth) and his grandfather, Trustee Carl Lubker (fifth). ER Wylie Golden (center) welcomed all to the lodge.



**A CHECK** for \$1,000 was presented to Jamestown College by Jamestown, N. D., Lodge to build an all-weather track. Curt Goehner, quarterback club president, received the check from ER Jack Brown, with Ernie Gates also present.

**SIX HUNDRED** tanned deer hides were collected from all 17 Utah lodges and presented to the Salt Lake Veterans Hospital. The hides will be used in occupational therapy for the patients. (From left) State Veterans Service Chm. Myron Johnson and Jack Hales of the Veterans Administration Voluntary Service listen to a thank you letter from the hospital read by Clyde Miller, state secretary.





# 1973 YOUTH LEADERSHIP WINNERS



A PLAQUE was presented to Brother Peter Miller by the Elks National Service Commission, recognizing his service to veterans. As Director of the Veterans Administration Voluntary Service, he has coordinated programs for vets at VA Hospitals all over the United States, for over 25 years. Brother Miller, who is a member of Arlington-Fairfax, Va., Lodge, has been an Elk for over 41 years.



A FUND DRIVE at Los Alamos, N. M., Lodge produced \$500 to aid Howard Glen Reed in a kidney transplant operation. A fund for donations was arranged at the local bank, and a benefit dance was held. ER Glen Vogt (right) presented the check to Howard Reed, who is donating the kidney for his son Howard Glen, and his wife Shirley.



THE EMER D. BATES AWARD was presented by Pasadena, Calif., Elks to Agnes Leung, a student majoring in journalism at Pasadena City College. Award Chm. Tommy Keyser presented the award and a check for \$100 to Miss Leung, who plans to continue her education and achieve a master's degree in journalism.



Andrea Ruehlmann



Robert Morrison



Linda Knutson



Gregory Cosimati



Teri Zehentner



Gary Simmons

THE WINNERS of the annual Youth Leadership contest are a Cincinnati, Ohio girl and a Vicksburg, Miss. boy.

Andrea Ellen Ruehlmann and Robert Russell Morrison will each receive scholarships for \$2,000 at the Elks National Convention in Chicago this July.

They competed with several other young men and women from all over the country on a local, state, and national level. The contest is sponsored to encourage young people to develop their leadership talents.

Criteria for judging contestants are demonstrated leadership, appreciation of Americanism and good citizenship, perseverance, stability, resourcefulness, and sense of humor. The judges for the contest were U. S. Senators Peter H. Dominick (Colo.), Lawton Chiles (Fla.), and Clifford P. Hansen (Wyo.). The contest was conducted by the GL Youth Activities Committee under the supervision of Chm. Gerald L. Powell, Peru, Ind.

Second-place winners are Linda Joy Knutson of Williston, N. D. and Gregory Mario Cosimati of Las Cruces, N. M., who will each receive \$1,750 scholarships. Winners of third-place \$1,500 scholarships are Teri Rita Zehentner of Dubuque, Iowa and Gary Alfred Simmons of Tremonton, Utah.

Andrea has been a member of the YMCA volunteer leader corps, Junior Achievement, and has taught handicapped children. She served as Home-room President, Girl's State Representative, Honorary Lieutenant Governor for the state, and attended the Republican National Convention as a "Young Voter for the President." She participated on swimming and tennis teams, and was a member of the National Honor Society and of Inter-Racial Council.

Robert served as President of the

student body, Vice President of the Mississippi State Association of Student Governments, and President of the National Honor Society. He won the D.A.R. History Award, ranked second in his class of 167, and was the star halfback of his undefeated high school football team. He acted in several high school plays and was an outstanding band member.

Linda has served as Vice President of the Junior class and President of the high school band. She was a state debate champion and held several records and honors in track. She was a Girl's State Delegate, entertained local senior citizens in a choir and band, and was a member of her church Luther League.

Gregory was President of the student body, held the highest office of Major in ROTC, was a member of the National Honor Society, and served as Boys State Delegate. He was active in basketball, cross country, baseball, and track, and held offices in the 4-H Club. He has participated in ecology conferences and clean-up projects.

Teri was a class council delegate and Vice President of the Dubuque Council for Catholic Youth. In the YMCA, she helped entertain patients at local hospitals and taught swimming to small children. She has worked in fund-raising campaigns for the March of Dimes, American Cancer Society, and Muscular Dystrophy. She was chosen delegate to the high school model United Nations.

Gary served as President of the student body and the National Honor Society, and was a co-captain of the high school football team. He belonged to acappella choir and participated in the "Young Americans" TV program. He has worked with the local Kiwanis club and was a delegate to the Mental Health Clinic.





**A FLAG** that flew over the nation's capitol was presented by Dolores Knott, wife of ER George Knott Jr., to Newark, N. J., Lodge. At the dedication ceremony were (from left) Brother Greenberg, Mayor Harry Stevenson of Irvington, PER Marty Quint, Mrs. Knott, Chm. George Goldberg, and ER Knott.

**ENGLEWOOD, Colorado,** Elks presented a check for \$3,500 to the International Faith Task Force for Community Services to be used to purchase a Rugg chair. John Folks, a patient at Craig Rehabilitation Hospital, will be the first to use the battery-powered wheelchair which is operated by special head controls. ER Glenn Archer (left) and Social Welfare Chm. Ray Whitebread presented the check.



**A CHECK** for \$3,200 was presented to South Nassau Communities Hospital at Oceanside by Valley Stream, N. Y., Lodge. The money is to be used to purchase a Life-Pac unit to aid in coronary care. PER George Malekian and Social Welfare Chm. Christopher Botticelli presented the check to Dr. Sidney Liebowitz (right).



**TO THANK** Ray Loewe (center) for his contributions to Elkdom, Santa Ana, Calif., Lodge presented him a plaque. Loewe, who owns a local restaurant, places all his tips in a piggybank for the Elks. PGER Leonard Bush and DDGER Jack Benton made the presentation.



**A WORKSHOP** is sponsored at John Moses Air Force Regional Hospital by Minot, N. D., Elks and the Base Welfare Fund to provide occupational therapy for the patients. Work with ceramics, leather, and cut glass, oil painting, and making holiday decorations are among the projects offered. Lodge Vets Chm. Gisli Johansson Jr. (third from left) helped coordinate the program.





**PAST GRAND TRUSTEES CHAIRMAN** Joseph Bader (right) was the guest for a recent initiation of 72 new members in his honor at Lyndhurst, N. J., Lodge. PER James Bader presented a plaque of recognition to his father as ER Harold List observed.

TO BOISE No. 310  
*Welcome* **FRANK HISE**



**SECRETARY-MANAGER** Loren H. Basler (seated), who served Boise, Idaho, Lodge for 24 years, retired recently. Gathered to honor him were (from left) ER Harold Jamison, SP William Richardson, SDGER Phillip West, and PGER Frank Hise, who was visiting the lodge.

(Continued on page 44)

## Elks National Free Throw Contest 1973



They received trophies and congratulations from (from left) PGER Edward W. McCabe, GL Youth Activities Chm. Gerald L. Powell, GER Francis M. Smith, and Free Throw Contest National Chm. Loren Anthony.

**The winners of the Elks National Free Throw Contest 1973 are (from left):**

- |                                       |             |           |
|---------------------------------------|-------------|-----------|
| Steven L. Jacobson, Pardeeville, Wis. | runner-up   | Age 12-13 |
| Jeff Veerhusen, Firth, Neb.           | first place |           |
| Jeff Dorn, Hendersonville, N. C.      | runner-up   | Age 10-11 |
| Steve Ely, Ashland, Ohio              | first place |           |
| Kerry J. Hess, Decatur, Ind.          | runner-up   | Age 8-9   |
| Kelly Goble, Longview, Wash.          | first place |           |

THE CONTEST held for the first time this year received enthusiastic response across the country. Chm. Gerald L. Powell of the GL Youth Activities Committee, which sponsored the contest, estimated that around one-half million boys participated nation-wide.

Forty-four states were represented in the regional semi-finals which were held at Springfield, Mass.; Iowa City, Iowa; Dallas, Tex.; Warren, Ohio; Kearney, Neb.; Atlanta, Ga.; Spokane, Wash., and Calif. National Contest Chm. Loren Anthony of El Dorado, Kan., coordinated the entire event.

About 120 persons, including lodge Youth Chairmen, parents, and friends attended the finals which were held in Kansas City, Mo. Twenty-four boys representing 19 different states competed against each other for the top spots in the three age categories.

The dignitaries present included Grand Trustee Wayne Swanson, GL Youth Activities Committeemen Miland Dunivent and Edward O'Brien, and Missouri DDGER Jack Willhoyte. Brothers Swanson and Willhoyte, and ER Billy Lodge of Kansas City (Northland), Mo., Lodge coordinated transportation to and from the airport and hotel at the finals.

The trophies were presented to the winners during halftime of the final game of the NAIA National Basketball Tournament before 9,000 fans from all over the United States.



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## Disaster Chasers

(Continued from page 9)

"Sometimes we get lemons," Bowling said. "We had one guy in Texas we decided to check up on, and found out that he was under indictment for embezzlement. We got rid of him in a hurry. But generally speaking, we've been very fortunate in the people we hired after Agnes. We got a lot of teachers and college professors, those sorts of people."

Occasionally, well meaning volunteers, armed with misinformation, can foul things up. Bowling recalled that residents of an entire flooded area in Cleveland were up in arms because a volunteer who was trying to represent their interests was himself misinformed. "We had to go out in that area and start all over," Bowling said.

Nevertheless, there is a definite place for volunteers in a post-disaster situation. Miss Devers said that community and fraternal organizations—like the Elks—could provide a valuable service by taking down and processing consumer complaints. She said that would free the professional for investigations and prosecutions.

For anyone unfortunate enough to be a victim of a disaster, professionals like Miss Devers and Bowling offer this advice:

Never trust strangers. Deal only with people you know; if you don't know the person, don't deal with him. Sound easy? Sometimes it's not.

Demand identification. All government employees are required to carry official identification cards. And they do not sell their services. In the case of a private contractor or salesman, never accept a letterhead as identification. If nothing else, ask to see the person's driver's license and write down his name and address.

Never give away one of the most valuable things you possess—your signature—unless you are absolutely certain of what it means. If a contract is involved, have it checked thoroughly by your own attorney or a local legal aid service.

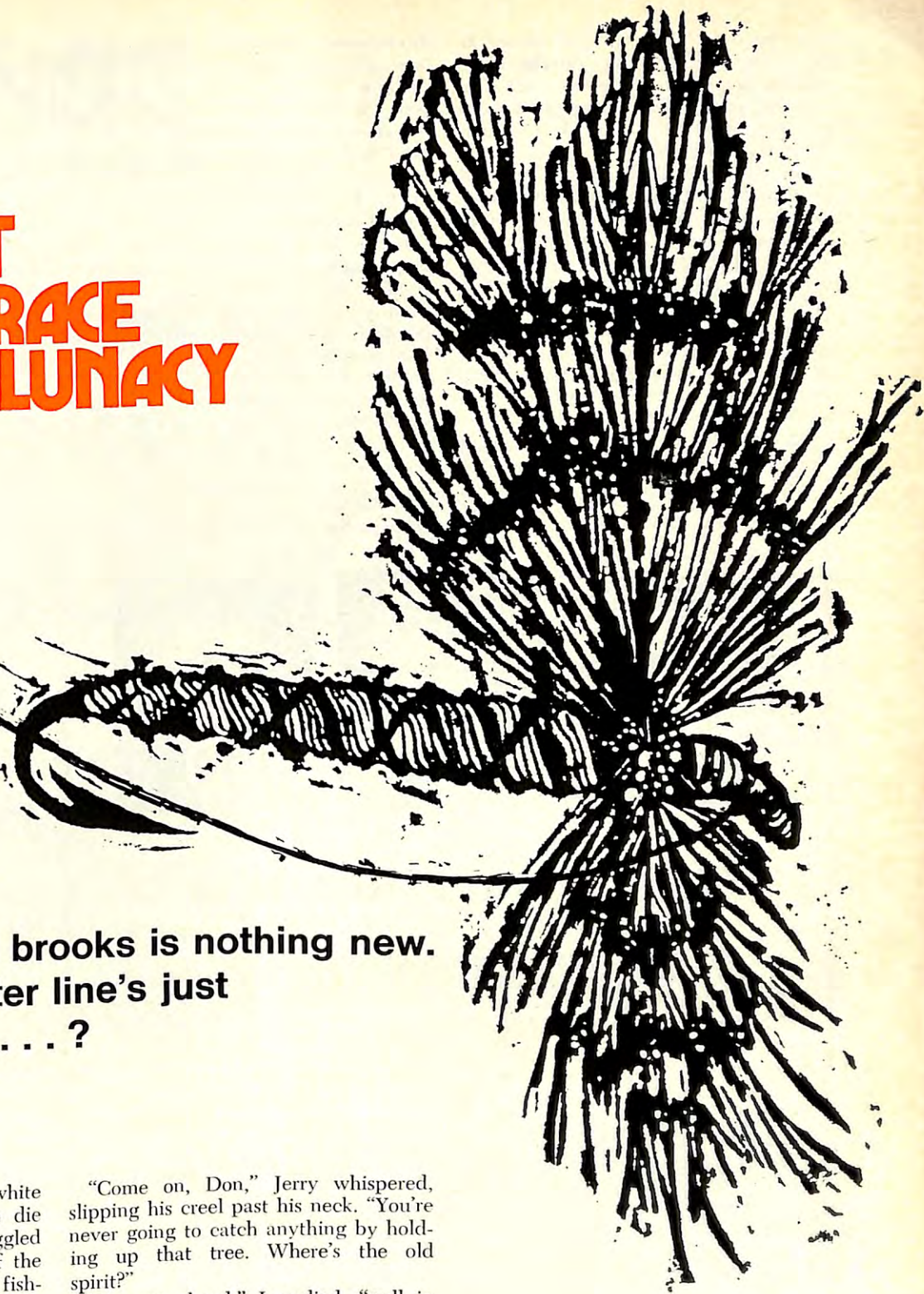
Don't give away money. Most reputable businessmen do not require payment until delivery or completion of the work. If a down payment is required, make certain you check out the firm in advance.

A major difficulty with disaster relief is that the federal government has always dealt with it on a piecemeal, crisis basis. The disaster happens, the president reacts, and Congress passes special legislation.

"We have a crisis every time we have a disaster," said Chester Smith, staff  
(Continued on page 26)



# NOT A TRACE OF LUNACY



**Fishing the small brooks is nothing new.  
But when the water line's just  
past your ankles . . . ?**

*by Don Bacue*

■ I nestled up against a budding white oak and waited for the wind to die down. Before me, Jerry Slader struggled into his hip boots. Jerry is one of the most consistently successful trout fishermen I know. I jumped at the chance to explore some of Wisconsin's finest lakes and streams with him.

But when he pulled off the highway and up to one of the narrowest, shallowest brooks I'd ever seen, well, I was convinced Jerry had finally met his match. He'd taken one fishing trip too much, caught one trout too many. I only hoped no one would come along and spot us—two grown men armed to the neck with expensive rods, reels, boots, and creels, bent over the water like two kids at the lagoon in search of their first 'gill.

"Come on, Don," Jerry whispered, slipping his creel past his neck. "You're never going to catch anything by holding up that tree. Where's the old spirit?"

"You go ahead," I replied, "pull in your limit . . . then I'll give it a try."

I watched Jerry finish tying a tiny brown and yellow nymph to the tip of his line and step cautiously into the brook. Imagine my surprise when I saw the water climb scarcely to his knees.

"It's not this shallow all along," he said, as if reading my thoughts. "It's deeper 20 yards or so downstream."

"How much deeper?"

"Fifteen, maybe 20 inches."

I couldn't believe my ears. He'd been perfectly sane in the past. Like last fall, when we went Brown fishing near



Sturgeon Bay. Not a trace of lunacy in him then. In fact, we caught more hulking Browns than we knew what to do with, and before long released those not injured back to the water for another day's fight.

For a full 60 seconds or so, I watched Jerry perform the strange ritual of treading up and down the shallow brook, scuffing his boots on the gravel bottom as he went. Then, after a minute's rest, he peeled off a few dozen feet of line and dropped the fly at his feet. I gazed in amazement as the slow, rippling current pulled the bug steadily, lazily downstream. It floated and fluttered like a tiny willow leaf, first around this bend, then around that, until suddenly, SLAM! Line peeled off the spring-return reel like a hornet in flight. When the water finally split, a

three-pound squirming, turning Rainbow glistened in the early morning sunlight brighter than any jeweler's gem. Within minutes, the fish was played out and succumbed to Jerry's net. "Still want to wait until my creel's full?" Jerry grinned, holding the trout up for my inspection. I didn't need a second invitation.

Inside of a couple of hours, we'd both caught our limit; so we decided to head back to town, Jerry, delighted (but none too surprised) that we'd done so well and me, well, humble, but grateful.

That was my first experience with fishing small creeks and cold-water brooks; but since then, I've bettered my "luck," if that's possible, and learned more about "reading" the water than I ever before knew existed.

There are a couple of reasons Jerry's favorite cold-water brook is so consistently productive. The most obvious is, of course, the cold water. Trout are a cold-water species. Somewhere back in the woods, maybe even miles, there's a fissure in the ground that spouts water up from a seemingly endless well. It's always fresh, always cold, always moving. What appeared to be no more than a tiny ditch capable of harboring a few scrawny crawdads and a couple of scraggily frogs was actually much, much more. That two-to-three-foot surface was misleading. The brook's banks are sharply undercut, so that while the brook is only two feet wide on the surface, it balloons out to four or five feet underwater. That's where the lunkers lurk. How do you get them to strike your bait? That's where Jerry's ritual came in.

"I learned a long time ago," he told me, "that the old fisherman's adage, 'Sneak up on the trout and don't drop even a stone in the water,' is full of malarky. Sure, you can't go stomping up to the water's edge, waiving your arms and shouting, 'Trout's on!' But often, a little cautious stirring up of the water makes the difference between bad luck and success.

"When you kick up the mud and gravel a bit, you uproot crayfish, nymphs, salamanders, and other natural food that goes floating downstream. The trout catch sight of it, thinking maybe a bank collapsed or something, and start feeding. Then you can float your fly downstream and wait for the action. And I guarantee—if there's a trout in that brook, there'll be action."

There was another myth Jerry exploded—that trout fishermen should always fish upstream so they don't disturb their quarry, so the trout never know they're there.

"Just the opposite is true. You can cast upstream all day long. But if the trout are lying beneath those undercut banks, you can walk away hours later without a single strike. There are two basic premises I try to adhere to in all my fishing. First, you can't catch fish where they don't exist. Second, even when you find them, you can't catch them unless they see your offering. They're simple rules of thumb, actually; but you'd be surprised at the number of fishermen who ignore them."

Not all small brooks boast undercut banks, of course. But if you're patient enough and know what to look for, you're bound to run into at least a couple. What are the telltale signs? Fast moving water, for one. It's actually the speeding undercurrent in a brook that chisels away at the walls, gradually cutting ridges deeper and farther apart. Pretty much the same principle

(Continued on page 43)



Sen. Chiles



Sen. Dominick



Sen. Hansen

## Youth Leadership Judges

March 15, 1973

Mr. Miland Dunivent, Member  
Youth Activities Committee, BPOE  
P.O. Box 573  
Rifle, Colorado 81650

Dear Mr. Dunivent:

We have completed the difficult task of rating the finalists in the Elks Youth Leadership Contest. It was a challenge to all of us, because each portfolio was excellent.

Enclosed are the rating sheets for both groups. The photographs you requested are also enclosed. The brochures have been returned to you under separate cover.

We want to express our appreciation to you and to the Order of Elks for the opportunity to observe these outstanding examples of leadership among our young people. It was a refreshing and stimulating experience. Please convey our congratulations and deep admiration to each of the contestants. As you can tell by the scoring, the task of rating the entries was not easy, and our decisions came after long and careful deliberation.

Best regards,

Peter H. Dominick  
United States Senator

Clifford P. Hansen  
United States Senator

Lawton Chiles  
United States Senator



# LODGE VISITS

GRAND EXALTED RULER Francis M. Smith



The new lodge home for La Porte, Ind., Elks was dedicated during the visitation of GER Smith. Over 100 National Foundation certificates and two silver goblets representing 100 new members in the lodge were presented to Brother Smith. Dignitaries present to welcome him were (from left) Grand Trustee Lewis Gerber, ER Alan Danielson, and PGER Glenn Miller.



A map locating the lodges at Sioux Falls, S. D. No. 262, home of GER Smith, and at Broken Bow, Neb. No. 1688 greeted Brother Smith on his visit to Broken Bow, Neb., Lodge. He was presented the traditional red jacket and toured the Jennie Melhan Memorial Medical Center where he presented a flag. With him were (from left) SP. W. K. Rynearson, ER Edwin Butterfield, and PGER H. L. Blackledge.



The Wisconsin Mid-Winter Conference held at Fond Du Lac was attended by GER Smith. On hand to welcome him were (from left) DDGERS William Lucas, John Elleu, Kieran Purcell, and George Rapp.



During his visit to the Canal Zone, GER Smith toured the Miraflores Locks for the Panama Canal. His guides were (from left) Brother Mike Prozano of Panama Canal Zone Lodge, Grand Forum Chief Justice Willis McDonald, PDD Ronald Angermuller, PGER William Wall, ER Darwin Pope, and DDGER George Folger.



GER Smith was welcomed to Rome, N. Y., Lodge with a reception and later, a banquet attended by over 400 Elks. With him were DDGER Lyle Rulison, SP Joseph Ferlo, and ER Edward Smaldon.



# Disaster Chasers

(Continued from page 22)

director and general counsel for the Senate Small Business Committee. "The disaster's bad enough, but then we have a crisis on top of it."

There is increasing dissatisfaction with this approach. The Senate Committee on Banking, Housing and Urban Affairs, which developed last fall's disaster legislation after Hurricane Agnes wreaked her havoc, said in a report that "a permanent disaster relief program is of utmost importance."

Congress agreed. It included in the law a provision that requires the president to conduct a thorough review of existing disaster relief laws. The president was instructed to provide specific proposals early in this session of Congress for reform of disaster benefits, elimination of red tape and, last but not least, prevention of the misuse of benefits.

Professionals in the field, like Miss Devers, are convinced that the new law should include the establishment of a mobile, hard hitting team of government consumer aid specialists with the

legal authority to crack down quickly and effectively on the fast buck operators who move into disaster areas to start *their* work.

"First of all," said Miss Devers, "it should have the teeth to cut bureaucratic red tape very fast, and enable the operatives on the staff to do what they have to do in an hour or two instead of a few years. They should be empowered to move on the spot for the consumer.

"I definitely feel such legislation is a necessity. A disaster area serves as a breeding ground for fraud." ■

# The Chicago Convention Program

## 109th Session Grand Lodge, B.P.O. Elks Chicago, Illinois - July 15-19, 1973

### REGISTRATION

**SATURDAY, JULY 14, 9 AM** and continuing daily during the Convention. Representatives (Exalted Rulers), Grand Lodge members, visiting Elks and ladies—The Conrad Hilton Hotel, 725 South Michigan Avenue, Chicago, Illinois. This is the Information Center for delegates, their families and visitors. The first obligation is to register so that all concerned will be properly informed about the Convention and the facilities offered by Chicago, recommended restaurants, ladies information, sightseeing tours, etc.

### REGISTRATION HOURS

Saturday—July 14	9 AM to 5 PM
Sunday—July 15	9 AM to 5 PM
	8 PM to 10 PM
Monday—July 16	8 AM to 5 PM
Tuesday—July 17	9 AM to 5 PM
Wednesday—July 18	9 AM to 5 PM
Thursday—July 19	9 AM to 10 AM

### GRAND LODGE SESSIONS

All held at the Conrad Hilton Hotel as follows:

**SUNDAY, JULY 15, 8:30 PM**—Official Grand Opening Ceremonies. International Ballroom. Address of welcome by Hon. Lee A. Donaldson, Past Grand Exalted Ruler, who will preside. Principal address by Grand Exalted Ruler Francis M. Smith.

**MONDAY, JULY 16, 9 AM**—Opening Grand Lodge Business Session—International Ballroom. Election of Grand Lodge officers for 1973-74. Report of Americanism Committee.

**MONDAY, JULY 16, 2 PM**—District Deputies-designate and State Association Presidents—photos as per advance notification and schedule.

**TUESDAY, JULY 17, 9 AM**—Grand Lodge Business Session—Grand Ballroom. Following business session at 1:30 PM Grand Exalted Ruler-elect's personal conference with Exalted Rulers at which the Grand Exalted Ruler-elect will outline the Grand Lodge program for the coming year—International Ballroom. (Note: Arrangements have been made for a special—no host—luncheon in the International Ballroom for the convenience of all.)

**WEDNESDAY, JULY 18**—Open Session of Grand Lodge, International Ballroom. Reports and awards by Elks National Foundation, Elks National Service Commission and Youth Activities Committee. Following business session at 12:30 PM, Grand Exalted Ruler-elect's personal conference with State Association Presidents. (Note: Arrangements have been made for a special—no host—luncheon in the Bel Air Room—3rd floor—for the convenience of all.)

### 11 AM MEMORIAL SERVICE

(Ladies invited and expected to attend Wednesday morning session and Memorial Service.)

**WEDNESDAY, JULY 18, 9 PM**—Grand Ball—International Ballroom honoring Grand Exalted Ruler Francis M. Smith and Mrs. Smith. All Elks and ladies invited. Admission by badge. Surprise entertainment. Refreshments available.

**THURSDAY, JULY 19**—Final Grand Lodge Business Session, International Ballroom. Installation of newly elected Grand Lodge Officers (11 AM). Ladies invited.

**FRIDAY, JULY 20, 9 AM to 5 PM**—Induction of District Deputies-designate, followed by Conference with Grand Exalted Ruler, State Association Presidents invited—Beverly Room—3rd floor. This session will conclude at approximately 5 PM. Advance return reservations for those involved should be determined by this mandatory schedule.

### RITUALISTIC CONTEST

**SATURDAY, JULY 14, SUNDAY, JULY 15, MONDAY, JULY 16**—Preliminary Contests, Palmer House Hotel, State Street and Monroe, Chicago, Illinois.

**WEDNESDAY, JULY 18**—Finals, Grand Ballroom, Conrad Hilton Hotel. Details of schedules will be available in final printed program of the Convention upon registration.

### EXHIBITS

Display of activities by Grand Lodge Committees and Commissions, in addition to State Associations and others—Registration area—Conrad Hilton Hotel.

### SPECIAL ACTIVITIES FOR ELKS AND LADIES

Visitors will be welcome throughout the Convention period to all neighboring Elks Lodges. There will be special discounts on outstanding sightseeing attractions and entertainment. Coupon book given at time of registration. Details at Information Desk (Registration Area).

**SUNDAY, JULY 15**—Free buses daily—starting Sunday, 12:00 Noon—to our beautiful Memorial Building from the Hilton Hotel. Schedules posted in Registration Area.

The Ball Game between Chicago White Sox vs. Baltimore will be held Sunday, July 15—1:15 PM. Details in *The Elks Magazine*, May. Suggest you order your tickets early due to the big advance sale.

**MONDAY, JULY 16, 10:30 A.M.**—Grand Ballroom—Conrad Hilton—Surprise Hawaiian Fashion Show and entertainment for ladies.

**WEDNESDAY, JULY 18**—An afternoon at Arlington Park Race Track.

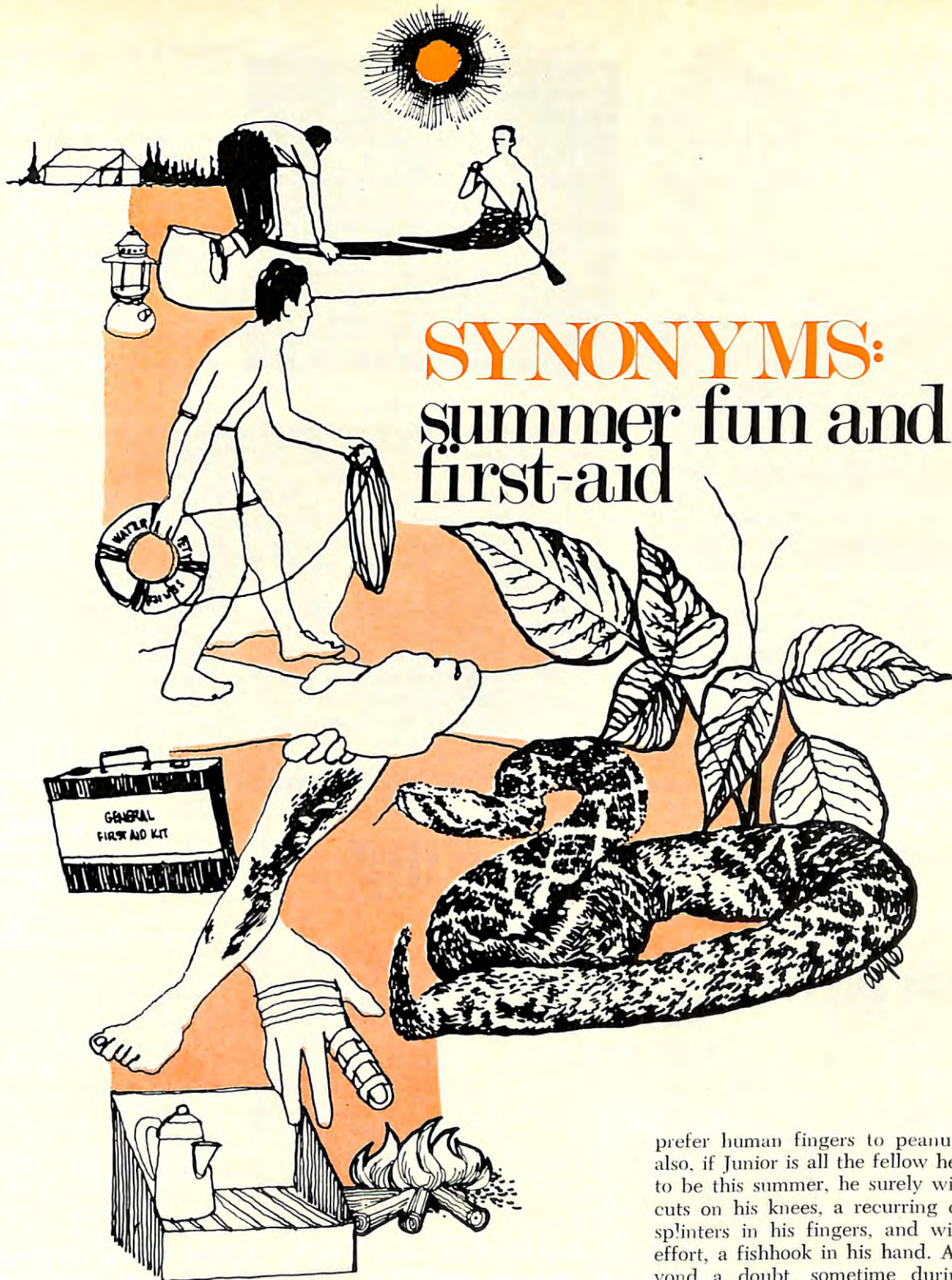
It will include admission to Club House and "Classic Club," complete luncheon (in glass-enclosed, air-conditioned "Classic Club") with perfect view of the track, for the entire day. Also included are taxes, gratuities and transportation to and from the Conrad Hilton Hotel.

Tickets will be available at the Information Desk in the Registration Area and are limited.

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## SYNONYMS: summer fun and first-aid

by R. Daniel Clark

□ Knowing I always burn my arm instead of the hamburgers when cooking over an open fire, and also knowing there are few doctors behind trees or a drugstore at every turn of a woodland path, I got to thinking recently about the family's next vacation—first-aid wise, that is.

Now don't misunderstand me—I'm not completely uninformed regarding ordinary run-of-the-mill abrasions, and I certainly wouldn't give Junior castor

oil after he swallowed an open safety pin or put iodine on a burn.

Nevertheless, I realize that the problem of how to make a vacation safer for our child would be far less a problem if in the very nature of things he was not always in trouble. And even a little accident—the scratch of a thorn or the prick of a fishhook—if not attended may be the cause of a very painful or even fatal ailment such as blood poisoning or gangrene.

Another thing I'm quite conscious of is that most wild animals seem to

prefer human fingers to peanuts; and also, if Junior is all the fellow he ought to be this summer, he surely will have cuts on his knees, a recurring crop of splinters in his fingers, and with real effort, a fishhook in his hand. And beyond a doubt, sometime during our vacation, the family hero will actually bleed for some reason or other, from some site or other.

With all this in mind, I made a call on the County Director of First Aid for the American Red Cross in our area.

"What I want to know," I told him, "is how can I more adequately protect myself and family if an accident should occur this summer when we take our vacation. We'll probably be away from people most of the time and pretty much on our own."

"I'm glad you said that," the Director replied, "because that should be the



basic thought behind all first aid. 'YOU', spelled with capital letters, are the one and the only one responsible for first aid. And this is just as true at the mountains as at the seashore or desert during vacation time."

"Oh, I've long realized the importance of the self-sufficiency angle," I told him. "But have you any specific suggestions to give vacationers before going on a trip?"

"Yes, I have. The old saying, 'A Stitch in Time' is just as applicable to human flesh as to a piece of cloth. I'd advise first never to leave for a hike from any camp with less than two others. Two can always make an armchair if an accident occurs.

"And don't forget that if such an accident produces severe bleeding, it won't stop merely by watching it. Take the attitude of an old country doctor friend of mine who, becoming impatient with the difficulties he was having with such a case said, 'Any fool ought to be able to stop a leak!'

"Remember that cuts, especially those resulting from enthusiastic but badly executed axe work, entail four types of risk: hemorrhage, loss of function due to severance of nerves or a tendon, infection and shock.

"Whenever I hear of such accidents," he continued, "I'm always reminded of the little Dutch boy who stuck his finger in the leaking dyke. Direct pressure on the bleeding part of course is the thing. Use a thumb if nothing else is available at the moment. Oh, yes, I know it isn't sanitary, but one can die much sooner from hemorrhage than from infection."

"Then you would probably suggest we take along a first aid kit on our trip—something light and compact, yet practical?"

"Yes, any good kit should contain a liberal supply of sterile bandages, an antiseptic, a roll of adhesive tape, a tourniquet to stop the flow of blood, scissors for removal of soiled garments, cutting bandages or tape; some safety pins, aromatic spirits of ammonia, castor oil and some laundry soap. All this can be compactly stowed in a sealed container between the tow rope and the bumper jack.

"But bear in mind that all this has to do with first aid and that is first aid only. It's only in Hollywood scenario that the untrained companion probes for a stray hunter's bullet in the victim's lung. And I would like to emphasize that in all serious injury cases, don't

rush the patient to the doctor. *Bring the doctor to the patient if at all possible!*

"Meanwhile, keep the patient as warm and comfortable as the situation permits. Don't move him and apply first aid technique to stop bleeding.

"There is only one valid excuse for moving a seriously injured person without expert care and that is the threat of fire. Even then quick improvisation is possible. If there are broken bones, use whatever is handy for splints. A canoe paddle for a broken back—shoes, rolled up magazines, a sapling cut to length—anything for broken extremities. These can be quickly secured with neckties, shoelaces, handkerchief or strips torn from a shirt.

"Such improvisation is not perfect, but it reduces the danger of more serious injury that an unsplinted bone can produce. Actually, the best advice I can give the prospective vacationer is to give a few hours study to the Red Cross First Aid Textbook before leaving on a camping trip—especially if he expects to be isolated. In fact, it wouldn't harm anyone to read it."

"As I recall," I said, "the textbook touches on the treatment of poisoning—particularly snake bites."

The Director smiled. "In a negative way I can give you some assurance on that score. A doctor I know who has treated victims of snake bites for the Southern Pacific Railroad over the years, told me that only three out of five poisonous snakes contain sufficient venom each time they strike to cause death even if the victim is unattended.

"Snakes are constantly striking at objects. Mostly it takes ten days for a snake after it has struck to develop sufficient venom to kill a human being.

"If a victim will just take the precautions outlined in elementary first aid, such as producing induced bleeding, remaining quiet, using a constricting band and suction until proper aid can be given, fear and panic will not turn what should ordinarily be nothing but a painful, distressing and uncomfortable period into a fatality."

As I drove home after my talk with the Director, I mused over what he'd told me. Certain phrases stood out like: "Splint 'em where they lie!" and "Don't rush the patient to the doctor, bring the doctor to the patient!" All good advice. And if some untold mishap occurs this summer, I shall follow it. Knowledge of what to do at such times gives one a great sense of security. Take it easy, find out what's wrong, then improvise with what is available.

Me? I'm taking a copy of this magazine with us on our camping trip. Read it? Nothing of the sort. Rolled up, I can always use it as a wrist splint! ■

# Let Freedom Ring

## The Liberty Bell,

an historic relic of the American Revolution, is on display in Independence Hall. First hung in 1753, the bell was ordered from England by the Pennsylvania Assembly on the fiftieth anniversary of the Penn's Charter. It cracked during testing shortly after arrival, was recast at least once, and was finally installed in the State House tower.

The Continental Congress convened in the hall below the tower, and in July, 1776, the bell rang out, proclaiming adoption of the Declaration of Independence.

On July 4, 1973, let bells peal forth everywhere to proclaim to all that freedom, the birthright of America, will never perish from the earth.

The chorus of bells should be simultaneous and of four minutes' duration. Suggested starting times are:

**2:00 P.M.** Philadelphia and Eastern Time Zone

**1:00 P.M.** Central Time Zone

**12:00 Noon** Mountain Time Zone

**11:00 A.M.** Pacific Time Zone

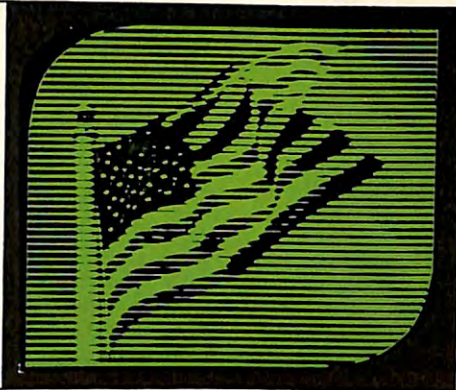
**9:00 A.M.** Hawaii and Alaska Time

Cooperate with local celebrations and enter an Elks float, band, drill team, or scout troop if there is a local parade. Some cities may plan to sound horns and sirens at noon, local times, on this patriotic day.

Dan Davis, Chairman  
GL Americanism Committee



# ELKS NATIONAL SERVICE COMMISSION



Weymouth, Mass., Elks delivered 3,000 books to the Boston VA Hospital and with Quiney Lodge presented a color television and a donation to the hospital. Present for the ceremony were (from left) Grand Trustee W. Edward Wilson, State Vets Chm. Albert Murphy, District Vets Chm. Henry Gibbons, Janice Roberts and Mary Pitman, both of the hospital staff, Quiney Hospital Chm. Thomas Garrity, and SDGER Edward A. Spry.



The Veterans at the VA Hospital in Montrose were entertained and served refreshments by Peekskill, N. Y., Lodge. Present were (from left) Est. Lect. Kt. Ellis Finch, ER Helmut Benzenberg, State National Foundation Chm. Greg Emery, PVP Patrick Minor, and Est. Lead. Kt. Joseph Lancaster.

The Coral Gables Veterans Hospital received two television sets from Fort Lauderdale, Fla., Lodge. (From left) a hospital official accepted the gifts from Chap. Al Dodder and ER C. O. Parrish.



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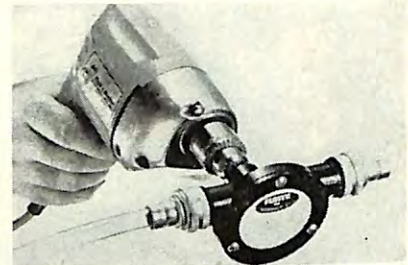
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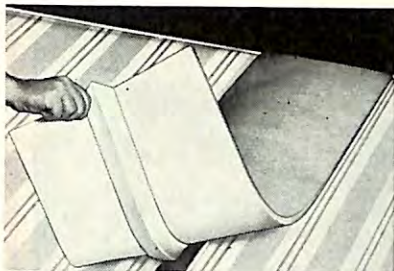




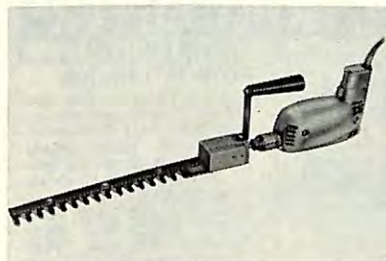
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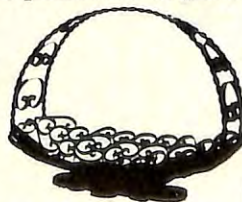
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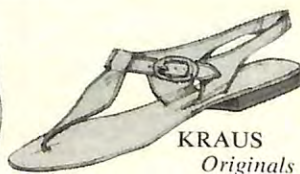
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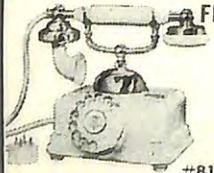
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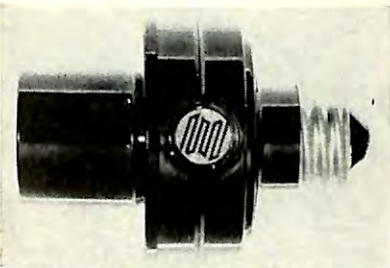
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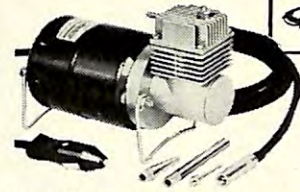
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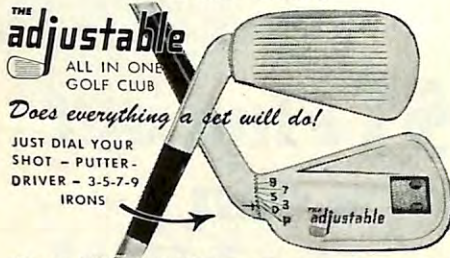
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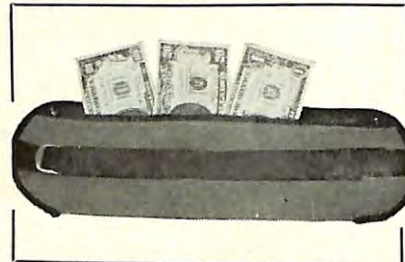
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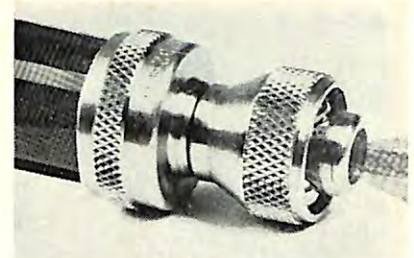
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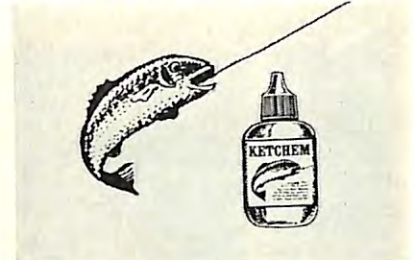
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EX 135-20 (20 exp. 35mm Color Slide Film ASA 64)	2.69	8.07	16.14	24.21	32.28	64.56
EX 135-36 (36 exp. 35mm Color Slide Film ASA 64)	3.99	11.97	23.94	35.91	47.88	95.76
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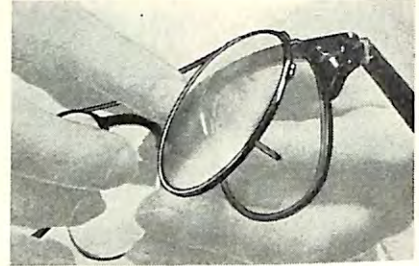
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## Elks Family Shopper



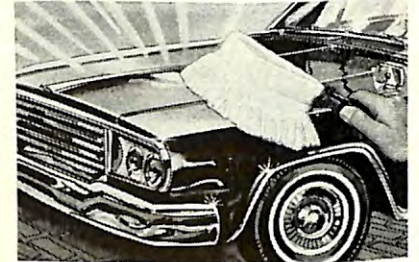
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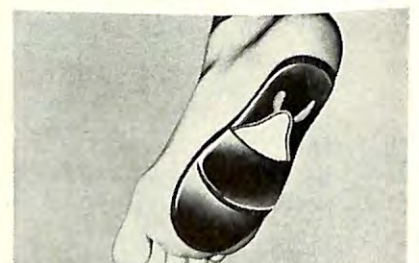
**GIANT PHONE DIAL** has luminescent numbers 5 times the normal size so you need no glasses to dial. Numbers glow brightly for dialing in the dark. Pressure-sensitive adhesive backing makes it easy to affix to dial. Black plastic. \$1.00; 2 for \$1.89 ppd. Send to Stadri, Dept. EL-6, 147-47 6th Ave., Whitestone, N.Y. 11357.



**DRY CLEAN YOUR CAR.** No water is required to wash your car sparkling clean. Just guide new, long-handled "Dry Cleaner" over car to polish and protect. Silicone-treated car mop is fast and easy to use, and your car stays cleaner longer. \$2.98 plus 55¢ post. Gifts Unlimited, Dept. EF-2, 10535 Tancred St., Northglenn, Colo. 80234.



**KEEP NEWSPAPERS NEAT** in Wooden Colonial Newspaper Stacker. Up to 3 months of papers of any size fit in aged pine stacker, hand-rubbed in warm walnut finish. Newspapers and magazines rest off floor on wooden supports. 17"x17"x16", assembles easily. \$5.95 plus \$1.00 shpg. Cadlyn's, 2077 N.Y. Ave., EL-673, Huntington Sta., N.Y. 11746.



**TIRED FEET GET INSTANT RELIEF** from Scientific Arch Supports. Pads pillow and relieve pressure while giving support to arch and metatarsal bones to ease aches. Won't slip; interchangeable; washable. \$1.98 a pr.; 2 pr., \$3.50. Add 25¢ shpg. State shoe size for man or woman. Foot Products Co., Dept. E-6, Box 415, Roslyn Heights, N.Y. 11577.

## Detroit Approved—PICKUP TANKS



Polyethylene used for original equipment gas tanks now available in auxiliary saddle tanks for pickups. Far superior to metal, complete hidden, no body work necessary. Simple installation, transfer from one pickup to another. Truck discounts pay for tanks in a short time. Increase gas capacity by approx. 40 gals. Two tanks, brass, valve, hose, complete. Meets state & federal regs. Call Toll Free 800-433-2386

**Pickup Equipment Company, Inc.**  
P.O. Box 7635 Waco, Texas 76710 Dept. E6/3

## 30-Day Money Back Guarantee



### WALK IN COMFORT PERFECT FOR TOENAILS

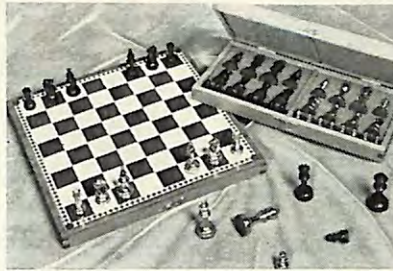
**TOENAIL CLIPPERS.** These extra strong steel nippers will trim even the toughest, hardest nails easily and safely. The slim-edge blades can be inserted into delicate areas without irritating tender tissue. The plier type handles provide the sure grip for quick but exact trimming. \$3.98 + 25¢ post. & hdlg. Order from Stadri Prod., Dept. EK, 147-47 Sixth Ave., Whitestone, N.Y. 11357.



# Elks Family Shopper



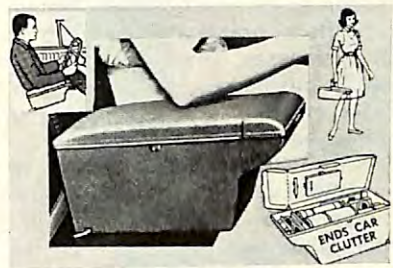
**VALUABLE 1909 "V.D.B." LINCOLN CENT** for only \$1.00. Designer Victor D. Brenners' initials appear only on a limited quantity of 1909 pennies issued to commemorate the hundredth anniversary of Lincoln's birth. Limit one to customer. For \$1.00 you get penny plus fine catalog of coin offers. Send name, address, zip and \$1.00 to: Littleton Coin Co., Department DB1, Littleton, New Hampshire 03561.



**FAMOUS STAUNTON CHESS SETS.** Beautifully balanced traditional chess pieces in the famous Staunton design are heavy solid metal in permanent black and chrome finish. 2" King. Redwood box reverses to buff and brown chessboard 9 1/2" square. \$19.95 ea. plus \$1.50 shpg. (Md. res. add 80¢.) J'Originals, Dept. E-473, P.O. Box 41, Woolford, Md. 21677.



**TRAVEL AND TROUBLE LAMP** for car emergencies. Provides maximum light with minimum battery drain. Just plug into auto cigarette lighter outlet. 12 volts DC. 12-foot lead cord. Rubber suction cups grip any surface. Longlife G.E. bulb incl. \$5.95 + 55¢ shpg.; 2/\$11.90 ppd. J. W. Holst, Dept. ELL, 1005 E. Bay, East Tawas, Mich. 48730.



**CAR ARM REST/CADDY** keeps you comfortable and your car tidy. Arm rest is fitted with 3 compartments to hold car accessories—maps, glasses, tissues. 15"x6"x7", fits in front or back of car. No tools needed to install. Black Morocco finish. \$6.95 ppd.; 2 for \$13.00 ppd. Merit House, Dept. EK-63, 151-30-34th Ave., Flushing, N.Y. 11354.

**adjustable Hi-Low T.V. POLE STAND**

For the bedroom, living room, kitchen, family room, porch... no matter where you're viewing this smart new T.V. Pole Stand holds your portable at the level and place best suited for comfort... without taking up valuable floor or tabletop space. Takes any width, up to 14" front to back, up to 17" top to bottom. Easy to install and move, black decorator pole has spring tension rod at top to adjust to your ceiling height, can be set up in Hi or Low Position. Hi position is great for reclining watchers. Made in U.S.A. **\$12.95** ppd. We ship in 24 hrs.

**Holiday Gifts**  
Dept. 706-A  
Wheat Ridge, Colorado 80033

Coupon for Advertisement on Inside Back Cover

**JAY NORRIS CORP., Dept. MD-69**  
25 W. Merrick Rd., Freeport, N.Y. 11520  
Please rush me the following:

1 PAINT SPRAYER for \$12.98 plus \$2.00 postage

2 PAINT SPRAYERS for \$25.00 plus \$3.00 postage

TOTAL \$ \_\_\_\_\_  
(New York residents add sales tax)

Enclosed is  check  money order.

Name \_\_\_\_\_ (please print)

Address \_\_\_\_\_

City \_\_\_\_\_

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

© Jay Norris Corp., 1973.

## Electric Paint Remover

Provides a safe, faster, easier way to remove paint, wallpaper, enamel, putty, asphalt tile. Removes up to 12 layers of old paint fast... right down to bare wood grain. Leaves surface clean, smooth, ready for recoating. Can be used indoors or out on flat, curved or irregular surfaces. Uses regular house current 110-120 v., AC-DC. Complete with UL approved cord. Not recommended for varnish, shellac or lacquer.  
Larch, Box 770 Times Sq. Sta., Dpt. 302-H, New York 10036

Strips off Paint, Wallpaper Fast \$13.98 Add \$1 shipping and handling



Satisfaction GUARANTEED or money back

### CHAIN LINK COPPER BRACELET

Copper bracelets have a long history as mythical good health and good luck charms. We make no claims except that ours are made of pure, solid copper.

Chain Link Bracelet.....\$2.50  
2 for..... 4.50  
(Please add 50¢ for postage & handling)



### 24 KT. GOLD PLATE MONOGRAM PIN

An elegant custom made 3-initial pin personally yours. Makes the perfect gift for any occasion. Pin is 2" x 2 1/2" with safety catch. Print initials and underline last initial.

MONOGRAM PIN.....\$6.00 ea.  
(Please add \$1.00 for postage & handling)



#### ORDER FORM



Send check or money order to:  
**PM DEVELOPMENT CORP.**  
P.O. BOX V  
MERRICK, N.Y. 11566

- Please send me..... COPPER BRACELETS for \$....., plus 50¢ for postage and handling.
- Please send me..... MONOGRAM PINS at \$6.00 ea., plus \$1.00 for postage and handling. Print initials and underline last initial.

Send \$1.00 for Full Color Catalog. Cost of Catalog can be applied against first order.

N.Y. residents add 7% sales tax.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

Please charge my Master Charge credit card account. Minimum charge order \$10.00.

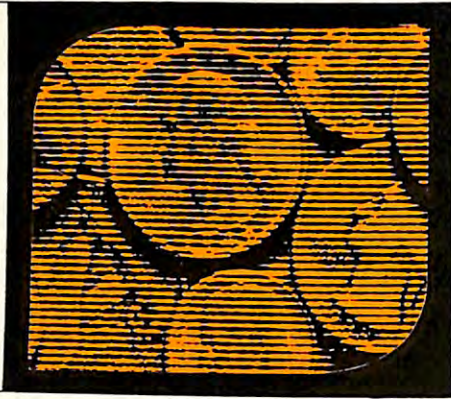
Card No. \_\_\_\_\_ Exp. \_\_\_\_\_

Master Charge 4 digit IBC No. \_\_\_\_\_



# IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



We weren't job-hunting—and yet we read that employe-recruiting ad very carefully just the same. It was a striking full-page newspaper ad with the big bold-type heading: "HOW MANY COMPANIES OFFER TWO YEARS' WORTH OF TECHNICAL TRAINING FOR \$70?"

The company? U.S. Steel.

The ad went on to tell how employes at U.S. Steel's South Works plant can take part in the company-sponsored evening-education program. About 25 or 30 different technical and administrative courses are offered—and an employe can take any one of them for only \$5.00!

Suppose that we ourselves were starting up a small franchised business in the same region as that from which U.S. Steel's South Works plant draws employes. If we were trying to attract employes to our little business, what inducements would we be able—and willing—to offer? How about this? . . . "WANTED—Strong individuals to sweep with broom. Opportunity to train on vacuum cleaner."

There's a big labor shortage today. Small employers are up against very tough and very expert competition in their efforts to get employes.

Getting employes is one thing. Holding onto them is another. A couple of years ago one company was being plagued by a 62 percent employe turnover rate in one of its production divisions. The company put in a radical "job enrichment" program—and turnover dropped to less than 10 percent!

The company? Illinois Bell Telephone.

It would hardly be of much help to a harassed small-business owner to be told about "how they handle these problems at U.S. Steel and at Illinois Bell Telephone."

But there are many other small businesses that do offer a context for applying some of the concepts and methods that are used by well-managed large companies in dealing with work-and-employment problems. In some instances, however, the owner or the manager would need some general ori-

entation before trying to apply those concepts and methods.

## The Economy and Small Business

The U.S. offers a lot of help and protection to its small-business sector. Japan offers practically none to its small businesses. There the stern rule for small businesses is: "If you can't make it on your own—then fold up and drop out."

Perhaps this stern rule won't become official public policy in America with respect to small business—but it is increasingly going to become the rule in actuality! This means that it is going to become harder and harder to operate a small business in the United States without having adequate knowledge of the principles and methods of modern professional-caliber business management.

Here are some of the reasons why this is so. The new, complex, and dangerous economic process of inflation-and-inflationary-recession has entered the U.S. economy. This new development isn't yet clearly understood even by professional economists. A second development is the change in the labor-supply situation. It appears that there's likely to be a tight labor-market in the U.S. for the foreseeable future. A third point is that the U.S. position in the world economy today is by no means as strong as it used to be. Still another factor is that the U.S. is in a period of massive and rapid socio-economic change. This is something that small businesses in general have difficulty adjusting to. Then too there is the fact that new developments in technology, in management methods, and in law and public policy have on the whole tended to put small businesses at a further competitive disadvantage with respect to larger ones. The small businessman today has to spend much more time than he used to on filling out various reports to governmental agencies.

All of these factors, along with a number of others we didn't mention, are interrelated, often in very complicated ways. Taken together they have substantially increased the difficulty of

operating—or even starting up—a small business.

Given this state of affairs, it becomes extremely important for the small employer to have a realistic view about work and employment. The small businessman who isn't clearly aware of the important changes that are taking place today is likely to have plenty of trouble.

## Labor Economics Today

The April 9 issue of *U.S. News & World Report* carried a rather startling article entitled: "In Midst of Unemployment—Shortages of Workers Spread." Typical of the facts reported in it were these two: "An engineer with five years' experience, making \$15,000 a year ago, now commands at least \$20,000, perhaps \$25,000. Stock-option offers are being made to some skilled laborers as added incentives if they will switch employers."

Not only in the U.S. but in the highly industrialized nations generally there is a shortage of labor today. General indications are that this will continue to be the situation. But even rises in unemployment today do not have the effect of reducing wage and salary levels. In fact, the tendency is for both wages and prices to keep on rising even when there is a business recession and a rise in unemployment. This is what happens in an "inflationary recession."

Those employers who feel that "all this is temporary—things will be getting back to normal before long" are probably mistaken. The indications are that a whole new set of socio-economic patterns is developing in the world economy and is already well developed in the highly industrialized nations. Federal Reserve Board chairman Arthur F. Burns warned about this in a very important speech he made last December 29.

Many employers complain that "nobody wants to work today!" and that "employes are getting too independent!" These feelings on the part of employers are natural enough, but the small employer who lets those feelings dominate his work-and-employment policies could be taking a serious risk with his own business future!

"Workers want control over their destiny," said Mr. R. W. Revans, a prominent industrial consultant in Europe, last January. Mr. Revans is a one-time British mine-worker who became a university professor and served as manpower chief for the British Coal Board. He has warned that "the sociology of work is radically changing" and that "negotiation" rather than employers' claims to "authority" will increasingly have to become the basis on which employer-employe relationships are established.





Specialty advertising items are like mini-billboards . . . they draw the people in.

IT'S NO SECRET that many business firms are successful because they have developed an attractive "personality" that sets them apart from the competition in the minds of their customers.

The service extras which combine to create this personality are important to many customers. Individualized treatment of shoppers by sales personnel, attractive and distinctive merchandising, and in-store shopper conveniences all help a business build clientele.

Advertising can help communicate a business personality. It's a question of working out an advertising program that will employ the proper media for the job at hand. Most small businesses have a need to advertise to a well-defined audience. A problem for the small business is to eliminate the waste or overkill from the shotgun coverage by mass media. An advertisement on radio, television, or in a newspaper may reach part of the target audience. But it also reaches many people with whom the advertiser has little need to communicate.

For a lunch-service restaurant, the target audience may be only people who work in the nearby vicinity. A women's shoe store wants to reach

women, not men. A grocery store may be interested in a neighborhood trade. A bank may want to solicit accounts from new residents.

To eliminate waste circulation and to place advertising directly with the customer or prospect, with impact, and where it will be remembered, many business people in virtually every part of the commerce spectrum have been turning increasingly to the use of specialty advertising. The fastest-growing advertising medium, specialty advertis-



ing has already passed \$940 million in annual sales and is mushrooming at the rate of eight percent a year.

Simply explained, advertising specialties are useful articles, most often imprinted with an advertiser's message and designed to reach a preselected audience. Not competitive with mass media, specialty advertising items are meant to be used to solidify the identity and services of an advertiser in the minds of customers, *one at a time*. They are, in a sense, miniature advertising signs.

There are three categories of specialties: imprinted articles, advertising calendars, and business gifts.

—Imprinted articles are useful items which carry the advertiser's name, address, telephone number, and advertising message.

—Advertising calendars, usable in any environment, are universally well received. They are classified in terms of where they were designed to be used and by format. Calendars in their many varieties are likely to remain in an advantageous position (from the advertiser's point of view) for the entire year.

—A business gift is designed as something given as a personal expression of appreciation for past business and services. Gifts usually are not imprinted with an advertising message.

Most business gifts are under \$25 and are presented on special occasions such as birthdays, anniversaries, or holidays. The Internal Revenue Service allows a \$25 business deduction for presents to any one person during a calendar year.

However, the \$25 limit does not apply to items costing less than \$4 each which are imprinted with a company name and address. These are considered advertising.

Let's see how some small firms have successfully used specialty advertising to promote their businesses. An imaginative back-to-school sales promotion utilizing specialty advertising articles was implemented by a clothing store in Nebraska. The week-long program resulted in a 40 percent increase in sales over the same period the previous year. Working with a specialty advertising counselor, the store took the following five steps in planning the highly successful campaign:

1. *Defined a specific objective.* Management wanted to increase student awareness of the wide selection of fashions in its young adult department.
2. *Selected an audience.* The fall program was directed to returning

### Simply explained, advertising specialties are useful articles, most often imprinted with an advertiser's message and designed to reach a preselected audience.

students on a nearby college campus.

3. *Developed a distribution plan.* The items were to be distributed in the student union at the conclusion of a slide presentation given at regular intervals by the store to show its new fall styles.
4. *Chose a theme.* The program stressed the store's desire to serve college students. It offered free

limousine transportation from the college to downtown and back during the promotion week. Evening runs took students to restaurants and movie houses.

5. *Selected the specialty trade.* On the recommendation of the specialty advertising counselor, the store selected plastic whistles imprinted with its name, address, and phone number, and the line "Limousine Whistle."

In addition to boosting sales during the week of the promotion, the specialty advertising program produced an increase of 20 percent in new student charge account applications.

An insurance agency in Kansas increased sales volume by 35 percent after a specialty advertising campaign was implemented. Using attractive, vinyl-covered imprinted articles, the company found that these "door openers" for agents helped them make impressive, understandable sales presentations.

While introducing themselves to prospects or saying "thank you" to clients, agents presented a pocket-size notebook, zippered personal grooming kit, or a checkbook cover. Handsomely bound brochures described the company and its program-building approach. Folders containing individually programmed security analysis information rounded out the coordinated package of presentation aids.

The firm reported that the sales aids helped marginally productive agents, thus increasing total sales for the company.

A bank in Maryland wanted to acquaint people with its new downtown drive-in branch and encourage them to visit the facility. An imprinted pencil sharpener was sent to 4,500 families in the bank's trading area with an invitation to bring the sharpener to the bank for a special "award pencil." While all pencils looked like ordinary woodcased pencils, 20 contained gift certificates entitling the winner to an electric coffee maker. Twelve hundred people visited the bank on the first day; in all, 3,500 persons brought their sharpeners and stood in sub-freezing weather to sharpen their pencils to see if they had won a prize.

Many retailers are winning and keeping patrons through imaginative specialty advertising programs targeted to project business personality to the most likely audience. It's like placing an advertising sign on the desk, wall, or in the home of a customer or prospect. ■

#### FIND BURIED TREASURE

Find buried gold, silver, coins, treasures with powerful new electronic detector. Most powerful made. Ultra sensitive. Penetrates deep into earth. Works through mud, beach sand, rock, wood, etc. Signals when object is detected.

**\$1995**  
to  
**\$12950**

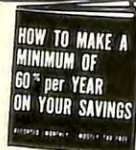


Write for Free Catalog, treasure hunting tips and 5 POWERFUL MODELS unusual souvenir coin.  
RELCO Dept. D-200, Box 10839, Houston, Tex. 77018

#### DON'T SAVE ANOTHER DOLLAR

... until you have read this amazing book!

It's a 1980-style savings plan ... available NOW in 1973. With this book (and a minimum amount of cash) your investment potential is unbelievable! This amazing book is brand new ... just published ... and presents a savings/investment plan never offered before. It shows you how to really make your savings work for you ... with easy-to-understand, explicit explanations, including graphs and charts. This book explains a new mathematical concept—that automatically allows you to reap huge profits without the gamble of investing in the stock market. No gimmicks or tricks. Unique formula explained:  $APS = LOA + PR + OM + T$ . Send \$5.95 to: Dr. R. T. LeSage, Jr., Dept. 211, 111 E. Everett St., Dixon, Ill. 61021. Money refunded if not completely satisfied.





# THE JOY OF GIVING

**Elks National Foundation**  
2750 Lakeview Avenue  
Chicago, Illinois 60614



**Vets** Chm. Frank Onufrock (left) and Secy. John Godec admired the portrait of George W. Trimble, which is displayed at Colorado Springs, Lodge.

The **Elks National Foundation** receives contributions from many persons who are not affiliated with the Elks. The gifts come in the form of trusts, wills, and life insurance from those who have learned about the Foundation and its work, and wish to help.

**Mrs. Leah J. Baum of Jackson, Tennessee** left a gift to the Foundation in her will, which by investing, the Elks have derived \$1¼ million for scholarships, cerebral palsy projects, children's homes and camps, the eye bank, hospitalization, handicapped children, and other projects.

In the same spirit as the National Foundation and its benefactors, the Colorado Springs, Colorado, Elks have set up a charity fund from a gift made to the lodge in the will of George W. Trimble. The Trimble Fund is used to aid the poor and needy in the El Paso County area. Since 1933, the fund has distributed over \$1¼ million in aid, including health services, food, and clothing.

The story goes that in the 1920's, George Trimble was in Colorado and watched as a sizeable group of children were guided into a theater by a group of men. It was the Christmas season. Curious, he followed them and made some inquiries. He learned that the men were members of the Colorado Springs Elks Lodge, and this was their annual Christmas party for children of indigent families in El Paso County, Colorado.

"Where do you get the money for these parties?", he asked. "Oh, we put on minstrel shows and have other money-raising projects throughout the year," answered one of the Elks.

**Trimble remembered** the episode and named three Elks lodges in his will. They were Colorado Springs, Colorado; Leadville, Colorado, and Louisiana, Missouri.

The George W. Trimble Charity Fund expresses the "Joy of Giving", which is the spirit of the Elks National Foundation.

## BINGO

FOR PERMANENT  
FUND RAISING

Easy way to raise money for your Organization because everyone has fun playing **BINGO!** Thousands of Organizations are making up to \$500.00 per week using "BINGO KING" supplies and FREE Idea Bulletins. Write for FREE catalog and details on raising money for your Organization.

PLEASE GIVE NAME OF ORGANIZATION.

**'BINGO KING'**

DEPT. 855, BOX 1178, ENGLEWOOD, COLO. 80110

### End constant BARK, BARK, BARK!



No time wasted in training—attach Bark-Trainer and forget it! Works instantly and automatically while you sleep or go about your duties. Requires no attention, produces long-lasting results. Just let dog wear Bark-Trainer collar a few days until the problem is corrected then take it off. It's that simple! Tiny electronic circuit converts vibrations of dog's bark to harmless but effective shock. He associates his excessive barking with the startling effect it produces. Absolutely safe. Most effective method ever developed. 10 day MONEY BACK GUARANTEE. Must end the problem or return for refund. Works on any size dog. Order by mail or call us for immediate C.O.D.

shipment. We will deduct cost of trainer if requested. Just dial 1-713-882-2728 anytime day or night. To order by mail send check or M.O. for \$29.95 plus \$2.00 shipping (\$31.95 total) to **RELCO IND.**, Dept. H10, Box 10880, Houston, Tex. 77018.

## RETIRED SALESMEN

Join a billion dollar business calling on Savings & Loan Associations, Banks & business firms with the largest line of premiums and specialties. 20% to 25% commission paid on receipt of order. Tremendous repeat business. Our salesmen make up to \$20,000 a year. No investment. Write for samples & particulars.

**PERKEL COMPANY, INC., Dept. E**  
10538 Burbank Blvd., No. Hollywood, CA 91601

## PUMPS BUY DIRECT AND SAVE

Drain • Irrigate • Circulate • Spray  
Heavy duty ball bearing pump. All metal, rust-proof Type XB. Stainless shaft. Use ¼ HP or larger. 1 HP 1,200 GPH 60" high or 3,000 GPH 25' well - 5,200 GPH max. 1¼" in; 1" out. Belt or direct drive. \$14.95  
Type P won't rust or clog. Bronze bearing. To 2,400 GPH. 1" in; ¾" out. \$9.95  
P'pd cash with order. Money back Guarantee.  
**LABAWCO Box 47 Belle Mead NJ 08502**

## Buy U. S. Savings Bonds

## be a TAX CONSULTANT

Excellent income in ever growing profession. Our students are earning lucrative business preparing income tax returns during busy tax season. Many operate profitable Business Tax Service with steady monthly fees. No bookkeeping experience necessary. We train you at home and help you start. Licensed by N.Y. Education Dept. No agent will call. Write for free literature. Accredited Member National Home Study Council. Approved for Vet Training.  
**National Tax Training School**  
Monsey, 12ND, N. Y. 10952

## BASEMENT TOILET

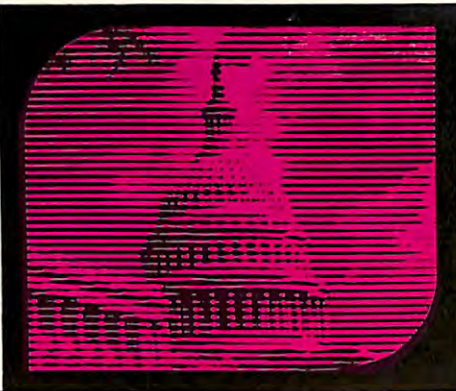
FLUSHES UP  
to sewer or septic tank  
no digging up floors.

WRITE . . . McPHERSON, INC.  
BOX 15133 TAMPA, FLA. 33614





# AROUND WASHINGTON



VITAMIN E never has been something people rubbed on. Instead, it was taken internally in liquid or capsule form by a good many folks on the theory it was good for their health. But now it is a featured ingredient in some of the new beauty creams on sale in Washington stores.



HAND-KISSING is becoming popular again in France, according to Ghislain de Diesbach, author of the newly published "Gentlemen of Our Time." He says, "I am in favor of kissing your lady's hand. After all, you must start somewhere." But it should only be done in fine restaurants, in theaters, and at the racetrack—never on the beach, in the street or in church, he cautions.

DOLLAR DEVALUATION will make travel overseas more expensive for Americans but will make travel in the United States cheaper for foreigners. The U.S. Travel Service believes there could be an increase of 85,000 to 100,000 more overseas visitors to the U.S. this year. If, at the same time, a number of Americans decide to save money by vacationing in this country instead of foreign climes this could be a boom summer for U.S. travel.

NEW RECORD was set at Kennedy International Airport in New York last year, according to city officials, when 20.7 million passengers arrived or departed compared to 19.2 million in 1971. The number of planes required to handle this increased passenger load was down 4.7 percent over the previous year because more high-capacity jumbo jets were used than before.

HAPPIER LIFE between the years of 70 and 90 has been achieved by a lot of people who have taken her procaine solution called Gerovital. Dr. Ana Aslan of Bucharest stated while on a visit here. "Eventually we all die," she said. But those who take her serum "die healthier." Two thousand Europeans a year visit her clinic in Rumania and many claims have been made about the rejuvenating qualities of the drug. The Food and Drug Administration, however, will not approve it for distribution in the United States unless and until scientific tests now being conducted convince the FDA that it does some good.

MAR-A-LAGO has been known for many years as the 110-room mansion in Palm Beach, Fla. where Marjorie Merriweather Post entertained her friends. In the future, it will be available for use as a vacation White House or a VIP guest house for visiting foreign dignitaries. Mrs. Post, who is 86, has given the mansion to the U.S. government which will take possession at the time of her death. The estimated \$150,000 to \$250,000 annual upkeep of the 17-acre estate will be paid out of a trust fund established by Mrs. Post.



DRINKING MUSIC. Many Washingtonians appear to be in a nostalgic mood to judge from the songs they like to hear being played softly on a piano while they have a drink in their favorite cocktail lounge. Pianists at the popular piano bars report an unusual number of requests for oldtimers such as "Tea for Two" and "Make Believe."

BANE OF COMMUTERS who drive in from Northern Virginia has been a bottleneck called the "mixing bowl." Traffic slows to a crawl as it goes past the Pentagon on a stretch of I-95 where several major roads converge. But an elaborate project begun in 1969, designed to get rid of the bottleneck, is scheduled to be completely finished in 1975. At a cost of \$112.5 million, there will be an 8-lane highway—with three lanes running toward the city, three lanes away from it and two in the middle which can be reversed in rush hour. There will also be 39 bridged-over underpasses.



GASOLINE is going to be in tight supply this summer, according to the Office of Emergency Preparedness, because there are more cars on the road and some of the newer models do not go far on a gallon. But the OEP, which has charge of monitoring supplies and allocating them in cases of shortages, does not think it will be necessary to ration gasoline even though consumption is up an estimated 6.9 percent over last year.

BULLET that killed President Lincoln and a microscope owned by Adolf Hitler. These are some of the items that can be seen at the Medical Museum of Walter Reed Army Medical Center. This museum, at 16th Street and Alaska Ave., N.W., is far enough off the beaten track so that many tourists miss it. Those who have discovered it says it is well worth a visit. Children and grown-ups alike enjoy seeing how medicine has progressed from the primitive days of the Civil War.

TAXI FARES have gone up 15 percent here. But taxis are still cheaper in Washington than in many other cities because the charge is not clocked by a meter. Instead, there is a fixed charge set by the Public Service Commission for each of eight zones. The more zone lines you cross during a ride, the higher the fare will be. The best taxi bargain is still Zone 1. It is possible, even at the higher rate, to travel in it from the White House to the Capitol, a distance of more than a mile, for only 85 cents. But even a 4-mile trip from the Sheraton Park hotel in Zone 2 to the Capitol only costs \$1.25 now.



# Not a Trace of Lunacy *(Continued from page 24)*

behind the carving of the Grand Canyon and other such natural formations. Lightly convex or level banks that drop off suddenly at water's edge are another sign of undercut banks, as opposed to, say, gradually sloping or sandy banks.

Once you find your spot, do your best to offer up gnats, bees, nymphs, or whatever seems to be the trouts' prevalent natural food at that time of year. Don't be afraid to try worms, either, hooked only once to look as natural as possible.

Scout out submerged tree trunks, rocks, and sudden drop-offs and fish those spots first in small brooks, just as you would in larger streams and rivers. And remember, even a relatively small rock offers relatively large seclusion for a trout in a shallow brook.

Why bother searching for undercut brooks at all? Admittedly, you can catch just as many fish in any brook they inhabit, if you set your mind to it. Still, there are a couple of reasons I'll take small brooks over the larger ones any day of the year. Searching out the undercut brooks is a challenge in itself. I keep a rod and boots in my car at all times. Whenever I pass a promising-looking spot, a brook or a

stream, I take a few minutes to try it out.

Another reason is the physical challenge. I personally find bringing a fish to net in a larger brook or stream much easier than in a meadow brook or undercut brook, where shallows, stumps, rocks, and the banks, themselves, tip the scales dramatically in the fish's favor.

The last reason is really a matter of personal taste. If you enjoy standing shoulder to shoulder with a couple dozen over-anxious fishermen, that's fine. I don't. And I've found that, by zeroing in on the tiny brooks, I can fish all day long and never cross lines once with the fellows downstream. At one particular brook in Western Illinois, I'm convinced it's the birds, the beavers, and me. Nothing else. No crumpled beer cans, no paths worn through the brush, nothing but nature and me for miles and miles and miles.

So if you're eager to go after those elusive trout this spring—and want the excitement and challenge from fishing you've never found before—better hit the trail. They're out there waiting for you. Oh, it may take awhile before you find your very favorite brook. But once you do, I'll bet my last fly you'll be back. Over and over again. ■

## Obituaries



**PAST GRAND ESTEEMED LEADING KNIGHT** Edward A. Spry, a member of Boston, Mass., Lodge, died March 6, 1973.

Brother Spry served as Exalted Ruler of his lodge, State President, and director of the state Elks National Service Commission. He was appointed to the Grand Lodge Youth Activities Committee from 1947-1951 and was chairman for 1951-1952. Brother Spry served as a Grand Trustee for 1953-1954 and as Grand Treasurer from 1955-1957. He was again elected to the Board of Grand Trustees in 1957-1961 and was named chairman in 1961-1962. Brother Spry served as Grand Esteemed Leading Knight in 1962-1963 and as Special Deputy Grand Exalted Ruler from 1964-1973.

**PAST DISTRICT DEPUTY** Howard Buckley, who was a member of Winsted, Conn., Lodge for 31 years, died recently.

Brother Buckley served as Exalted Ruler and Secretary of his lodge. He was appointed District Deputy Grand Exalted Ruler for the Northwest District in 1971-1972.

**PAST DISTRICT DEPUTY** Stephen H. Mart-house, who was a member of Tyrone, Pa., Lodge, died December 11, 1972. Brother Marthouse served as Exalted Ruler of his lodge and for several years as a Trustee. He served as District Deputy Grand Exalted Ruler of the North Central District for 1929-1930.

**PAST DISTRICT DEPUTY** William H. Proudfoot, who was a member of Altoona, Pa., Lodge, died October 30, 1972.

Brother Proudfoot served as Exalted Ruler of his lodge for 1943-1944. He was appointed District Deputy Grand Exalted Ruler for the North Central District in 1945-1946.

**PAST DISTRICT DEPUTY** James Dennehy, who was a member of Lock Haven, Pa. Lodge, died August 14, 1972.

Brother Dennehy served as Exalted Ruler of his lodge for three terms. He was appointed District Deputy Grand Exalted Ruler of the North Central District in 1931-1932.

### NOTED WITH REGRET

Sally Stothart died April 1, 1973. She had been secretary to Past Grand Secy.'s PGER J. Edgar Masters, PGER Lee A. Donaldson, and Franklin J. Fitzpatrick.

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OLIVE			



# NEWS OF THE LODGES

(Continued from page 21)



**COMMUNITY AMBULANCE DRIVERS** and their sponsor, the Citizen's Fire Co., were honored by Mahanoy City, Pa., Lodge at a dinner-dance. ER Arthur Picciano presented a plaque to Thomas King, corps chairman, as William Paul, ambulance director, and Robert Wagner, corps director, observed. Each driver received a wrist-watch.



**AT THEIR NEW LODGE HOME**, Troy, N. Y., Elks have inducted 100 new members since December, 1972. Two of the initiates were (from left) Vincent Cunningham, father of ER Donald Cunningham, and Arthur Ambuhl Jr., son of PER Arthur Ambuhl.



**EXALTED RULER** Merle Sterling (right) welcomed Eagle Scouts and their leaders to the annual dinner held in their honor at Warren, Pa., Lodge. With the Scouts were Americanism Chm. William Bunk (left) and Nartz Gajewski, Scout executive, (second from right).



**A DINNER-DANCE** was held at Weymouth, Mass., Lodge to benefit the state scholarship fund. (From left) Co-chm. Henry Gibbons presented an \$800 check for proceeds from the event to State Scholarship Chm. Anthony Capucci while Co-chm. Enrico Arcieri looked on.



**THE BOY SCOUT TROOP** sponsored by Burlington, Vt., Lodge recently presented the troop flag to ER Richard Bove (right). Guest speaker for the ceremony was Gov. Thomas Salmon (center), PER of Bellows Falls Lodge. Also present were (from left) Steve Dow, Eagle Scout, William Hauke Jr., Scoutmaster, and Peter Boyden, senior patrol leader.



**TWO TEAMMATES** were honored by Winthrop, Mass., Lodge as outstanding players in the Winthrop-Saugus football game. Chm. Paul Frazier presented the trophies to Mark DeGregorio (left) and Mike DeMarco (right).





**A CHECK** for \$601.82 was received by Montpelier, Vt., Lodge to be used for Silver Towers Camp, the state major project. Banquet Chm. Albert Fraser (left) and camp finance committeeman Henry Augustoni (right) observed (from left) Don Fillion, Vermont Sportswriters and Sportscasters Association president, present the check to ER Ronald Bouffard and SP Carl Quesnel.



**CAMP MOORE**, the New Jersey major project, has received \$1,000 from Newark Lodge to build an arts and crafts shop. Half of the donation came to the lodge from Lybrand, Ross Bros. and Montgomery Co. At the presentation of the company check for \$500 were (from left) PER Sam Bleiberg, Alfred Barsotti of Lybrand Co., ER George Knott, Victor Calabrese of Lybrand Co., and PER Stanley Stolowski.



**A TESTIMONIAL DINNER** was held at Towson, Md., Lodge to honor Daniel T. Witts (third from left), who has been an Elk for 37 years and who has served as lodge Secretary for 25 years. Congratulating Brother Witts were (from left) PDD N. Bosley Hoffman, ER Marvin Howard, PER John Raine Jr., PDD Edward Dove, PDD Edgar DeMoss, PER Benjamin Lewis of Glen Burnie Lodge, and PER N. Charles Heimmuller.



**PLANTATION, Florida**, Elks, the Fort Lauderdale Police Community Relations Department, and the Hollywood Police Benevolent Association brought several local boys to the circus. The police supplied buses and admission tickets. Refreshments and circus tickets were provided by the lodge. Officer John Jenkins (left) and District Youth Chm. Tom Ryan accompanied the boys. A party was held at the lodge after the trip.

**ON PAST EXALTED RULERS NIGHT** at Rome, Ga., Lodge, 17 PERs were honored. They were (standing, from left) PERs Gaines McCrory, Kenneth Reed, Jack Tolbert, Claude Bradley, Tom McElhannon, Hugh Holt, Wilson Wallace, Gary Hamilton, Frank Near, Seab Reeves, Joel Smith, and (seated) Oscar Borochoff, J. E. Simmons, Van Hemby, Grady McSpadden, Paul Henson, and Tom Centola.



**THE ENTIRE CLASS** initiated on Past Exalted Rulers Night at Valley Stream, N.Y., Lodge subscribed to \$100 memberships in the National Foundation. Welcoming the new members were (back row, from left) PER H. Hurwitz Jr., PER M. Milillo, PER C. Malekian, PER S. Barak, Foundation Chairman William Loeffler, PER G. Fisher, PDD J. Annona, PER E. Schmidt, PER C. Rattoballi, and ER John Dibble.







**TROOP NO. 790** was chartered recently and granted a request to use the same number as its sponsoring lodge in Athens, Ga. (From left) Scouts District Representative Gerald Bradley presented the new charter to ER Clifford Peters and Scoutmaster John Smith as C. B. Guest Jr., institutional representative, observed.



**THE WINNERS** of an Americanism poster contest at Attleboro, Mass., Lodge were chosen recently from 118 entries. ER John Padgett (left) and Est. Lect. Kt. Eugene Davis congratulated (from left) James Bell, Scott McAskill, and Donna Lee Udall, who displayed their winning posters.



**SIX MEMBERS** of Poughkeepsie, N. Y., Lodge, who have been Elks for 50 or more years, were awarded life memberships. ER Christopher Atkinson (center), Treas. Edward Myer (left), and Secy. Ernest Tinklepaugh (right) congratulated (from left) William Rowman, Ferdinand Kloepfer, Harris Cott, Louis Donaldson, David O'Brien, and Valentine Rickes.



**FLORHAM PARK, New Jersey,** Elks recently celebrated their second annual charter night affair. Barbara Allen, who is president of the Elks' ladies, presented a bond to ER Leroy Lippmann Jr.



**BOY SCOUTS** in the new troop sponsored by Enfield, Conn., Lodge presented the Elks an oar that they had made and decorated. At the presentation were (from left) John Maciolek, assistant Scoutmaster; Raymond Small, institutional representative; ER James Captain; Scoutmaster Larry La Roche, and Charlie Knarr, assistant Scoutmaster.



**BANGOR, Pennsylvania,** Elks were named ritualistic champions in their district for the third time in four years. Members of the team were (front row, from left) Est. Lect. Kt. L. Burkle, PER R. Oyer, coach, ER S. Grigg, Esq. W. Hunter, and (back row) Chap. A. Burger, Est. Lead. Kt. F. Reinhart, Est. Loyal Kt. D. Harrigan, and In. Gd. F. Duvo Jr.





**THE HOMECOMING** of DDGER Vincent Giganti at Brooklyn, N. Y., Lodge was also the occasion for initiation of Domenick DeCaro and his four sons. ER Vincent Barone and Secy. John Annunziata welcomed Brother Giganti and VP Paul Sadousky.



**NEW MEMBERS** of the Elks National Foundation from West Haven, Conn., Lodge were presented their pins by Chm. John Perrone (right). ER Roland Lizotte (second from right) was first to receive his pin.



**YOUNG MEN** in Bibb County who became Eagle Scouts were recognized by Macon, Ga., Lodge. Est. Lead. Kt. Leon Hilburn (left) and Americanism Committeeman James Willis congratulated Stuart Simon.



**PAST EXALTED RULERS DAY** at Quincy, Mass., Lodge was attended by several PERs. They were (seated, from left) John Simmons, Samuel Craig, W. Henry Donaher, PDD Joseph Brett, T. Russell Hally, Anthony Cardarell, Leonard Foley, and (standing) Ellis Hughes, Patrick Fitzgerald, George Alcott, Paul O'Shea, G. Ralph DiBona, George Fay, Richard McCormick, William Whelan, and Thomas Morrissey Jr.

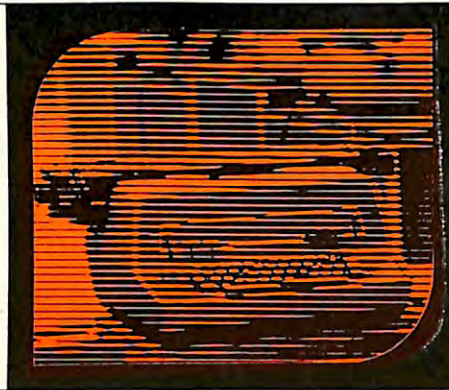


**DURING THE VISIT** of SP William Rosen to Martinsburg, W. Va., Lodge, a check from the Veterans Service Committee Fund and 45 tanned deer hides from district lodges were presented to the local Veterans Administration Center. Present were (from left) CL Youth Committeeman Carl Schimmel, State Secy. Garnett Shipley, Est. Lect. Kt. Firbed Canfield, Elkins Lodge, DDGER Paul Alban, SP Rosen, Est. Lead. Kt. Dale Kelley, Elkins Lodge, and Center Director David Wall.



**A DINNER** was held at Peekskill, N. Y., Lodge to present Eagle Scout badges to Troop No. 1 sponsored by the lodge. Those attending were PER Helmut Benzenberg (seated, left), PDD George Skinner (right), and (standing, from left) PVP Patrick Minor, Christopher Stewart, ER Joseph Lancaster, and State National Foundation Chm. Greg Emery.





## Horror tales from P.O.W.'s

□ Now that all of the American P.O.W.'s have been released (or have they?), we hear tales of inhuman torture, humiliation and death inflicted upon them by their captors in North and South Vietnam. The stories really come as no surprise . . . they fit the pattern of communist thought processes and tactics we have seen in action for many years.

We saw and heard many of these men on television as they described what happened to them and their comrades. Some exhibited scars as gruesome evidence of their hellish existence over periods as long as 8½ years. Some had no visible scars, but we can be sure they will carry with them for the rest of their lives the mental tortures inflicted upon them.

The former prisoners have made it eminently clear that the communists used them as political pawns and propaganda weapons. Some say they received horrible treatment for several years, in direct violation of the Geneva Convention which the North Vietnamese signed. Then when things really got hot for them during the past two years, they decided they would change tactics in order to get out from under without actually surrendering. They began to treat the prisoners much better, fed them

better and fattened them up in anticipation of a settlement of the conflict.

When our participation finally came to an end and our men were returned, we saw how good they looked as they got off the planes. Many people remarked that they were apparently treated pretty well by the communists.

Then the last prisoner they had listed was released. As soon as he was safely in our hands, the truth of the prisoners' nightmares began to pour forth.

Let us hope America has learned another valuable lesson from the longest war in our history . . . a lesson about the mind of the communist and how he wages war, hot and cold. We should have learned that lesson long ago from the actions and words of Lenin, Mao Tse Tung, et al. **A communist will stop at nothing to gain his ends** There is no way to compare what they term "honor" and what we know it to be; actual experiences many times over have shown this to be true, yet we continue to make the same mistakes with them over and over again.

Now that we have heard from the former P.O.W.'s as "expert witnesses," we wonder what will happen in the Congress when the debates begin about spending billions to rebuild North Vietnam. That should prove interesting.

## The flag of our country

□ In the past several years, there have been incidents concerning desecration of the flag of our country and public displays of outright derision for that symbol, mainly by people who were disgruntled over some political issue, a law or government policy.

When arrested and charged, many offered as justification of their acts the statement that the flag wasn't holy; it wasn't anything more than a piece of cloth and showing scorn for it was simply a means of expressing an opinion.

Some said that it was a symbol of oppression, others called it a symbol of an immoral government and maintained that it deserved no respect.

It's quite true that the flag is a symbol . . . but it's a symbol not of just political or sociological philosophies . . . it represents the United States of America and everything it has accomplished in its relatively short history, the likes of which has never before been equaled by mankind.

The cross of Christianity is also a symbol and deserves proper respect.

The Star of David is the the symbol of Judaism and also deserves proper respect.

There are ways to express disagreement with a nation or a religion, without resorting to childish petulance or downright disrespect for symbols which mean a great deal to those who are adherents to what they represent. No matter how violently we might disagree with someone else's opinions or philosophies, we owe that person the right to his beliefs and the courtesy of respect for symbols which carry great meaning for each individual.

As for Elks, we honor our flag 365 days a year, but we set aside one day each year . . . June 14th . . . on which every lodge of our Order observes the birthday of what to us is a precious symbol. It means a great deal to us to know we established this day of honors long before Flag Day became a national observance.

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