

the  
**ELKS**  
magazine  
July 1973

# NATIONAL WINNERS

## Most Valuable Students



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Tenino, Washington



Michael W. Strohbach  
Riverside, California

## National Youth Leadership



Andrea Ruehlmann  
Cincinnati, Ohio

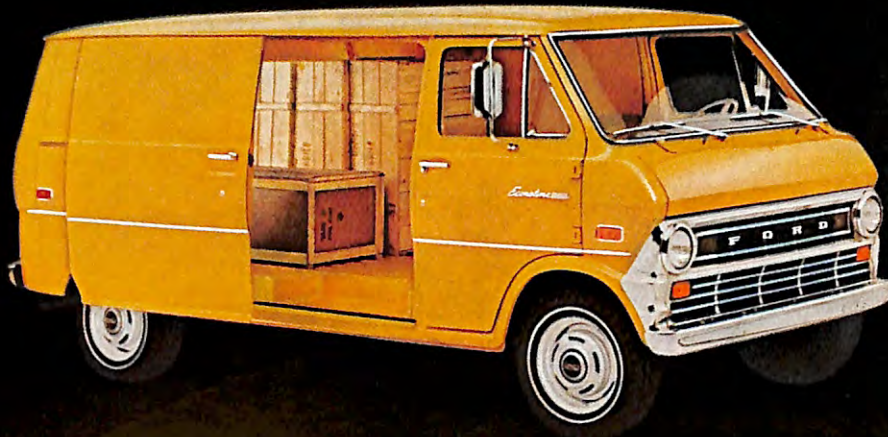


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## Chicago: Convention City July 15-19, 1973



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## A Message from the Grand Exalted Ruler

MY BROTHERS AND YOUR LADIES:

This will be my final message in these pages as Grand Exalted Ruler of our great Order. You can appreciate the emotions I feel as these words are written.

Mrs. Smith (Rae) and I have travelled thousands of miles, visited many places, experienced memorable events and met wonderful people. It has been a long, long road, but a very short journey.

We have received your warmth with deep gratitude. But you will understand when we say you have not honored two individuals, rather you have honored this great Order. And so it is that next year and each year that follows a Grand Exalted Ruler and his lady will visit you and be taken into your hearts.

The challenges of the many todays you and I have shared this year provided stepping stones for better tomorrows. Goals we set have not all been reached but there has been progress. The momentum of success continues.

The Grand Lodge Officers, Committeemen and Deputies join Rae and me in expressing heartfelt thanks for the year you have given us. The opportunity of service to God, country and fellowman through this great fraternity will be forever cherished.

At the Grand Lodge Session in Chicago you will install a new team. I know you will give its members the same cooperation we have enjoyed and our Order will move forward under their leadership.

Now may we conclude as we started. When the final page of this chapter of the Order is written let it record these words so applicable to all who served: "They were stout-hearted men'; they made their contributions; they passed Elkdom's priceless legacy on in greater bounty; they knew it and they served it."

God bless you all.

Sincerely and fraternally,

*Francis M. Smith*

Francis M. Smith,  
Grand Exalted Ruler



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the **Elks** magazine

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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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Cover: Chicago, looking west along the Chicago River toward Marina City.

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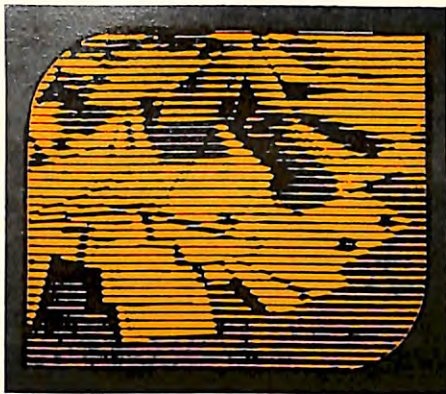
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## LETTERS

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

• The cover designation for the May, 1973, issue mistakenly read, "Blossom Time at the White House." It should have read, "Blossom Time at the United States Capitol."

Richard J. Oparil  
Syracuse, NY

• I have been looking for a really good picture of one of our country's government buildings, preferably the White House. I was so happy to see the absolutely beautiful one on the cover of the May issue. I was mentally framing it until I realized the address label was covering part of it. That was disappointing, since it's such a beautiful view of our White House.

Mrs. R. A. Coffin  
Hopewell, VA

*Take it from Mr. Oparil, that's the Capitol, but thanks for your kind words.*

• The article in your April issue, "Stop That Thief," by Ross R. Olney, is an outstanding article in all respects. It is very well written and an extremely large amount of information put forth in a short article.

The new concept of Crime Prevention is directed toward the participation of the public in stemming the ever rising crime rate in the United States; through such organizations as the Elks and articles such as this, the concept can and will work.

One area in which Police Department Crime Prevention Units are usually in need of help is in the area of handout material to use with their programs. "Stop That Thief," if condensed somewhat, would be very worthwhile for this purpose. It could possibly be a way the Elks could get involved in still another important public service.

Thank you again for helping further the concept of "Reducing Criminal Opportunity" and congratulations on a fine article.

Leroy Campbell, Sgt.  
Crime Prevention Unit  
Sioux Falls, SD

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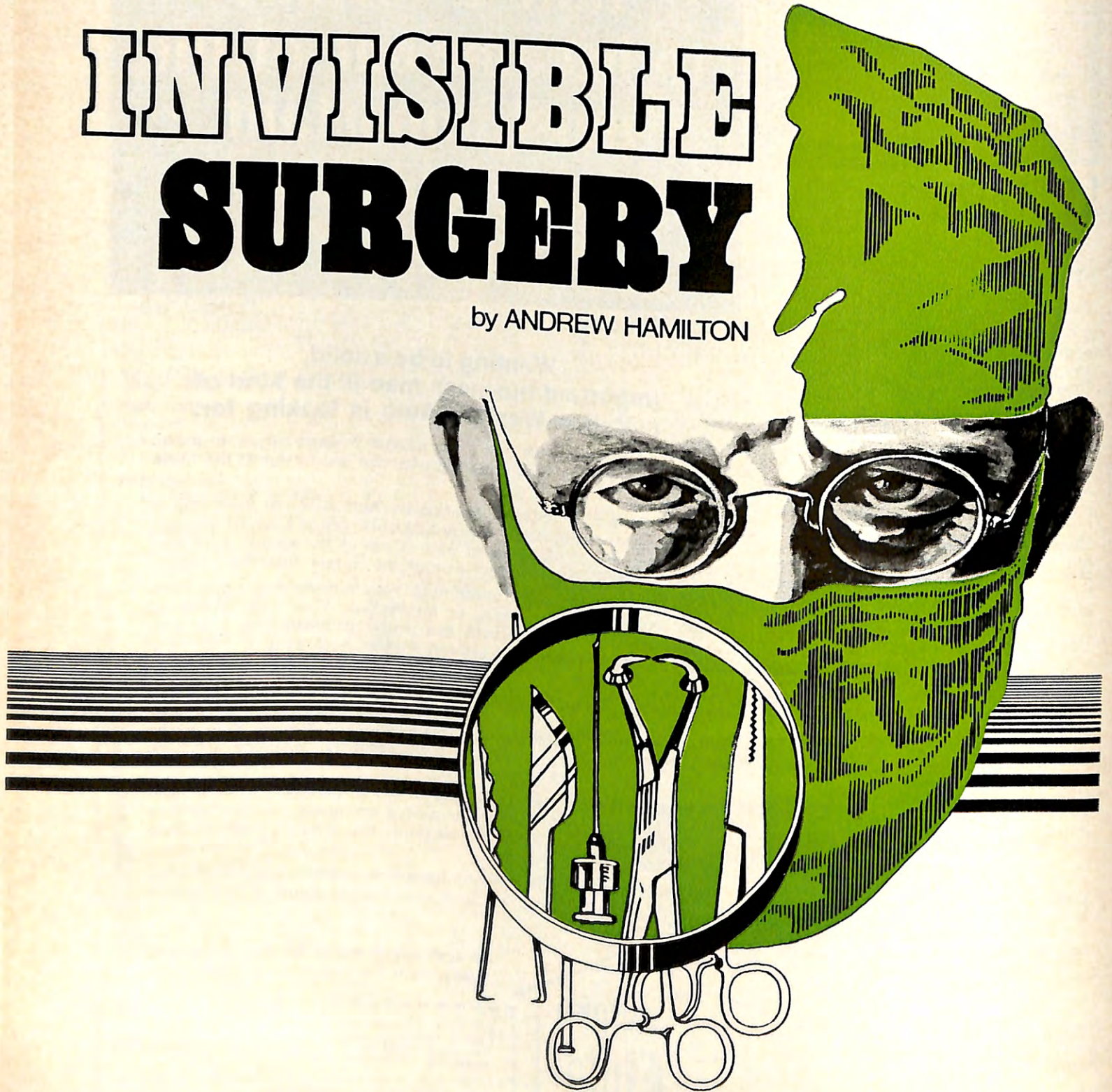
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# INVISIBLE SURGERY

by ANDREW HAMILTON



■ "It felt as if a red-hot iron had seared my face—every time I washed it, chewed, talked or even exposed it to a gentle wind," said Mary Blodgett, a 35-year old St. Louis housewife. "I seriously considered suicide several times."

She suffered from tic douloureux, one of the most excruciatingly painful afflictions of the human race. It is a neurological disorder of the fifth cranial nerve—the trigeminal—which supplies the face. Attacks occur over periods of weeks or even months—and sometimes at the rate of 50 to 100 a day.

In the past, these paroxysms of pain have been relieved by injections of alcohol in her peripheral nerves of the trigeminal (but such relief is only temporary), or by surgically severing this nerve, which produces a permanent numbness of one side of the face. "Like a shot of novocaine that never wears off," said one sufferer.

One day about five years ago, Mary Blodgett's 16-year old daughter, reading a news magazine, blurted out excitedly:

"Mom, there's a story here about a new kind of operation being performed at UCLA. It's done under a microscope and is supposed to help tic douloureux."

Mrs. Blodgett got in touch with UCLA and was operated on by Dr. Robert Rand, who cut the pain and temperature fibers of the trigeminal nerve and saved the touch fibers. Soon her living hell ended. Since then her face has been as normal as yours or mine.

Consider these additional cases that have been helped by surgery under the microscope:

• *Ann Jensen*—A 25-year old Long Island librarian was referred to Dr. Charles Kelman of the Manhattan Eye and Ear Hospital with a relatively rare case of cataract in a young adult—an eye ailment usually found in older persons that causes cloudy vision and eventual blindness. After several years of experimentation, he had developed a probe that vibrates at the rate of 40,000 strokes per second and a pump that dissolves and sucks out the cataract with one incision. In the past four years he has performed 600 such operations under the microscope with 98 per cent success.

• *David Smith*—An automobile accident badly cut the right wrist of this 11-year old San Francisco Little Leaguer. Based on previous experience, the odds were 6 to 1 that he would lose all feeling in the hand and not be able to move his fingers. But a delicate operation under the microscope re-joined the severed nerves. Within a year David was pitching again.

• *Arthur Simcox*—A 40-year old Jersey City roofer was carrying a heavy package of tiles on his shoulder. He slipped on an icy sidewalk and the package crushed his left arm and collarbone, leaving a black and blue bruise. As soon as he tried to do any manual labor, the injury flared up again. An injection of dye in his veins showed a complete closing of the main artery carrying blood to his left arm. Dr. Julius H. Jacobson II of the Mount Sinai Hospital in New York, opened the artery and the patient was able to return to work and support his four children once again.

The medical miracle in these cases—and an increasing number like them—is based upon a skillful new technique known as microsurgery. Everyone should know about it, not only for himself but also for his family and friends.

Microsurgery is simply sophisticated operative treatment performed under magnification. Some call it "invisible" surgery because it enables the physician to repair tiny nerves and blood vessels and remove tumors that previously could not be seen. It is saving lives and alleviating pain in many cases today that only a few years ago would have been considered inoperable.

Under the microscope, powerful lenses increase magnification from three to 40 times—although optimum working conditions seem to lie in the 16 to 25 range. The surgeon thus has the same kind of a precision tool as a football scout sitting high in the press box evaluating an All-American quarterback, or a bird-watcher observing a nest-building peregrine falcon on a cliff 100 yards away.

"The hands can only do what the eyes can see," says Dr. Rand, one of the leading authorities in this new medical specialty and editor of *Micro-neurosurgery*. "The microscope is the most valuable instrument put to use in the operating room in years."

He points out that watchmakers have long used powerful eyepieces to repair watches, and jewelers to inspect and grade diamonds. Even workers in electronic plants—mostly women—assemble tiny circuits under microscopes.

"Why shouldn't surgeons, then, use similar aids to attain near-perfect stereoscopic vision of small operative areas deep within the body?" he asks.

They do—increasingly so. At a new frontier of medicine, they repair hearts under the microscope before massive coronaries hit. They operate on tumors of the retinal nerve so small they cannot ordinarily be detected—and thus help to prevent blindness. They suture blood vessels in the brain with thread as fine as human hair. They restore torn and

shattered nerves more accurately—thus rendering spinal surgery less traumatic. These are the techniques that are adding years of usefulness to the lives of many individuals.

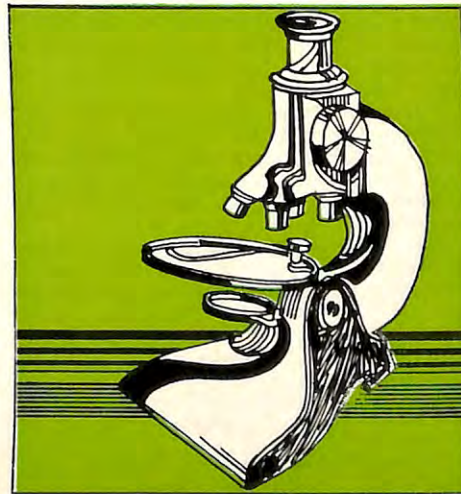
Every now and then you see a story in the newspapers about microsurgery whether you recognize it as such or not.

At the Toronto General Hospital, Dr. William Loughheed is pioneering a technique to alleviate crippling stroke. It requires two teams of surgeons and may take up to 12 hours. Recently, a 54-year old woman lay anesthetized as one surgical team removed a length of vein from her leg. The other drilled a 3-inch opening in the skull over her ear. Under the microscope, surgeons elevated the brain tissue and found a section of artery—1/10th of an inch thick—that had been blocked by a blood clot. Inserting the piece of leg artery, they bypassed the clot. The operating did not reverse the effects of an already damaging stroke, but it may prevent another.

While on a trip to Salvador, Brazil, to lecture on microsurgical techniques, Dr. Julius H. Jacobson II mentioned that he had been able to do portocaval shunts on rats. This is an operation that stops bleeding varicose veins that develop in the esophagus.

"You have been sent to us by God," said one of the Catholic sisters prayerfully as doctors and nurses crowded around him after the lecture.

"We have a 5-year old orphan boy



who vomits blood because the main vein to his digestive tract is ulcerated and blocked. We have been waiting until he grows larger to join the high-pressure splenic vein of the digestive system to the low-pressure vein of the kidney—and thus shunt the blood away from the esophagus. Can you operate now?"

Dr. Jacobson had brought with him specially developed instruments and

# The Lazy Man's Way to Riches

'Most People Are Too Busy Earning a Living to Make Any Money'

I used to work hard. The 18-hour days. The 7-day weeks.

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After all, why should you care if I make \$9.50 profit if I can show you how to make a lot more?

What if I'm so sure that you will make money my Lazy Man's Way that I'll make you the world's most unusual guarantee?

And here it is: I won't even cash your check or money order for 31 days after I've sent you my material.

That'll give you plenty of time to get it, look it over, try it out.

If you don't agree that it's worth at least a hundred times what you invested, send it back. Your uncashed check or money order will be put in the return mail.

The only reason I won't send it to you and bill you or send it C.O.D. is because both these methods involve more time and money.

And I'm already going to give you the biggest bargain of your life.

Because I'm going to tell you what it took me 11 years to perfect: How to make money the Lazy Man's Way.

O.K.—now I have to brag a little. I don't mind it. And it's necessary—to prove that sending me the 10 dollars... which I'll keep "in escrow" until you're satisfied... is the smartest thing you ever did.

I live in a home that's worth \$100,000. I know it is, because I turned down an offer for that much. My mortgage is less than half that, and the only reason I haven't paid it off is because my Tax Accountant says I'd be an idiot.

My "office," about a mile and a half from my home, is right on the beach. My view is so breathtaking that most people comment that they don't see how I get any work done. But I do enough. About 6 hours a day, 8 or 9 months a year.

The rest of the time we spend at our mountain "cabin." I paid \$30,000 for it—cash.

I have 2 boats and a Cadillac. All paid for.

We have stocks, bonds, investments, cash in the bank. But the most important thing I have is priceless: time with my family.

And I'll show you just how I did it—the Lazy Man's Way—a secret that I've shared with just a few friends 'til now.

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mortgage, don't owe a cent to any man.

It doesn't require "luck." I've had more than my share, but I'm not promising you that you'll make as much money as I have. And you may do better; I personally know one man who used these principles, worked hard, and made 11 million dollars in 8 years. But money isn't everything.

It doesn't require "talent." Just enough brains to know what to look for. And I'll tell you that.

It doesn't require "youth." One woman I worked with is over 70. She's travelled the world over, making all the money she needs, doing only what I taught her.

It doesn't require "experience." A widow in Chicago has been averaging \$25,000 a year for the past 5 years, using my methods.

What does it require? Belief. Enough to take a chance. Enough to absorb what I'll send you. Enough to put the principles into action. If you do just that—nothing more, nothing less—the results will be hard to believe. Remember—I guarantee it.

You don't have to give up your job. But you may soon be making so much money that you'll be able to. Once again—I guarantee it.

The wisest man I ever knew told me something I never forgot: "Most people are too busy earning a living to make any money."

Don't take as long as I did to find out he was right.

I'll prove it to you, if you'll send in the coupon now. I'm not asking you to "believe" me. Just try it. If I'm wrong, all you've lost is a couple of minutes and an 8-cent stamp. But what if I'm right?

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there was a surgical microscope at the hospital for ear operations.

"I will never forget working through an interpreter," he said. "The last I heard—and that was two years ago—the child had no more bleeding spells. The sisters adopted the child and he is going to school."

Before World War I, the only visual aids employed for delicate operations were "magnifying loops"—clumsy, low-magnification lenses that served a physician like a pair of eye glasses. But in 1921, J. Evald, M. Maier and H. Lion, three German doctors, performed animal surgery under a microscope. That same year, G. O. Nysten, a Swedish surgeon, used a monocular dissecting microscope to perform ear operations on two patients.

Not until the 1940s, however, was microsurgery performed in the United States—again by an ear specialist, Dr. George Shambaugh of Northwestern University. It was the only way otologists could operate successfully on the tiny structures of the middle and inner ear. Today, microsurgery is the accepted procedure in 80 per cent of all ear operations.

A typical case was that of Joan Snyder, a 32-year old teacher who suffered a hearing loss and an occasional discharge from one ear. Several doctors tried to cure her trouble by prescribing ear drops. When she began suffering headaches and dizzy spells, she consulted Dr. Victor Goodhill of UCLA.

"Your X-rays indicate a cholesteatoma—a tumor in the ear," he said. Under the operating microscope, he surgically removed a growth the size of a prune. Had it remained much longer, Joan Snyder could have suffered meningitis or a brain abscess—and probably death.

A successful use of microsurgery for deafness due to otosclerosis—called the stapes operation—has been refined by Dr. Samuel Rosen of the Mount Sinai Hospital in New York City. Since 1952, it has been used widely throughout the world. "A conservative estimate," said Dr. Goodhill, "would be 200,000 such operations."

One way to understand what microsurgery can do is to consider the case of David Smith, the 11-year old San Francisco Little Leaguer who almost lost his pitching hand in an automobile accident.

The accident had severed the median nerves—the main signal-carrying cable from brain to hand. The median nerve is not a single strand of tissue. About the size of a lead pencil, it is made up of tiny individual fibers—much like the thousands of wires inside a transoceanic cable. When one of these trunk lines is severed, it is like cutting



the cable in half. Actually, a cable is easier to repair because the two ends can be fished out of the sea and individual wires can be identified by color coding. The much smaller human nerve fibers cannot be differentiated so easily.

If the fibers at one end of the severed nerve do not line up with the matching nerve at the other end during reconstructive surgery, signals from the brain to the hand get mixed up. A command intended for the middle finger could go to the thumb—much as a telephone call for New York might get plugged into the circuit for Miami. Or, perhaps, no signal at all would get through, resulting in a complete loss of feeling and movement.

Until microsurgery came along, the best the neurosurgeon could do was to sew up the outer sheath of the trunk line and hope the separate fibers might somehow grope their way toward a proper union. Because individual strands of inner nerve tissue are so small and numerous it was, at best, a hit-or-miss proposition. But microsurgery increases the odds considerably.

There have been a number of other similarly successful cases. An 18-month old girl was brought to the Mount Sinai Hospital in New York with a partially severed right first finger. Upon initial inspection, the finger was white and cold. Both arteries carrying blood to the finger were severed, but under the microscope it could be seen that one of the veins was intact. Microsurgery, using suture material 1/1,000th of an inch in diameter, was used on arteries 5/1,000ths of an inch wide. But soon the finger “pinked up” and healed normally.

In Menlo Park, California, a 30-year old fireman named Karl Tagler accidentally sawed off his thumb in his home workshop. An attempt to sew it back on failed. Thereupon, Dr. Harry Bunke, Jr., suggested cutting off Tagler's right toe and grafting it to the stump of the thumb. The operation, the first of its kind in history, was highly successful.

“A human hand is only about 40 per cent efficient without a thumb,” said Tagler, resting at his mother's home after the operation. “But anyone can get along without a big toe.”

The keys to the new techniques and skills of microsurgery are three: (1) the binocular surgical microscope, (2) the coaxial lighting specially built into it, and (3) the surgeon's delicate instruments.

Microscopes have been used for research and laboratory tests almost since they were invented. Now German and Japanese manufacturers have produced instruments especially suitable for the operating room. They are not expensive

## Welcome to Chicago



OFFICE OF THE MAYOR  
CITY OF CHICAGO

RICHARD J. DALEY  
MAYOR

May 10, 1973

TO THE MEMBERS AND FAMILIES OF THE BENEVOLENT AND  
PROTECTIVE ORDER OF ELKS

As Mayor of the City of Chicago, as well as personally, I am very pleased to extend a cordial welcome to you on the occasion of your 109th Session and 1973 Convention.

I am delighted that you have chosen Chicago and I am confident that the unparalleled facilities of our City will enhance the success of your meeting.

Chicago is a dynamic city filled with a myriad of activities. During the few moments available to you outside of your business and technical sessions, I am hopeful that you will take the opportunity to enjoy the many regular and special events awaiting you in Chicago.

Best wishes for a most successful convention.

Sincerely,

Mayor

as medical equipment goes (about \$5,000), and many hospitals already possess them. Some are fitted with double sets of eye pieces or with TV camera mounts so that live, closed-circuit telecasts may be seen by medical classes or other surgeons.

Another important advance in microsurgery is lighting. Ordinarily, even in the finest operating rooms, the surgeon has available to him lighting that ranges from 800 to 1,000 foot candles. The new surgical microscopes generate a

source of light up to 3,000 foot candles. "It's like a powerful spotlight illuminating the dark corners of a cave," said one surgeon.

This is "cold light" which does not injure delicate tissues such as those found in the brain or the nervous system. Further, the light travels parallel to the line of sight and thus does not interfere with the surgeon's vision.

And finally, a whole new set of instruments has been developed to meet the specific requirements of microsurgery—tiny and delicate alligator forceps, microscissors, spatulas, hooks, probes, curets and diamond burrs. A full set is worth about \$1,500. Some of the instruments have been borrowed from eye and ear doctors, others from jewelers and dentists.

Areas of the brain under extreme magnification appear as thin, wet tissue paper, and would be torn or damaged by ordinary surgical instruments. By using jewelers' instruments coated at the tip with diamond dust, for exam-

# 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 AM**—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.

### VISIT THE CHICAGO LODGES

CHICAGO #4	1744 W. 48th Street
CHICAGO SOUTH #1596	8600 S. Ashland Avenue
CHICAGO NORTH #1666	1925 W. Thome Avenue
CHICAGO WEST #2187	5116 W. Irving Park Road

ple, the microsurgeon can grip brain tissue gently and precisely.

The art of applying sutures has also been revolutionized. In a typical case, a microsurgeon must sew up a 3/4-inch long cut in an artery with a diameter only 1/10th of an inch. To do this, he will have to take 58 stitches. For working in such close quarters, there are pneumatic needle holders powered by compressed air at the touch of a foot pedal to make the suture. The thread itself may be finer than baby's hair, measuring only 17 microns in diameter.

After each operation, microsurgery instruments must be antiseptically cleaned. Nurses are careful to remove every speck of blood, tissue and bone. The only way to make sure that has been done properly is to inspect the delicate tools under the microscope. "No other branch of medicine takes such care to keep its instruments spotless and germ-free," said one nurse.

Come into the UCLA Hospital and watch microsurgery being performed. Put on a blue surgical gown, cap and mask, and stand behind Dr. Rand and his crew in the operating amphitheater.

"What we have here," says Dr. Rand, his voice muffled by his mask, "is a pituitary amenorrhea—an abscess on the pituitary gland which may result in shutting off the menstrual flow of women or reducing the libido of men. Eventually this condition would cause blindness by increasing pressure on the optic nerve above the pituitary at the base of the skull. Any woman having trouble with her menopause should suspect some malfunctioning of the pituitary gland."

The patient was a 33-year old fashion designer. Dr. Rand had indicated that the operation would be the selective removal of the tiny tumor—thus removing the pressure on the pituitary gland. "If we *don't* operate—using a microscope so we can see what we're doing—death will probably be the result," says Dr. Rand. "Now she will have a fighting chance."

The patient is made absolutely stable, with her head gently clamped to hold it in place. Dr. Rand slips into a specially-designed stool with a backrest and arm supports so that he is comfortable and his hands relaxed.

"This may take a couple of hours," he says. "Other microsurgical operations may require up to 12 hours. I had a good sleep last night and my hand is as steady as a rock. Didn't even drink a cup of coffee this morning."

Dr. Rand is aided by an assistant surgeon, an anesthesiologist and two surgical nurses. "I need their extra hands at crucial moments," he says.

A powerful surgical microscope is wheeled into place and adjusted over the patient. It is powered by an elec-

tric motor and controlled by the surgeon's feet. With this foot control unit, he can sharpen focus and cause the lens to zoom in and out of the operating field without using his hands—which are thus free to concentrate upon the life-and-death job before him.

"I feel like a man playing the organ. "This particular pituitary operation is done through the nose," he explains, "much like the approach the plastic surgeon takes. However, we do not alter or deform facial features. The (Continued on page 38)

**FIND BURIED TREASURE**

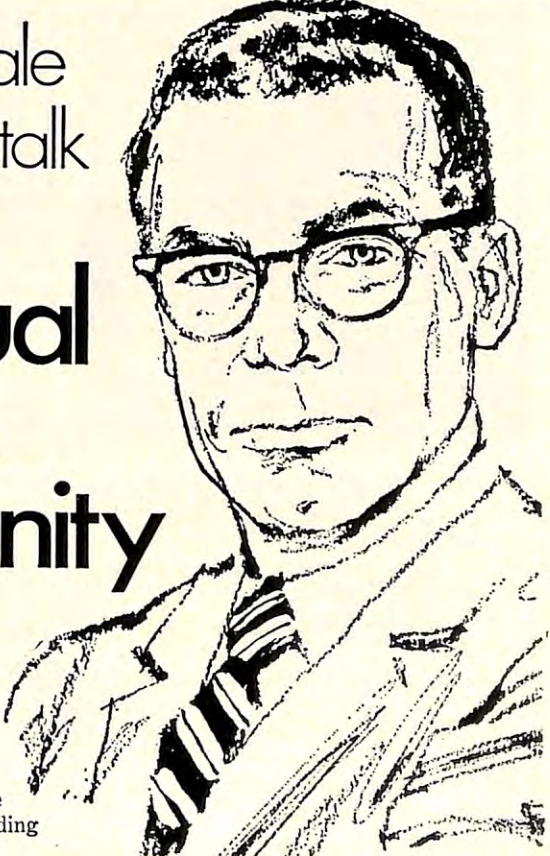
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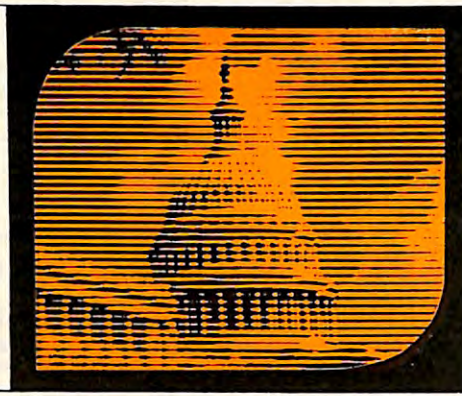
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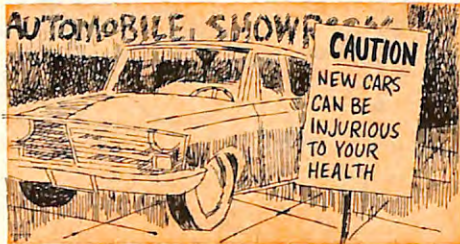
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# AROUND WASHINGTON



RECIPES for nutritious dishes and tips on ways to cut food costs are contained in a new booklet published by the Agriculture Department. You can get a copy by sending 30 cents to Consumer Product Information, Pueblo, CO, 81009, and asking for "Money-Saving Main Dishes."



12 MILLION CARS were recalled in 1972 for correction of safety defects, the Transportation Department reported. This was the largest number of any year since September of 1966 when legislation went into effect requiring manufacturers to alert owners by certified mail of suspected safety defects in their cars. A total of 36.8 million cars have been recalled under the law.

1973 SESSION of the Maryland General Assembly has cleared the name of Dr. Samuel Mudd, a southern Maryland physician, 108 years after he was convicted as a conspirator in the assassination of Abraham Lincoln in April of 1865. Mudd got into trouble and was sent to prison because he treated John Wilkes Booth, Lincoln's assassin, who had suffered a broken leg in escaping after the murder. But a resolution passed by the Maryland legislators found that Mudd "acted only as a physician, not as a conspirator, and was innocent of the assassination plot."

\$150 TO EUROPE. The Italian Line has suffered from transatlantic air competition like the other major shipping lines. But it is putting up a stiff fight against the possibility that the Italian government, which subsidizes it, might decide to phase out its transatlantic

service over the next five years. Among the bargain fares it is offering this year is a one-way fare to Europe of \$150 in tourist class on the Michelangelo, the Raffaello and the Leonardo da Vinci for students between the ages of 16 and 24.

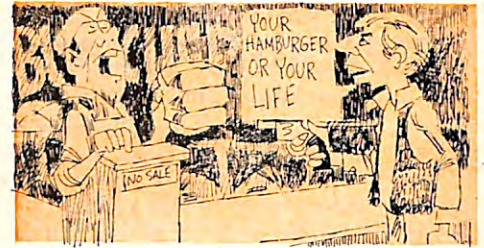
MARRIED MEN have a three times greater chance than divorced, separated, or widowed men for success in managerial positions in industry and business. This is the conclusion of a study of 6,000 men, aged 45 to 54, conducted for the magazine "Industry Week" by Dr. John Tropman of the University of Michigan's School of Social Work. "Companies tend to believe that a married man is more stable and more likely to remain on the job than an unmarried man," the study noted.

A NEW WAY to learn English is being offered to Germans who always wanted to study it and never found the time. The German Embassy news letter reports that the Starlight Tissue Co. in Witzenhausen has begun manufacturing rolls of toilet paper with English lessons printed on them. There are 26 lessons in the course with each roll of paper bearing one lesson that is repeated after every sixth square of tissue.



SALARY GAP. American colleges and universities pay their male faculty members nearly \$2,500 more a year than their female faculty members, HEW's Office of Education announced. A special study it conducted showed that an average salary of \$14,352 is received by 197,633 men while 57,297 women receive an annual average of \$11,865.

STEEL SCULPTURE by American artist Alexander Calder will rise 53 feet on the new Federal Center plaza in Chicago next spring. Arthur F. Sampson, head of the General Services Administration, announced that the sculpture was commissioned in keeping with President Nixon's "strong support for the arts as an investment that benefits all Americans." The GSA, which supervises construction of federal buildings, has a program now that permits spending up to one-half of one percent of construction costs for fine arts, according to Sampson. The Calder sculpture will cost \$250,000 plus \$75,000 for installation.



NEW BIRTHDAY CARD put out by American Greeting Corp. is very topical. It conveys birthday wishes "to someone who's worth their weight in hamburger."

MAN IN A BARREL is the central figure on an unusual seal that bears the caption: "Endangered Species—U.S. Taxpayer." William P. White, a retired executive living in Pennyan, N.Y., thought up the idea for the seal, got his wife to draw it and a local printer to reproduce it. He sticks it on his mail now as "an individual taxpayer's protest over big government spending. "I know it's just a drop in the bucket," he says. "But it tells those persons who get mail from me that I am worried about the situation."

BICYCLES that can be folded up and carried in the luggage compartment of a bus are being offered at a discount in Greyhound bus terminals. A bike normally priced at \$119.95 can be purchased for \$89.95. The Greyhound Lines are suggesting to their passengers that taking a folding bike with them is "an economical and fun way to see America up close."

LAWNS have become a frustrating problem for many busy home owners here, who do not have the time or know-how to grow beautiful grass in the Washington climate. For those who have the cash to spare, however, there is a way out of the problem. They can enlist the services of lawn specialists who offer year-round programs of seeding, fertilization, weed and insect control.

SUMMER VISITORS in search of an interesting, little-known place to visit are stopping by the Apothecary Museum at 107 So. Fairfax St. in suburban Alexandria, Va. This is the drug store that George and Martha Washington used to patronize. Among the items on exhibit is a letter from Mrs. Washington ordering a quart bottle of castor oil, and a small wooden medicine chest with a compartment for leeches.

**WIFE WANTED.** No man has to advertise for a wife in Washington since there are more single women than men here. It's apparently not so easy, however, to find a rich wife to judge from an ad that appeared in Roll Call, the Capitol Hill newspaper. It read: "Wife Wanted. Divorced builder seeks nice woman, who is wealthy, interested in building, land development, real estate—marriage. I am 39, handsome, well educated, even tempered, loving."

**PET-OTEL** says the sign beside Route 7. It advertises a hotel for pets located 4½ miles west of Tyson's Corner, VA, and about a half hour drive from Washington. Jim Morrison, one of the owners, says it has done a brisk business since it was opened early this year. Most of the customers are dog and cat owners from the Washington area who leave their pets while they go away on vacation. Some, however, are tourists who have brought their animals along and need a place for them to stay while they see the sights here.

**SPENDING CLOCK** which the U.S. Chamber of Commerce has had built and installed in its national headquarters at 1615 H Street, N.W. dramatically illustrates how fast the federal government spends money. One dial makes a complete revolution every 1.26 seconds indicating that the government has spent \$10,000, the average annual income of a typical American family. Another dial flashes every 12.6 seconds to register that \$100,000 has been spent. Every 2 minutes and 6 seconds, a "beep" signals that a million dollars has been spent. Each day the clock shows about \$700 million in new expenditures.

**NEW TOLL HIGHWAYS** in Spain carried 18 million vehicles last year for an increase of 35 percent over 1971 and Japanese toll roads carried 447 million vehicles for a gain of 25 percent, according to the International Bridge, Tunnel and Turnpike Association. Altogether, toll bridges, tunnels, and turnpikes around the world carried over three billion vehicles in 1972 for a gain of 7.8 percent over 1971, the association reported.



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**MEDALLION PAPERWEIGHT** made especially for ELKS. A 1-9/16" solid bronze medallion with the official Elks Emblem. It is embedded in an acrylic with a magnifying dark background. An unusual gift that may be used as a paperweight or as a distinctive touch to any desk or table. \$5.95 Postpaid.

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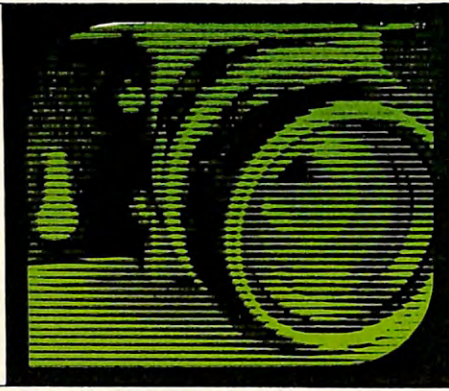
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# NEWS OF THE LODGES



**GIFTS** were presented to GER Francis Smith and his wife Rae when they toured the Miami Veterans Administration Hospital recently. Brother Smith received a wallet and Mrs. Smith received a hand bag, both of which were made by the patients. With them were (from left) District Vets Chm. John Rosasco, Pat Grams, who is occupational therapy chief, and D. R. Robinson, M.D., who is hospital director.



**THE ELKS' LADIES** of Cozad, Neb., Lodge presented a check for \$200 to be used in the lodge building fund. President Barbara Fleharty made the presentation to ER Dean Baalhorn.



**LEADVILLE, Colorado,** Elks recently lowered the flag that had flown 24 hours a day waiting for peace in Vietnam. On the day of that truce, a ceremony was held at the lodge with local Boy Scouts and other citizens present. With the folded flag were PER Roger Pierce, immediate PER Chet Magill, and ER Chuck Weber.



**THE BOSTON SCHOOL FOR THE DEAF** received a check for \$1,000 from the Massachusetts Elks Association. The money will be used to test the hearing and speech of the children. At the presentation were (from left) Past GL Youth Chm. Michael McNamara, GL Credentials Committeeman Donald Podgurski, School Superintendent Alice Kirby, VP Alfred Fitzpatrick, and State Trustee George Cully.

**THE STATE JUNIOR BOWLING TOURNAMENT** was won by Patchogue, N. Y., Lodge. Trophies were presented to the team. On hand to congratulate them were (from left) immediate PER Arthur Murphy, Coaches William Kellman and Donald Frabizio, Miriam Hughes, league president, Bowling Chm. Donald Smith, and Youth Chm. John Konrad.



**THE CALIFORNIA STATE** Free Throw contest champions were honored recently. Receiving trophies were (from left) Robbie Wilkinson, Lakewood Lodge, Roger Weigel, Carmichael Lodge, and Thomas Krause, Concord Lodge. With them were (from left) State Youth Chm. Don Dapelo, SP C. Wallace Ericson, Robert McLain, Major Project committeeman, and Paul Riccobon, Public Information committeeman.



**ELEVEN** paid-up members were added to the National Foundation list from Shamokin, Pa., Lodge. State Chm. C. Bennett Dry (standing, right) and lodge Chm. Raymond Lauer (seated, center) thanked the members. They are William Ressler (seated, left), Enoch Laukaitis (right), and (standing, from left) In. Gd. William Wallish, ER Vincent Vedral, immediate PER Ernest Vedral, Robert Mattern, Edward Bruskey, and Bernard Basalay. Also holding paid-up memberships are Albert Fecko, Lawton Shroyer, and Russell Miller.



**THE SOCIAL COMMITTEE** at Greenville, Ohio, Lodge donated \$1,000 to the Wayne Hospital "Forward Fund" program for modernization. William Rhoades (third from left), who is president of the fund, accepted the check from immediate PER Richard Hole II as (from left) Trustee Donald Wagner, ER William Williams, Social Chm. Gene Buchy, and Est. Lead. Kt. William Booker observed.



**THE MORTGAGE** was burned recently at Elyria, Ohio, Lodge. Taking part in the ceremony were (from left) PER Donald Graham, Past Trustee Andy Johnston, PER Cort Spence, PER Ralph Gardner, Trustee Kenneth Beal, and Past Trustee Bill Smithett.



**SCHENECTADY, New York,** Elks honored their \$100 participating members in the Elks National Foundation. (From left) District Foundation Chm. Joseph Pufferd presented pins to lodge Foundation Chm. John Dalton and PER Amedeo Volpe, whose pins were in honor of the late Dr. Eger, immediate PER George St. John, and PVP Henry Hodorowski.



**A CHECK** for over \$4,100 representing 1972 proceeds from the Elks-Polack Bros. Circus was presented to Eureka, Calif., Lodge. Circus Chm. Art Ostenson made the presentation to ER Harold Simmons. The money is used in the lodge charity fund to provide scholarships and leadership awards for local high school seniors and other charitable activities.



**A WHEELCHAIR** was purchased by East Hartford, Conn., Lodge for Ronnie Farnham to exercise in at home. With the boy were Crippled Children's Chm. Fran Reinholz (left) and Est. Lead. Kt. John Bertinasco.



**FIFTY MEMBERS** of the U. S. Special Forces (Green Beret) were the guests of honor for dinner at Union, S. C., Lodge. ER William Rogers Byrd presented a letter of appreciation to Capt. Paul Mendes (left) and Sgt. Major Pete Morakon.



**AN ELKS EMBLEM,** hand-carved by Brother Wayne Andrews (right), was presented to Bluffton, Ind., Lodge on the occasion of his initiation. Out-going ER Dennis Bulger accepted the emblem which is to be exhibited in the lodge club room.



**GROUND HAS BEEN BROKEN** officially for the new home of Northdale (North Syracuse), N. Y., Lodge. At the ceremony were (front row, from left) Fran Elderbroom, excavating contractor; Bill Duffy, president of the adjacent golf club; Lois Nye, town supervisor; Sam Strobert, owner of the golf club; immediate PER William Browning; ER John Hale, and (back row) Brother Chris Scheel; Tony Sackett, zoning officer, and Brother Richard Wemett.



## LODGE NOTES

**REYNOLDSVILLE, Pa.** PDD Burt Burns and his wife recently travelled through Florida and would like to thank all of the lodges for their hospitality. Brother Burns visited many lodges giving talks on Elkdom and Pennsylvania. At one meeting, he represented two PGERs, now deceased: David Sholtz, former Governor of Florida, and E. Mark Sullivan. Brother Burns celebrates his 90th birthday at this year's National Convention.

**ATTLEBORO, Mass.** Alice LaFerriere and Stephen Kane received the lodge Youth Leadership awards. ER John Padgett and PER Jeremiah Reagan presented bonds to the two local high school students.

**TITUSVILLE, Fla.** The Elk of the Year award was presented to Cecil Westfall for his work in fund-raising activities of the lodge.

**SEVERNA PARK, Md.** Winners of the Elks National Foundation Most Valuable Student contest were Lynne Fitzpatrick, a senior at Severna Park High School and Gregory Dayman, a freshman at Anne Arundel Community College. Each student received a cash award from the lodge.

**SANTA MONICA, Calif.** Glenn Robinson received the Elk of the Year award from ER Paul Smith, for outstanding service and dedication to the lodge.

**UNION, N. J.** Thirty-five members were initiated recently. PGER William Jernick, who was the honored guest, welcomed the new members to the lodge.

**TOWANDA, Pa.** The lodge has nine members who have paid in full their pledge to The National Foundation. Chm. Amerigo Mangialardo presented certificates to David Fortney, M. Hart, Clayton Maryott, Robert Johnson, M. Coolbaugh, Alex Stevens, Ryan Lenox, Roscoe Burgess, and a memorial certificate to A. C. Smith.

**ROME, N. Y.** GER Francis Smith presented the Elk of the Year award to Brother Joseph Montalbano for his many years of outstanding service. ER Edward Smaldon assisted in the ceremony.

**PEARL RIVER, N. Y.** The annual Easter egg hunt was held recently for the children of the lodge. After the hunt was over, hot dogs and soda were served to everyone present. Chm. Dennis Smith organized the event this year.

**CARBONDALE, Ill.** Lt. Col. Fred Perry passed out drug and narcotic information to members of the lodge. With the local police department, he distributed placemats to various organizations in a program to prevent crime.

**NEW CASTLE, Ind.** The lodge recently hosted the "Together We Organize" dinner to popularize scouting in the community. Dick Williams coordinated the efforts for the evening.

**MEADVILLE, Pa.** The lodge recently bestowed the honor of Citizen of the Year on Rev. William Claney and named Paul Palka, Elk of the Year. The awards were presented at the annual dinner-dance.

**COLUMBUS-FT. BENNING, Ga.** ER Joseph Porch presented certificates of achievements and cash awards to students of Columbus High School. Youth Chm. James Matthews assisted in the presentation.

**SAN MATEO, Calif.** The lodge recently renewed its pool and billiard tables. Lodge members voluntarily contributed \$500 to help cover the cost. ER Harry Henzi thanked the group for their generous effort.

**CLAWSON-TROY, Mich.** The lodge recently held a dinner in honor of Youth Leadership and Scholarship winners. Savings bonds were awarded to the winners. Scholarship winners were John Kuzemka and Carol Filipek (first place). Leadership winners were John Kuzemka and Jacquelyn Graham (first place).

**LONG BEACH, Calif.** The hunting committee, whose chairman is Ed Holloway, purchased a new flag for the lodge. The 15x25 foot flag will fly over the lodge on a 24-hour basis, illuminated at night.

**WORCESTER, Mass.** The winner of the annual talent and beauty scholarship pageant was Kathy Sterczala, 17, a high school senior from Webster. Kathy will compete with other finalists for Miss Massachusetts Elk.

**NEW ROCHELLE, N. Y.** The lodge's only living charter member, PER George Forbes, died March 20, 1973. Brother Forbes served two terms as Exalted Ruler from 1908-1910, and was secretary for several years.



**THE OFFICERS** of Decatur, Ill., Lodge burned their mortgage recently. ER Norm Raber put the match to the document as (from left) Est. Lect. Kt. Gene Watcher, Est. Lead. Kt. Carl Brumaster, Est. Loyal Kt. Jerry Sheppard, and Esq. Charles McMullin observed.



**A CHECK** for \$1,500 was presented by Glens Falls, N. Y., Lodge to the state association for distribution to those lodges and Brothers who suffered losses from hurricane Agnes last year. SP Joseph Ferlo (right) accepted the check from PER Vincent De Santis Jr. as PDD Robert Byers looked on.



**THE ANNUAL** fifth and sixth grade essay contest was sponsored by Durango, Colo., Lodge. There were 52 winners from ten schools, who wrote about the American flag. Dinner was served at the lodge for the students and teachers before the presentation of awards.



**A VISITATION** was made recently to Salmon, Idaho, Lodge by PGER Frank Hise (third from right). On hand to welcome him were (from left) SDGER Phillip West, ER Dale McAtee, PER John Snook, SP Bill Richardson, and DDGER L. L. Fowler.



**TWO YOUTHS** were honored as Teenagers of the Month by Falmouth, Mass., Lodge. Student Council member Robert Corradi (left) and Youth Chm. Floyd Black (right) presented bonds to Doug Garland (second from left) for excellence in hockey and to Frank Cabral for rescuing a fellow student from drowning.



**HARRY SHANNON NIGHT** was declared recently at Jefferson, Iowa, Lodge when Brother Shannon (left) presented an elk mounting and dedication plaque to the lodge. A class of 13 was initiated in his honor, and he received a plaque in recognition of his service from ER Ed Stoline. Brother Shannon is a member of Charleston, Ill., Lodge, but he visits at Jefferson Lodge often during business trips.



**CONTRIBUTORS** to the Elks National Foundation were honored recently at Fulton, N. Y., Lodge. Chm. Raymond Rebeor (left) presented pins to new Foundation members. PDD James Hanlon (right) presented a paid-up certificate to immediate PER Frank Bevacqua. The lodge has totaled an \$830 contribution to the Foundation for the year.



**A CHECK** to purchase a new intercom system for Enfield, Conn., Lodge was presented to the lodge by the Elks' ladies. ER James Captain accepted the gift from the out-going president, Unice Mancuso.



**STATE POSTER CHILD** Andrea Mastrobatista received a bond from Somerset Hills, N. J., Lodge. With her were (from left) Crippled Children Chm. Julio Molinaro, ER Thomas Riley, Andrea's brother Mark, and DDGER Donald Cross.

**THE CHARTER** was signed by Long Beach, Calif., Lodge for Ship No. 516 which is manned by an all girl Sea Explorer Troop. ER Bill Mellen presented the document to Skipper Jacquie Hamann (center) and Donna Todd.



**THE EAGLE AWARD** was presented to five Scouts from Troop No. 674, sponsored by Santa Cruz, Calif., Lodge. They were (from left) Dennis Ahmet, Mike Kostinko, Chuck Smith, Des Smith, and John Wright. The troop is in its 48th year, with a membership of 56.



**SWEETHEART OF THE YEAR** was chosen during a ball to be held annually at Yuma, Ariz., Lodge. Lucille Weiner (left) received long stem red roses and a gold charm. A check for \$200, representing proceeds from the benefit, was presented by Pat Nunnaley, Elks' ladies president, to Foundation Chm. Jerry Daeger. The money was donated to the Elks National Foundation.

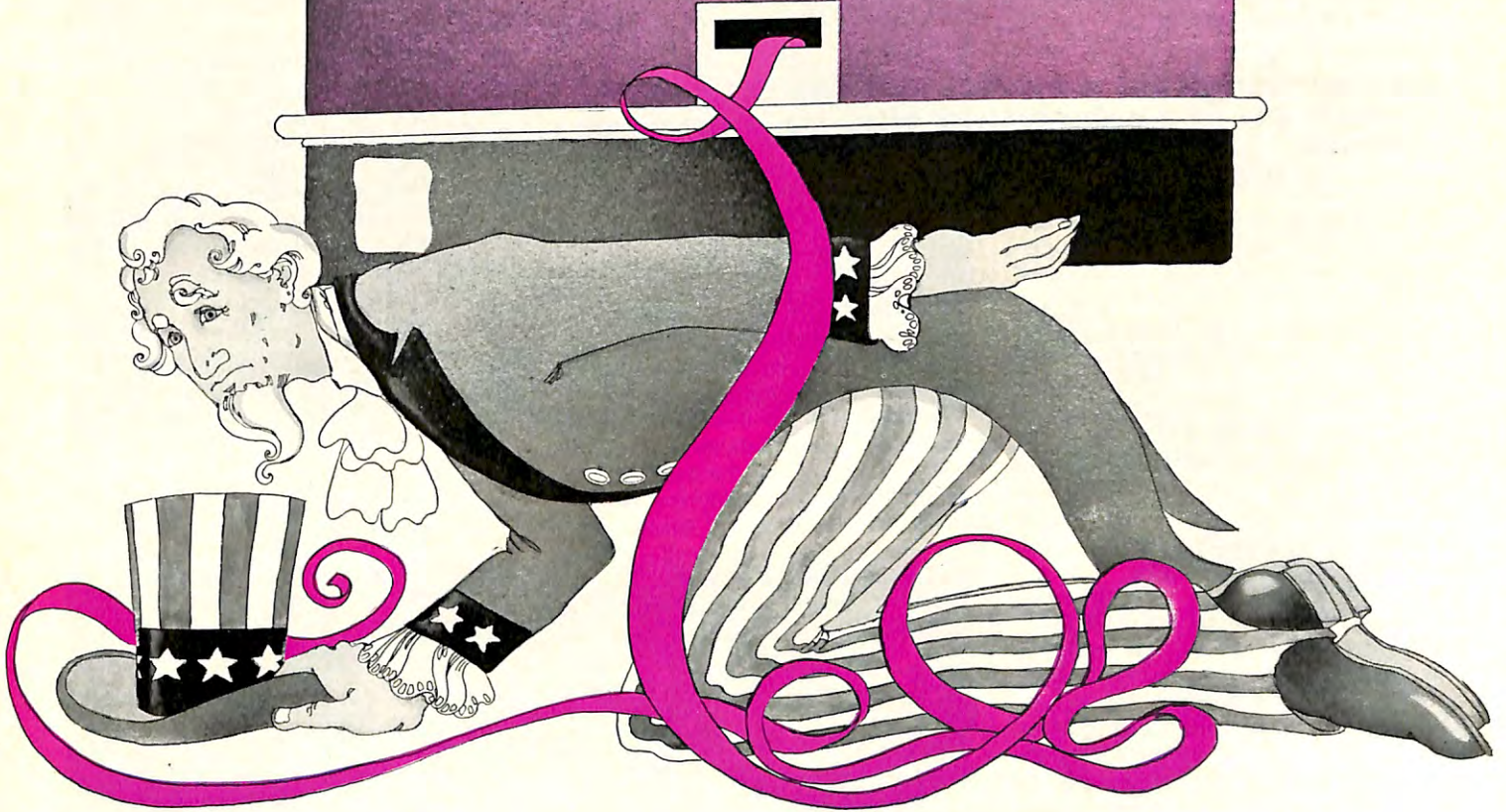


**A CLASS OF 27** was initiated by Nutley, N. J., Lodge in honor of PGER William Jernick (standing, second from right). Among the new members were two grandsons, the sons of PER William Jernick Jr. (right), who conducted the ritual. Present were (seated, from left) grandsons John and William, and (standing) ER James Ippolito and son, Brother Robert Jernick. (Continued on page 44)



**A STATION WAGON** was purchased by Staten Island, N. Y., Lodge to be used in the state's major project to assist cerebral palsy victims. The car, equipped with apparatus and therapists, is to travel the local area caring for afflicted persons in their homes. During a charity ball at the lodge, the car was presented to PSP Martin Traugott (third from left), major project chairman, by (from left) VP Paul Sadousky, DDGER Vincent Giganti, charity ball Chm. Frederick Morina, and ER James Brennan.

# '29 AND OTHER DISASTROUS YEARS



by Shirley G. Thompson

■ There seems to be a strange tendency among investors and brokers alike to throw all stock market disasters into one nasty lump, tie it with a length of bedraggled ticker tape, then label the whole mess the "crash of '29." At this moment the market is sitting dazed and uncertain at the bottom of a deep decline, and we're wondering whether it has the strength to get up and climb again, or whether there's just another dip ahead.

And everywhere articles pop up to remind the reader of that "great '29 disaster." Are we on the verge of another 1929? they ask. Actually they

might mention any number of other bad years. Because, in truth, 1929 was not the only year the market fell. Not by a long shot. There have been many crashes, mini and maxi. If you've the courage, pour a large bowl of Exedrin and read about how the market almost didn't make it—from its very conception.

The stock market was born with a crash. Literally. The first important stock was issued in 1791 by the First Bank of the United States. It came out at \$100 and drew an active interest, not only from financiers, but the public as well. Within a year the stock climbed to \$195, at which time the shrewd buyers (i.e. speculators) took

their profits and got out. The innocent, wide-eyed investors watched their stock sink to \$108. They were disillusioned and miffed. They turned their backs and their interests to other matters. The stock market merely existed quietly for many years after this. People did very little trading, and even the newspapers ignored Wall Street. (If you can imagine that.) But what had started with seeming strength now tottered weakly.

Then suddenly in 1815, *The New York Commercial Advertiser* again began to list quotations of common stocks. The list numbered twenty-four. The market struggled for life and form during the next fifteen years. Still, on

March 16, 1830, only two stocks were traded, for a total of thirty-one shares. Clearly, this was an alarming low. Nevertheless, the previous, uncertain years had not been wasted, for during that time the Exchange had formed itself into an organization which boasted a president, secretary, and a neat book of rules. (A seat on the Exchange cost \$25; cigar smokers were fined \$5.) Thus the Exchange was able to cope with the sudden boom following the listing of the market's first railroad stock: The Mohawk and Hudson. This listing was followed by a flood of other important stocks.

Land speculation came next, and such an intensity of buying and selling occurred that some stocks doubled and even tripled within only a few months. Oh, Wall Street was on its glorious way. It seemed.

### **The stock market grew sound, since it had been shaken out and refurbished after each previous setback.**

In 1836 fire burned out the Exchange Board in the Merchant's Exchange, and they floundered about, testing and searching for new permanent quarters, even settling once in a hayloft. Along with the temporary housing problem came the great crop failure of 1836. This precipitated a collapse of land prices, bank failures, and yes, you guessed it, another crushing low on Wall Street. But American capitalists are a hardy breed, so the Exchange struggled forward, although now a bit more sedately.

In the early 1850's, wealth from California showered the country. Prosperity and speculation grew so great that even the banks cooperated liberally. A broker, for example, could deposit \$1,500 in cash and immediately have a check certified for up to \$300,000. Such wondrous wealth couldn't continue forever, however. The curtain had to fall. And fall it did—when London suddenly began to sell American securities. Banks called loans; stockholders scurried around in panic; and the market crashed again. Wall Street became a kind of disaster area where brokers wandered about like uncertain victims. This was perhaps the nearest the Exchange had come to vanishing completely from the American scene.

It rose once again to its feet, and by the summer of 1855 prosperity (and speculation) were again evident. The banks cooperated with a magnificent irresponsibility and once again, sharply and quickly this time, the market fell.

Five years later the Civil War brought another wave of speculation and the emergence, as well, of several

new "exchanges." There was, for example, the *Coal Hole*, operated in a basement by a clever fellow who charged admission! Other exchanges operated "after hours" and sustained themselves on news received during the day from the New York Exchange, on Wall Street.

Fortunately the *Gold Room* was also established and public interest in gold speculation drew business away from the *Coal Hole* and other "after hours" operations. Unfortunately, a man named Jay Gould (also called the smartest man on Wall Street) attempted to corner the entire gold market for himself. (This is a little like trying to buy up every last five-cent Hershey bar so you can sell them later for ten cents.) Gould did very well for himself, and on September 23, 1869, he sold \$100 million in gold contracts at the top

of the market. Two friends helped Gould buy up gold as its value continued to rise.

Then suddenly the government announced that it too was selling gold. (This is a little like the Hershey Company announcing that it would continue to produce and sell five-cent chocolate bars.) Gold value fell. So did Gould's profits. And though he himself came through fairly unruffled, the resultant confusion caused many business failures, and widespread disillusionment. The market plunged again.

In 1873 the Exchange closed for the second time in its existence. (The

first was in 1835, the result of fire in the Merchants' Exchange Building.) The failure of only one company, The Northern Pacific Railroad, caused the domino-like toppling of several banks, followed by fifty-seven Exchange members also going into bankruptcy. General panic followed so complete that the Exchange closed its doors for twelve days. The market struggled back only to be hit in 1893 by a depression so severe that one fourth of the country's railroads found themselves in bankrupt courts. (Union Pacific, Northern Pacific, and Reading were among those hit.)

A wave of speculation swept the country along a crest of success from 1897 until 1903. During this time The United Steel Corporation was organized, became a market leader and has maintained its position ever since. The country went on the gold standard in 1900, the market rose, and things looked, as they say, peachy keen. But in March, 1907, stocks just suddenly stopped selling. No reason. Panic again hit Wall Street. All stocks, even the leaders, showed sharp declines. Though the public was not yet actively in the market as it is today (Standard Oil of New Jersey, for example, had only 8,300 stockholders), still the depressed market affected the general public. Fear on Wall Street spreads as fast as a dry brush fire, and a market drop always sends nervous sparks across the country.

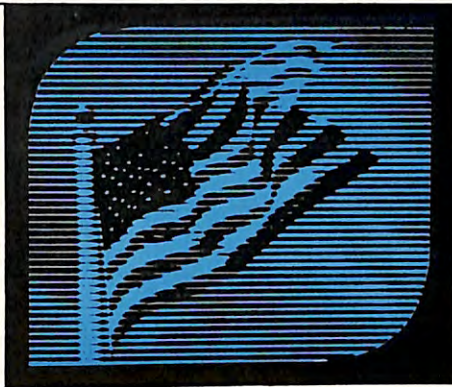
In 1920 there was a short but severe depression which cleared so quickly and smoothly that prosperity boomed, industry flourished, and confidence in the country's future reached a zenith. People were absolutely certain that

*(Continued on page 40)*



"Okay—Start talking!"

# ELKS NATIONAL SERVICE COMMISSION



Several books, magazines, games, and decks of cards were collected by the Vets Committee at Windsor, Conn., Lodge. Preparing the items for distribution at Connecticut State Veterans Hospital were (from left) PER Andrew Rabbett, Est. Lead. Kt. Edgar Rathbun, Est. Loyal Kt. Merl Dunn, and Walter Waterman Sr.



Belleville, Ill., Lodge recently entertained a returned prisoner of war, Capt. Leroy Stutz (fifth from right), and his family. ER Ronald Green (fifth from left), Vets Chm. John Moreiko (sixth), and committeeman Billy Miller (right) welcomed the group to the lodge home. Also present was Brother William Stutz (fourth from left), Leroy Stutz's father, who is a member of Atchison, Kan., Lodge.

A letter of appreciation from the Red Cross and Camp Pendleton Navy Hospital was presented to Ed Green, Vets chairman at Escondido, Calif., Lodge. Brother Green arranges for singing groups, celebrities, and a Las Vegas Night to entertain and cheer patients at the hospital. Mrs. V. L. Motry, a Red Cross officer, presented the letter.



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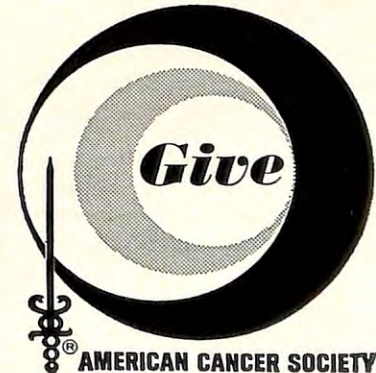
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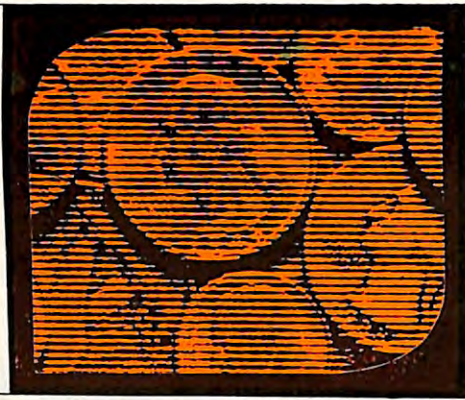
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# IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



In his column of February 28 the widely-read business economist Mr. Eliot Janeway said flatly that "the women's revolution is the number one force for economic expansion with an assured future in American economic society."

That's a pretty strong statement. Employers would do well to ponder it.

But it's just one of a number of things they'd be wise to keep in mind about the U.S. socio-economy. Let's take a glance at work and employment in the U.S. today.

## Who Is "Labor" Today?

Back in 1870 the U.S. population was about 40 million, and about 47 percent of the total labor force was employed in agriculture. In 1970 the U.S. population had climbed to 203 million—but only 4 percent of the labor force had jobs in farming. What's more, since World War II farm-sector employment has been declining. There were 7.2 million farm workers in 1950, but only 3.2 million in 1969. Today there are about 2,800,000 farms in the U.S., but the U.S. Department of Agriculture predicts as many as 1,200,000 of them won't survive.

U.S. farm employment has been going down—but U.S. farm output has been going up. And it is farm products that are America's biggest export. In 1969 the dollar volume of U.S. farm-products exports was \$5.7 billion. In 1972 the figure had risen to \$9 billion, and it's expected to reach \$15 billion quite some time before 1980.

We've heard Mr. Eliot Janeway's view about the "women's revolution." When the 1940s began, only about 3.5 million women were in the U.S. labor force. But World War II brought women streaming into factories and offices. By 1955 there were 20.5 million women and 44.5 million men in the U.S. labor force. As of March, 1972 the composition had changed to 34.1 million women and 54.1 million men.

It is expected that by 1980 in America 8 of 10 workers will have completed at least four years of high-school (as compared with 3 out of 4

in 1970) . . . about 50 percent of the total labor force will be in the white-collar group . . . the percentage of employes in the age-bracket of 25 to 34 years of age will be 25 percent of the labor force (as compared with 20 percent in 1970).

In economics the term "services" includes much more than the average person is likely to realize. Roughly speaking, it can be said to cover just about all those economically-significant fields of activity, whether governmental or private, that are not included under "agriculture," "mining," and "manufacturing." For example, the activity of supplying electric power to a community or region is a services activity whether that power is being provided by a privately owned company or by a governmentally operated one such as the TVA. And similarly for transportation, education, banking, insurance wholesale and retail trade, and also the various professional-practice services, the repair services, and so on and so on.

It's quite important to remember that a great many widely held views about "society" and about "work"—and a number of important concepts in traditional economic theory—developed over those many centuries of mankind's history in which there was no such thing as a "services-oriented" national economy.

Today it's quite important to make a distinction between services on the one hand and mining, agriculture, and manufacturing on the other. Not only that, it's also important to make some careful distinctions within each of those broad economic fields.

And this point leads up into the very important idea of "productivity"—and into the matter of inflation.

## Some Modern Economics

The idea of "productivity" has a long history in economics and in business management. However, it originated in connection with the work of hourly-wage workers who were producing physical goods or performing other physical tasks (such as bricklaying).

Thus developed the idea of "productivity" as being simply "output per man-hour of hourly-wage physical-production labor"—and that idea developed back in the era when there was usually an abundant supply of low-cost and highly docile labor.

That same view of "productivity" is still very widely held among business owners and managers today, but the more knowledgeable ones are coming to recognize its inadequacies.

To get some idea of the kinds of problems that today confront managers in their efforts to apply the idea of "productivity" let's take the case of a man who has the job of "Assistant Personnel Manager" in a medium-sized company that manufactures electronics components. Suppose that his salary was \$16,500 but is now \$18,000.

We now have this question: Has his "productivity" increased by an amount that offsets that \$1,500 pay increase?

If we say no, then by traditional economic theory we have to say that his salary increase is inflationary.

On the other hand, if we want to say that his productivity has increased, then we are faced with the problem of saying what the term "productivity" means when it's applied to the work of a managerial employee.

At a certain big chemicals manufacturing company, Hercules, Inc., it was recently discovered that it was not the company's hourly-wage physical-production employees whose pay raises were holding down profits—it was the company's white-collar group, including the middle-management people! That group of employees was under-productive in relation to the compensation they were getting. The company's corporate economist, Mr. William W. Bewley, Jr., has said that "we had a lot of shocked people around here" when those were presented.

In 1972, reports **Business Week**, the compensation of top executives in the U.S. electrical equipment industry went up by an average of 16.5 percent. But that of the auto industry's top executives rose by an average of 47.9 percent! Mr. Lynn Townsend, the chairman of Chrysler Corporation, did quite well—his compensation went up from \$210,000 to \$649,850, an increase of 209 percent!

All this was too much even for **Business Week**, although that magazine is strongly sympathetic to big business. Knowing very well that both union and non-union employees would be taking careful note of such enormous executive compensation increases, **Business Week** sourly remarked: "It is a little hard to see why more corporate managers did not elect to put themselves on the same basis as their workers."



# MY KIND OF TOWN

by Jerry Hulse

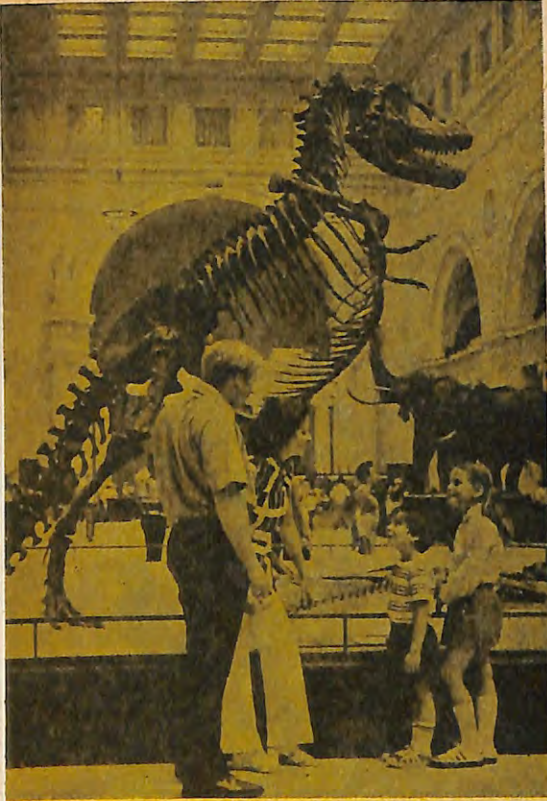
■ Chicago, long reputed to be the mid-west mecca for conventioners, this month will play host to Elks gathering for their own Grand Lodge Convention. Big, blustery, powerful, bawdy, beautiful—it's a city come alive with legends and song, crowded with pubs, lit up by neon and proud of its charms: its parks and playgrounds, marinas and museums, theaters and symphonies that are played under the stars.

Second in size only to New York, Chicago is world-renowned as America's convention capital. Month after month, thousands arrive to fill its hotels, restaurants and theaters; they speak with Texas drawls and Boston accents, hailing from each of the 50 states. New arrivals look up with awe at Chicago's modern skyscrapers: high-rise office buildings—glistening walls of glass that extend from the heart of the downtown shopping district to the North Shore suburbs, a mirror that reflects myriad scenes along the city's lovely lakefront: magnificent homes, graceful yachts, gardens, parks and a constant parade of passing cars.

Chicago at sunset is a city come alive . . . immense, exciting, reckless, sophisticated, and proud of it.



# MY KIND OF TOWN



One of the most popular exhibits at the Field Museum of Natural History is this 75-million-year-old Gorgosaurus, one member of the Dinosaur family. Extinct, thank goodness.

Chicago at sunset is something else: apartment dwellers, cocktails in hand, gaze down upon their world from lofty towers; tourists crowd skyscraper restaurants and lounges, the city unfolding beyond their picture windows—immense, exciting, reckless, sophisticated.

Chicago is the aorta through which life flows into a huge section of America. Trains by the hundreds roll into town, load up and roll right off again, stuffed with food and materials for the nation's millions. At O'Hare, airliners land and leave with a dizzying frequency. Here is where many of you will be landing soon: O'Hare, the world's busiest airport, an arrival point where last year a staggering 33 million passengers filed through its corridors.

Chicago has been alive and kicking since long before Mrs. O'Leary's cow appeared on the scene, way back in 1871. It's the town that gave birth to the nation's first skyscraper, the world's first mail order business; too, it possesses a port which does more business even than the Panama Canal.

The "toddlin' town" wears a hatful of titles: "Hub of the Nation" and "America's Host City," to name only a couple. For the visitor, Chicago bills such attractions as Shedd Aquarium, Adler Planetarium, the Oriental Institute, the Museum of Natural History, Museum of Science and Industry, the Art Institute. It offers the freedom of more than 400 parks and 15 major beaches, and during summertime band concerts are played in Grant Park and fashion models parade at Marshall Field's. Hours can be spent at the Museum of Science and Industry, a do-it-yourself push-button world of gadgetry and talk-back telephones which calls itself "the liveliest show on earth."

As America's skyscraper capital, Chicago continues on the rise. Soon to be unveiled is the Sears Tower, which at a dizzying 110 stories will be the world's tallest building, taller even than New York's World Trade Building which is destined to top the Empire State Building. Next in line is the John Hancock Center at 100 stories, and after this comes a 90-story entry by Standard Oil. Thus, Chicago claims three of the world's mightiest.

Big John, the nickname given to the John Hancock Center, looks down from an elevation of 1,107 feet. Visitors ride high speed elevators at \$1.25 a head to an observation platform on the 94th floor, there to gaze off at Illinois' neighboring states. Others dine in an elegant restaurant on the 95th floor and additional crowds get still higher in a cocktail lounge at the 96th notch. Big John's apartment dwellers live above the clouds, commuting by elevator to offices below—home to office door in less than 60 seconds. Labeled the "vertical city of the future," Big John contains a grocery, five restaurants, a department store, bank, two cocktail lounges, and row-on-row of washer-dryers. Toothpaste and curlers are sold in the building's "sky lobby" drug store and below this more than 1,200 cars are parked side by side in Big John's private garage. Altogether, 8,000 residents and office employees live and work inside the remarkable world of Big John.

Others view Chicago from the Executive House's 71 Club, Stouffer's Top of the Rock (Prudential Building), Club on 39 (the United America Building), the Pinnacle (a revolving restau-

rant perched topside on the Holiday Inn) and the Consort above the Continental Plaza where guests are served in an atmosphere of candlelight and wine with violins adding a romantic touch.

Chicago gained its reputation as convention capital for dozens of reasons, namely its wealth of fine hotels, department stores, sightseeing attractions and superb entertainment. Crowds stroll through Old Town, that mixture of splinters and neon, an extension of the Near North Side. Rock candy and spices are sold along Piper's Alley, and somewhere beyond here villagers jam the Steak Joynt, a turn-of-the-century haven for the hungry. Old Town may be tacky but it's never dull—a combination of Greenwich Village, North Beach and Bourbon Street all done up with a Chicago accent. It's a collection of art galleries and bazaars, excellent restaurants and rinky-tink saloons, floors ankle deep in sawdust and covered over with peanut shells. Beer, bright lights and jazz: that's Old Town.

Chicago's visitors crowd Mr Kelly's and the Playboy Club, Maxim's de Paris, the Camelot Room of the Sheraton-Chicago, the Camellia House of the Drake, the Empire Room of the Palmer House, the College Inn of the Sherman House, and the Pump Room of the Ambassador East. (The Pump Room remains the place to be seen, with Table No. Three set aside for the celebrity crowd.)

Chicago is an insomniac's shangri-la, a town that slows but seldom dozes. The London House stirs up a kettleful of jazz, and happy sounds rattle off the rafters at dozens of clubs from the Lake to the Loop. At the Sheraton-Blackstone out-of-towners bid for tables at Flaming Sally's, an upbeat, Dixieland dining-entertainment den with a copper floor, a New Orleans style menu and redhaired waitresses—the "flaming Sallys" of Flaming Sally's. Political, theatrical and social figures dine at the Blackhawk, an annual *Holiday* award winner; celebrities and conventioners alike crowd Trader Vic's, Don the Beachcomber's, the Stockyard Inn, Chez Paul, the House of Bertini, the Celebrity Room of the Arlington Park Towers, the Courtyard Inn, the Nantucket Cove, the Tipperary Inn, Agostino's, the Four Torches and dozens of other fine restaurants.

As America's convention capital, Chicago lists 35,000 first class rooms in dozens of hotels, among them the Continental Plaza, the Palmer House, the Blackstone, Drake, Playboy Towers, the Ambassadors East and West, the Hilton and the Sheraton-Chicago where guests paddle in the swimming pool

high above the city's storied Magnificent Mile. Elks taking part in this month's convention will make their headquarters at the Hilton. With 2,600 rooms it claims the title of America's biggest hotel—2,000 employees busy round-the-clock delivering everything from book matches to bottles of bourbon.

Whatever anyone says to the contrary, Chicago is America's friendliest city. Midwesterners come to Chicago and settle down and the rawness of the town fails to destroy that amiable midwestern manner; they greet visitors in stores along State Street or Chicago's famed Magnificent Mile—a slice of that glittering boulevard known as Michigan Avenue. State Street—that "Great Street"—takes in seven blocks in the downtown Loop: small boutiques and huge department stores, among them Marshall Field's, Carson Pirie Scott & Co. and Goldblatt's. Michigan Avenue is the home of Saks Fifth Avenue, Bonwit Teller, I. Magnin, and row-on-row of other distinguished names.

Sightseers gaze up at Marina City with its two silo-like buildings anchored alongside the river a couple of blocks from the Loop,—a complex containing, besides apartments, a marina, yacht club, an indoor swimming pool, a bowling alley, gymnasium, shops, an ice skating rink and a 1,700-seat theater, plus parking for nearly 1,000 cars—another of Chicago's "cities within a city."

Conventioneers no doubt will wish to visit the Elk's National Memorial Building, created at a cost of nearly \$4 million—a memorial to those members who lost their lives during the two great world wars. It is a fitting tribute to the heroic dead, with magnificent marble columns and a towering rotunda. You must go there for it is unlike any other attraction you will see in this city of sightseeing spectacles.

Wives especially will enjoy Chicago's wondrous American Furniture Mart on the Near North Side. For the first time in nearly half a century, the Furniture Mart has flung open its doors to visitors. Here are hundreds of showrooms devoted to wholesale home furnishings: more than five miles of corridors with immense rooms jammed with the latest in home fashions. Conducted tours take place on Mondays, Wednesdays and Fridays (cost is \$1 per person) featuring room settings by dozens of the nation's famous designers. For further information concerning Furniture Mart tours (as well as answers to other questions) contact the Chicago Convention & Tourism Bureau at 332 South Michigan Ave.

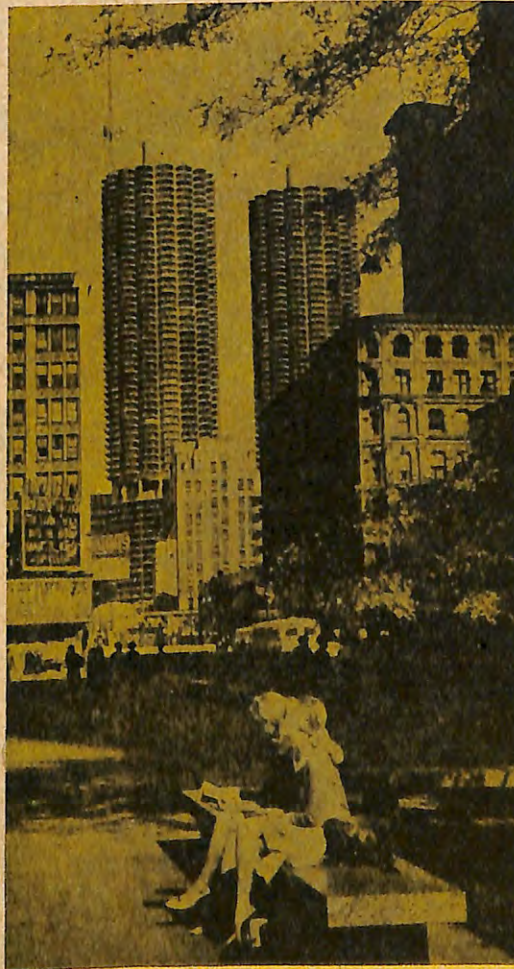
Elks and their ladies will also wish to see the controversial Picasso sculpture which dominates the Civic Center Plaza, and there are sightseeing boats which sail from the Michigan Avenue and State Street bridges for unobstructed views of the city's skyline; architecture buffs will join two-hour walking tours of Chicago's famous buildings on Tuesdays, Thursdays and Saturdays at 10 a.m., and 2 p.m. on Sundays. (Groups leave from the steps of the public library.)

Both Gray Line and American Sightseeing provide air-conditioned bus tours of the city, and those with extra time to spare may join American Sightseeing's excursions into the "Land of Lincoln," including New Salem as well as the historical shrines of Springfield, the state capital.

While Chicago no longer publicizes its days of bandits, bullets and bootleg booze, a Chicago newspaper friend of mine believes a "hoodlum tour" of

town would be a smashing success, spotlighting the tumbledown hotel on Michigan at Cermak where Al Capone once hung his holster, as well as the scene of the St. Valentine's Day massacre, and the old Biograph Theater where John Dillinger was double-crossed by his sweetie, gunned down by the FBI. On a sweltering night in 1934, Dillinger and his girlfriend—the celebrated lady in red—entered the Biograph on North Lincoln Avenue, sat through the main feature and exited out the front door. Moments later it was all over for the Indiana farmboy who grew up to become Public Enemy No. 1, accused of holdups netting half a million dollars, along with the deaths of nearly a dozen lawmen. Although Dillinger has been gone these many years, movies still flicker in the old Biograph.

Chicago . . . well, the name rings out: big, blustery, powerful, bawdy, beautiful—a city come alive with legends and song . . .



Seeing the sights in Chicago's famous Loop? Try the Civic Center Plaza, boasting light, breezy parkway . . . and Pablo Picasso's giant five-story sculpture.

# SIGHTSEEING

# attractions

**From China Town to Navy Pier, there's plenty to see and do in Chicago.**

**FOR VISITING ELKS**, here is a guide to airports, bus and rail services, plus the city's major sightseeing attractions. Bring it along as your personal list of tips while attending the Grand Lodge Convention.

## AIRPORTS

**O'Hare Field**, servicing 31 scheduled commercial airlines including 17 direct international flights.

**Midway Airport**, 11 scheduled airlines and general aviation.

**Meigs Field**, private service, third level airlines and commuter airlines.

## RAIL

**Illinois Central**, 135 East 11th Street, 922-4811

**LaSalle Street Station**, LaSalle and Van-Buren, 922-3200

**Northwestern Station**, 500 West Madison, 346-7979

**Union Station**, Canal and Adams Sts., 372-6700

## BUS

**Greyhound Bus Terminal**, Clark and Randolph Sts., 346-5000

**Continental Trailways**, 20 East Randolph Street, RA 6-9510

## SIGHTSEEING COMPANIES

**American Sightseeing**—530 South Michigan Avenue, Chicago, Ill. 60605, 427-3100.

**Chicago Gray Lines, Inc.**—400 North Wabash Avenue, Chicago, Ill. 60611, 329-1444.

**Wendella Sightseeing Boats**—400 North Michigan, Chicago, Ill. 60611, 337-1446.

## SIGHTSEEING ATTRACTIONS

**Architectural Walking Tours**/Architectural walking tours of Chicago's Loop buildings, given by Chicago School of Architecture Foundation every Tuesday, Thursday, and Saturday at 10 a.m., April through October; and every Sunday throughout the year at 2 p.m. Starts at north steps of Chicago Public Library, Randolph and Michigan. \$1.00 contribution. 326-1393.

**Art Institute**/Michigan at Adams, 236-7080. Founded in 1866. One of America's finest collections of cultural treasures. Also location of widely reputed art school. Goodman Memorial Theater and Ryerson and Burnham Art libraries. Open weekdays 10-5; Thurs. until 8:30; Sun. and hol. 1-6.

**Auditorium Theater**/50 E. Congress, 922-2110. Designed by Louis Sullivan and Dankmar Adler. Seats 4000. Concerts and other musical events. Opened in 1889.

**Board of Trade**/Jackson at LaSalle, 922-2800. Largest grain exchange in world, topped by giant statue of Ceres, goddess of harvests. Gallery open Mon.-Fri. 9:30 a.m.—1:15 p.m.

**Buckingham Fountain**/in Grant Park at

Congress. Most beautiful fountain in America. Illuminated at night with rainbow of brilliant colors. Operated from May to Sept.

**Chicago Locks**/Big enough to float ocean steamers where St. Lawrence waterway meets the Mississippi River system.

**Chicago Mercantile Exchange**/110 N. Franklin, RA6-6490. World's leading futures-trading produce market. Open 9:05 a.m.-1:30 p.m., Mon.-Fri.

**Chicago Public Library**/Michigan at Washington—founded after the fire of 1871. Has more than 2,000,000 volumes. Located on site of Dearborn Park, city's first public park and before that, part of Fort Dearborn military reservation.

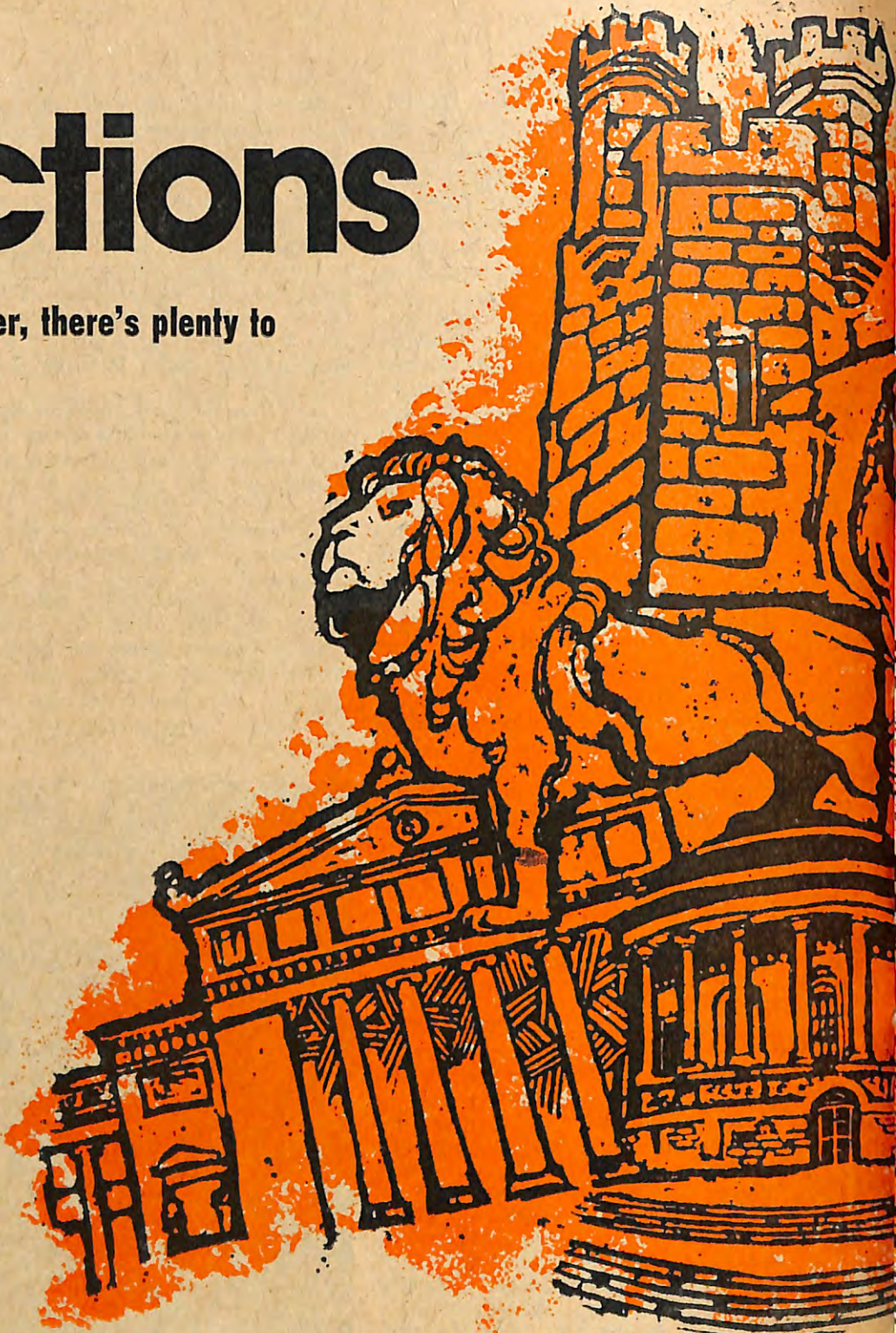
**Grant Park**/between Lake Michigan and

Michigan Avenue from Randolph to 14th Street. Built entirely on land reclaimed from the Lake.

**Grant Park Band Shell**/at Field Drive and 14th, 427-5252 for schedules. Free outdoor summer concerts, Wed.-Fri.-Sat., 8 p.m., Sun.-7 p.m. Season opens June 26—closes August 28.

**Jade House**/24 North Wabash, Suite 932, phone 641-0041. Chicago's famous exclusive jade exhibit, featuring a breathtaking display of fine carved jade art objects, antique and modern jade jewelry. You are invited to come in and browse. Open weekdays 10:30 to 5, Thurs. until 6.

**Maurice Spertus Museum of Judaica**/A museum housing one of the world's largest private collections of Jewish artifacts,





skyscraper and first Chicago skyscraper built with air rights. Affords long range view of Chicago from observation deck on "Top of the Rock." Mon.-Thurs. 9-10:30; Fri. 9-12:30; Sat. 10-12:30; Sun. 12-10:30.

**Chicago Historical Society**/in Lincoln Park at Clark and North, 642-4600. A history of America reproduced in 38 exhibit rooms, highlighted by the Lincoln collection. 9:30-4:30; Sun. and Hol. 12:30-5:30. Adults 50¢, children 25¢. Mon. Free.

**Chicago Sun-Times & Chicago Daily News/Sun-Times & Daily News Building**, 401 N. Wabash, 321-2032. A guided tour of the operations of two daily newspapers. Mon.-Fri., 9:30, 10:30, 2:30 & 4. Children under 9 not admitted. Reservations required. Free.

**Chicago Tribune & Chicago Today/Tribune Tower**, 441 N. Michigan, 222-3993. A 75-minute guided tour of the newspaper plant with 30-minute color film and a walk-through of newsrooms, composing rooms and press room. Reservations required. Mon.-Fri. 9:30, 11:00, 1:15 and 2:45. Sat. 9:30, 10:45, 12:00, 1:15. Free.

**International College of Surgeons—Hall of Fame**/1516 Lake Shore Drive, 642-3555. Murals, statues, exhibits demonstrating the history of medicine. Daily 10-4, open Sunday. Free.

**John Hancock Center**/875 N. Michigan, 751-0900. Observation tower open daily 9 a.m.-midnight. Adults \$1.25, children 75¢.

**Marina City/Dearborn** at Chicago River, 222-1111. Daring new concept in downtown residential living. Each of two 60-story buildings are cylindrical in shape and contains apartments, shopping centers, offices and recreational facilities.

**Museum of Contemporary Art**/237 E. Ontario, WH 3-7755. Changing exhibits on paintings, sculpture and other modern art on display at this new museum. Mon.-Sat., 10-5, Thurs. 10-8; Sun. 12-5. Adults \$1.00, children, students 50¢. Members free.

**Navy Pier**/at Grand Avenue and the Lake, 744-4000. Extending 3,000 feet into Lake Michigan. Used for trade shows and special local events. Open 10-10.

**Old Town**/a colorful and cosmopolitan area of distinctive shops, boutiques, restaurants and pubs with hearty American cuisine. Has a triangular boundary of Schiller Avenue on the south, Ogden Avenue on the west and Clark Street on the east. The area also includes some of Chicago's finest restored Victorian residences.

**Piper's Alley**/Wells and North Avenue (Old Town). A large Tiffany lamp indicates the entrance to the famous 19th century bakery now an array of shops, theatres, pubs and restaurants.

**Polish Museum**/984 Milwaukee Ave., 384-3352. The archives and museum of the Polish Roman Catholic Union of America collects and exhibits everything that pertains to the history of Polish heritage. Daily 1-4, Free.

**Ripley's Believe It or Not Museum**/1500 N. Wells, 337-6077. Fabulous exhibits of oddities, curiosities, and art objects collected by Robert L. Ripley during travels to 198 foreign countries. Open noon to midnight daily. Adults \$1.50, children 75¢. Call for special group rates.

**Rush Street**/From East Chestnut Street north to Division Street. Chicago's lively night club entertainment area near the Gold Coast.

**Water Tower**/On Michigan just north of Chicago Avenue—Landmark at point where Fire of 1871 reached its northern limits.

**Chicago Academy of Sciences**/In Lincoln Park, 2001 N. Clark, 549-0606. Exhibits depicting natural history of Chicago area. Daily 10-5. Free.

**Elks National Memorial/Diversey** and Lake View, 477-2750. Stately tribute to servicemen of two World Wars. Open daily—10-5. Free.

**Farm in The Zoo**/2000 N. on Stockton Dr. in Lincoln Park, HA 7-5252, 549-3000. A project of the Lincoln Park Zoological Society. The Main Barn, the Farm's principal exhibit and demonstration area, features displays of farm-grown products. The Dairy Barn contains a fine herd and a milking parlor. Two new barns display horses and beef cattle. Daily 9:30-5. Free.

**Lincoln Park—Zoo—Conservatory**/549-3006. Park on Lake Front from 1600 to 5200 North . . . City's best known park, with four bathing beaches, three yacht harbors. Zoo at Stockton Drive and Armitage contains over 2,500 specimens, including the largest group of gorillas in captivity. Daily 9-5. Free. Conservatory among best in horticultural work at Stockton Drive and Fullerton. 9-5, Free.

**Chicago Stadium**/1800 West Madison, 733-5300. Only 10 minutes from Loop.

**Garfield Park and Conservatory**/3400 to 3800 West, 500 North to 500 South, 533-1281. Park covers 188 acres. Largest botanical conservatory under one roof in the world. Permanent collection of 5,000 species valued at \$1,500,000. 9-5; 9-9 on show days. Free.

**Humboldt Park**/1000 to 1600 N. and 2800 to 3200 W. Famed for its outdoor floral displays.

**Sears, Roebuck & Company**/925 S. Homan, 265-3749. A tour of the world's largest mail order house. Tues.-Fri. 9:45 and 10:45 a.m. and 1:45 p.m.

**Adler Planetarium**/on Lake Front at Roosevelt Rd., 922-4488. First astronomical museum in America actively reproducing workings of celestial orbit. Observation deck open throughout the summer. Daily 9:30-4:30 except Tues. & Fri. 9:30-9:30. Free.

**Chinatown**/Wentworth and Cermak Rd.—A picturesque community with its beautiful gift shops and restaurants serving authentic Cantonese food. For special tours call CA 5-0234, (after 1:30 p.m.)

**Field Museum of Natural History**/in Grant Park at Roosevelt Rd., 922-9410. Among world's leading collections in fields of anthropology, botany, geology and zoology. Founded in 1893. Open daily 9:00, closing time varies with the season. Adults \$1.00, children 35¢, families \$2.50. Fri. Free.

**Shedd Aquarium**/Lake Front & Roosevelt Road, 939-2426. The world's largest aquarium displaying the most outstanding and complete exhibits of marine and fresh water creatures. 7,500 specimens representing 350 species. May, June, July, Aug. 9-5. Sept., Oct., March, April 10-5. Nov., Dec., Jan., Feb., 10-4. Free Fri. Adults \$1, children 35¢, families \$2.50.

**Brookfield Zoo**/3100 South and 8500 West, Brookfield, Ill. 242-2630. America's most unusual zoo with man-made moats, gullies, and mountains instead of bars, separating spectators from animals. 176 acres, more than 2,300 specimens. Open 10-5 daily. Summer hours 10-6. Adults \$1, children 25¢, children under 15 with an adult admitted free. Tuesday free.

**Museum of Science and Industry**/on Lake Front at 57th St., 684-1414. Housed in the beautiful Fine Arts Building of the 1893 Columbian Exposition, America's most heavily attended museum with more than 3,000,000 visitors annually. 14 acres of exhibits showing latest developments of science and industry. Open daily at 9:30. Closing time varies with the season. Sun.-Hol., 10-6. Admission free to all but coal mine, nickelodeon and captured German Submarine U-505.

manuscripts, and ceremonial objects. Mon.-Thurs., 10-4; Sun. 10-3 except summer, closed Sat. Free. Spertus College of Judaica, 72 E. 11th Street, 922-9012.

**Midwest Stock Exchange**/120 S. LaSalle Street, 346-1111. Securities market for the Middle West. Mon.-Fri., 9-2:30. Free.

**Opera House**/Madison and Wacker, 346-6111. Seating capacity 3,531. Stage is 13 stories high. Operas, concerts and musical events.

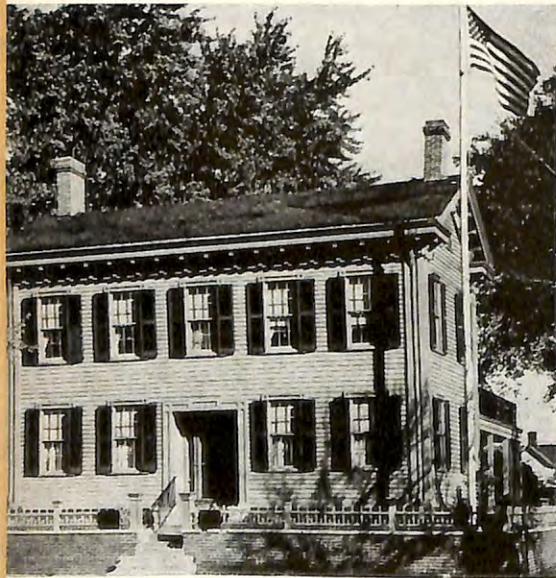
**The Picasso Sculpture**/in Chicago's Civic Center Plaza, was created especially for the city by the world famous master. Sculpture is 50 ft. in height and weighs 162 tons.

**Prudential Building**/Randolph and Michigan, 822-3456. Chicago's first post WWII

# midwestern

**Just hours outside of Chicago, an old-new, exciting-enchanting world waits to be discovered.**

*by Alfred S. Borcover*



From the Michigan Dunes, waiting to be explored (top), to the only home Lincoln ever owned, the Midwest's attractions are myriad.

Chicago lies in the heart of a great vacationland. Within easy driving distance of this dynamic city are myriad attractions—rich historical sites, wooded state parks, verdant farmland, canyons carved by churning rivers, rugged palisades overlooking the Mississippi River, and other cities to explore. There are ample choices for a pre- or post-convention holiday.

If this is your first trip to the Land of Lincoln, you should journey to Springfield, Illinois' capital, and to nearby New Salem State Park. Abraham Lincoln, rail splitter, circuit rider, political debater, and 16th President of the United States, came to Springfield in 1837 to practice law. From here he launched a career which took him to the White House. In Springfield you can visit the only home that Lincoln ever owned, a two-story frame house that contains some of the original furniture. It was in this house, now a National Historic Site, that he was told of his election to the Presidency.

In Springfield's Lincoln Square stands the Sangamon County Courthouse, the Old State Capitol. Lincoln made his famous "House Divided" speech here and it is where he lay in state after his assassination. In Springfield's Oak Ridge Cemetery is the impressive Lincoln Tomb State Memorial where he, his wife, and three of their four sons are buried.

Lincoln came to Springfield from nearby New Salem, where he spent his early adult years. New Salem has been restored, and a visit transports you back into the Lincoln years. There are all the old buildings—Lincoln's log cabin, Rutledge Tavern, a grist-and sawmill, the blacksmith shop—a touch of the 1830s.

It was in New Salem that Lincoln worked as a clerk, a surveyor, and

postmaster and where he educated himself. New Salem is of special interest to school children because it brings life to history courses and offers an accurate picture of the early American frontier.

Another Illinois town that can carry you back a hundred years or so is Galena. While Lincoln was getting started in Springfield, and Chicago was just a muddy town, Galena was a bustling lead mining center. It also became the home of Ulysses S. Grant, Civil War general and 18th President of the United States. The city is built on five levels, and the old homes which line the steep, tree-shaded streets have changed little through the decades. Many of the homes are open to the public. The big attraction is the Grant home, which was given to him by the townspeople after he returned triumphant from the Civil War. The tastefully restored home contains furnishings and china and silver used by the Grants in the White House.

Close to Galena is the Mississippi River and the scenic drive to Mississippi Palisades State Park. The palisades offer a sweeping view of the river and neighboring Iowa. The park also has Indian mounds and hiking trails.

Another of Illinois' fascinating historic places is Nauvoo, a quiet Mississippi River town that was a Mormon center during the early 1840s. During its early history, Nauvoo was the largest city in Illinois. A great temple perched atop a hill dominated the town, but all that remains of the temple are some decorative stones. Some other Mormon traces remain—the house where the Mormon leader, Joseph Smith, lived; the restored home of Brigham Young, Smith's successor; and the graves of Smith and his wife. Today Nauvoo is noted for its late

# magic

summer wine and cheese festival.

If you want to slip away from the bustle of the city into a primeval setting, you can sample the bluffs, canyons, and caves of Starved Rock State Park, about 100 miles southwest of Chicago. The park is rich in history and Indian lore, too. Father Marquette founded the first Jesuit mission in this area in 1675—the first in what became Illinois. In 1683 La Salle, a French explorer, built a great fort from which to fight the Indians and confine British colonization. A monument marks the site of the old Fort St. Louis, which finally was abandoned by the French in 1691.

Starved Rock gets its name from a legend about a group of Indians besieged on a rock and left to starve rather than be massacred. There's a pre-Columbian Indian burial ground at Starved Rock and several Indian village sites. The park has many hiking trails. The odd rock formations and gorges, carved by the Illinois River, make it one of the state's most popular parks. There's a small lodge in the park overlooking the river.

Elsewhere in Illinois there is the University of Illinois at Champagne-Urbana, Southern Illinois University at Carbondale, and the vast Shawnee National Forest, 800,000 acres of verdent wilderness in the southern tip of the state.

If you are looking for city life on a much smaller scale than Chicago, you can sample the *gemuetlichkeit* of Milwaukee, Wisconsin, 90 miles to the north. If you can coincide your holiday with the Fourth of July, you can see one of the biggest spectacles in the country—Old Milwaukee Days. Sponsored by the Joseph Schlitz Brewing Company, the old-style Independence Day celebration is highlighted by the largest circus parade in the world. Seventy ornately carved and colorful circus wagons from the Circus World Museum in Baraboo, Wisconsin, are loaded on flat cars and brought to Milwaukee for the parade. Clowns, marching bands, wild animals, strut-

ting horses, including a 40-horse-hitch, make the parade unforgettable. Fireworks displays and concerts are part of the big Fourth celebration, too.

There is a Lakefront Festival of Arts in June as a prelude. Milwaukee also boasts a superb zoo, the three-domed Mitchell Horticultural Conservatory, and an exciting Public Museum of natural history.

Milwaukee, of course, has some fine German restaurants to satisfy your hunger pangs, and the city's breweries—Schlitz, Miller's, and Pabst—offer free tours and samples to quench your thirst.

Milwaukee is a good jumping off point if you want to explore and enjoy more of Wisconsin. You can head north for Green Bay, home of the famed football Packers and the New England-like scenery of Door County. The 60-mile-long Door County peninsula, washed on one side by Green Bay and on the other by Lake Michigan, is Wisconsin's most delightful vacationland. Within the county are two state parks, farms, cherry orchards, and 250 miles of shoreline. Among the towns are Sturgeon Bay, Bailey's Harbor, Ephraim, Ellison Bay, Egg Harbor, and Fish Creek. Facilities are available for all the outdoor sports you can think of. But in addition there are art galleries, numerous shops to poke around in, and snug harbors to photograph. Accommodations range from posh resorts to simple campgrounds.

North of Green Bay is Wisconsin's northwoods, a wonderland of towering forests and lakes. Vilas County, in the heart of the northwoods, has some 1,300 lakes within its boundaries. Camping, fishing, and boating opportunities abound, but the area also has many fine resorts.

West of Milwaukee is Madison, the state capital with its ornate granite capitol; the University of Wisconsin campus; the State Historical Museum with its Indian pioneer relics; and the U.S. Forest Products Laboratory, open for public tours.

Northwest of Madison is Baraboo, once the winter headquarters of Ringling Brothers Circus, now home of the famed Circus World Museum, with its restored circus wagons, working steam calliope, and vast array of circus memorabilia.

Nearby, at Freedom, is the Mid-Continent Railway Museum, where you can take a nine-mile ride on an old train pulled by a puffing steam locomotive.

Top attraction in this area, though, especially with children, is the Wisconsin Dells resort area. There are scenic boat rides through the strange rock formations carved by the Wisconsin River, Fort Dells, a commercial pioneer village, the Tommy Bartlett water ski show, and the colorful Indian ceremonies at Stand Rock.

Other attractions in the Badger State include the House on the Rock, at Spring Green, a remarkable 13-room home built atop a 59-foot chimney rock; Mount Horeb, a touch of Norway near Madison; New Glarus, a Swiss community also near Madison; and Stonefield Village, a reproduction of a little country town founded in 1836.

Just opposite Chicago, on the eastern shore of Lake Michigan, lies another popular Midwest playground. During the summer months many of western Michigan's towns turn into delightful resorts.

Saugatuck, north of Benton Harbor and St. Joseph, is a well-established vacation haven with numerous activities. There's sunning, swimming, fishing, and boating, but you also can go hiking, bicycling, play tennis or golf, or even ride Dune Schooners along the Michigan dunes. Saugatuck also is a summer art colony—known as the Ox-bow colony—attracting students from all over the country. Night life includes the Red Barn Theater, which offers summer stock productions.

Holland boasts the only authentic Dutch windmill on the continent. The 200-year-old transplanted windmill,

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called De Zwaan (the swan), still grinds flour that visitors can buy. The windmill stands in Windmill Island Park, a bit of the Netherlands in Michigan. Another attraction is a wooden shoe factory—where you can buy a pair of wooden shoes.

To the north lies the popular Grand Traverse Bay, Charlevoix, Petoskey, Harbor Springs, and Mackinac Island resort areas. On the eastern side of Michigan you can visit Greenfield Village and Henry Ford Museum, a 260-acre slice of Americana, at Dearborn; or tour the General Motors or Chrysler plants in Detroit.

If you are looking for a different way of reaching the Michigan shore, you can drive up to Milwaukee and sail across Lake Michigan on the Chesapeake & Ohio autoferry to Ludington. The lake cruise takes about six hours.

Excursions into Indiana can be rewarding, too. In less than an hour's drive from Chicago you can explore the sand dunes along the southern tip of Lake Michigan at Indiana Dunes State Park and the Indiana Dunes National Lake Shore, more than 11,000 acres of beach, dunes, and woodland laced with scenic trails. The trails are mapped and take you to the unusual natural beauty of twisted trees and odd plantlife.

Continue east and you can visit the famed campus of the University of Notre Dame, with its gold-domed administration building, quadrangles, and stadium where the Fighting Irish play.

Also in northern Indiana you can visit Elkhart, "Band Instrument Capital of the World"; Goshen, with its Mennonite background; Peru, with its circus festival in July and nearby Bun-

ker Hill Air Force Base, sometimes open to visitors; Indiana Beach at Monticello, the state's largest summer resort; Lafayette, home of Purdue University; beautiful Turkey Run State Park, with its gorges, streams, and virgin timber; and the numerous covered bridges around Rockville in Parke County.

Indianapolis, state capital and site of the Indianapolis 500, offers the Speedway Museum, of special interest to auto racing buffs, and the Children's Museum of Indianapolis.

In southern Indiana, south of Indianapolis, is another beautiful park, Brown County State Park, largest in the state system. This 17,000-acre sylvan wonderland offers boating, fishing, swimming, and horseback riding, along with splendid scenery.

West of the park is Bloomington, home of Indiana University which offers excellent summer opera. You'll find more Lincoln lore around Rockport, Lincoln City, and Lincoln State Park. There's Vincennes, one of the oldest settlements in the early northwest and site of an old fort and the George Rogers Clark Memorial commemorating the winning of the Northwest Territory.

St. Louis, southwest of Chicago in Missouri, has a great array of attractions—the 630-foot Gateway Arch, Forest Park with its zoo and conservatory and McDonnell Planetarium; the Municipal Opera in Forest Park; boat rides on the Mississippi; and Six Flags Over Mid-America, a 200-acre theme amusement park.

This is a sampling of what you can expect to find on a Midwest holiday within hours of Chicago. The variety is endless. ■

## GUEST EDITORIAL

I'm the guy who was asked to join the organization. I'm the guy who paid you dues to join, stood up in front of all of you and promised to be a loyal and faithful brother.

I'm the fellow who came to every meeting since that time, but no one paid any attention to me. I tried several times to be friendly to some other fellows, but they all had their "buddies" that they had to talk to and sit with. I sat down along with unfamiliar faces several times. They didn't pay much attention to me.

I hoped very much that somebody would have asked me to take charge of an activity, but no one asked me. I wanted very much to do something to help out. But no one saw my hand when I volunteered.

I missed my first meeting since

joining because my wife was sick and I couldn't make it. But, no one asked me at the next meeting where I was. Gosh, I guess it didn't matter very much to the others whether I was there or not.

You might say that I am a good guy, a family man, that I hold a responsible job—love my community. You know who else I am? I'm the guy who never came back!

It amuses me when I think back on how the Exalted Ruler and several members were discussing why the lodge was losing members. It amuses me now to think that they spent so much time talking about new members—and I was there all the time. All they needed to do was to make me feel needed, wanted and welcome! DOES THIS FIT YOUR LODGE?



# THE JOY OF GIVING

Elks National Foundation  
2750 Lakeview Avenue  
Chicago, Illinois 60614



Robert Lane (center) was honored recently at Hot Springs, Ark., Lodge for his donation of \$2,000 to the Elks National Foundation. On hand to congratulate him were PER James Webb (left) and ER Thomas Sullivan.



The red heart pin was presented to Gov. Walter J. Hickel (center) at Anchorage, Alaska, Lodge by ER Charles Ingersoll. Lodge Foundation Chm. R. W. Davison (left) achieved 162 new Foundation members for the year.

Brother Stuart Walker of Pocatello, Idaho, Lodge was honored recently by the Elks National Foundation. PGER Frank Hise presented a certificate of appreciation to Brother Walker for his outstanding work in the state to benefit the National Foundation.



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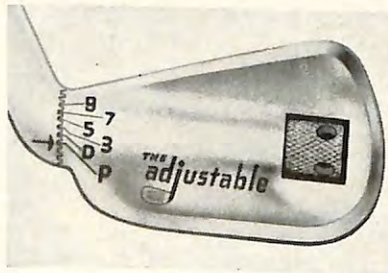


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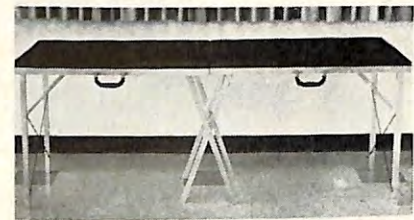
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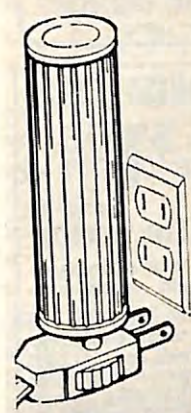
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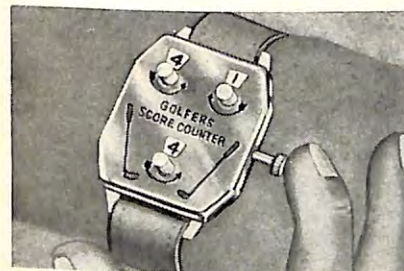
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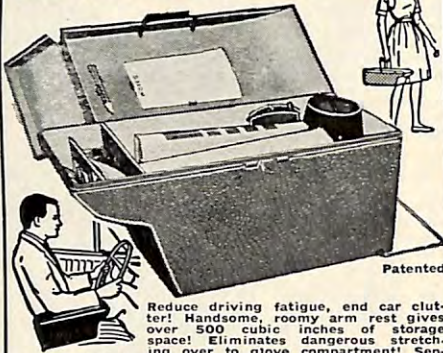
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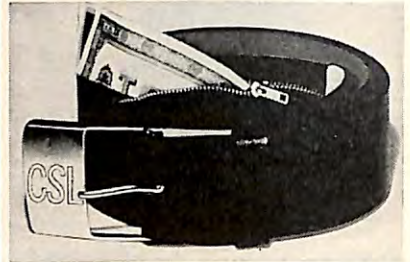
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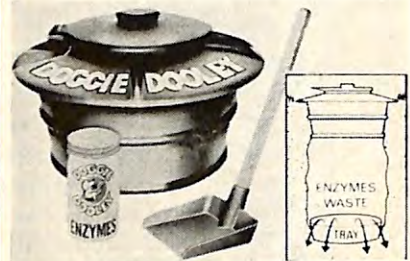


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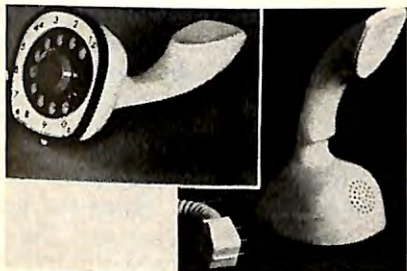


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Reducing belts may come and belts may go, but our WAIST-AWAY belt that started it all, continues to trim bulging waistlines long after the imitators have fallen by the wayside. That's because the WAIST-AWAY method is a basically sound, scientific method that works for everyone. The WAIST-AWAY belt was the first with the tested and proved reducing principle that athletes have used successfully for years.

It took a champion athlete to develop the WAIST-AWAY Belt. Athletes in training have used rubber "sweat suits" to lose bulk fast. All that was needed was to find a way to concentrate the body's heating effect on the area bulging with fat.

**All belts are not the same**

All "reducing belts" are not made with the same materials and design as the WAIST-AWAY. Some imitate, but none can duplicate the original WAIST-AWAY design. Note these important differences:

WAIST-AWAY is made of the same soft, rubber-like composition that the athletes use. This is the most effective material to make your body heat sweat away the excess moisture that adds to bulky fat. And it's the most comfortable to wear next to your body. Not a cheap elastic or cloth.

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## Invisible Surgery (Continued from page 9)

technique has two advantages. First, we do not have to do a craniotomy—a drilling through the skull which is sometimes dangerous to the patient. And second, we have a direct line of sight which allows us better use of the microscope.”

He makes the point that after such an operation patients are often able to eat their meals within 24 hours and leave the hospital within five to six days.

“After a pituitary operation under the microscope, one woman patient who was exceedingly fearful told me later,” says Dr. Rand, “that it was a lot easier than she expected—and not even very painful.”

“It was a small price to pay for a new lease on life,” she told her friends.

Medical literature is beginning to contain many dramatic examples of how microsurgery has saved some other lives:

- At the Cleveland Clinic, following animal experiments by Dr. Jack Cannon of UCLA, Dr. Rene Favaloro has developed the “bypass graft” of the heart which uses arteries from the leg to replace cholesterol-clogged coronary arteries. Not long ago, Dr. George E. Green performed such an operation on a 42-year old lawyer named Jack Chronin who had suffered his second heart attack. Eight weeks later he was tossing his two daughters, Jill and Lisa, into the air.

- In New Orleans, Dr. Peter Janetta, now director of the Division of Neurological Surgery at the University of Pittsburgh’s School of Medicine, was called upon to treat a 41-year old precision mechanic who developed a spasm on the left side of his face. He was out of work because the spasms shook his whole body—making it impossible to perform delicate mechanical adjustments. Microsurgery behind the ear found that a small vein was compressing and distorting the facial nerve where it exited from the brain stem. Microsurgery moved the nerve about two millimeters and the problem was corrected. Some 17 other patients have been similarly helped by Dr. Janetta.

- At Mount Sinai Hospital in New York, Dr. Jacobson tells about a 35-year old man who had a bilateral vasectomy at the age of 28, having already fathered two children. This is a fairly simple operation performed under the microscope, in which the tubes that carry sperm are blocked off. Sexual relations are possible, but the chances of a husband’s sperm reaching the wife’s ovaries are impossible.

“Shortly afterwards,” said Dr. Jacobson, “his wife was killed in an auto-

mobile accident and he subsequently remarried. The new wife desperately wanted another child. Again under microsurgery, we were able to rejoin the previously severed tubes that carried the sperm. The operation was successful and the couple had the baby they wanted.

“I remember this case vividly because the proud father sent me a picture of the new arrival shortly after birth. At the time, I felt rather guilty because the child appeared extremely homely. But I’m pleased to say that I receive a picture of her every Christmas and the six-year old girl has grown prettier every year.”

For all its dramatic advances, microsurgery is still in its infancy. Ahead lie refinements of techniques and procedures still to be developed that can probably alleviate stroke, coronary ailments, children’s diseases and plastic surgery *before* they become costly, major medical problems.

Surgical microscopes are available in almost every major United States hospital—and in many others around the world—where otologists and ophthalmologists perform surgery on ear and eye problems. The critical shortage lies in specialists trained to use them for other kinds of operations. It usually requires several months of practice on laboratory animals—rats, cats, dogs and monkeys—before a surgeon is ful-

ly qualified to operate on a human being under the delicate eye of the microscope.

“It’s astonishing,” Dr. Hugo Krayenbuhl of Switzerland is quoted as saying in the textbook *Microsurgery* by Dr. M. G. Yasargil, “that the operating microscope has come to be employed so late in the field of neurosurgery.” Astonishing, indeed.

Dr. Rand adds that many surgeons are reluctant to abandon standard procedures learned in medical schools 10, 20 or 30 years ago. But if we are to progress in the new art of microsurgery, physicians young and old must be retrained. They must learn a whole new art.

“Our greatest hope lies with the bright young men and women of today’s medical schools who will be the surgeons of the future,” he emphasizes. “Women especially, because of their patience and manual dexterity, should make excellent microsurgeons. The public can help by learning more about these new procedures and asking their physicians about them. That’s the best way.

“We have the tools and the techniques for a giant step forward in medicine that will help every member of the family—mother, father, children, grandparents. When needed, microsurgery should be used as routinely as electrocardiograms, X-rays or blood tests. Only then will we have developed the full possibilities of ‘invisible’ surgery.” ■

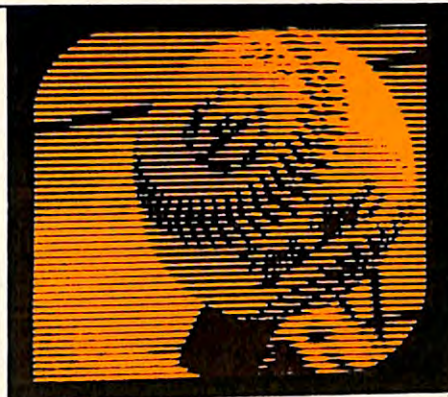


Put your shirt on—it's the President!



# SPORTS ACTION

by Don Bacue



## "ALLEN'S ALLEY"

They call it "Allen's Alley." They call it "Murderers' Row." But whatever name they tag it, the American League has come to recognize the Chicago White Sox' lineup as one of the most formidable in baseball history.

Shades of the N.Y. Bombers! It's Mantle, Maris, Berra, and Howard all over again. Could it lead to the type of domination the Yankees knew back when they won 14 out of 16 consecutive pennants (from 1949 through 1964), including an unprecedented string of five pennants in a row? Not only could, but will.

Just hapless conjecture? Not at all. It goes much deeper than that. Let's look at the record.

The 1956 Yankees had a formidable pitching staff, spearheaded by Whitey Ford and Bobby Shantz. And in the bullpen, such speed merchants as Ryne Duren, who I still profess to be the fastest pitcher I ever saw. (Feller? Sorry, Cleveland, I missed him. But if he was faster than Duren, he must have been unbelievable!) Duren could have made it big like Feller, except for one minor flaw: he couldn't see. Or couldn't see well enough to do the job consistently. When he uncorked his steamer, no one was safe. Not batter, not catcher, not umpire, not hot dog jockey working the first 10 rows anywhere near home plate.

But, while the Yanks had quality hurlers, look at the Sox' staff. As of this writing, knuckleballer Wilbur Wood leads the league in victories and has pitched more than three full games of shutout baseball. A remarkable feat. Other starters? There's Stan Bahnsen, one-time N. Y. Yankee castoff. And knuckleballer Eddie Fisher. The Sox' bullpen? Fantastic, boasting South American trickster Cy Acosta and fireballing Terry Forster.

But where the Sox really sparkle is at the plate. "Allen's Alley" is more than some ambitious ad man's pipe dream. It is Dick Allen, the highest paid baseball player in the history of the sport and the American League's Most Valuable Player in 1972. Follow-

ing him, "Beltin'" Bill Melton, Ken Henderson, Ed Herrman, Carlos May, and Pat Kelly, the league's leading hitter at this writing, with an amazing average of nearly .450 after some 20 games of play.

What does it all add up to? Well, among other things, it means the Chicago White Sox are firmly planted in first place, a position they're not likely to surrender easily; it means they've just won 9 games in a row, sweeping series from such powerhouse teams as the Boston Red Sox, the N. Y. Yankees (twice), and the Baltimore Orioles; it means they've won 16 out of their first 20 games of the '73 season; and it means the Chicago White Sox are walking away with all the marbles this year.

Can they do it again in '74, '75, '76? Maybe. They're young enough and talented enough and, like the Yanks of Old, blessed with a fantastically sharp manager, Chuck Tanner.

Tanner is not the kind of manager that will work for just any team. He is a player's manager, nothing more, nothing less. He's not the least bit interested in what's going on in club owner John Allyn's head. He's interested in what's going on on the field. And that's the way it should be.

There've been scores of "baseball tacticians" over the years, of course. But I honestly believe Tanner surpasses even the legendary Paul Richards in that department. He maneuvers pitchers, batters, and fielders with uncanny prowess. And that's the type of skipper a ball club needs in order to make things "go."

Will the Sox ever lose Tanner, the way they so foolishly let Richards slip through their fingers back in 1954? For the Sox' sake, I hope not. For baseball's sake, too. Here's a man that's just too good to go bouncing around from city to city, looking for a home. The fans know it. The players know it. And what's more owner Allyn knows it. And with all that "knowing," you just know good things are coming for the Sox' in '73.

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Please send the following Sprayers with complete money-back guarantee, if I am not absolutely delighted.

One for \$2.98  Two for \$5.49

Add 50¢ for postage and handling for each sprayer ordered.

New York State residents please add appropriate sales tax.

I enclose  Check for \$ \_\_\_\_\_  Money Order for \$ \_\_\_\_\_  
or charge by  Master Charge  BankAmericard  
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Please send the following Alabaster Owls with complete money-back guarantee, if I am not absolutely delighted.

One for \$7.95  Two for \$14.95

Add 50¢ for postage and handling for each owl ordered.

New York State residents please add appropriate sales tax.

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— DIVISION OF BEVIS INDUSTRIES, INC. —

## ... Other Disastrous Years (Continued from page 20)

our nation had a sound, secure tomorrow. We had emerged from World War I the strongest nation in the world. We were rich. Many promising new industries were beginning: radio, avia-

tion, motion pictures, electrical equipment. Our banking system was sound (having learned its lessons earlier). Or so we thought. We'd be learning more about that later.

# did you know...



The Order of Elks has shown an increase in membership every year since 1939. To the best of our knowledge, no other fraternal order can match this record of growth.

☆☆☆

The top ten membership-gain states accounted for 10,671 of a total of 11,181 new Elks last year. The leading state was Florida with an increase of 2,326. The other nine were Oregon, Colorado, North Dakota, Massachusetts, Maryland-Delaware-D.C., Tennessee, New York, North Carolina and Oklahoma.

☆☆☆

The Georgia State Elks Association's major project is the Aidmore Hospital for Crippled Children in Atlanta. They budgeted \$55,000 for the project this year (1972-73).

☆☆☆

The Louisiana State Elks Association has adopted as its major project the Southern Eye Bank. The budget for 1972-73 was \$24,000.

☆☆☆

The Elks National Service Commission allocates an average of \$300,000 a year to state associations and lodges that have direct responsibilities in the operations of programs in their area veteran's hospitals.

☆☆☆

The Washington State Elks Association will spend over \$200,000 this year on their major projects which include the administration of physical and occupational therapy to cerebral palsied and other crippled children under 21 years of age. They have 10 mobile therapy units to administer therapy prescribed by physicians and they teach parents or guardians to administer treatments between visits of the therapists.

The average age of Elk members is 48.8 years. About 81 percent are married, 43 percent are college educated and almost 49 percent are professional men, managers or owners of businesses.

☆☆☆

The Oregon State Elks Association has contributed a total of some \$600,000 to the University of Oregon Medical School since its Vision For The Future Program was started in 1949. The Oregon Elks major project is support of a children's eye clinic and related teaching and research programs.

☆☆☆

Subordinate Elks Lodges operated 155 Fraternal Centers for service men and women across the country during World War II. Hundreds of thousands of our troops used these facilities each month.

☆☆☆

The Illinois Elks Association budget for their major project comes to about \$115,000 with over half of that amount going toward the support of clinics, prosthesis operation and physical therapy scholarships.

☆☆☆

The Indiana Elks Association supports research in the fight against cancer by contributing \$48,000 to Indiana University School of Medicine and \$27,000 to Purdue University.

☆☆☆

The Kansas Elks Association estimates an expenditure of over \$350,000 for their major project, the Training Center for retarded people. They provide a vocational program for retarded adults, consisting of evaluation, job training and employment for the physically, mentally and/or emotionally handicapped people to enable them to achieve independent living in their homes and gainful employment when possible. They hope to train at least 225 clients this year.

☆☆☆

The Elks Association in Maine devotes its major project funds to dental care and eye glasses for needy children and aid to crippled children. They are currently planning an Elks-owned and sponsored camp for handicapped children.

Moreover, the stock market itself was sound since it had been shaken out and refurbished after each of its previous setbacks. Rules, laws, and corrected techniques promised protection against fraud or market failure. Certainly, with this intelligent precautionary planning, depression was not in America's future. So America lulled herself into security.

But we, at our advantageous hill-top position, know better. With our hindsight view, we know that the year 1929 is still ahead, a year that still haunts nervous brokers and investors alike.

In that year, probably a million Americans held 300 million shares which they owned only because they borrowed money. And then the market broke. Borrowers had no way to repay their huge debts. The years that followed were bleak, a nightmare still vivid to many. October 23 never arrives without a score of articles reminding us of that "grim day in '29 when it all began."

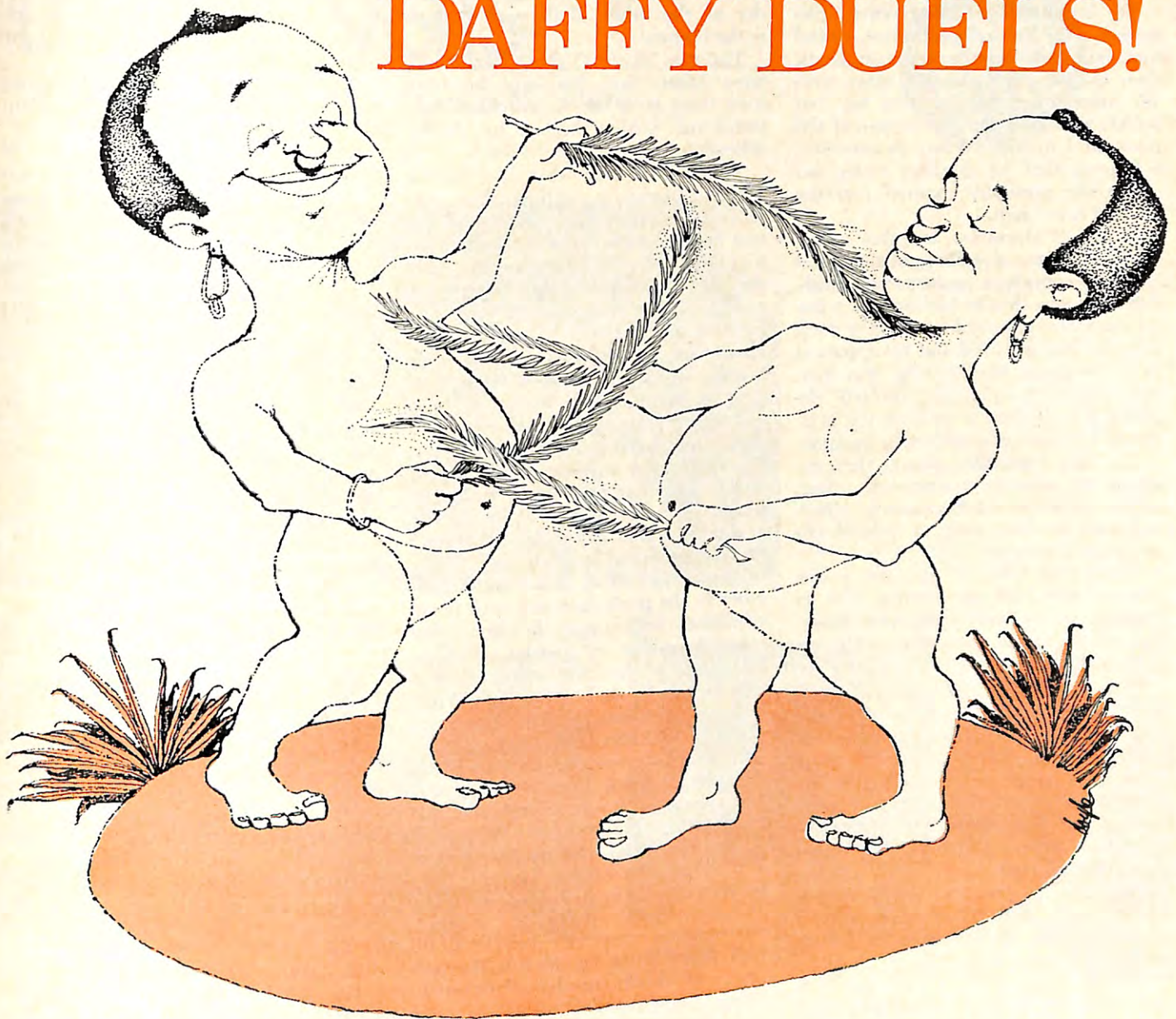
But one wonders why only 1929 is so often reviewed when we have such an ample selection of years. Why are the failures before (and since) ignored or passed over so lightly? Is it an unconscious desire to minimize the number of disasters littering the market's path, thus also minimizing the number of hazards facing the market's future?

There is a story told on Wall Street of a man who began with only \$1,000. He invested carefully, buying stocks at their low and selling at their high. Over a seventy year period he accumulated a fortune of 177 million dollars. The story is not true, however; it merely illustrates what *could* be accomplished.

There is another story. This one about Nicholas J. Harvalis who came to America when he was fifteen. He had no education. No money. He worked as a waiter all of his life. But in 1927 he began a careful accumulation of high quality stocks. He reinvested dividends, and sold occasionally for long term profits. When he died in 1950 he left an estate of \$160,000. This story is true. (And notice that he began in 1927, two years before the great "you-know-what." Yet somehow he emerged the victor, as did so many others.)

These stories, and the strange tendency we have to dump all market disasters into the overburdened year 1929, seem to me as American as apple pie. We merely prefer to minimize the negative, and exaggerate the positive. And it is just that way that we often accomplish, with our confidence, the impossible. ■

# DAFFY DUELS!



by Irwin Ross

■ In a tense hush, two men faced each other grimly, about to clash in that most dramatic of all forms of human conflict—the duel.

“Are you ready?” the referee asked each man in turn.

Both nodded curtly. The referee stood back. The duelists closed in—and began to tickle each other with feathers.

This strange—but sensible—style of dueling is favored by the Sakai tribesmen of Malaya.

The Sakais are tough little brown men who think nothing of tackling a tiger with pit-falls or hunting with poison darts. Yet in their relations with white men, they are shy and timid. On the rare occasions when two Sakais disagree—or a point of honor is at stake—a “tickling” duel is arranged.

One of these wacky contests was held not long ago in Johore, a jungle-covered state in the steamy south of Malaya. The two sweating duelists wore only loincloths and were restricted to a circle ten feet in diameter. Armed with long peacock feathers, they went to work, tickling each other under the chin, in the ears and nostrils, under the armpits and along the ribs.

After about 15 minutes, one burst into loud guffaws. The other was promptly declared winner and walked off with the giggling belle they had been “fighting” over.

A tribe in Borneo has found an even easier way to settle disputes. When two of the men get into an argument that ends in a challenge, they summon their womenfolk and let the girls fight it out.

More gallant—but probably less wise

—are the Swahilis of Africa. When two tribesmen decide on a duel, they leap into a crocodile-infested river and swim for the opposite shore. The one who makes it wins. If both reach shore safely, they must turn around and swim back.

Yet this is not nearly as crazy as a duel that started several years ago in a pub near London’s famous Covent Garden Market. A violent argument broke out between two husky truck drivers. When they stepped outside, everyone in the pub trooped after them, expecting to see a thumping good fight.

Instead, the two drivers jumped into their trucks and raced the heavy vehicles about the Market, trying to ram each other. They finally did, head on. The trucks were wrecked and both drivers went to the hospital—honor satisfied.

Their argument had been over which was the safer driver.

To avoid police interference, two gangsters in Marseilles, France, rowed four miles offshore in separate boats, then blazed away at each other with .45 automatics. Neither was hit, but bullets shattered the ribs in one of the boats and it sank. When its occupant screamed that he couldn't swim, his antagonist promptly jumped into the sea and saved him.

It was in Marseilles, too, that a man marched into a police station and lodged a complaint against a gunsmith. His story was that he had bought a pistol from the gunsmith to fight a duel. The gun had misfired and his opponent had wounded him in the shoulder. The angry complainant wanted the police to take action against the gunsmith for selling a defective weapon.

On that particular point, they referred the unlucky duelist to the Marseilles Chamber of Commerce, which ordered the gunsmith to refund the gentleman's money.

With that cleared up, the police arrested the man for dueling. For in France, as in most countries today, this ancient and once-honorable art of homicide is outlawed.

That doesn't mean it isn't still practiced. In the past year alone there have been more than a hundred news accounts of duels and hundreds more must never have reached print.

In theory, a duel is a test of skill, strength or courage in the name of honor. In actual practice, it is often something else again.

In Paris, a French film producer and a critic met to settle a quarrel—over a lady, of course—with pistols in a certain private garden.

In the pale dawn light, the two principals looked more pathetic than heroic. Both had stayed up all night. One was so drunk he could hardly stand on his feet; the other was visibly trembling with fright. The pistols, which had been resurrected from some theatrical storehouse, were old and rusty.

After much prompting, and a couple of false starts, the producer and critic finally squared off back to back in the traditional manner. At the word of command, they wobbled ten paces—more or less—then turned and fired. That is, they pulled the triggers, but nothing happened.

The producer frantically shook his head and pulled the trigger again. Still nothing happened. The critic just stood there watching, vastly relieved.

The two seconds collected the firearms and went into a huddle to see what was wrong. During the examination, one of the aged pistols exploded,

burning the eyebrows off one second and sending a bullet through the shoulder of the other. Both were rushed to the hospital.

The two "duelists" shook hands and went home, and the lady involved sued them both for "besmirching" her name and holding her up to "public ridicule."

Women are somewhat less formal when it comes to settling their differences. In Australia, a few years ago, two ranch women went for each other with bullwhips—by appointment. The duel lasted nearly an hour, raging up and down the dusty main street of a town in Queensland. When two ranchers tried to break it up, the women turned on them and sent them running for their lives.

Two army captains tried to get around the dueling law in Poland last year by taking advantage of a phrase which said that no duels were to be fought "between parties visible to one another." Armed with pistols, they had themselves locked in a hired hall.

Then, barefooted, they stalked each other in the pitch darkness, each firing whenever he thought he heard the other breathing or moving. One, a little smarter than the other, tossed a coin to the far end of the hall. When he saw the flash of his opponent's pistol, he shot him dead.

Unable to prosecute the winner under the dueling law, straight-faced Communist officials hanged him for participating in "bourgeois activities."

Two paralyzed Belgians once fought a duel in wheelchairs. They met by prearrangement in a hospital corridor,

whipped out pistols when their wheelchairs were five paces apart and fired. Amazingly, both missed. Whereupon, one of the men fainted and the other had hysterics.

Even in the old days, when dueling was legal, there were rugged individualists, who just had to be different.

For instance a Polish count and a general got into an argument while their fortress was under fire. One thing led to another, and before long they were questioning each other's courage.

To settle the matter, the count dared the general to stand with him in an open embrasure facing the enemy. The general quickly accepted. The men stepped into the opening—and both fell fatally wounded.

By far the most ingenious duelist on record was a puny, nearsighted scientist who offended the great German statesman, Bismarck. The scientist, Professor Josef Virchow, immediately received a formal challenge from Bismarck, who was highly skilled with both pistol and sword.

"I presume," the professor said to Bismarck's second, "that I shall have the choice of weapons?"

"That is your right," he agreed.

Virchow showed up on the field of honor carrying a pistol case. When he opened it, two sausages were revealed.

"What's all this?" asked Bismarck.

One of the sausages, the scientist explained, was perfectly normal—the other contained deadly germs. He then offered the statesman first choice and told him to take a bite out of one.

Without hesitation, Bismarck called off the duel. ■

## Obituaries

**PAST GRAND TILER** Dr. Melvin H. Carlson, who was a member of Brainerd, Minn., Lodge, died May 3, 1973.

Brother Carlson was active in Elksdom, serving as Exalted Ruler of his lodge and as State President. He also served as District Deputy Grand Exalted Ruler for the Central District in 1957-1958 and as Grand Tiler in 1953-1954.

**PAST DISTRICT DEPUTY** Henry B. Zanella, a member of Ouray, Colo., Lodge, died April 25, 1973.

Brother Zanella served as Exalted Ruler of his lodge and held an honorary life membership there. He was appointed District Deputy Grand Exalted Ruler for the West District in 1933-1934. He was elected President of the Colorado Elks Association for the year 1937-1938.

**PAST DISTRICT DEPUTY** Felix L. O'Neill, who was a member of Lawrence, Mass., Lodge, died November 16, 1972.

Brother O'Neill was active in Elk-

dom, serving as Exalted Ruler of his lodge in 1940-1941 and as District Deputy Grand Exalted Ruler for the North District in 1959-1960. He was lodge Secretary for 35 years and held an honorary life membership in the lodge.



**PAST DISTRICT DEPUTY** Cullen E. Shetler, who was a member of Massillon, Ohio, Lodge, died May 2, 1973.

Brother Shetler served as Exalted Ruler of his lodge in 1956-1957 and again in 1960-1961. He was appointed District Deputy Grand Exalted Ruler for the Northeast District in 1958-1959. Brother Shetler was also Secretary of his lodge and State Chairman of the secretary and club manager's committee. He held a life membership in his lodge.

# LODGE VISITS

GRAND EXALTED RULER Francis M. Smith



The 16th Fall conference held in Traverse City, Michigan last year was attended by GER Smith and immediate PGER E. Gene Fournace and his wife. They were greeted by numerous dignitaries of the state and their wives, including SDGER Benjamin Watson, Grand Tiler Nelson Van Dongen, GL Judiciary Committeeman Raymond Arnold, GL State Association Committeeman Frank Patee, DDGERs Edward Meyers, Gunnard Oslund, Ralph Wegner, SP Rudolph Helm, VP Ralph Shoemaker, PDD Truman Pemberton, PSPs Howard Emerson, Milt McKay, Fritz Coppens, Albert Vernon, and Traverse City ER Bob Roxburgh and Est. Lead. Kt. Curt Frook.



Ainsworth, Neb., Lodge honored GER Smith recently at a luncheon. He presented a state Youth Leadership award to Susan Keller (right) and the Citizen of the Year award to Duane Daniels (standing, second from left). Welcoming Brother Smith were ER Marion Wendler (seated, left), SP W. K. Rynearson (right), and (standing, from left) Grand Trustee George Klein and Brother Joe Witzel, who is a life member of the lodge.



During his visit to Florida, GER Smith toured the Harry-Anna Crippled Children's Hospital at Eustis, which is the state major project. He was greeted by DDGER Jimmie Neal (left) and Jim Oliver, hospital administrator. On his tour, Brother Smith autographed a cast for one of the patients.



◀ Around 200 guests attended a dinner to welcome GER Smith to Union, S. C., Lodge. Mayor James Blackwood talked with Brother Smith as PGER Robert Pruitt and DDGER William Rogers Byrd enjoyed the evening.

The Elks Aidmore Hospital at Atlanta was one of the stops on GER Smith's visit to Georgia. He tested the new electric cart used for tunnel transportation between the hospital and other areas of Emory University Medical Center. Joining him were ER and Mrs. Raymond Abernathy of Newnan Lodge which donated the cart, PGER Robert Pruitt, and Mrs. Smith.

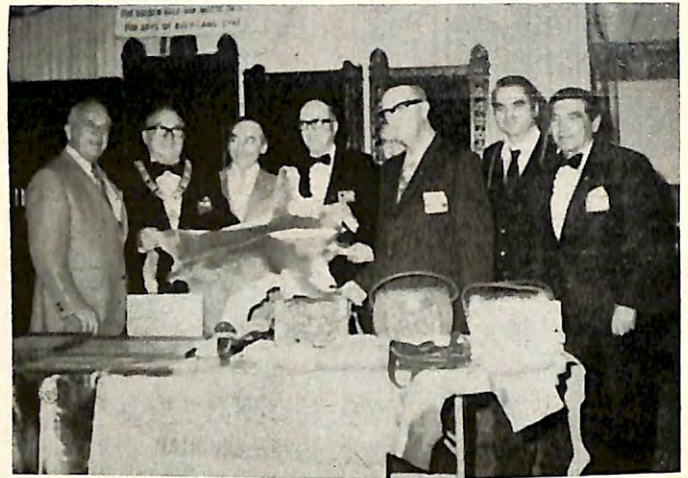


# NEWS OF THE LODGES

(Continued from page 18)



**A PLAQUE** listing his achievements as a law enforcement officer and other humanitarian acts was presented to Frank Bland, a member of Needles, Calif., Lodge, by Ontario Lodge. At the presentation were (from left) Sheriff Frank Bland, Mrs. Lou Bland, PER Bill Hill, and DDGER Raymond Rucker.



**NATIONAL SERVICE NIGHT** recently held by Los Angeles, Calif., Lodge honored Ralph Scheinholtz, owner of Los Angeles Tanning Company, and Harry Larson, state Vets chairman. The company tanned 200,000 pelts for the veterans. Displaying the pelts were (from left) Past Grand Est. Loyal Kt. Vern Huck, immediate PER Gerald Fasoli, Brother Scheinholtz, ER Richard McDonald, and Brothers Harry Larson, Joe Kozell, and Juan Fish.



**AN INSTALLATION** of new officers at Burns, Ore., Lodge included several visiting state and Grand Lodge dignitaries. Among those present on the occasion were PSP Frank Wheeler, Sidney Nicholson, GL Judiciary committeeman, ER Rodney Nyleen, PGER Frank Hise, DDGER Edward Calderwood, SDGER Elmo Angele, and William Raw, GL Credentials committeeman.

**THE TOP WINNER** in the youth scholarship contest sponsored by Hemet, Calif., Lodge was Alvin King (left). Howard Merrick, scholarship chairman, presented awards to three young men and three young women in the contest.

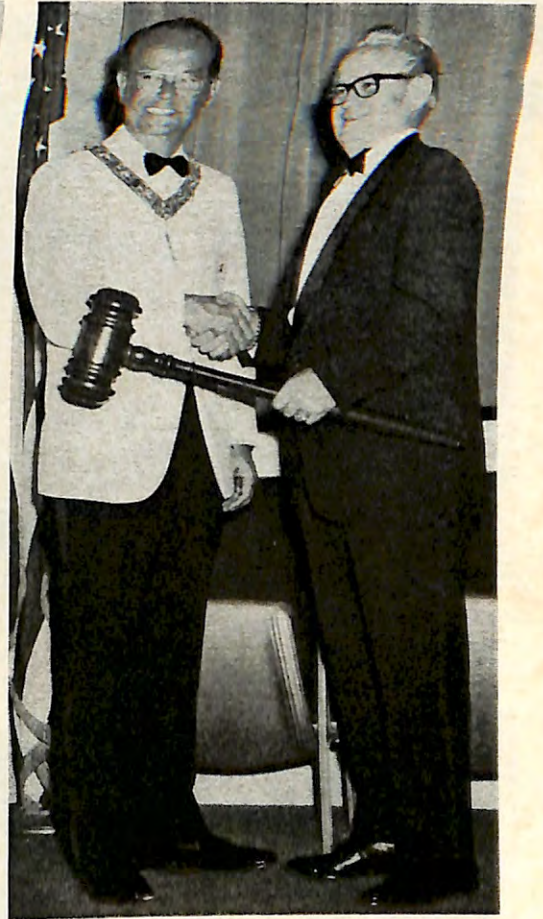


**A LIVE PIG** was presented to outgoing ER John Kuenning by Great Falls, Mont., Lodge. The pig is a symbol of the piggy bank program in the lodge to reach a \$60,000 goal for association speech and hearing therapy project.





**THE POLICE APPRECIATION BANQUET** was held recently by Hermiston, Ore., Lodge. Polly Dow (seated, right) was the guest speaker. She is the first woman sergeant for the County Sheriff's Department. Also attending the banquet were Mrs. Dow's mother, Mrs. Gene Palmer, and (standing, from left) Larry Carrick, who initiated the banquets, Jack Dow, and PER Gene Palmer.



**LARRY McMILLON** was installed as Exalted Ruler by his father PDD W. M. McMillon at Phoenix, Ariz., Lodge. Brother McMillon congratulated his son and gave him the gavel for his new position.

**TEENAGERS OF THE MONTH** were honored by Watsonville, Calif., Lodge. Sig Lien (center), chairman of the program, presented the certificates of recognition to them. Receiving awards were (from left) Andre Smith, David Harano, Kim Cheaney, and Hal Kent.



**A PLAQUE** for participating in the Jerry Lewis Muscular Dystrophy telethon was presented to ER Harry Knapp of Torrance, Calif., Lodge by Walt Mishler, lodge chairman. This is the third year the lodge has hosted the telethon.



**TURNING OVER HIS BOOKS** to his successor, Bill Robinson, was Secy. Ted Judge at Salida, Colo., Lodge. Brother Judge was initiated into the lodge in 1923 and has served as Trustee, Treasurer, and Exalted Ruler. He was chosen Florida Man of the Year, and recently held "Ted Judge Night" in his honor.



**FIRST SATURDAY**, a monthly potluck dinner and evening of recreation for local veterans, was held recently by Gresham, Ore., Lodge. Lodge members bring the veterans to the lodge so they can join in the activities. With the veterans were Brother Wally Wright (standing, second from left) and Brother Tom Moore (second from right).



**A SPECIAL PLAQUE** was given to Youth Activities Chm. Claud E. Roney Jr. by ER Donald Leary of Missoula, Mont., Lodge. Brother Roney was instrumental in organizing the Teenager of the Month program along with the local and state Hoop Shoot contest. He recently spent some time in the hospital, but continued to run the committee activities from his bed.



**THIRTY-SIX FRAMED PORTRAITS** of the Presidents of the United States were donated to Montebello, Calif., Lodge by Est. Lect. Kt. Anthony Gallo. With part of the display were (from left) immediate PER Joseph Ochoa, Brother Gallo, ER Louis De Baca, and Est. Loyal Kt. John Salas.



**PAYING A VISIT** to John Snook (second from left) in Salmon, Idaho were (from left) SP William Richardson, SDGER Phillip West, and PGER Frank Hise. Brother Snook is a 96-year-old member in 1900, served as Exalted Ruler, and worked as a U.S. marshal during the gold rush. He was the first Exalted Ruler of Salmon Lodge and served as State President in 1943.



**PGER FRANK HISE** and SDGER Phillip West recently visited Preston, Idaho, Lodge. Mari Richardson, wife of SP Bill Richardson, received the centerpiece flowers from a banquet given by the lodge in honor of Brother Hise.





**A FUND-RAISING DINNER** for Explorer Scouts was co-sponsored by the local police department and Redondo Beach, Calif., Lodge. Attending the evening were (seated, from left) Officers Sandy Smith, Tom Hyde, Ken Kaufman, and John Cordon, who are advisors to the scouts, and (standing) Youth Activities Chm. Neal Howard, ER Joseph Fasani, Mayor William Czuleger, a PER of the lodge, and Police Lieut. Joseph Wysocki.



**PSP BUNK MOORE** accepted a check for \$25,000 from Est. Lead. Kt. Gary Gerada of Portland, Ore., Lodge. The check was donated to the Elks Youth Eye Service.



**THE LARGEST CLASS** in the history of the lodge was initiated recently by Livermore-Pleasanton, Calif., Lodge. The 14 new members including two local patrolmen bring the total membership up to 375.

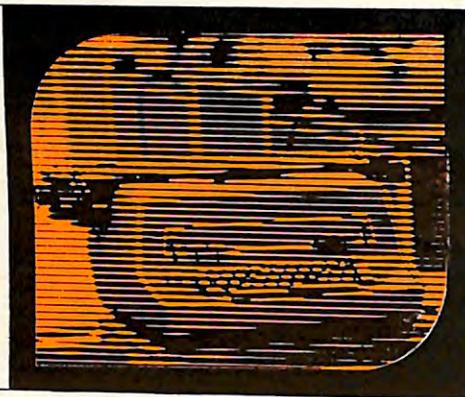


**OLD TIMER'S NIGHT** was held recently by Moscow, Idaho, Lodge. Among those present were eleven Brothers with membership of 50 years or more. They were (front row, from left) Fred Goetz, 53 years; Bill Bolles, 52; Frank Feenan, 64; Fritz Brincken, 51; R. K. Bonnett, 53; Malcolm Neely, 51, and (back row) Carey Smith, 52; Art Hunsperger, 50; Paul Bockmier, 50; Harold Collins, 52; Elmer Roth, 53, and ER Jerry Parkins.



**AN ELKS AMERICANISM TEAM** recently gathered at Long Beach, Calif., Lodge. DDGER Ken De Horton gave a talk on Americanism rights and responsibilities. Attending the event were (from left) Brother De Horton, District Americanism Chm. Sherman Penrose, State Chm. Dr. Harry Isbelle, lodge Chm. Jack Gillespie, and GL Americanism Chm. Dan Davis.

## EDITORIALS



### He Has Served Elkdom's Legacy Well

A highly capable and dedicated Elk brings to a close his year of service as Grand Exalted Ruler.

Every member of our Order owes a debt of gratitude to Francis M. Smith for a job well done. As the chief executive of the largest fraternal order in the country, our Grand Exalted Ruler has traveled thousands upon thousands of miles, oft times accompanied by his beautiful, gracious wife Rae, representing us in a manner that could bring nothing but pride to each of us.

We have personally witnessed his dynamism as a speaker and we have talked with many from across the country who corroborate our feeling that he is one of the most forceful, effective and charismatic speakers

we have ever heard . . . in or out of Elkdom. We are, indeed, fortunate to have a man of Francis M. Smith's stature representing us.

He now joins the ranks of our Past Grand Exalted Rulers on the Grand Lodge Advisory Committee, hence his service to our Order will continue for many years to come.

To whomever is elected as our chief executive for the coming year, we wish him God-speed. He has a great task before him . . . but he also has the benefit of a truly imposing panel of advisors who are very well qualified, ready and eager to do whatever they can to further the cause of Elkdom.

We can do no less than to lend our new leader our complete support and wholehearted enthusiasm.

### Aren't We Lucky!

This is the month we celebrate the birth of our great nation. . . . Independence Day, July 4th.

It's human nature to take freedoms such as ours for granted. Those of us born in this country have never known what it means to be afraid to say anything which might be construed by anyone who might overhear us as anti-government, then disappearing in the dead of night, never to be heard from again. We think nothing of saying whatever comes to mind about the President, senators, representatives, cabinet members, governors, mayors . . . anyone, in government or out. We're mighty lucky we have that freedom.

We're lucky we can worship in our own way.

We're lucky we have a free press.

We're lucky we can move about freely at home and abroad.

We're lucky we can own private property.

We're lucky we can work at whatever we please, wherever we please.

We're lucky we can bargain with employers and employees.

We're lucky we can go into business, compete, and make a profit.

We're lucky we have a right to trial by jury and of habeas corpus.

There are so many other things we could list which set the United States of America apart from practically every other nation in the world that it could amount to every word in this magazine.

Ask anyone who comes from other countries . . . the chances are you'll hear scores of reasons why that person came here and why he intends to remain. He'll tell you how really lucky we are to be able to call ourselves Americans.

So HAPPY BIRTHDAY, AMERICA! The Benevolent and Protective Order of Elks sends greetings to all . . . and the promise that we shall continue to be a bulwark of Americanism as long as we exist!

# NEW ORTHOPEDIC BUCKET SEAT HELPS YOU GET DRIVING FATIGUE OFF YOUR BACK!

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## WHAT IS RELAXO-BAK—AND HOW DOES IT HELP PREVENT FATIGUE?

RELAXO-BAK is a form-fitting, spine-supporting orthopedic seat of thin, flexible plastic—contoured to curve around your hip and pelvic area, support them firmly, and distribute your weight properly as you sit. A recessed spinal cup shields the base of your spine (coccyx) and protects this tender area from chafing and discomfort. So you drive in comfort, with your body more relaxed and free from muscle tension . . . with your spine properly supported—in perfect position to concentrate on the road, without distraction or fatigue! Works so effectively—It has actually been approved for use by leading state chiropractic associations!

Racing car drivers and owners of costly GT (gran turismo) cars have long known the value of the bucket seat . . . the support it gives to back, hip, and pelvic area . . . the way it reduces backache and fatigue—especially on long trips. But even expensive optional bucket seats can't match the orthopedic spinal support and fatigue-fighting comfort you enjoy—just by adding RELAXO-BAK to an ordinary car (or truck) bench seat!

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