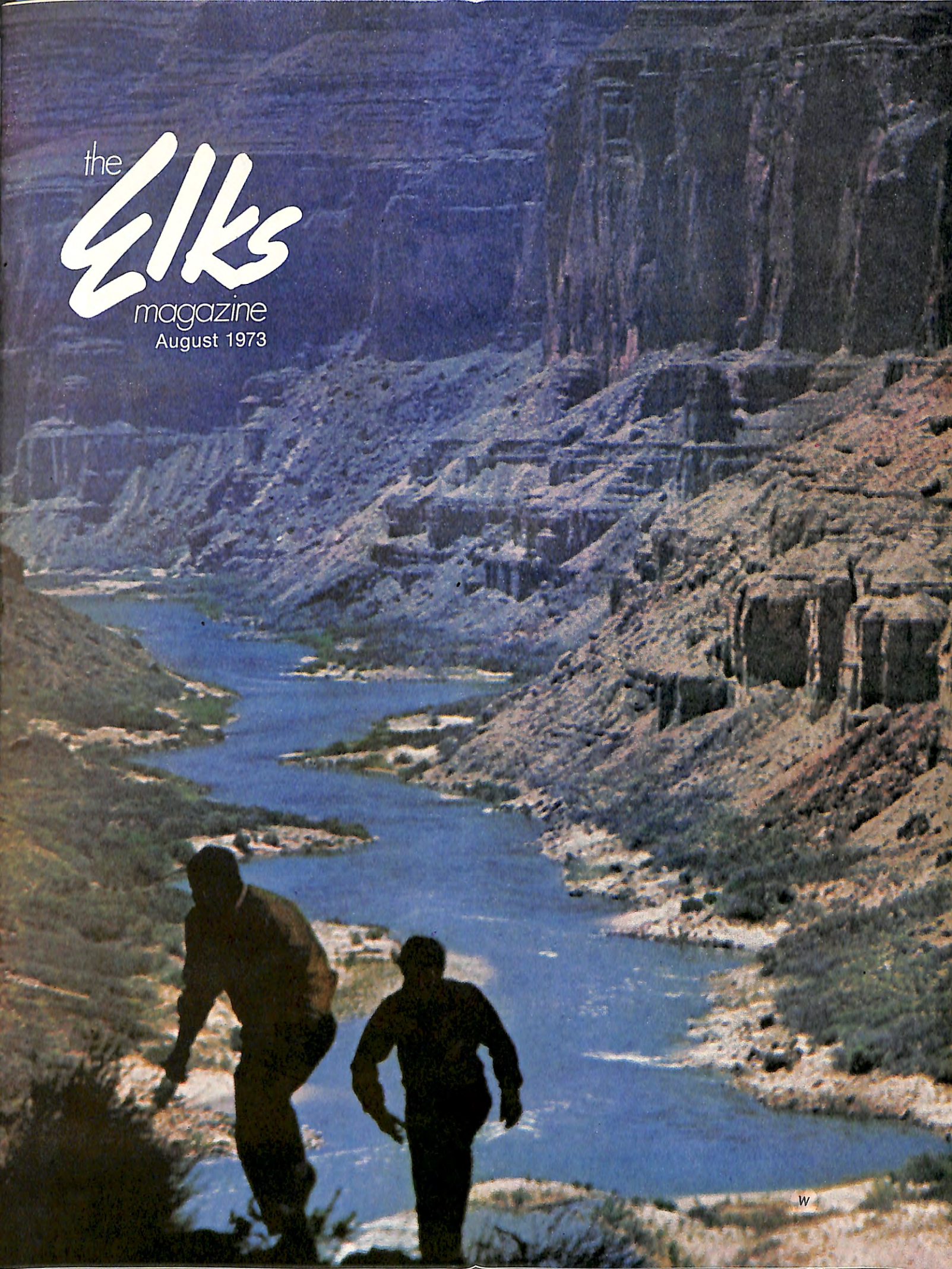


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Elks
magazine
August 1973



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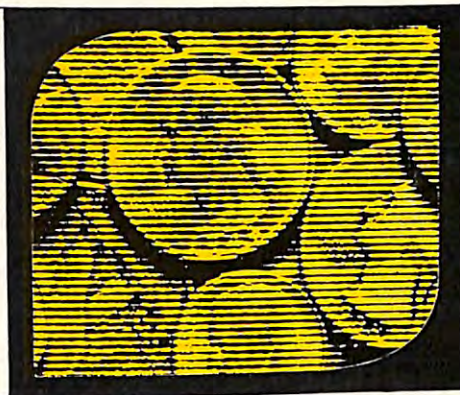
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IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



By the end of the 1950s, what today can be called the "traditional basics" of good modern personnel administration had come to be accepted in many well-managed large and medium-sized companies. For example, developing and maintaining effective "two-way communication" between a company's management group and its employes is one such "traditional basic," whereas the idea of "job enrichment" is new today even for the biggest companies.

And since it is new, its possibilities—and its future—are still highly uncertain! In spite of that fact, all too many smaller companies are eagerly rushing into experiments with job enrichment and other innovations—and many of those experiments are quite likely to cause serious troubles rather than improvements.

Such employers as A.T. & T. and Sears are well aware of all the new trends in personnel-administration and work systems—job enrichment, flexible work-time, productivity bargaining, and so on—but they don't rush into any of them prematurely, they don't regard any of them as cure-alls, and they do not view any of them as being substitutes for the "traditional basic" of good modern personnel-administration principles.

Suppose that in some small manufacturing company there is considerable employe discontent, turnover, and absenteeism, and a low standard of job performance. Should the company's owners and managers say: "Maybe this 'job enrichment' thing we've heard about will solve our problems. Let's try it out."?

Certainly not! That's no way to begin to attack such problems. In fact, such an approach could easily make them much worse.

And yet all too many small companies and small nonbusiness organizations—some local-governmental agencies, for example—have rushed hastily into adopting such innovations as the "4-day work week" and "job enrichment" when what they really needed was a careful and sensible ap-

plication of the traditional basics of good modern personnel-administration. If that approach had been taken, it would have been discovered in many instances that the real causes of the problems were such things as inadequate training, unfairness in matters relating to compensation and benefits and working conditions, incompetent supervisors, inefficiently planned work systems, and so on.

In this article we'll glance very briefly at some of the things we're calling the "traditional basics" of good modern personnel-administration. We'll go into more detail about some of them in some later articles.

Honesty and Fairness

These are fundamental for building and maintaining good employer-employe relationships. Take the case of an employer who, in trying to recruit job applicants, advertises "Good Training Opportunity!"—but has no real intention of actually providing any training. Well, he's being dishonest—and he's inviting plenty of trouble for himself.

Honesty and fairness relate to so many work-and-employment matters that we don't have enough space even to list them. But we don't have to. An employer himself knows what they are.

Apart from ethical considerations, the employer who cuts corners in matters of honesty and fairness in dealing with his employes is asking for trouble from the labor unions, from a whole flock of governmental agencies—federal, state, and local—and from the effects of employe dissatisfaction.

And let's get one thing quite clear—the main source of "worker discontent" is not "job boredom," it's the sense of being dealt with dishonestly and unfairly! Employes who feel that they are being treated fairly may indeed in some instances be bored with their jobs, but they aren't likely to go on strikes or turn to a more aggressive union for help.

A simple but extremely important principle is this one: An employer should never try to substitute some so-

called "intangible benefit"—such as some phony "human relations" gimmick—for decent pay, decent working conditions, and so on. Besides being unfair it's just impractical these days. Employes aren't that easily fooled and the labor unions are quite alert to that trick—it's been tried all too often.

Good Supervisors—or None!

The attitudes which many employes still have about the role of foremen and supervisors are a carry-over from the era in which the supply of labor was likely to be greater than the demand, and employes by and large had little education and were inclined to be pretty docile.

Well, today's employes, by and large, are quite different from their counterparts of a couple of generations ago. And yet many of them are still being subjected to foremen and supervisors who are bossy, tactless, bumbling—and often capriciously unfair.

A number of companies, in the U.S. and abroad, have solved this problem simply by eliminating foremen and supervisors and letting the employes supervise themselves!

Two-Way Communication

In a small business there's just no excuse for top management's being unaware of how the employes actually feel about their jobs, their supervisors, their company. But we ourselves would have to say that many employers apparently just don't want to know how their employes really feel about those things. And we'd say that many employes either are afraid to speak candidly to their employers about those things or feel that it would be a waste of time to do so.

This state of affairs is bad even when no actual unfairness about such things as pay and working conditions is involved. Besides leading to low employe morale and performance, it can cause the unprofitable ossification of inefficient operating systems.

"I realize that there's a much better way to do my job," one clerical employe in a certain small company told us not long ago, "but do you think I'd dare tell my boss that?" She shrugged her shoulders in resignation. "Well, he treats me all right and he's decent about pay, so if he wants me to do things his way, that's how I'll do them."

We've run into that kind of situation quite often in various small businesses we've known.

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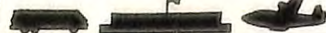
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the **Elks** magazine

VOL. 52, NO. 3/ AUGUST 1973

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

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8 FRAUD!

Never give a sucker an even break. That's the motto of the modern-day mail swindler.

by Jean E. Laird

15 CHECK THAT CHECK

The next time you're caught lacking, why not simply endorse your shorts?

by Frank L. Remington

39 SLAUGHTER

Roadside destruction—are we driving our wildlife to extinction?

by Bill Thomas

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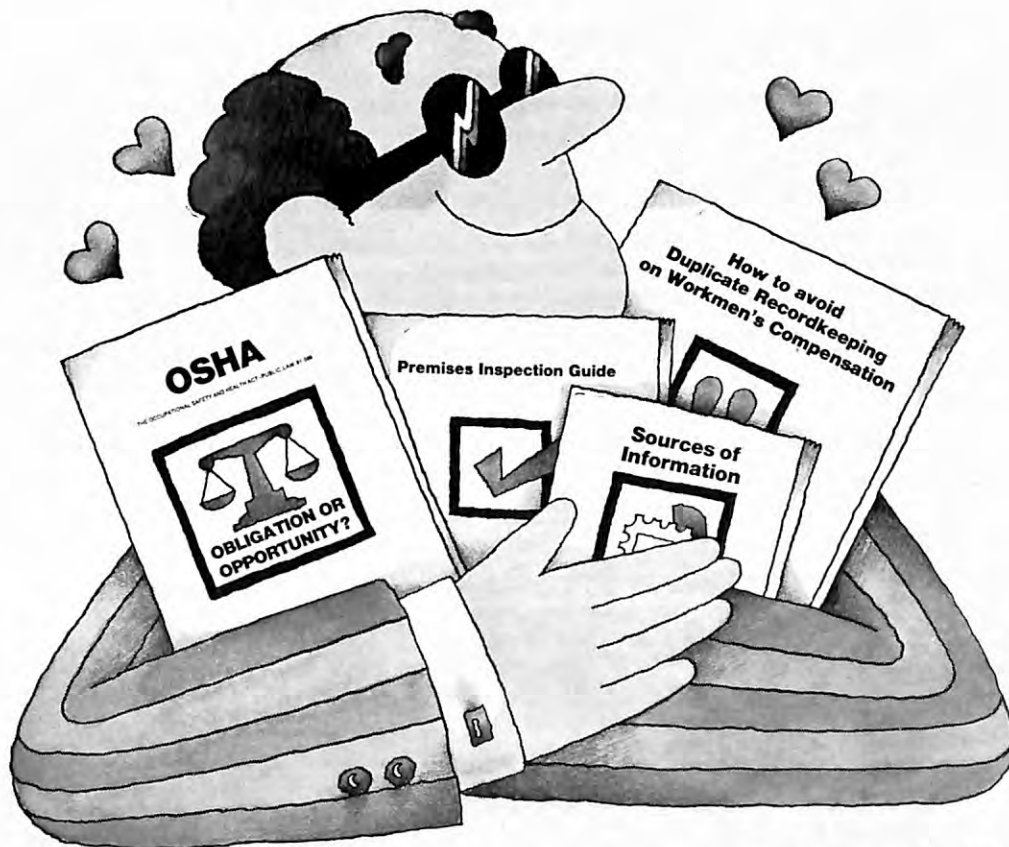
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LETTERS



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

• Life is made very bright here at Bay Pines Hospital once a month by one of your lodges.

You should see how the Vets look forward to the Elk's evening here.

God bless and keep you all.

Phillip M. Haley
Bay Pines, FL

• Your editorial, "Horror tales from POWs" [June, 1973], was excellent.

You hit the nail on the head.

Travers F. Putnam
Belmont, MA

• I thought it quite ironic when I found in the April issue on page 47 a "snickering" reference to the use of nude females on travel posters for Austria and on page 55 an editorial lamenting the large increase in rape, which the writer connected to pornography.

Evidently you cannot see that the same disregard for woman's humanity, the view of her as a sex object only, is responsible both for the degrading use of her body in advertising and the degrading use of her body in rape. You

give your support to the former but decry the latter. The last sentence on page 55 sums up my feelings exactly; "You figure it out . . . we wish we could."

Diane Boyle
Republic of Singapore

The fact that our Washington columnist mentioned the Austrian Government's unorthodox approach to tourist attraction hardly seems reason to assume that he—or we—support such "advertising" or that we consider woman "a sex object only." There is a substantial distinction between reporting and condoning. We recognize that distinction, and we assume that our readers do likewise.

• I would like to thank you for two excellent articles in the June issue. The first, "Not A Trace of Lunacy," is the kind of story that makes you itch to get your rod and head for the stream.

The other, "Summer Fun and First Aid," was well done. Not a shortened version of the Red Cross First Aid Manual, rather the author gave a subtle

but pointed reminder that we need to be prepared for accidents during the summer activities.

Keep these kinds of articles coming.
Doug Gardner
Covina, CA

• "Supper's on The Table" [June, 1973], was a truly touching story about fishing. I grew up on a small farm in Kansas and as a boy spent a lot of time fishing a small creek and pond near our home. Dad used to call me when supper was ready and I can hear his voice yet, although it was 40 years ago. Thanks for the story that returned the memories of my father.

By the way, Aberdeen Lodge is looking forward to sharing its Elks band with those attending the Convention. This band of ours attends each lodge meeting and they play a couple of numbers before the lodge meeting begins and then play during the ceremony of the meeting. At the end of the meeting they play as we all sing, "God Bless America." What a dry meeting our Lodge would be without this wonderful band to play for us.

I would like to know just how many Elks Lodges have a band such as we have here!

Al Boileau
Cosmopolis, WA

• My wife and I just completed a three month trip around most of the United States in our motor home. Being self-contained, we did not necessarily have to stay at trailer parks but could stay wherever we pleased. We often stayed at roadside parks overnight.

We frequently visited the Elks Clubs in the various towns, in which cases we were welcomed to stay overnight in their parking lots. All we needed was fresh water from time to time, which was always available.

It might be a good idea for the many lodges of Elkdom to publicize the fact that they welcome traveling brothers to stay with them on their parking lots. The three or four dollars which would otherwise have been spent for lodging in a trailer park is invariably spent with the lodge for food and drinks, so that everybody benefits.

W. E. Buckmaster
San Clemente, CA

Before staying in a roadside park, travelers should check their camper's guide or the local Highway Patrol. In some states it is illegal!

• I enjoyed your article, "Sightseeing Attractions," in the July, 1973, issue of *The Elks Magazine*. However, as a note to your readers planning a trip to Chicago, the Chicago Mercantile Exchange has moved to a new location. Perhaps it would be well to mark the new address right in the July listing, on page 26.

Jordan Fox
Public Relations Office
Chicago Mercantile Exchange

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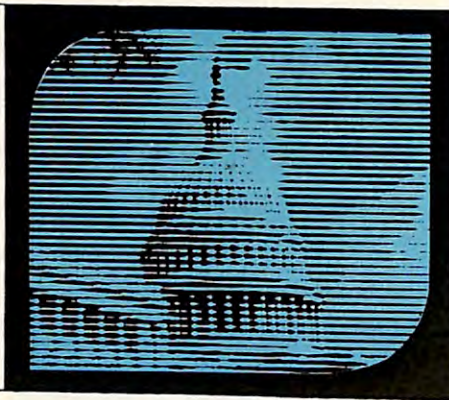
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AROUND WASHINGTON



POKING FUN at his own profession, Senator Charles H. Percy of Illinois got a laugh when he told a National Press Club audience that in a recent survey of professions "politicians were found to rank 19th, just ahead of used car salesmen—who have been protesting furiously ever since."



WOMEN are still barred from becoming members of the exclusive Cosmos Club here as they have been since it was started. When it was put to a vote, women were excluded 274 to 203. However, the club decided, by a vote of 296 to 99, to give wives of members a special concession. They may now use the front door.

RUSSIANS are getting a look, through a comprehensive U.S. exhibit, at the kind of outdoor recreational life enjoyed by Americans. Called "Outdoor Recreation—USA," the exhibit is sponsored by the U.S. Information Agency in cooperation with 187 American companies, organizations and government agencies. It opened in Moscow on May 21 and will tour the Soviet Union for a year, displaying boats, campers, mobile homes, station wagons, hunting and fishing gear, water sports equipment, camping gear, and a film and slide show that depicts the American movement to the outdoors.

HONORARY DEGREES are offered by the London Institute of Applied Research, a British correspondence school, to anyone who contributes \$100 to the school. "Honorary degrees, whether from us or anyone else, have no real legitimacy in the academic

world," the school states in an advertisement. "Most schools give them either to prominent people to add luster to their graduation ceremony or to major contributors to add incentives to their fund-raising efforts." It is selling its degrees, it says, "so we can charge our students less and pay our faculty more."

HELP FOR THE KIDS. Passengers arriving back in the U.S. on Pan American World Airways flights are handed a postage-paid envelope addressed to the United Nations Children's Fund. They are asked to stuff whatever they have left of foreign money in the envelope and drop it in a mailbox after they land. The importance of any donation is emphasized by an explanation of what small amounts of foreign currency will buy. Three Japanese yen, for example, will pay the freight charges on a glass of milk for five children while 580 Italian lire will purchase 50 bars of soap.



NEWEST GAG of Washington wit James H. Boren is directed at the U.S. Postal Service. The former government worker, whose hobby is needling bureaucrats, has invented a "postal package processor." He describes it as a machine that features "a sledge-hammer that processes fragile packages" and "a launcher that throws the packages across the room after they have been processed." He has not heard from Postmaster General E. T. Klassen since he offered him the machine six months ago, Boren says. The explanation for the delay, he suggests, may be that Klassen answered him by mail.

HELPFUL HINTS for taking aptitude tests administered by state employment services, schools, or private employers are contained in a Labor Department booklet entitled, "Doing Your Best on Aptitude Tests." You can get a copy by sending 25 cents to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

POSTAL SERVICE JOBS are popular in every section of the country, according to William Eudey, Assistant Postmaster General for Employee Relations. He reports that since examinations for new hires were reopened in January, 130,000 applications have been received and over 20,000 were hired. In years past, he recalls, the Postal Service frequently had a difficult time finding qualified help. But "things are different today," he says, because of higher pay and improved working conditions.



SPEAKING for a fee to a variety of audiences is a profitable sideline for many U.S. senators whose salaries are \$42,500 a year. Last year, the largest amount of extra income for speechmaking was earned by Senator Robert Dole of Kansas, who collected \$33,050. Senator Hubert H. Humphrey of Minnesota, who led all senators in 1971 with \$83,451, was second in 1972 with earnings of \$29,135 and Senator Birch Bayh of Indiana ranked third with \$26,500. All told, according to reports filed with the Secretary of the Senate, senators earned a total of \$590,217 last year for delivering speeches and writing articles.

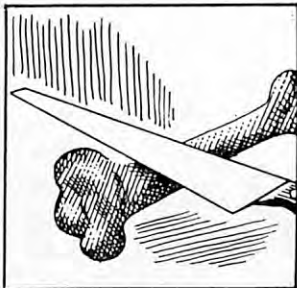
BIRTHDAY ON THE BUS. Ralph Mundell, a veteran bus driver here, is a living symbol of happiness for the passengers who ride his bus daily. "When you're nicer to people, your whole day goes better," he says. "I like to make people smile." If his passengers on the L-3 are depressed on a cloudy day, he tells them they've got to have sunshine in their hearts. The women who take the bus in Chevy Chase Circle every morning at rush hour have come to like him so much, they gave him a surprise party on the bus complete with a cake, candles, cards and kisses, on his 51st birthday.

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

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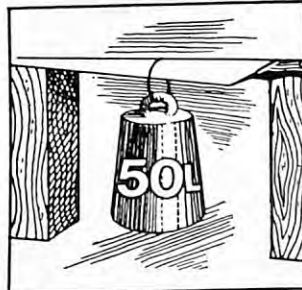
Invisible "miracle Hardener" called Molybdenum keeps edge of chrome steel knife lifetime hard.



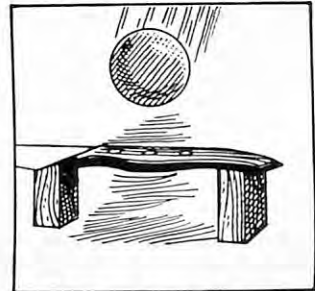
Tried to ruin edge—rasped it against a bone 20 times. Did so little to "miracle hardened" edge—its sharpness could be restored just by rubbing it over the back of a china plate.



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



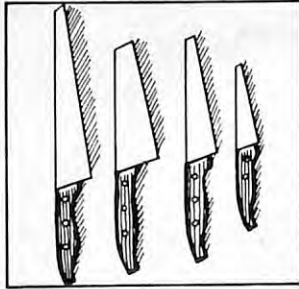
Tried to break the knife by snapping—hung 50 pound weight there—nothing happened to the miracle-hardened blade.



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



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



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

5252

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

GUARANTEE

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

MAIL NO-RISK COUPON TODAY

Dione Lucas Gourmet Centers, Dept. MSC188
Westmoreland Avenue, White Plains, New York 10606

Please send me _____ sets of original Dione Lucas Gourmet Knives for only \$14.98 plus \$1.00 for postage and handling for each set of four. I understand I have a complete money-back guarantee if I am not delighted.

(New York State residents, add appropriate sales tax, please.)

I enclose Check for \$ _____ Money Order for \$ _____
or charge my Master Charge BankAmericard American Express

Card Number _____ Exp. Date _____

Interbank # (Master Charge only) _____

Signature _____

Name (please print) _____

Address _____ Apt. # _____

City _____ State _____ Zip _____

DIVISION OF BEVIS INDUSTRIES, INC.



FRAUD!

JEANE LAIRD

The American public loses an estimated \$100 million each year in hundreds of different mail-fraud schemes! And, authorities agree public awareness of the problem can do much to thwart the dishonest operators.

Some of the ingenious mail-fraud schemes that have worked for a while defy description. For instance, on January 13 of this year, a con artist was arrested for mail fraud. He had mailed over 500 invoices to large companies throughout the country, falsely leading them to believe they had a pre-existing agreement with his company, and that a balance of \$93.63 was due and payable upon receipt of the invoice for the purchase of one "AFX 143782-1." Although the victims had no actual knowledge of the company, or of the "AFX 143782-1," it's surprising how many automatically paid the invoices.

Over the years we have all had so many good experiences ordering and receiving merchandise by mail that we know the system can and usually does work. People have been happily and successfully purchasing things through the mail since Sears and Roebuck sold buggy whips. And, shopping from your arm chair is still one of the most luxurious ways to shop. While you do have to add postage, it doesn't begin to add up to the amount you usually pay for gasoline and shoe leather, not to mention the wear and tear on your nerves. Most reputable mail order firms are also famous for taking back unsatisfactory merchandise—without an argument or a word!

Of course, if you buy from news-



U.S. MAIL

paper ads, chances are the stores involved are within easy distance for checking. Reputable companies always stand by their merchandise, claims and guarantees.

What about buying from magazine ads? This is one major type of mail order buying that is usually NOT risky, because all reputable magazines screen their advertisers as carefully as possible and often accept varying degrees of responsibility for items ordered from their pages. Even if you buy from one of the many specialty houses—one of those places that sell power corkscrews and sterling silver yak bells—buying through an ad in a reputable magazine there is no need to worry about being involved in fraud.

Besides the obvious convenience of buying through magazine ads, we often see items advertised that we can't usually find in the local stores we patronize. We see ads such as this one for liquor-flavored lollipops: "Surprise your guests with candy-on-a-stick in tasty scotch, bourbon and gin flavors! These candy highballs are just the gift for all those sophisticates on your list who like to nurse a long, drawn-out snort on a stick." This is "fun" buying—and you are sure to get just exactly what you ordered. . . liquor-flavored lollipops in all the popular flavors. Take a look at the ads in "Elks Family Shopper," and you will find about the only thing you can't pluck from these pages and have sent through the mails "very special delivery" is a Cadillac. (And, re-

sponsible publications—like *The Elks Magazine*—wish you would tell them if you run into any type of misrepresentation or nondelivery through their ads.)

What happens if you receive merchandise you did not order in the mail? Let's say a housewife in St. Louis receives a case of cosmetics. An accompanying note says a bill will follow. Or, a teenager in Chicago receives a small selection of stamps c.o.d. Neither package was solicited or wanted. Each presents a different problem to its recipient. Postal authorities tell us the mailing of the cosmetics was legal; the shipment of the stamps was not!

In either case, definite action can be taken and the merchandise does not have to be paid for, if the recipient knows the proper procedure. Did you know that many persons pay for unordered merchandise because they mistakenly feel they must pay. As a result, they are often placed on a preferred mailing list and subsequently receive increased amounts of unordered material. Many aren't even aware that demands for payment for same-written on post cards—are illegal!

Are you bound to return the unordered merchandise? Postal authorities say, "No." Legally, you may keep the merchandise for a reasonable length of time (no length of time has ever been determined), in case the sender or a representative should call for it. However, you may then demand a storage charge and hold the merchandise until it is paid.

In the case of the stamps which arrived c.o.d., this is ALWAYS illegal. The

best way to protect yourself is to simply refuse the parcel. Mark the outer covering "refused" and return the package—unopened—to your local post office. The unopened package is then sent back to the sender if return postage has been guaranteed.

If you pay at the door, then later discover you have paid for something you did not order, take the merchandise to the post office. If the package was sent in error by a reputable firm, you will be able to regain your payment. Honest errors of this kind do happen occasionally, and the companies involved are then more than happy to refund your money. However, the wise purchaser does not accept a c.o.d. package of any kind unless he is sure he has ordered it.

Surveys show that one out of every three letters in your mailbox is an advertisement. And, about 75% of each one gets read, probably because mailing lists are so accurate.

How does *your* name get on all those mailing lists? Primarily by way of companies whose business is to compile specialized lists of names—and these companies gross billions of dollars each year!

There is much to be said for mailing lists. For instance, the FBI records reveal a case where they were seeking a criminal with poor eyesight. They asked a list company for names of all opticians and optometrists in the country. The firm complied, and the FBI sent a copy of the criminal's unusual eye-glass prescription to all the names on the lists. When in Detroit, the criminal broke his glasses and went to an optician for new lenses. A few hours later, he was caught.

Ready-made rosters are a popular source of names for mailing lists. List companies maintain fantastically large reference libraries containing the latest copies of every city and telephone directory in the country, as well as every social register and hundreds of trade, professional and industrial directories. With so many categorized names available, it is a small task for a worker to scan these books and make up a particular list for sale.

Another example, where would you go to sell a \$5,000 Arabian pony? The owner of same went to the Dunhill International List Company, of New York, which consulted a copy of the Debutante Register. The horse was sold within the week.

We are also told about a store in Atlanta which sells king-size men's clothing. The store wanted to try a mail-order campaign and asked for a list of all males in and around the Atlanta area who were six feet tall or over, and weighed 215 pounds or more.

The list company researchers went to the county hall of records and compiled a list by hand, from examining driver's license, application records. From the



descriptions listed thereon, the company delivered a list of some 15,000 king-size men, and the sale was a huge success. No doubt the recipients of the mailed literature advertising the sale were also pleased.

The company that owns a mailing list of good buyers is sitting on a gold mine. A company once compiled a list of 100,000 names of people who had ordered a \$1 book by mail. This company decided to rent out the list—and what happened? A cheese company rented it and made a huge profit through mail-order sales. They then rented it to companies selling stationery, candles, housewares, and craft and hobby items. For years, the original owner of the list made more than \$40,000 annually just renting the roster.

When it comes to direct mail advertising, however, the legitimate mailing list can sometimes become a working tool of the fraudulent promoter who knows that a certain percentage of every thousand solicited will respond no matter what is offered for sale. He knows from experience that if he charges under \$5.00 few victims will even bother to complain, and complaints from the public are the principal basis of investigation.

Many legitimate companies of all sizes do their advertising and selling by direct mail. And, the direct-mail people have a trade association devoted to protecting their industry's good name: The Direct Mail Advertising Association. If you have an unsatisfactory experience with a member, the association urges you to write directly to the member company. They then suggest that if the problem is not resolved to your satisfaction, you write to them at: DMAA, Manager Consumer Relations, 230 Park Avenue, New York, New York, 10017, and they will see what they can do.

Unfortunately, we sometimes get on mailing lists for materials we find offensive. There are no reliable statistics on mailed obscenity. But, postal authorities believe that circulars, brochures and catalogues offering objectionable material are sent out at a rate of 100 million a year. Estimates of the total annual "take" range up to \$500 million dollars. The pictures, books, records reach at least one million school children, each of whom may pass the filth along to half a dozen others.

Still photos, we are told, are the most common obscenity item put through the mails today. These are no provocative pinups or September-morn nudes but foul photographs showing males and females in the most perverted poses imaginable.

As an example, a dealer in Tennessee was arrested only 8 months after going into business. Even so, he had already cleared \$20,000 and had 100,000 new circulars ready for mailing. And,

most people get on the mailing lists of obscenity dealers unwittingly. For instance, another Tennessee dealer was caught using the published names of blood donors as prospects for homosexual material.

Youngsters are a major target of mail-order pornography, and have sometimes found themselves deluged with offers of filth after merely answering an ad for camera equipment, acne pills or rare coins. A Kansas City mother found foul circulars coming to her 11-year old daughter, who had ordered only a phonograph record popular among teenagers.

Should you find *your* name on a list to receive materials you consider objectionable, what should you do? Postal Service Attorney Charles D. Hawley tells us about a law—the pandering advertising statute—which permits the householder to have the postal service order his name removed from a specific firm's list *any* mailer who sends a person an unsolicited sexually oriented advertisement more than 30 days after that person's name is added to the list may be subject to both civil and criminal penalties. And, Hawley says the list has continued its steady growth.

When something obscene lands in your mail box, turn it over—including the envelope or wrapper—to your local post master, or send it to the Chief Postal Inspector, Washington, D. C. This evidence will help inspectors determine how widespread the distribution of a particular obscene mailing may be. Turning in evidence does not mean you or your child will be asked to appear in court.

Real estate swindles are also high on the list. There are some truly good buys around today—in land to be used for homesites, retirement or investment purposes. However, before paying any money into these ventures it pays to investigate. Inducement to buy is usually the low price.

We are told about promoters who sold worthless building lots in the desert for a total of \$3 million before any victim realized the mails were used for promotional literature, bringing this major swindle within range of postal inspectors. The promoters were then successfully prosecuted.

If the property in question is not near enough for you to personally inspect it without spending more for transportation than the price of the land warrants, how can you check it out? Write to the Better Business Bureau and the Chamber of Commerce of the closest city. And, anyone who feels he has been swindled in such a way should be advised to consider the possibility the mails were used, even in the clearing of the check, in which case the matter should be brought to the attention of

the Postal Inspectors. Here again, keep in mind that magazines carrying such ads have usually checked them out quite thoroughly.

The Post Office Department has NO authority to recover your money or property or take any action to adjust an unsatisfactory transaction, but where there is evidence of a violation of postal laws, the matter is presented to a U. S. Attorney for consideration of criminal prosecution or to the General Counsel for consideration of fraud order action.

Remember, complaints are the principal basis for investigating possible swindles or any other mail violations. Postal authorities say, "Our major weapon against such swindles and mail fraud is a public alert enough to suspect violation of postal regulations and to tell us about it."

It is also estimated that about 6 million anonymous, nuisance letters are sent each year. Many are threatening and obscene letters which violate the law. Some are chain letters.

Aside from being illegal, people still fall for the old bamboozlement, the chain letter. Chain letters are based on a dream—the dream that, once started, the chain would go on forever and make millionaires out of the participants, with dollars galore flowing into your mailbox.

Any chain letter that requires payment of anything of value, even if it is only a handkerchief or dish towel, is illegal under the Federal lottery statute. U. S. Savings bonds sent pursuant to an endless-chain scheme, even though the letters are distributed from hand to hand, have also been held to be in violation of the lottery statute.

Most of these chain letters read the same. All you do is send \$1 to the first name on the list, then make up 20 more duplicates with your name on the bottom of the list. Within a few weeks, they claim you will be really rich—they guarantee it! (Notice they never mention the possibility of getting into trouble with the federal authorities.)

The popular chain going around this season claims, "This letter has been around the world seven times. A Colonel in North Africa received \$100,000 two days after getting this letter and sending it to 20 of his friends."

When one stops to analyze chain letters, it is absurd for anyone to waste his time, money or stamps on this brand of fraud. If a letter requires sending 20 duplicates, by the seventh name on the list, the letter theoretically should have been received by over 1.25 billion people. That's roughly the entire population of Africa, Europe, and South America. Thus, it is completely obvious that the only one who can make a buck on it is the original perpetrator. He may send out tens of thousands of letters, all with

(Continued on page 38)



Vandals gave Harold the blues. But Farmers will keep him out of the red.

Even though Harold is seeing red, Farmers will keep him in the black. With their Sentinel Package Policy. It's fire and extended coverage, liability and burglary coverage in a comprehensive package policy. Businesses can save up to 25% over the cost of separate policies, plus discounts up to 25% more. And no matter who you're



insured with now, Farmers will help you combine present policies for full credit, without short rates. Let Farmers increase your coverage and cut your expenses. If you operate a motel, apartment, garage, retail or other business, color it secure with Farmers comprehensive protection. Call your Farmers agent today.



The election of new officers highlighted the annual convention of the New York State Elks Association. Attending a conference with new SP William J. Steinbrecher (standing, left) were retiring SP Joseph J. Ferlo (center), Grand. Chap. Rev. Francis A. White (right), and (seated, from left) PGER Ronald J. Dunn and PGER George I. Hall.



News of the State Associations

THE 68TH ANNUAL CONVENTION of Kansas Elks met in Kansas City May 3-6. There were 640 Elks and their ladies present including GER Francis M. Smith, PGER and Mrs. H. L. Blackledge, GL State Associations Committeeman George S. Tracy and his wife, and GL Lodge Activities Committeeman A. H. Lorentz and Mrs. Lorentz.

The Elks' ladies again helped the state major project, Kansas Elks Training Center for the Retarded, with a donation of over \$14,000. Marylou Deffenbaugh, Elsie Weir, and Susan Sapp coordinated the fund-raising.

Youth Leadership and Scholarship awards were presented amounting to

\$12,000 total. Wellington Lodge won the ritualistic contest, with Beloit second, Liberal third, and Salina fourth.

New state officers will be led by Robert L. Earnest of Russell as President. Others elected are Deputy President Raymond Friederich, Chanute; VP Herman Josefiak, Topeka; Secy. Lloyd Chapman, El Dorado, and Treas. Clarence Chandler, Topeka.

The fall meeting will be hosted by Russell Lodge November 3-4, and the 1974 convention is planned for May 2-5.

LOUISIANA ELKS enjoyed the hospitality of Morgan City Lodge during the annual convention April 13-15. The

keynote speaker was PGER Lee A. Donaldson. Among the 257 Elks and their ladies attending were PGER William A. Wall and Grand Forum Chief Justice Willis C. McDonald.

The state major project, which is the Southern Eye Bank, has been successful for the year, and a motion was made for further support of this project from the lodges. Slidell Lodge had the top team in ritualistic competition.

Heading the slate of new officers is SP Harry S. Hover Sr. of Morgan City. His co-officers are VP Martin Moe Jr., Slidell; VP Harold Sylvester, Opelousas; Secy. Ellis Ponthieux, Shreveport; Treas. C. W. McGill, Sli-



An exhibit of the Kansas Elks Association major project was viewed at the annual convention by PGER H. L. Blackledge and GER Francis M. Smith. The fine programs of the Kansas Elks Training Center for the Retarded were explained by Dean Settle, director, and SP Richard Deffenbaugh.

During the New Mexico Elks Association annual convention, State Ritual Chm. Willis Claus (left) presented the trophy for top Exalted Ruler in statewide ritualistic competition to Stuart Rucker of Gallup Lodge. Brother Rucker, who is now a Past Exalted Ruler of the lodge, gave the 11:00 toast on the final night of the convention.

dell; 1-year Trustee R. W. Glaholt, Shreveport; 5-year Trustee W. P. Pearce, Shreveport; Tiler Robert Cartwright, Baton Rouge; Sgt.-at-Arms Francis Preslar, Shreveport, and Chap. Theo Duhon Jr., Baton Rouge.

A semi-annual meeting will be held in October with Alexandria Lodge as host. Baton Rouge will be the site of the 1974 convention.

THE HOST for the North Carolina State Elks Association annual convention on May 18-19 was Atlantic Beach. Among the 539 members and their ladies in attendance were PGER John Walker of Virginia and PGER William Wall of Florida.

The Elks Camp for Boys, which is part of the state major project, will operate during the summer accommodating 600 boys. Three nursing scholarships were awarded under the major project program, and five academic scholarships were presented.

The decision was made to limit eligibility for state elective offices to Past Exalted Rulers.

Leading the new officers of the state is Kermit R. Hoffman as President, Gastonia; VP-at-large David Cockman, Raleigh; Secy. A. J. Crane, Kinston; Treas. H. F. Finck, Brevard, and Chap. George Skinner, Kinston.

The 1974 annual convention will be held in Greensboro.

SCHOLARSHIPS AND AWARDS were presented by Wyoming Elks to several young people at an awards banquet during the annual convention in Lusk May 4-6. Two four-year scholarships, the state major project, were presented to Sharyl Smith, sponsored by Torrington Lodge, and John Watson, Worland Lodge.

State Youth Leadership Awards went to Sandra Smith and David Fall, Sheridan Lodge, and Denise Kelly, Greybull Lodge. Other scholarships were awarded to Joseph Bachicha, Rock Springs, Vivian Mallette, Powell, and William Clendenen, Sheridan.

The winning ritualistic team in the state was from Casper Lodge. They received plaques and a check to help finance the trip to the national convention.

Newly named officers are SP Elmer Nelson, Worland; VP Dr. W. Lee, Powell; VP Floyd Snyder, Lander; VP Ed Young, Riverton; Secy. and Treas. George Forster, Casper; Sgt.-at-Arms Gene Dunn, Laramie; Chap. William Kupper, Sheridan; In. Gd. Leslie Smith, Cheyenne; Tiler Frank Davis, Torrington, and 5-year Trustee Dr. Richard Collins, Lusk.

Planned are a fall meeting in Laramie in September and a mid-winter meeting January 17-19 in Riverton. The 1974 annual convention is to be hosted by Worland Lodge in May.

THE ANNUAL CONVENTION of the Iowa Elks Association was held at Fort Dodge May 4-6. Among the 400 members and their ladies attending was PGER Glenn L. Miller.

First place winner of the state ritualistic contest was Decorah Lodge and Muscatine Lodge was second. The state's free throw contest was quite active.

The Iowa mid-winter meeting is scheduled for November 3-5 at Fort Madison. The 1974 annual convention will be held in May at Davenport.

ST. LOUIS LODGE was the host of the Missouri Elks annual convention April 13-15. There were 372 members and their ladies present, including special guests GER Francis M. Smith and PGER Edward W. McCabe and their wives.

The Benevolent Trust, which is the state major project, received \$10,855.76 in donations to render dental care to handicapped children in Missouri. Four mobile units are now in service under this project.

The state ritualistic contest was won



Elk of the Year was the honor conferred by New Mexico Elks on Earl Phillips Jr. (second from right) of Roswell Lodge, for his outstanding work as state public relations chairman and as state bulletin editor. He received the award at the annual state convention from retiring SP Vernon Bryan as new SP L. A. B. Parker and Mrs. Katy Parker observed.

The installation ceremony of Kansas Elks was directed by PSP Fred Kelly. New officers are (standing, from left) SP Robert Earnest, Deputy President Raymond Friedrich, Secy. Lloyd Chapman, Treas. Clarence Chandler, and VP Herman Josefiak. Observing were (seated) PGER H. L. Blackledge, GER Francis M. Smith, Mrs. Deffenbaugh, and retiring SP R. B. Deffenbaugh.



for the 11th consecutive year by Washington Lodge.

SP W. H. Stewart O'Brien of Festus-Crystal City leads the slate of new state officers. His co-officers will be VP-at-large Donald Nemitz, Clayton; VP William Lucas, Columbia; VP Donald Keck, St. Joseph; VP Arthur Bone, Farmington; VP Jesse Edwards, Springfield; VP Henry Kaiser, De Soto; Treas. R. Max Frye, St. Joseph; Trustees Jerry Holt, Poplar Bluff; Kenneth Killenny, West Plains; Leon Varvil, St. Charles; William Lodge, Kansas City (Northland); Arthur Foelsch, St. Louis; Secy. Pete Tesreau, Festus-Crystal City; Chap. John Boyer, Potosi; Tiler Stanley Cox, Joplin; In. Gd. Dawn Ford, Columbia; Sgt.-at-Arms G. K. McCintock, Grandview-Hickmann Mills, and Organist D. I. Webb, Dexter.

The association's fall meeting is to be held in Jefferson City October 5-7. Cape Girardeau Lodge will host the 1974 annual convention May 3-5. THERE WERE 16 Past State Presidents among the 1,950 Elks and their ladies attending the New York State Elks Association 61st annual convention at Kiamesha April 26-29. Among the special guests were PGER George I. Hall and PGER Ronald J. Dunn.

The Home Service Program which treats youngsters, who are afflicted

with cerebral palsy, in their homes reported that there are 13 therapist manned mobile units in operation.

The Scholarship Committee awarded 38 scholarships for the year. Huntington Lodge won the ritualistic contest for the sixth straight year.

New officers are SP William J. Steinbrecher, New Hyde Park; Secy. Herman Wickel, Huntington; Treas. William Petzke, Elmira; Chap. Rev. Francis White, Plattsburgh; Tiler John Waddell, Lynbrook; Sgt.-at-Arms Frank Fitzgerald, Saranac; VPs James Emrich, Herkimer; James Fountain, Freeport; Albert Favoino, Newburgh, Walter Highland, Malone; William Farmer, Gouverneur; George Spaulding, Glens Falls; Harvey Bayer, Mount Vernon; Richard Beck, Owego; Edward Sullo, Port Washington; James Keenen, Salamanca; Kenneth Brooks, Cobleskill; John Ames, Albion, and Thomas Dygert, Camillus.

The fall convention will be held September 13-16. The 1974 annual convention is planned for May.

HIGHLIGHTING the 44th annual convention of New Mexico Elks was guest speaker Gregory M. Cosimati of Las Cruces, who is a national Youth Leadership winner. First place state girls winner, Judith Anne McGinn of Aztec was also a featured speaker.

There were 576 members in attendance with their ladies at the convention hosted by Albuquerque Lodge April 26-28. Among the distinguished guests present were GL Credentials Chm. T. J. Williams Jr., Arizona SP Robert E. Nimmons, Colorado SP Leonard E. Bennett, and GL New Lodge Committeeman Roland W. Wilpitz.

The major project report of the Cerebral Palsy Commission announced that \$87,640 was raised. The state Charitable and Benevolent Trust was increased by \$1,471 during the year. The winning teams in the ritualistic contest were from Carlsbad, first, Farmington, second, and Albuquerque, third.

L. A. B. Parker of Albuquerque will lead the new officers of the state as President. Other elected officers are VP George Gaylord, Silver City; VP Robert Batley, Farmington; Secy. Howard Nunez, Albuquerque; Treas. E. H. Jahraus, Albuquerque; Tiler Elmer Perry, Artesia; Chap. Loren Cammon, Carlsbad; Organist J. Gibbs Spring, Albuquerque; Sgt.-at-Arms George Frkovich, Albuquerque; Trustees Chm. C. W. Burkett, Clovis, and 5-year Trustee Ray Camp, Carlsbad.

The fall meeting will be held in Carlsbad, and the 1974 annual convention will be hosted by Las Cruces Lodge.

■ Last year a fellow sent a check to the Internal Revenue Service written out on the seat of his underwear shorts. "Now you've got it all," he explained in an accompanying note. No, he wasn't breaking a law. In fact, the bank cashed it!

Though frequently misused, a check is nothing more than a written order directing a bank to pay a certain sum of money under specified circumstances. Some experts credit the Romans with inventing checks about 352 B.C. So for the past 2,500 years or so people have been conducting business without handling actual money.

Today these bank drafts remain the most popular method of exchange. The American economy generates about 26 billion checks annually. The Federal Government alone issued more than 600 million last year and welfare agencies sent out some 80 million more. Just about \$900 of every \$1,000 that

changes hands does so by check. In a year that amounts to over \$11 trillion!

Although most checks are written on special checkbook paper, they need not be. Possibly the strangest one ever written turned up in a Phoenix, Arizona, bank. A Canadian tourist had written it for \$1 on a prickly-pear cactus in payment of a parking ticket. The local bank accepted it and the bank president wrote the Canadian, "Sorry you got stuck with a parking ticket, but I can assure you a few people have been needled as a result."

One fellow wrote a check on a dried human toe that reposes in a western bank, according to legend. The yarn recounts how the man, separated from his wife, rankled about sending her money. Demonstrating his antipathy, he chopped off one of his toes, wrote a check on it, signed the draft, and dispatched it. His spouse duly cashed it without difficulty.

Others have written checks on such singular items as an eggshell, a redwood shingle, a piece of parachute, a business card, and the back of a postage stamp. All the payees cashed them. Some banks issue specialized checks, such as left-handed ones for southpaws and Braille ones for blind customers.

For some time banks have printed checks in a wide spectrum of colors. Recently, some have been offering checks with floral or scenic backgrounds. Some such drafts display a picture of a building, an object, or perhaps a skyline.

Too, banks cater to the customers' individual tastes, like printing their photographs or drawing of them on the check. Quite a few customers select pictures of their families, their pets, and their houses to adorn their checks.

More imaginatively, a Chinese cus-

CHECK THAT CHECK



By Frank L. Remington

tomers ordered checks illustrated with a portrait of Chairman Mao. An advertising executive calls attention to his agency with checks showing a photograph of him sitting on a soapbox. Similarly, a proud fisherman used a photo of himself at the prow of a boat, holding up four big ones freshly caught. Perhaps the most imaginative—and vindictive—customer to date ordered special checks to make alimony payments to his ex-wife. They show him kissing his new wife!

No law requires a check to be accepted as legal tender, which it isn't. Daffy drafts simply reflect the banks'

desire to serve. Occasionally, though, a bank balks. Farmer Patrick Moxon wrote a check for \$33.60 on a pig's flank. The payee accepted it but the bank firmly refused it, explaining that it couldn't file a pig.

Fortunately, most people write their checks on standard forms. However, there are no hard and fast rules as to how this should be done. A check need not be written in ink. However, ink or indelible pencil make it more difficult for a dishonest person to alter a check.

It's legal to date a check on Sunday or a bank holiday or even a fictitious date like February 30. But since

many people not aware of that fact may refuse to accept it, it's much safer not to follow such practices. Technically, a check remains good for six years. In actual practice, however, most banks either return a check more than six months old or at least consult the payer before honoring it. A post-dated check is good, too, provided it isn't presented for payment before the date on its face.

No one with printed checks on his checking account should lend one of them to a friend, even if he strikes out the printed name and substitutes his own. Nearly all checks are coded with indelible symbols these days. Eventually the checks are sorted according to their magnetic coding and charged to the account. The only safe way to lend a friend such a check is to scissor out the coded number.

Most checks provide a place for the amount to be written in numbers and in words. In case of discrepancy between the amount indicated in numbers and words, some banks pay the lesser of the two amounts. A few refuse to honor the check at all. Most banks, however, will pay the amount spelled out in words.

If a bank balance evaporates to nothing, a person can still write a draft for \$0.00. One man did. He owed Uncle Sam nothing but figured it fitting to mail a check at income tax time. That was the smallest check ever written; the largest was for a stupendous \$7,500,000,000. Uncle Sam wrote it to transfer Government funds from one account to another.

About one out of every 180 checks is bad. Check cashing is a big business and neighborhood establishments, like service stations, bars, supermarkets, department stores, and restaurants, handle a large percentage of it. Annual losses from bad checks amount to about \$1 billion. Probably the actual amount adds up to a much higher figure, for many victims of bogus check writers don't want to become involved or bother to make a complaint.

Police files bulge with names of check forgers, popularly dubbed "paper hangers" or Ph.D's (doctors of paper hanging). Completely phony checks drawn on non-existent banks by non-existent persons frequently appear. Checks have been accepted and cashed even though they bore signatures like: "U.R. Stuck," "N.O. Good," and "Hope Youbeentook."

Basically, there are three types of check crimes committed by paper hangers who operate quite successfully, at least for a limited time. The first blithely asks the sucker to cash a check as a favor. He relies on the American tradition of trusting his fellow man. One con-man practiced this phony

did you know...



Nearly 600,000 pints of blood for our wounded fighting men in Korea were donated by Elks from all over the country.

☆☆☆

Since *The Elks Magazine* was founded, it has turned over to the Grand Lodge more than \$10 million to help defray operating costs of your national organization.

☆☆☆

The top five states in Elks membership are:

1. California (163,249)
2. Washington (98,180)
3. Pennsylvania (95,452)
4. Oregon (82,868)
5. New York (82,193)

☆☆☆

The subordinate lodges of our Order spent over \$10.6 million last year for charitable, educational, welfare and patriotic purposes.

This figure does not reflect additional amounts expended by State Associations on charitable activities. These funds are spent with no regard for race, religion or ethnic origin; the only criteria are merit and need.

☆☆☆

Since 1880, the subordinate lodges of Elkdom have spent over \$261.5 million on charitable purposes. No records for the years 1868 to 1880 are available.

☆☆☆

As of March 31, 1973, there are 2,179 Elks lodges with a total membership of 1,541,786. This represents an increase of four lodges and 9,872 new members over the previous year.

☆☆☆

Since its dedication in 1926, the Elks National Memorial Building in Chicago has gained in value from its original cost of about \$2½ million to a current appraised value of some \$9 million.

The Iowa State Elks Association's major project operates in close cooperation with the Easter Seal Society. The Society trains handicapped people and the Iowa Elks furnish two vans and drivers to transport goods produced by the handicapped all over the state for local sales.

☆☆☆

Aid to visually handicapped children is the major project of the Oregon State Elks Association. They spend about \$85,000 a year through the Elks Eye Clinic in Portland, the Blind School in Salem and the University of Oregon Medical School. They also spend some \$15,000 a year for scholarships to a speech camp.

☆☆☆

Dental care is the major project of the Missouri Elks Association. They provide a mobile dental care program for handicapped children throughout the state. There are four units in operation, staffed by members of the Missouri State Health Department. They also have spent some \$15,000 a year for scholarships to a speech camp.

☆☆☆

The Virginia State Elks Association has a boy's camp as its major project. Termed one of the finest such camps in the South, it features modern conveniences and a staff of counselors who serve some 500 young men in four two-week camping periods. The estimated expenditure this year was almost \$39,000.

trade by masquerading as an out-of-town minister. Usually, he visited Saturday funerals, struck up a conversation with one of the mourners after the services, and then suddenly "discovered" himself to be flat broke. Since the banks aren't open on Saturdays, he asked the victim to cash a personal check for \$75 to tide him over the weekend. Even though normally cautious, the dupe man is a clergyman.

Another type of bad-check passer is the fellow who changes the amount of a check legitimately written. His victims leave spaces between the numbers filled in next to the \$ sign on the check, and between the figure written in. Changing the amount of a check filled out in such a way is child's play for a pro. To thwart this kind of crook a person should *never* leave spaces between the figures he writes on a check.

Still another kind of check crook forges a person's name on a check and cashes it at a bank or neighborhood business establishment. Nobody can absolutely protect himself against this type of operator, for a forger can easily obtain signatures and then duplicate them. However, anyone can make it more difficult for a forger by signing his checks in a clear, unhurried, easy-to-read handwriting. Surprisingly enough, the hastily scrawled, elaborate, illegible John Hancock seems to be the easiest to imitate. It's the legible signature that drives the forger up the wall.

Recently a young housewife fell victim to another deception among the many other flimflam practices by bad check passers. She ordered two pairs of hose from a fast-talking door-to-door salesman. He requested payment by check. But when she was ready to fill in the amount he told her to leave it blank as only "the office" would know the cost of postage. And she did!

An hour later Mrs. Housewife suddenly realized what she'd done. Rushing to the phone, she called the bank and stopped payment on the check. Too much time had elapsed; the check had been cashed in the amount of \$50.00. Fortunately, very few people would be that careless or unthinking. But it does happen.

Everyone, if he thinks about it, can reduce bogus check passing by practicing some don'ts: Don't cash altered checks or those signed with a rubber stamp. Don't make out a check to "Cash" until ready to cash it at the bank or elsewhere, as such a draft can be cashed by anyone. Don't cash a stranger's check without positive identification. Lodge cards and personal papers constitute surer i.d.'s than so-

cial security cards or driver's licenses.

There's no telling how people may identify themselves. One bank clerk asked a customer for identification and the fellow whipped out his upper plate, pointing to the name engraved on top. One day a bank clerk failed to recognize Enrico Caruso, the golden-voice tenor. Caught without his wallet, Caruso began to sing an aria from Tosca. The rendition removed all doubt of his identity and the embarrassed teller promptly cashed the draft.

A young lady at a supermarket presented a check as payment for her purchases. The clerk examined it, then asked, "Can you identify yourself?" Looking puzzled, the girl dipped into her handbag and pulled out a small mirror. Glancing at it, she smiled, "Yes, it's me all right."

After a person writes a check it travels to clearing houses and banks in major cities via air. The top number of the fraction in the check's upper right hand corner identifies the bank on which it is drawn. The bottom number identifies the Federal Reserve District and office where the check should be sent. Usually, it requires about 25 banking operations before the check comes back to the writer—that is, if it is returned.

Unfortunately, some people foul up check writers' records by not cashing a draft. Some of the astronauts ran into this problem after returning from space. As the upshot, their checking accounts became a shambles. When they wrote checks to pay bills they found that

admiring suppliers refused to cash them.

Others don't cash checks for various reasons. One fellow received a check for one cent. "I was afraid," he said, "that the check would break the bank if I presented it for payment, so I held it!" In receipt of a check written on black paper with white ink, another man declared, "That check looked so spooky I decided not to cash it." And a third non-casher of a check from a mail order house gave his reason, "They didn't owe me the money. It wouldn't have been honest to cash it."

Processing the checks written each day requires many clerical man-hours. Some New York banks, for instance, process more than a million checks a day. About a thousand clerks work at the mammoth project. Fortunately, recently introduced automation systems are reducing the man-hours of this job. Automation notwithstanding, any bank might be hard pressed to process the draft of a San Diego sailor. Holding a blow torch, he wrote a check on a piece of battleship steel. The payee endorsed it with a blow torch and received payment. At the end of the month the sailor got it back along with the rest of his cancelled checks.

Too, a Los Angeles man seems determined to foul up automation. He had his own checks printed to include this inscription: "This check was produced by and will be honored by a tax-paying individual, not by a machine. It may be spindled or folded. The payee may desire to defeat bank automation by not cashing it." ■



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SPORTS ACTION

by Don Bacue



UNTRADITIONAL TROUT

John Dayton, a veteran northwoods angler and diehard fly fisherman, wound the line lightly around his left fist as he tugged at the rod gently with his right. Always moving, always twitching, a tiny wet fly darted in and out somewhere downstream, playing hide and seek with the shadows. It was the same fly I'd seen him use so successfully in bringing home trout in the past.

But history was not about to repeat itself. Not on this day, at least. For, no matter what type of bug he threw out, the trout we both knew lurked before us simply wouldn't bite. It was one of those sunny-cloudy days, with Old Sol poking his head out whenever the notion struck him, when you just knew nothing you were doing was right. But you didn't quite know what to do to change things.

Then it struck me.

All morning long I'd watched a school of tiny minnows darting in and out of the shadows of my boots. With the action so poor downstream, my gaze kept falling on them. Maybe they were why the trout weren't hitting. Maybe the rainbows were too busy feeding on them to give John and me a second thought.

I set my fly rod aside and stumbled up the bank to the car. There, I slipped my spinning rod out of its case—an ultra-light seven footer equipped with six-pound test line on a Mitchel 300. I added a couple of buckshot, a swivel, and—yes—the smallest silver spoon I had in my box, and returned to the water.

John eyed me skeptically as I stepped carefully back into the stream. He was too much of a gentleman to tell me, "Don, you're nuts. Every amateur knows you catch trout with flies." But I knew I'd have to prove myself to him if he wasn't going to be thinking it from then on.

Cast number one. A slow retrieve. Cast number two, the gentle whir of the line and sudden "click" of the reel in marked contrast to John's silent angling. Cast number three . . . bingo!

A strike. In my excitement, I overreacted, yanking the lure right out of the fish's mouth.

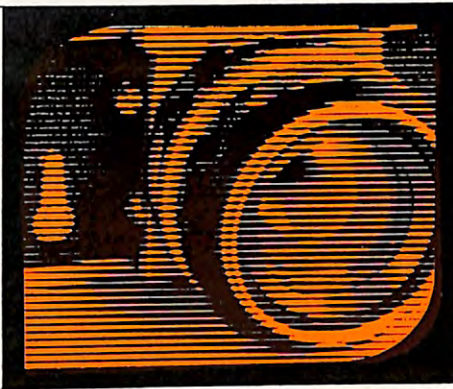
John's eyes glowed brightly as I cast without success a few more times. Then paydirt! I didn't overreact this time, as a two-and-a-half pound rainbow split the water, bucking and flopping, and re-entered hopelessly snagged and destined for my creel.

I landed two more within the next 20 minutes before John was sufficiently convinced to change over to a spinning rig, himself. All total, we pulled in eight rainbows between us that afternoon. Not phenomenal, but better than we'd done all morning fishing the traditional fly rod and reel approach. Which drives home the old slogan, "Where there's a will, there's a way." Or, "Necessity is the mother of invention." Or one of those witty things people like to say.

When I was a little nipper, my father used to take me to those "fish for pay" trout farms. Actually, back then they were mostly stocked lakes that some enterprising farmers must have made a killing on. I remember fishing with my little \$5.95 spinning outfit while my father toiled away with fly rod next to me. And I remember actually latching onto a trout or two. Why it is that, once a trout fisherman reaches a certain age, he's bound to lay aside his spinning gear in favor of the more sophisticated fly tackle is beyond me. But it's one of those unwritten rules of the game. And, I think, it's about due to be broken.

I'm not saying a trout fisherman should not use a fly rod when pursuing his quarry. I've always preferred landing a three-pound scrapper on the ultra-light, ultra-sensitive fly rod, line, and reel. All I'm saying is that sometimes—when the fly isn't making it—a fisherman shouldn't hesitate using "unorthodox" approaches to trout fishing. Spinning rod and reel, lures, live, bait, even bread and cheese balls for certain species. When should you use which? We'll have a species-by-species countdown next month.

NEWS OF THE LODGES



THE EASTER SEAL SPEECH PROGRAM received a check for \$8,695.21 from Nevada Elks, beginning their 18th year of helping the charity. A speech patient, Michelle Holt, accepted the check from SP J. Gordon Hoopes as (from left) State Treas. Carl Merrill, State Public Relations Chm. Louis Hess, and therapist Karen Robbins looked on.



THE AVENUE OF FLAGS was dedicated recently by Macon, Ga., Lodge, which is sponsoring the memorial. Flags of the fifty states are displayed on the site. Unveiling the marker were (from left) Mayor Ronnie Thompson, Congressman Bill Stuckey, and ER Jim O'Neal Jr.



A FUND-RAISING DRIVE sponsored by Mercer County, Ohio, Lodge resulted in \$1,000, which was donated to Mercer County Cheryl Ann School for Retarded Children. At the presentation of the check were (from left) Building Committeemen Olen Amstutz and Ed Hammond, ER Sam Dixon, Committeeman Jack Shade, Chm. John Ermsher, Treas. Tom Luken, and Secy. Richard Woeste. The money will help to build a new school for the children.



THE PANNONE TROPHY was presented to Brother Ralph Sternadori (second from left) during the 17th annual golf tournament sponsored by Somerville, N. J., Lodge. PER James Pannone made the presentation while ER Al Iasiello (left) and Chm. Edward Oliver observed. There were 66 participants in the event.



THE CORNERSTONE was laid recently for the new home of Lakewood, Calif., Lodge. Present for the ceremonies were (from left) ER Gerald Wanger, Venn Furgeson, councilman, Lupe Cabrera, Chamber of Commerce president, Mayor Carl Rodger, Lisa Pascual, Miss Hawaiian Gardens, and PER Don Regas Jr.



DURING A MEETING of the Vets Committee at Atlanta, Ga., Lodge, Mrs. John Brinsfield was honored for 1000 hours of volunteer service to the local VA hospital. She received a certificate and was congratulated by (from left) Chm. James Kaigler, Deputy Chm. Thomas Brewer, and SDGER John Brinsfield.



TWO MEMBERS of Titusville, Pa., Lodge were honored recently. ER Richard Kaputa (center) presented a plaque to PER Wayne Quimby and a National Foundation certificate and pin to PER Richard Roeder.



A SAFETY AWARD was presented by Marquette, Mich., Elks to Robert Monroe, who provided police with information that was instrumental in apprehending a thief. City Patrolman Andrew Henderson observed as Est. Loyal Kt. Alan Tappenden made the presentation.



THE ELKS' LADIES received a National Foundation certificate from Chm. John Motsch at Las Vegas, Nev., Lodge. Amanda Brubaker, president, accepted on behalf of the ladies.



ELIZABETH, New Jersey, Elks recently laid the cornerstone for their new lodge home. ER Albert Van Cora Jr. conducted the ceremony as Tiler Harry Fadde Jr. (left) and Est. Lead. Kt. George Morris Jr. observed.



A CEREMONY was conducted at Lake Havasu City, Ariz., Lodge to properly dispose of old, worn, and soiled flags. The local Boy Scouts, Girl Scouts, American Legion, and Veterans of Foreign Wars participated in the proceedings. Americanism Chm. Dean Hunter coordinated the event.

LODGE NOTES

VAN NUYS, Calif. The lodge and the Los Angeles Police Department have sponsored The Golden Glove program, a boxing club for boys. The program has proved very successful, taking the boys "out of the streets" and teaching them good sportsmanship. Brother Bill White organizes the program.

LIVONIA, Mich. All the members initiated for the year at the lodge have joined the National Foundation, bringing the total of new members to 65. Twenty-four Eagle Scouts in the area have received flag sets and certificates from the lodge.

ANDERSON, Ind. Youth Leadership and Scholarship winners were chosen by the lodge. Leadership winners were Phil Polus and Sandra Long, and Scholarship winners were Anne Hittle and Randy Welch.

MARIETTA, Ga. The Youth Activities program has been active within the lodge. Among others, Chm. Clyde Compton and ER Charles Tynes organized the Teenager of the Month and Youth Week programs.

CHULA VISTA, Calif. The lodge camper club, "The Vagabonds," recently sponsored a camper hoe-down. Co-chairmen for the affair, Brothers Bob Thiltgen, Al Russell, and Jack McClure, reported 29 campers were stationed in the lodge parking lot with 80 people participating in the event.

HARRISON-EAST NEWARK, N. J. Past Exalted Ruler Harry Siverson was honored by the lodge and presented with a PER ring. ER Harry Sinshimer made the presentation at a recent lodge dance.

SAYRE, Pa. A spaghetti dinner in honor of the handicapped children, who participated in the special Olympics program, was held by the lodge. Among those present were PSP Nicholas Chacona and ER Melvin Whitmoyer.

ELMWOOD PARK, N. J. ER Joseph Siciliano received a check for \$1,000 from Barbara Gambo, Elks' Ladies president. The presentation was made at the installation of officers.

MILPITAS, Calif. The recent installation at the lodge included a dinner in honor of the new officers. With the help of the Teen Club and its president, Beverly Rose, the 140 dinners were served quickly and efficiently.

KINGSPORT, Tenn. The lodge captured the state championship in ritualistic competition for the tenth time. All of the seven members of the team were named to the all-state team.

ELKHART, Ind. The lodge celebrated its 75th anniversary. A week of festivities including a golf tournament, a women's fashion show, and a dance marked the event. A class of 101 was initiated into the lodge.

MYRTLE CREEK, Ore. Jill Olsen, a senior at South Umpqua High School, presented the lodge with a pastel drawing she did of an elk. Miss Olsen won first place in the State Scholarship Contest and will receive a \$2,500 scholarship to attend the University of Oregon where she plans to major in art. Est. Lect. Kt. Jim Wall accepted the drawing.

WINDSOR, Vt. Brothers Henry Harlow, Edwin Rice, chairman, Paul Dubey, and Francis Stellson organize entertainment for local veterans. With their help, the lodge has sponsored musical shows and games at the local VA hospital.

YUCAIPA, Calif. An Elk of the Year plaque was presented to Brother Willis Murphy by PER William Richards. The presentation was made at the recent inaugural ball.

WILLARD, Ohio. PER Edward T. Schreiner died April 25, 1973. Brother Schreiner had a life membership with Willard Lodge where he served as Secretary for three years and Exalted Ruler.

MT. VERNON, Ind. Past Exalted Ruler Manford Weilbrenner recently installed his son George Weilbrenner as Exalted Ruler of the lodge.

BRICK, N. J. A class of 50 was initiated in honor of DDGER Paul Paone. Also present were PER Frank Altemose and ER Charles Dippel.



▶ **WHILE IN ALASKA,** PGER Hise visited with Past Grand Tiler Mike Monagle and his wife Noreen.

◀ **THE 75th ANNIVERSARY** of Juneau, Alaska, Elks was celebrated during a visit to the lodge by PGER Frank Hise. Among those present were (from left) PER Bobbie Tyler, Mrs. Tyler, ER Robert Howe, Mrs. Howe, Brother Hise, Mrs. Haag, SDGER E. Robert Haag, Mrs. Dungan, DDGER Donald Dungan, Mrs. Holdsworth, and SP Phil Holdsworth.



A NEW FLAG to be used at parades and ceremonies was presented to Ionia, Mich., Lodge by the Elks' ladies. Displaying the gift were (from left) Martha Onstwedder, ER Bruno Salazar, VP Glenn Harris, and Mrs. Ardith Harris, president of the Elks' ladies.



THERE ARE 50 participating memberships in the Elks National Foundation from Jupiter, Fla., Lodge, which is a little over a year old. GER Francis Smith visited with the lodge and was presented the certificates by ER Lionel Smith (left) and Foundation Chm. Philip Kenney as PDD Carl Hartman (left) and PGER William Wall observed.



A CHECK for \$1,000 was presented to North Dakota Elks by Devils Lake Lodge, to be used in the state crippled children's program at Camp Grassick. The money was originally donated by Mrs. Rolf Glerum, whose father Charles Doyon, was the first Exalted Ruler of the lodge. Secy. H. J. Monroe made the presentation to State Trustee Jack Traynor.



A CLASS OF 29 was initiated at Pueblo, Colo., Lodge in honor of Air Force Col. John E. Stavast, a recently returned prisoner of war. He was welcomed by ER Kenneth Renfrow (left) and his father, PDD John Stavast. Each initiation class in April will be named the John E. Stavast class.
(Continued on page 47)

THE JOY OF GIVING

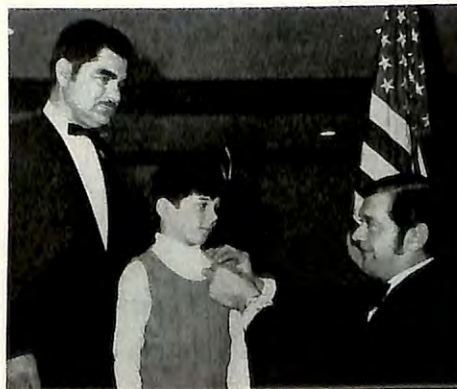
Elks National Foundation
Chicago Illinois 60614
2750 Lakeview Avenue



A plaque bearing the names of 60 paid-up members in the Elks National Foundation was presented by ER Don Mitchinson (left) to Foundation Chm. Clifford Robinson at Newark, N. Y., Lodge. The officers served Sunday family breakfasts at the lodge to purchase the plaque. Observing the presentation were (from left) Chap. Bernie Kneut, Treas. Dick Renkert, Tiler Pete Minutolo, Est. Loyal Kt. Roger DeMeyers, Esq. Rodney Deising, Est. Lect. Kt. Hugh Hawley, Est. Lead. Kt. Harold Comstock, and Secy. Lyn Van Liew.



Foundation Chm. Roy Sonnleitner (center) presented \$100 certificates to members at Central City, Colo., Lodge. They were (from left) George Snyder, Loran Brown, ER Jasper Smith, and Joe O'Neil. Brothers Danny Robinson and Linold Begg also subscribed to the Foundation.



A pin was presented to Harry Captain (center) by Foundation Chm. Richard Downs in a recent ceremony at Enfield, Conn., Lodge. ER James Captain watched his son become a member of the Elks National Foundation.

BE A LOCKSMITH

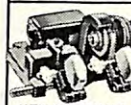


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Nineteenth Century Hideaway

by Jerry Hulse

Their pot boileth over. Fijians who once practiced cannibalism are learning how entertaining visitors is more satisfying, financially, than offering them up on the menu. As a result, hordes of American tourists are arriving in increasing numbers to cruise among Fiji's islands, toast on the hundreds of deserted beaches, and observe such freaky rituals as the Great Fijian Hot Foot, popularly known as the fire-walking ceremony.

Although the jet is primarily responsible for unlocking the wonders of the South Pacific, actor Raymond Burr had a hand in publicizing Fiji. As an escape from the phony, celluloid scene of Hollywood, he bought an island, his private haven, serene and snug in the warm Pacific. Poking up out of the South Seas 5,600 miles from Los Angeles, the Fijian islands are described as the "old Hawaii of the new South Seas." Other than the capital city of Suva, with its traffic snarls and modern buildings, Fiji slumbers peacefully in the 19th century.

Americans dip south and slightly west to reach Fiji's international airport at Nadi, a booming new airline



hub of the South Pacific. Rising from the surrounding waters are 300 to 500 islands scattered across 250,000 square miles of peaceful Pacific, islands ranging from towering mountains to tiny atolls. The big island of Viti Levu welcomes the jet carriers at Nadi. At the same time, the island reaps the bulk of deplaning passengers. They scatter to such nearby shelters as the Mocombo, the Sun Lover, Tanoa, Sky-lodge, Gateway and the Travelodge. In a second Travelodge at Suva, a sign in the lobby reminds gentlemen: "It is the custom to wear trousers while dining at night." Otherwise, it is the Fiji fashion to be unfashionable, to overlook etiquette for the sake of comfort. Ladies may go braless if they wish, and gentlemen may go shoeless.

In Fiji it is possible to snooze in a native-style bure or to live the good life in modern, air-conditioned comfort. They've a new hotel on Mana Island. You may cruise there for the day or else remain overnight. The island is 300 acres. That's all. You sleep in a nativestyle bure: \$20 single a night, \$25 double. Meals are extra. The tab for a day cruise, including

lunch, is \$8.50. You leave at 10 a.m., and return at 5:15 p.m., back in time for dinner at your hotel in Nadi. At Mana you can snorkel, water-ski or go sailing in a glass-bottom boat.

Beachcomber Cruises cruise to Tai Island. It's a sunset sail (price: \$10.80). The bus picks you up at your hotel in Nadi at noon and delivers you to the boat. The boat delivers you to Tai in one hour. You swim and snorkle in the afternoon. Sailing home they serve cocktails and dinner.

Blue Lagoon Cruises charges \$98 and \$109 for a two-day, three-night cruise to the neighboring Yasawa Islands, operating two ships. They carry 40 passengers each in twin-bedded cabins with showers and air conditioning. Bounty Cruises sails to the Yasawa and Mamanuca Islands, leaving Lautoka Monday and Thursday at 10 a.m. and returning Wednesday and Saturday. Fares: \$80 to \$100 per passenger. Bounty also operates day cruises. For \$7 you are served lunch and afternoon tea.

Only a 15-minute drive from Nadi, big noises are being generated at Denaru, an offshore isle connected to

the main island by bridge. On a 600-acre plot that faces another island, Jerry Moss of Los Angeles is fashioning a self-contained community of new hotels and homes. Spread between them will be marinas, a shopping center and an 18-hole golf course.

The first of five hotels is scheduled to open next November with a Hong Kong staff doing the honors.

Altogether, Moss' community will represent an expenditure of \$84 million. Teaming with him in the venture is the Bishop Corp. of Hawaii. Americans with a Raymond Burr desire to escape may do so by investing anywhere from \$10,000 to \$15,000, the asking price for a single lot.

It is the fashion for visitors arriving at Nadi's airport to scatter south to the luxury hotels along the Coral Coast, a trend Moss hopes to reverse. Unless the Fijians do something about improving the road between Nadi and Suva, Moss may have little cause for worry. Called the Queen's Highway, it is, instead, a king-size headache. Indeed, one gets the impression the Fijians created it intentionally as a deterrent to tourism. Unpaved nearly all the way to Suva, it is a blinding, choking 135-mile obstacle course of dust and constant curves. Midway, its bridge was battered to ruins by last October's hurricane, the result being that cars now are being ferried across the dividing stream.

Vacationers pushing south to Pete Slimmer's elegant Fijian Hotel must endure the road for barely an hour. On a 100-acre island connected by causeway, Slimmer, along with three Pan Am pilots, an Englishman from Devon and an Irishman named Paddy Doyle, have put together one of Fiji's handsomest hotels. Hidden among coconut palms beside a travel poster beach, the Fijian became a fixture in 1967. Along with Musak, air conditioning, refrigerators and automatic coffee-makers, all 228 rooms look off at the nearby lagoon.

Taking a cue from Hawaii, Slimmer & Co. presents a nightly pageant involving the lighting of torches, the blowing of conch shells and beating of drums. A room with such a production outside the window is bid at \$25 a day single and \$30 double.

Beyond the Fijian, the Korolevu still offers guests the opportunity of going native in a bure. Tour buses load and unload with a monotonous frequency while employes take up spears in a night club act that's reminiscent of the old potboiling days. Few will argue that the greatest show in Fiji today involves the firewalkers of Beqa, an island without cars or roads, not even electricity. When called upon

Poking up out of the Pacific, the Fiji islands have been called "the old Hawaii of the new South Seas."



Only a dreamer would search the world for paradise; such journeys end in frustration. It is the realist who creates the happy endings.

for a command performance, the firewalkers hotfoot it off to Fiji's cushy hotels to march across pits choked with sizzling stones.

In Suva the Trade Winds Hotel has gone so far as to install a firewalkers' stadium with covered stands and seating for 400 spectators. Tourists pay \$4 a performance. In return the firewalkers collect \$600 a night for their production. At that rate soon they'll all have cars and pop-up toasters on Beqa Island and the good life will be but a sweet memory.

Meanwhile, the search ends in Fiji for the Garden of Eden. It is being developed on the coral coast, 45 minutes by car from Suva. Adam had nothing to do with it and neither did Eve. Instead, it is the creation of an ex-Australian Air Force pilot and a couple of wealthy Canadians. Once a dismal, near impenetrable jungle, it gives promise of becoming the Palm Beach of the palmy South Seas, with elegant homes and hotels, yacht clubs, polo grounds, riding trails, golf and a private air strip—much as Moss' project is at the other end of the island.

For want of a better name, it is called Pacific Harbor, a 7,500-acre plot involving a hefty \$32 million.

Only a dreamer would search the world for paradise. Such journeys generally end in frustration anyway. It is the realist who brings together men, equipment and hard cash to create the happy ending. Such a story is told by Canadians Peter Munk, David Gilmour and ex-sky jockey Pat Samuel. As a World War II flyer, Samuel gazed down on what he figured was the Garden of Eden: lush jungle, magnificent beaches, a creamy surf. Alas, Samuel learned the truth though—that often heaven must wait. Not until his relatively recent meeting with Munk and Gilmour did the old dream of Eden bear fruit. Opening their billfolds, the wealthy Canadians began buying up property until they owned a total of 7,500 acres. After this they began dredging swamps and declaring war on mosquitos.

With bulldozers they dug marinas and rivers together with 80 miles of navigable waterways and an 80-acre lake. Now Pat Samuel's dream of Eden gives promise of becoming the satellite community of Suva with an eventual permanent population—20 years hence—of about 40,000 persons. What with no property taxes it's bound to be paradise.

Already lots are on the blocks and homes are on the rise, the list of buyers including Crown Prince Victor Eman-

uel of Savoy and Juan Carlos, the pretender to the Spanish throne. Dozens of Americans are plunking down anywhere from \$10,000 to \$47,000 on lots for retirement and income homes. There is one hitch: Buyers must build within three years. Otherwise the property automatically reverts to the investors. The idea is to discourage speculators. Its builders liken Pacific Harbor to Sardinia's fashionable Costa Smeralda and Porte Grimaud near St. Tropez.

With several homes nearly finished, a scheme is afoot called Rent-A-Villa. For a weekly offering of \$300, vacationers will be ushered into fussy two-bedroom, two bathroom homes with a stocked refrigerator and a private swimming pool. Included in the price will be the service of a maid. Eventually Pacific Harbor will contain 14,000 income and retirement homes, nearly half-a-dozen hotels and a 19th century Colonial style shopping community with dozens of shops beneath great shady verandas. In keeping with the current ecology kick, an enormous green belt is being developed for various recreational uses, including an 18-hole golf course by Robert Trent Jones, Pacific Harbor being his first appearance in the Southern Hemisphere.

With Fiji's British heritage, the blokes even have plans afoot for a cricket pitch. American investors will hobnob with Australian neighbors, New Zealanders, Germans, Britishers and other investors from around the world, marking Pacific Harbor as a tropical United Nations of sorts. Already the first of five hotels is operating—American Airlines' multimillion dollar Beachcomber.

Facing the firewalker's island of Beqa, it is Fiji's grandest new shelter, offering hot showers and cool comfort.

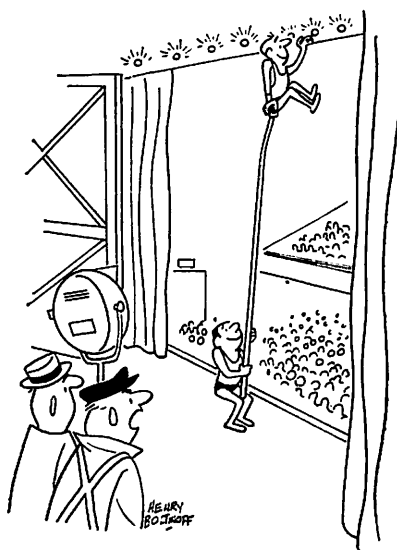
John Tonetto, the former manager of New Zealand's White Heron Hotel, searched the earth for its furnishings, his shopping spree taking him to Hong Kong, Australia, New Zealand, the United States and elsewhere. Guests at the Beachcomber may phone Los Angeles or London, or practically anywhere else for that matter. There are coffee makers in the rooms, refrigerators and taped melodies for lulling one to sleep.

Topped off at three stories, the Beachcomber is set between the ocean and a swimming pool nearly the size of Lake Erie—the biggest pool in the Southern Hemisphere, it contains its own man-made island. Barefoot Fijians sporting muu-muus and sulus tote luggage, wait tables and serenade guests dining on freshly caught sea food. At sunset villagers from Vumibuabua provide the melancholy chants of old Fiji.

In such a setting the nightly fee for a room comes to \$18 single and \$21.50 double, with suites bringing up to \$72 a day. Flagship's classy new bundle of rooms stands on the site of Fiji's old Beachcomber Hotel, once the host to thousands of South Seas cruise passengers. Later it was put to use in the Hollywood flick, "His Majesty O'Keefe" starring Burt Lancaster. Finally, the flimsy old pile gave way to the termites and along came the Three Musketeers to build their nifty new world.

When completed, Pacific Harbor will become home to 17 Pacific races—Tahitians, Samoans, Tongans and others who will create in its midst their own South Pacific cultural center. Pacific Harbor was the salvation of one entire nearby village. Nauva, destitute with the closing of its sugar mill 10 years ago, was a ramshackle colony of Fijians who surrendered to the depression of joblessness. Now, with 800 employed at Pacific Harbor, the villagers are installing electricity, shoring up their homes and buying brand new cars.

The project has inspired other investors as well. Charlie Scott, a 47-year-old ex-marine from Richmond, VA, bought 11 acres next door to Pacific Harbor where already he has begun excavating for a new \$5 million, 400-room hotel. Scott, who got fat trading real estate in the United States after World War II, lives nearby in an old Colonial mansion. Each morning he is awakened by the voices of birds and the trades blow softly through his curtains. Like the Three Musketeers he figures he's found the Garden of Eden.



"Watch him, Joe! He always swipes a bulb!"

LODGE VISITS

GRAND EXALTED RULER Francis M. Smith



A gift of a coffee service was presented to Brother Smith and his wife Rae on their visit to Massapequa, N. Y., Lodge. Welcoming them at the dinner were Lodge Activities Committeeman Peter Affatato and dinner Chm. Monroe Lewis.



A reception and dinner were held at Homestead, Fla., Lodge to honor GER Smith and his wife Rae on their visit south. ER Nick Brames, his wife, and some 250 persons were on hand to welcome them.



Key West, Fla., Elks welcomed GER and Mrs. Smith with a dinner at the lodge and a ceremony making him an "honorary conch". Present were (from left) PGER William Wall, Mrs. Wall, Brother Smith, Mrs. White, Mrs. Smith, and ER Pete White.



A testimonial dinner was held at Queensboro, N. Y., Lodge recently for Brother Smith. Many Elks from the district's 12 lodges were on hand to welcome GER and Mrs. Smith, including GL Judiciary Committeeman George Balbach.



GER and Mrs. Smith visited Ocala, Fla., Lodge where they were the honored guests for a banquet and dance. Among the dignitaries present with their ladies were PGER William Wall, ER Robert Graw, DDGER Rudy Fremem, SP Ralph Clements, State Secy. William Lieberman, PDD Abe Shasby, PDD Alvin Ehrlich, PSPs Robert Grafton, Russell Saxon, Pierce Smith.



At the dedication of the new lodge home for Pahokee, Fla., Elks were GER Smith and 12 Past Exalted Rulers from Delray Beach Lodge. They were (front row, from left) PERs Culhan, Stanton, Rother, Carver, Dean, and (second row) PERs Rogne, Rooney, Boggs, McKessy, Mahlmeister, Young, and Putnam.

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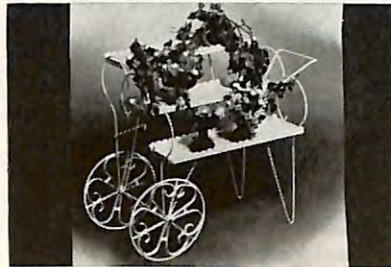
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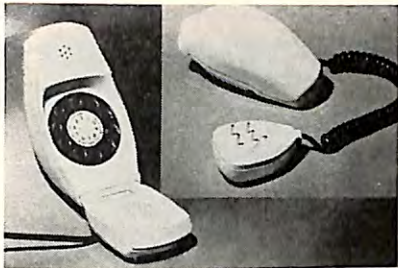
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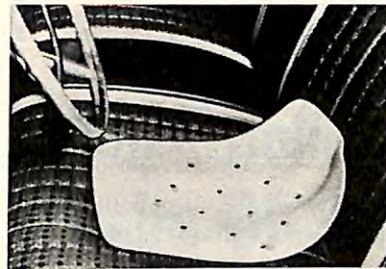
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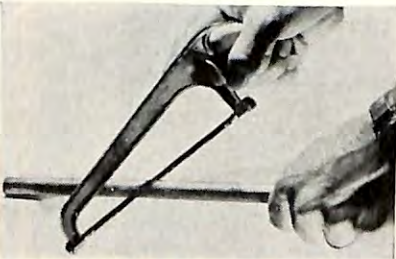
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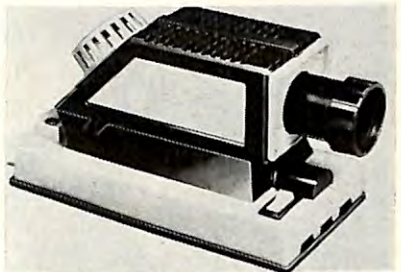
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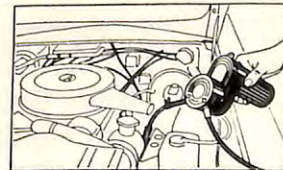
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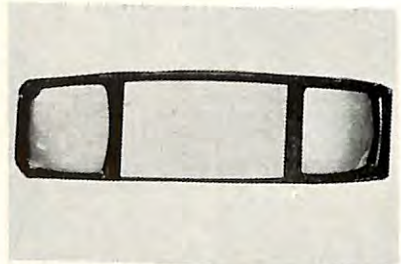
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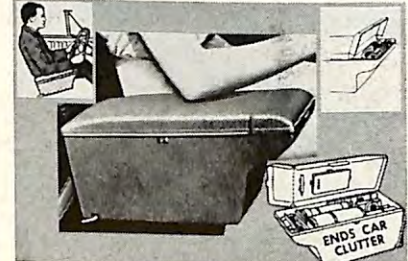
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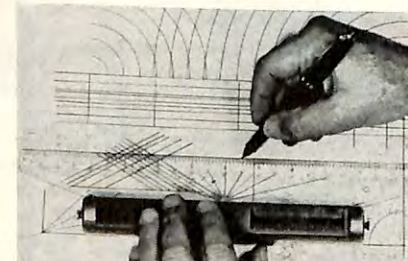
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Lady Plugs In Zoysia Grass Saves Time Work And Money



Amazoy is the Trade Mark Registered U. S. Patent Office for our Meyer Z-52 Zoysia Grass.
By Mike Senkiw, Agronomist

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

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

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

"MOWED IT 2 TIMES," WRITES WOMAN

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

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

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

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

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

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CHOKES OUT CRABGRASS

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

NO NEED TO RIP OUT PRESENT GRASS

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

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

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

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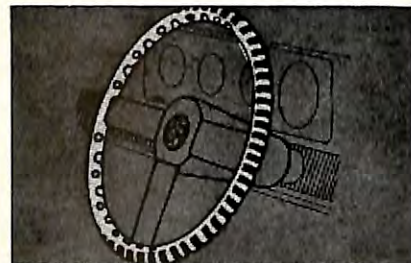
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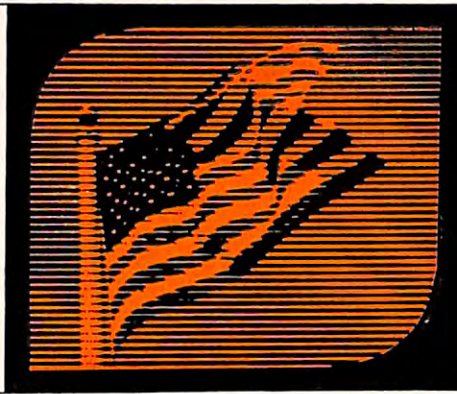
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**BPO Elks salutes
one of its most distinguished members**
A Birthday Tribute to Brother James Farley



Present were (from left) Bryan McKeogh, Elks National Convention Committee director, Secy. Herman Wickel, PSP James Gunn, PSP George Olsen, PSP Farley, SP William Steinbrecher, George Hall, assistant Convention Committee director, PSP Martin Traugott, and GL Lodge Activities Committeeman Peter Affatato.

A DELEGATION of New York Elks recently presented a special resolution to Brother James A. Farley, former Postmaster General of the United States, on his 85th birthday. He recently retired as Chairman of the Board of the Coca Cola Export Corporation after many years as the top "Coke" salesman outside the United States.

BROTHER FARLEY has been an Elk since 1921. He is the senior Past Exalted Ruler of his home Haverstraw, New York, Lodge and is a Past President of the New York State Elks Association. He has on many occasions evidenced his regard and loyalty to Elkdom and its cardinal principles of Charity, Justice, Brotherly Love, and Fidelity.

RESOLUTION

WHEREAS

**THE EVENTFUL EIGHTY-FIFTH BIRTHDAY OF
HONORABLE JAMES A. FARLEY
PAST STATE PRESIDENT**

of the

NEW YORK STATE ELKS ASSOCIATION

WILL BE CELEBRATED ON MAY 30, 1973, and

WHEREAS: Every member of our association holds him in high esteem and fond fraternal affection, and

WHEREAS: He is widely acclaimed as one of America's greatest living statesmen, with which opinion all of our nation's leading historians proudly agree, and

WHEREAS: We of the New York State Elks Association of the Benevolent and Protective Order of Elks hold him tenderly close to the great heart of Elkdom,

Now, therefore be it

RESOLVED

by the

NEW YORK STATE ELKS ASSOCIATION

**THAT ON MAY 30, 1973 WE EXTEND TO HIM
FOND GREETINGS ON THIS SPECIAL BIRTHDAY.**

ATTEST:

April 27, 1973

Herman J. Wickel, Secretary

William J. Steinbrecher, President

Fraud!

(Continued from page 10)

his name at the top of the list, and just sit back and wait for the fish to bite. Beyond that first dollar, he couldn't care less who breaks the chain or *what* kind of luck befalls him. And, if he accumulates a mailing list of people who fall for chain letters, his returns could be astronomical!

Today, an estimated 4½ million persons study via correspondence courses through the mails. And, this type of education has won increasing endorsement by educators, employers and government officials alike. Practically every subject—from A to Z—can now be studied at home via highly reputable schools offering in-depth, effective correspondence courses.

However, there have been particularly vicious schemes perpetrated along this line of mail fraud, too. With the advent of the jet airliner, for instance, there arose an urgent need for skilled mechanics and technicians. One accomplished promoter used this scarcity and the high wage paid as a lure for his victims to purchase courses for these lucrative positions. These courses were sold to approximately 4,000 students. Investigation by the Postal Inspection Service resulted in the conviction of the principal promoters on charge of mail fraud. During the trial, officials of the airplane companies and manufacturers testified that the value of the course was absolutely nil.

How can you be sure the correspondence course you choose will meet the standard educational requirements for which it is intended? One way is by checking to be sure it has been approved by the National Home Study Council. Somewhere in the advertising of the course, this fact should be stated.

With hundreds of reputable courses to choose from, make a few comparisons before you spend your hard-earned cash.

If, in spite of all your common sense, you still run into problems, your first step is to write to the seller. Make it very clear that if you don't get satisfaction, you will pursue the problem with every means available to you.

If that doesn't work, try the Better Business Bureau. Their Washington, D. C., office now pursues complaints anywhere in the country. If the BBB can't help you, contact the Attorney General in the state the business seems to be based in. The point is not to give up gracefully and chalk off the bad experience.

And, a last word to the whole mail-order industry: We enjoy dealing with you, and are grateful most of you are out there. So, please, help us weed out the fraudulent operators who spoil your good name. ■

Slaughter



Wildlife by the tens of thousands fall victim to tragic highway slaughter each and every year.



by Bill Thomas

Silently we drove through the cold December night, exhausted from a full week's camping-hunting trip in the South. The four-lane superhighway through western Kentucky was nearly void of traffic, and the hum of the tires on the pavement lulled me into a semi-state of snug security. Just three more hours and we'd be home.

Suddenly there was a flash of movement off the median; a huge patch of reddish brown dashed immediately in front of the car. Glancing into the rear-view mirror to determine if the passing lane was clear, I spontaneously swerved hard to the left, attempting to miss this mysterious object. It was too late. The impact punctuated the stillness with a loud frighening crunch, and the tinkle of shattering glass. My hunting companion—Del Krebs of Covington, KY—instinctively threw up his hands to protect his face as I saw the object plummet straight up into the darkness. Then all was silent once again.

Halting the car on the emergency pull-over lane, we dashed back to find the crumpled heap of a great white-tail buck beside the road. Its right leg dangled, apparently crushed from the impact of the car, and its neck was broken.



"What a magnificent animal," I breathed. "What a pity!"

Del counted the points of the massive rack—15 of them. Had I stalked him through the Kentucky woodlands during deer season and subsequently downed him with gun or bow and arrow, I would have considered myself an accomplished hunter. But destroying him here on the highway left me heartsick. I felt limp as Del and I walked back to the car and camping trailer, and only then did the thought

occur to me that it, too, was damaged.

The impact had left the right front light smattered, the fender and hood badly crumpled. Luckily we were driving a rear-engine mounted Corvair; otherwise we'd likely also have had a smashed radiator and been totally immobilized. As it was, the car would still run and we could drive on.

We walked back to the deer and together pulled the great carcass to the rail. At the next toll station, we would report its whereabouts. From that moment I became more concerned about wildlife destroyed on the highway. Naturally, during years and thousands of miles of driving across America, I'd seen the carnage of rabbits, raccoons, foxes, opossums and many species of birds lying along the roadside. But never had I given it much thought until I became personally involved. As I began to delve into the matter, I learned my experience was not only quite common, but that my companion and I were indeed lucky. A great many human fatalities and serious injuries evolve each year from collisions with wildlife on the nation's highways.

A short time later, I met a mother whose oldest son—an 18-year-old freshman at Indiana University—was one of those victims. Driving each day from

his parents' home to the campus, he was motoring along a little-used state highway just before dawn on a winter morning when a deer, being chased by dogs, bounded into his path. He cut the wheel hard, trying to avoid a collision just as I had done, but after striking the animal on its hind quarters he lost control. The automobile climbed an embankment at an angle, the door flew open and the boy fell onto the frozen earth. The car then flipped on top of him. Death was instant, but the deer was never found.

In the Hamilton County Park district surrounding Cincinnati, Ohio, naturalist Warren Wells kept a six months' tally on roads within three county parks, resulting in the following grim statistics; one grey fox, six squirrels, 10 raccoons, 19 opossums, 75 rabbits, three woodchuck, 11 skunks, one mink, three muskrats, two owls, one quail, four cardinals and five box turtles. Wells admits this count probably only accounted for about one-third of the park total and estimates it was roughly one-tenth of the total county-wide destruction of wildlife on the streets and highways during that same period.

About that same time a conservation officer in Wisconsin kept a tally in his four-county area on just the dead animals he personally came upon while driving during a five-year period. His totals included more than 1,200 rabbits, nearly 500 squirrels, six deer, 24 raccoon, four badger, 580 songbirds, eight ruffed grouse and 229 pheasant. If you consider the number of small animals and birds killed nationwide each year, it would amount to millions. One safety expert in Ohio estimated that if all the carcasses of animals and birds killed on the highways within the United States were collected for a 10-year period, it would be enough to fill Lake Erie.

Fate pulls no favors in the conflict of wheels versus animal life. The tiny Florida Key deer, for instance, have long been on the Dept. of Interior's endangered species list. In 1947, they numbered only 50—and in the first 10 months of 1971, 52 were killed on the highway. These apparently contradictory statistics are only part of the story about this tiny whitetail that has been rescued from the brink of extinction by the Dept. of the Interior only to be victimized by automobiles. Total population of that sub-species today numbers about 700, but since 1947, more than 600 have been killed on the highway.

Thus while we slaughter ourselves on the nation's highways each year, we also are taking phenomenal numbers of our wildlife neighbors with us. Statistics on human fatalities and property

damage are skimpy from such accidents at the national level, but it's an undisputed fact that several hundred people die each year as a result of auto mishaps with some form of wildlife. In addition, the U.S. Bureau of Public Roads in Washington has estimated each collision runs into an average of \$300 property damage, resulting in an astronomical national figure of something over \$80-million annually.

If each deer loss were calculated at \$50—and that is a low figure—the national burden would then amount to more than \$10-million. Thus the fatality rate of our nation's wildlife upon the highways has become a matter of grave concern, not only to state and federal wildlife agencies but to the Federal Highway Administration. More than a dozen experimental efforts are presently underway to determine if such tragedies can be avoided and how best to do it.

States with the highest tolls—California, Michigan, Minnesota, Wisconsin and Pennsylvania—have been hard at work with various types of experiments to relieve the problem. Pennsylvania has the greatest number of deer kills in the nation (more than 24,000 in 1972). For every two deer bagged by hunters in the Quaker State, one falls victim to the automobile. In fact, the number falling victim to the motorist in Pennsylvania exceeded the number of whitetails harvested by hunters in 35 states.

How can this drastic toll be curbed? A recent study by Prof. Edward D. Bellis, a Penn State University wildlife biologist in cooperation with the State Game Commission, found that on one eight-mile stretch of I-80 near the small community of Snow Shoe, PA, 286 deer were killed by cars in 14 months before protective fencing cut the rate. Prof. Bellis says the greatest number of collisions occur in areas where natural meadows are scarce and the grass along the highways becomes a vital source of food. Because deer can easily clear the four-to-five-foot fences that normally separate the meadows from the woods but will rarely jump back, they become trapped, are frightened and end up in the path of someone's automobile. Bellis believes he has a solution: Take down the fences and replace them with ones located immediately adjacent to the pavement, thus allowing the deer to graze on the lush pastures.

Highway planners disagree. They contend the wide shoulders are necessary for traffic safety. Furthermore, they say the removal of the fences from the woods' edge might open the highways to even more wildlife and create additional maintenance problems. Higher seven-foot fences in the Show

Shoe area did reduce the deer kill, but still 22 deer cleared the hurdle within 10 months and were destroyed by motorists. With this in mind, Pennsylvania highway officials are taking a closer look at Prof. Bellis' suggestion. Along a 71-mile stretch of I-80 fencing is to be moved closer to the highway, but not to the very edge. And the height will be raised to a total of nine feet.

Several states believe the planting of unpalatable grasses along highway right-of-ways will help to keep deer and other herbivorous animals from being attracted there. Thus far, not enough has been done, however, from which to draw conclusive results.

In Maine and Missouri, a Dutch-type reflector mirror—one that is angled so it flashes the reflection of automobile headlights into areas adjacent to the highway thus scaring the deer away before the car reaches them—has proven highly effective, although the experiments are limited. During a one-year period in Maine, highway mirrors were used extensively in limited areas with large deer concentrations and not one deer kill was recorded. Maine plans to expand the use of these, and Missouri officials are elated with results there. "Deer deaths have been reduced in every instance where we have installed the mirrors, and we'll probably continue to use them until something more effective is developed," said Dean Murphy, assistant chief of Missouri's Game Division.

The same type of mirror has been used extensively in Europe with very good results. Of course, the mirrors are only effective during darkness, but studies have shown most deer-auto collisions occur either at dusk or after dark.

The National Wildlife Federation has found that intensive lighting in areas of heavy deer population makes the straying animals more readily visible to highway drivers and seems to be more useful than warning signs.

California and Colorado are experimenting with underpasses which have in some cases proven effective, but in all cases most expensive. Near Vail, CO, a single deer underpass was constructed on I-70 at a cost of \$61,534 as part of a three-year evaluation study. That won't be completed for another year, and wildlife officials say the study is therefore inconclusive. Additional deer underpasses are being designed for other locations in the Rocky Mountain State, although, primarily because of their expense, they have proven controversial in conservation circles. Some state conservationists contend they do little good, that deer are obstinate and will not use them.

(Continued on page 46)



DIGEST OF ANNUAL REPORTS

■ This digest consists of excerpts and summaries of the Annual Reports of the Grand Exalted Ruler, the Elks National Service Commission, the Elks National Foundation, the Elks National Memorial and Publication Commission, the Board of Grand Trustees, and the Grand Secretary.



Francis M. Smith

Grand Exalted Ruler

This has been a year of great reward to Mrs. Smith (Rae) and me. Although the road has been long, now, in retrospect, it seems quite short. It could not have been too long ago that we experienced those deeply moving events of the Grand Lodge Session in Atlantic City because memories of them are so fresh in our minds and in our hearts.

On this subject it is indeed difficult to compare. But certainly one of the greatest rewards has been the opportunity to observe Elkdom at work. All across this great land in large Lodges and small and on the State Association level, we saw dedicated service.

Then there will always be the many memories of wonderful warm-hearted people. The graciousness, the sincere hospitality and friendship of the thousands of Brothers and their ladies we were privileged to meet and be with for short periods will never be forgotten.

In planning for this year I selected as my slogan "ELKDOM'S LEGACY—KNOW IT, SERVE IT." Its purpose

was to state in capsule form the need for self-examination and the realization that out of it would surely come renewed dedication to the work of this great Order. Now, after this year with its opportunities for review of activities at all levels I can report with gratitude that this priceless heritage of achievement and responsibility is being served today just as it was by those who preceded us and contributed so very much.

I had been forewarned by my predecessors that selection of a qualified Secretary was of utmost importance to the proper discharge of my responsibilities as Grand Exalted Ruler. I knew the duties of the Secretary required executive and administrative ability, a thorough knowledge of the Order, a willingness to work long hours and a capacity for putting up with my idiosyncrasies.

There was never any doubt in my mind concerning this selection. My Secretary, Wayne H. Shenke, is a friend of long standing. Through business associations I knew of his administrative talents and for twenty years prior to this assignment he acted as Secretary of my Lodge and Secretary of the South Dakota Elks Association. His dedicated service and abilities have smoothed many bumps in the road this year. Between us there is a bond which does not require a "thank you." He knows the regard I have for him.

Both Wayne and I are indebted to Mrs. Helen Dow who came out of retirement to serve in our office this

year. She brought to us a background in office work which has been of great value and has contributed greatly to the smooth operation of the office.

This has been a year of achievement with its rewards and of problems with their frustrations. Elkdom has moved forward through the efforts of those who served. It would have made greater strides if more had served. Always there must be the goal of greater participation.

Many of our Lodges are involved in operations calling for careful financial management. In too many instances there has not been such care and financial jeopardy has resulted. This problem must be met.

We continue to be deeply involved in the problems created by our membership requirements. Because of developments just prior to the submission of this report for printing I felt obliged to voice an opinion that there must be change. I did so because of my conviction that forces we cannot control have the capability of destroying us. I cannot predict with certainty the future of the Order if change is accomplished. I do believe that our future will be secure if we are as honest after the change as we were before. I have sufficient faith in the Brothers of this Order to believe this honesty will be present and it will sustain this great fraternity.

And now, a simple "thank you" to all who served. You have contributed to Elkdom's priceless legacy of achievement and responsibility.

DIGEST OF ANNUAL REPORTS

RECOMMENDATIONS

1. The financial stability of Subordinate Lodges must continue to receive attention. I do not believe words and manuals are enough. I likewise do not believe that a report once a year to the Grand Lodge Auditing and Accounting Committee represents any practical supervision. I recommend study be given to some means of providing proper supervision and enforcing its dictates. It has been demonstrated that too many Subordinate Lodges are incapable of managing their financial affairs without such supervision.

2. I recommend increased use of probationary status to secure Subordinate Lodge adherence to Grand Lodge Statutes and standards and sug-

gest the advisability of letter notification, at least in some instances, to the members of a Lodge placed on probation informing them of its status and the reasons why.

3. I believe we are approaching the time when there should be planning for codification of our Statutes. Many of them are now cumbersome and therefore ambiguous because of repeated amendments. There are contradictory Statutes and many of the digested opinions and decisions are obsolete.

4. I believe we are overburdened with publications of various kinds with resultant expense and waste. I suggest a committee be formed to inquire into this matter and either be invested with authority to make decisions con-

cerning it or directed to return its findings for study and action.

5. The State Associations can be an extremely valuable vehicle for the promotion and coordination of Grand Lodge programs. In many instances they are. There should be more effective liason between the Grand Lodge and these Associations.

6. I adopt the recommendation of Brother McCabe when he retired as Grand Exalted Ruler that plans be made for the creation of a museum and the collection therein of valuable mementos of the Order. Space should be found in the National Memorial Building. I believe this could best be done under the auspices of the Memorial and Publication Commission.



William J. Jernick
Chairman

Elks National Service Commission

The recent withdrawal of our armed forces from Vietnam was welcomed throughout America and, once again, our hopes for universal peace were raised. It was the longest war in our country's history and the third costliest in the number of Americans wounded in action. The total reported is 303,622. A great number are still in military hospitals. Further treatment can be expected in Veterans Administration hospitals.

This, of course, gives added dimension to our present responsibility in the fulfillment of our solemn pledge, "So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him."

To the anticipated number of Vietnam patients in Veterans Administration hospitals must be added the sick and disabled veterans of World War I, World War II and the Korean War. More than 843,000 veterans will be treated this year in 165 hospitals; 76 nursing homes; 2 restoration centers; 202 outpatient clinics and 2 blind centers.

A mighty challenge faces us as America's foremost patriotic fraternity. We are happy to report that we are equal to it.

As a result of the development, growth and improvement in the past 26 years, Veterans Administration hospitals and medical facilities are located within 100 miles or 2 hours drive for 90% of America's 28 million living veterans.

It can be assumed, therefore, that regardless of the location of any lodge, facilities for sick and disabled veterans from the member's home community are not long distances away.

Down through the years the burden of responsibility for service to hospitalized veterans has been borne by unselfish, hard working and dedicated committees from lodges located nearest the hospitals.

To correct this inequity, section 1341 of the Grand Lodge Statutes was adopted, which mandates that every lodge appoint a standing National Service Committee to give assistance,

where needed, to our overworked committees at the hospitals. Our pledge was made in behalf of all Elks, not just the few who work at the hospitals.

To implement the new section of the statutes and advise the lodges of their responsibilities, a campaign of education and information was launched by this Commission. It consisted of the following:

A four-page, center-spread supplement outlining the history of Elks' aid to the military and hospitalized veterans from World War I to the present day was published in *The Elks Magazine*. It served to acquaint over a million and a half members with the debt we owe to our nation's defenders. All State Association Presidents and State Secretaries received copies of our Annual Report and reprints of the supplement with the request that excerpts be published in State Association bulletins. All Exalted Rulers received a copy of our Annual Report with a reminder to appoint a National Service Committee, in compliance with the statutes, and discuss the Report with their committees. Every lodge Secretary received a copy of the Annual Report with the suggestion that excerpts be published in lodge bulletins and recommending it as reference material for speakers on national holidays and patriotic observances. A second copy of the Report was mailed to all District Deputies requesting stress on the im-

portance of lodge participation during official visits and at clinics. A total of 25,000 copies of *The Elks Magazine* insert was supplied to all State Association Secretaries for distribution at State Conventions.

Grand Exalted Ruler Francis M. Smith issued a proclamation naming November as Elks Veterans Remembrance Month, which urged observance through the lodges' National Service Committees. We mailed an advance copy of the resolution to every Exalted

Ruler requesting that events be planned. Many programs were suggested. The Grand Lodge Newsletter issued by the Grand Secretary's office contained monthly messages from this Commission. A special poster for Flag Day and another urging the recruitment of volunteers were mailed to all lodge secretaries requesting display on bulletin boards. Every District Deputy was requested to secure the names of the lodges' National Service Committee Chairmen in his district and forward

them to this Commission. Separate articles of information were sent to State Association Editors, which were published. *The Elks Magazine* carried a page of pictures describing our program each month.

With wider knowledge of the aims and purposes of the Elks National Service Commission, it is hoped that participation by lodges will increase, thus enabling us to broaden our scope of aid, encouragement and cheer to those who sacrificed so much for us.



John L. Walker
Chairman

Elk's National Foundation

Increased contributions, a conservative investment program, and sales of securities have resulted in another record year financially for the Elks National Foundation. The Foundation's annual report for the fiscal year April 1, 1972, through March 31, 1973, reveals contributions totaling \$1,502,545.63 bringing the 45-year cumulative figure to \$20,629,072.76 in donations. Sales during the year brought the cumulative gain on sales of securities to \$1,614,774.32.

During the 1972-1973 fiscal year the Foundation experienced its largest year of contributions by individuals, Lodges and State and District Associa-

tions in the history of the Foundation, an indication that the individual member is becoming apprised of the importance of the benevolent agency which has been created in our Order.

The following report of disbursements, made possible through the gifts of members and philanthropic-minded individuals outside our Order, contains no item of expense for administrative purposes. The foundation emphasizes again that as the Order's principal benevolent trust, it makes no deduction from income to defray administrative costs. During the past fiscal year these costs amounted to \$196,365.57 and were paid by the Grand Lodge.

Disbursements from Foundation income in 1972-1973 totaled \$945,874.09 and were distributed in the following manner:

State Association Projects—\$200,000.00. Foundation Funds annually assist State Associations with established major projects and those being organized.

Scholarships Allocated to States—\$216,657.40. Scholarship awards to students nominated by State Association scholarship committee judges.

"Most Valuable Student" Awards—\$278,451.25. This program provided scholarship awards ranging from \$700.00 to \$2,500.00 to outstanding students selected by State and National judges.

Emergency Educational Fund—\$184,127.09. This fund makes scholarship assistance available to the children of any Elk in good standing who lost his life or has become totally incapacitated.

Youth Leadership Scholarship Awards distributed in the 1972-1973 academic year total \$59,250.00. The Foundation made this sum available to the Grand Lodge for its program awards to youth with outstanding leadership qualities.

Nathan O. Noah Scholarship Trust Fund—\$1,000.00.

T. L. Bear Fund (Grants for Vocational Training)—\$2,525.00.

The annual report states that no part of the principal fund is distributed for any purposes; it is income earned through wise investment that perpetuates our charitable programs.

We invite our members to read the statistics of the Foundation's annual report, particularly those holding office and charged with leadership, and decide for themselves whether they and the areas under their Elks guidance are supporting the Elks National Foundation as generously as they should. Appreciation is expressed to all whose contributions have made it possible for the Foundation to gain the recognition it enjoys throughout the Order today.



John B. Morey
Chairman

Board of Grand Trustees

Following the close of the Grand Lodge Session and Installation of Of-

ficers in Atlantic City, New Jersey, July 13, 1972, the Board of Grand Trustees met, organized and elected John B. Morey as Chairman; W. Edward Wilson, Vice-Chairman; George B. Klein, Secretary; Wayne A. Swanson, Approving Member; Lewis C. Gerber, Home Member; Melville J. Junion, Pension Member; Edmund H. Hanlon, Building Applications Member-East; and Robert A. Yothers, Building Applications Member-West.

The Board held meetings during the year as follows: October, 1972, Elks

National Home, Bedford, Virginia; February, 1973, Palm Springs, California; May, 1973, Elks National Home, Bedford, Virginia; and starting July 12, 1973, at the Conrad Hilton Hotel, Chicago, Illinois. This last meeting will adjourn at the conclusion of the Grand Lodge Session.

By direction of the Grand Lodge in session in Atlantic City, New Jersey, the Board procured and presented suitable testimonials to retiring Grand Exalted Ruler E. Gene Fournace, to retiring Chairman of the Board of

Grand Trustees, H. Beecher Charm-bury, and to retiring Vice-Chairman of the Board of Grand Trustees, Joseph A. McArthur.

The Board reviewed the limits of the Fidelity Bond covering all Officers, officials and employees of the Grand Lodge and considered these amounts to be adequate.

The Board reviewed the coverage and limits of insurance on the buildings and other property of the Elks National

Home and its operations and they have been adjusted to conform with the best judgment of the Board.

The New England Merchants National Bank of Boston, Massachusetts, continues to act as investment counselors for the investments of the Grand Lodge.

There were 48 former employees receiving pensions totalling \$5,329.30 monthly or \$63,951.60 per year.

From April 23, 1972, to May 10,

1973, the Board received and reviewed 321 applications from Subordinate Lodges requesting approval to purchase, sell, erect new buildings, make alterations or additions to existing buildings, purchase new furnishings, and to place mortgages upon their property. Authorization was granted by the Board and concurred in by the Grand Exalted Ruler for all of said application in an amount totaling \$37,763,105.67.



Wade H. Kepner
Chairman

National Memorial and Publication Commission

In describing the Elks National Memorial it is difficult to avoid superlatives. The majesty of its architectural design, the beauty of its interior, its masterpieces of art, have lead artists, poets, critics and laymen alike to acclaim its perfection and to accord it high place among the notable memorials of the world.

During the past year more than 36,000 people visited the Building. Since its erection total visitors number over 3,000,000. Expenses covering maintenance of the Building are paid from earnings of *The Elks Magazine*.

There have been printed approximately 50,000 Memorial books. There is still available a limited supply for sale at the price of \$2.25 per copy. "The Story of Elkdom" is the title of the latest edition and it not only reports the accomplishments of the Order but presents in full color many of its beautiful murals and other artistic embellishments. Orders should be mailed direct to the Building in Chicago, Illinois.

The Fidelity Appraisal Company of Milwaukee, Wisconsin, in its report of March 1, 1973, has appraised the Memorial and Magazine Buildings at a replacement cost of \$10,414,000 and a sound value of \$7,772,000.

Appropriate insurance coverage is maintained at all times by the Commission.

THE ELKS MAGAZINE

"It is not to be a mere bulletin or calendar of events, but a vigorous, high class, literary and fraternal journal of which contents will render it worthy of a place upon any library table.

"It is to contain matters of interest and information to all members of an Elk's household.

"It is designed to be entertaining as well as instructive; but primarily its purpose is to place in the hands of each one of the more than 1,541,000 Elks in the United States a monthly volume of fraternal information that will insure recognition of the Order's beneficent power, a keen appreciation of its uplifting mission, a deeper pride of membership and a constant inspiration to a renewal of fraternal obligations and an incentive to greater fraternal activity."

Your current Commission sincerely hopes that it has adhered consistently throughout its administration to the standards set by the founders of the Magazine.

In 1922 when the first issue came from the press there were 1,310 Lodges in the Order with a membership of slightly over 800,000. As this report goes to the printer, there are 2,179 Lodges with a membership of 1,541,784.

There were printed during the year ended May 31, 1973, 19,353,900 copies of the Magazine. Total pages, exclusive of business inserts, in the 12 issues for the period being reported, including covers, were 712, an average of approximately 59 pages per copy.

Earnings from Magazine operations for the fiscal year ending May 31, 1973, totalled \$314,877.88. Comparable earnings for the preceding year amounted to \$328,850.47.

PUBLIC RELATIONS

Under the circumstances, news coverage of the 108th Grand Lodge Convention in Atlantic City, N. J., July 9-13, 1972, was considered satisfactory. With the assistance of an Atlantic City public relations representative good coverage of our activities was secured. Press kits were prepared and distributed to all news media in Atlantic City and Philadelphia. The media were also furnished releases concerning convention activities. They made use of preliminary stories, factual stories, backgrounders, personality

sketches, etc. in a factual, objective manner. The Atlantic City Press ran a special section in their Sunday edition on the first day of the convention.

The Public Relations Department, at the request of Grand Secretary Homer Huhn, Jr., made arrangements for tape recording all sessions of the convention in Atlantic City and has already done the same for the Chicago convention.

Sound and color film was shot at Atlantic City as awards were presented to winners of the four top youth scholarships, in anticipation of the possible production of a film concerning the Elks National Foundation. That film is now in hand and ready for use.

Under the authorization of Past Grand Exalted Ruler William J. Jernick the Public Relations Department has prepared a script, together with color slides for showing at the Chicago convention as part of the annual report of the Elks National Service Commission.

Editorials have been supplied each month for publication in *The Elks Magazine*. One such editorial was selected to receive a George Washington Honor Medal from the Freedoms Foundation at Valley Forge, Pa.

Also, copy has been provided *The Elks Magazine* for its new feature, "Did You Know?"

Backgrounders, speeches and research materials have been prepared and furnished throughout the year to Past Grand Exalted Rulers, District Deputies, Special Deputies and all others requesting same.

A new service by the Department has been instituted on a regular basis. When information is received of a dispensation being granted a new lodge, a special press kit is prepared and sent to the designated person with a covering letter explaining the importance of a good public relations program.

The Department has worked closely with the chairman of the Americanism and Youth Activities committees of Grand Lodge in the preparation of their handbooks for the current year and for the coming year.



Homer Huhn, Jr.

Grand Secretary

During the year ended March 31, 1973, our Subordinate Lodges added to their membership rolls 115,511 by

initiation, 22,602 by dimit and 12,015 by reinstatement. In the same period 80,484 were dropped from the rolls for nonpayment of dues, 65 were expelled, 35,933 granted dimit and 23,774 lost by death. The total membership of the Order as of March 31, 1973, is 1,541,784, showing a net gain increase of 9,872. The total number of Lodges on March 31, 1973, is 2,179.

The above statistics show a gain in membership which has come about in spite of adverse conditions affecting our Order. These conditions can be attributed to the national economy, social problems, the loss of Lodges by Charter revocation and the age-old

bugaboo, loss of members for nonpayment of dues. You can quickly note that 613 fewer members were initiated in 1972-1973 than in 1971-1972. At the same time, 80,484 were dropped in 1972-1973 while 79,379 were dropped in 1971-1972. Of the 80,484 members dropped, approximately 3700 were members of Lodges whose Charters were revoked during the period. This would point to a reversal in the trend of losing members for nonpayment of dues when it is considered that without the revocations our drops for 1972-1973 would have been approximately 76,782. This would have been our best record since 1970.

NEW LODGES

Granted By Grand Exalted Ruler E. Gene Fournace

GRANTED DISPENSATION	NAME AND NUMBER OF LODGE	INSTITUTED
10- 7-71	Lincoln Park, N.J., No. 2470	
2-18-72	Miami West, Fla., No. 2479	
5- 9-72	Oakland, Md., No. 2481	6- 3-72

Granted By Grand Exalted Ruler Francis M. Smith

	Lincoln Park, N.J., No. 2470	5-22-72
	Miami West, Fla., No. 2479	5-21-72
7-27-72	Severna Park, Md., No. 2482	10-14-72
9- 5-72	Mid-Cities, Tex., No. 2483	10-21-72
11- 8-72	Rancho Cordova, Cal. No. 2484	3-31-73
11-27-72	Plano, Tex. No. 2485	12-10-72
1-12-73	Mau, Hawaii, No. 2486	2-10-73
1-19-73	Edison, N.J., No. 2487	3-31-73
3-21-73	Mountain City, Tenn., No. 2488	4- 8-73
4-16-73	Logan, Ohio, No. 2489	
4-24-73	Montgomery, Ala., No. 2490	
4-30-73	Gillette, Wyo., No. 2491	
5- 7-73	Simi Valley, Cal., No. 2492	
5-10-73	Cookeville, Tenn., No. 2493	
5-17-73	Marshfield, Mass. No. 2494	

Charters Revoked and/or Surrendered

Sheboygan, Wis., No. 299	12-14-72
Alton, Ill., No. 746	2- 6-73
*Urbana, Ill., No. 991	3-15-73
Madison, Wis., No. 410	3-20-73
Kenosha, Wis., No. 750	3-20-73
*Merged with Champaign, Ill., No. 398	

BENEVOLENT ACTIVITIES

Below is a list of Charitable, Educational, Welfare and Patriotic activities in which Subordinate Lodges are engaged, together with total moneys expended for the same during the Lodge year from April 1, 1972, to March 31, 1973:

ACTIVITIES	AMOUNT
Relief of Members, Widows, Orphans, Dependents, Burials, etc.	\$ 775,542.96
Summer Outings, Camps and Health Resorts	465,875.71
Cerebral Palsy	1,265,346.69
Crippled Children	1,244,845.01
Medical Aid and Hospitals	573,437.84
Care of Needy Families, including Thanksgiving and Christmas Baskets	1,152,943.87
Elks National Foundation	649,553.84
Youth Work (except for scholarships, free textbooks, etc.)	1,788,052.72
Scholarships, Free Textbooks, etc.	760,668.81
Red Cross, Salvation Army, etc.	262,675.07
Veterans' Relief	288,560.16
Miscellaneous	1,061,848.20
Flag Day, Constitution Day, Fourth of July, etc.	353,530.35
*Total	\$10,642,881.26

STATE MEMBERSHIPS, GAINS AND LOSSES—1973

Lodge Year Ended March 31, 1973	Gain	Loss
Alabama	515	
Alaska	191	
Arizona	666	
Arkansas	284	
California		1,270
Canal Zone	35	
Colorado	1,292	
Connecticut	617	
Florida	2,365	
Georgia		250
Guam	61	
Hawaii	205	
Idaho	746	
Illinois		457
Indiana	488	
Iowa	66	
Kansas		1,002
Kentucky	160	
Louisiana	296	
Maine	344	
Maryland, Delaware, Dist. of Columbia	866	
Massachusetts	906	
Michigan	142	
Minnesota	238	
Mississippi	132	
Missouri	349	
Montana	5	
Nebraska	595	
Nevada	12	
New Hampshire	361	
New Jersey	557	
New Mexico	446	
New York	884	
North Carolina	259	
North Dakota	1,675	
Ohio	584	
Oklahoma		17
Oregon		278
Pennsylvania		176
Philippine Islands		74
Puerto Rico		5
Rhode Island	224	
South Carolina	69	
South Dakota	1,175	
Tennessee	1,325	
Texas	361	
Utah	343	
Vermont	59	
Virginia	400	
Washington		2,964
West Virginia		84
Wisconsin		3,991
Wyoming	274	
Gain	20,506	
Loss		10,634
Net Gain	9,872	

ACTIVITIES BY STATES

The following table shows the amount expended in Charitable and Welfare work by each State and Special Jurisdiction, during the period from April 1, 1972, to March 31, 1973:

State	Amount	State	Amount
Alabama	\$ 106,561.35	Montana	112,564.90
Alaska	102,428.57	Nebraska	140,423.66
Arizona	187,126.05	Nevada	48,045.82
Arkansas	35,865.77	New Hampshire	76,502.65
California	1,547,919.17	New Jersey	731,215.15
Canal Zone	20,504.07	New Mexico	133,006.15
Colorado	415,022.08	New York	677,723.15
Connecticut	219,213.30	North Carolina	121,120.36
Florida	520,041.69	North Dakota	99,865.18
Georgia	130,036.39	Ohio	283,241.05
Guam	5,138.75	Oklahoma	147,634.75
Hawaii	22,124.01	Oregon	407,423.14
Idaho	138,800.26	Pennsylvania	509,468.87
Illinois	268,693.35	Philippines	3,799.10
Indiana	269,771.51	Puerto Rico	3,013.15
Iowa	75,982.41	Rhode Island	77,493.38
Kansas	89,904.02	South Carolina	88,442.41
Kentucky	50,100.78	South Dakota	111,739.15
Louisiana	45,546.89	Tennessee	87,517.33
Maine	57,692.61	Texas	261,687.98
Md., Del., D.C.	176,519.47	Utah	119,351.69
Massachusetts	556,515.65	Vermont	67,232.98
Michigan	266,381.36	Virginia	105,853.27
Minnesota	106,721.76	Washington	405,521.48
Mississippi	23,847.71	West Virginia	84,229.91
Missouri	154,404.17	Wisconsin	94,982.20
		Wyoming	50,919.25
		Total	\$10,642,881.26

The foregoing Digest of Annual Reports was prepared by the staff of *The Elks Magazine* from texts of the official reports involved. Each of the reports was published separately in its entirety. In addition, the Grand Exalted Ruler, the Grand Secretary, and the several Chairmen presented supplementary remarks at Grand Lodge Session held in Chicago, Illinois, July 15-19. These remarks appear in the printed Proceedings of the Grand Lodge Session.

Slaughter (Continued from page 40)

In California, at least, this has proven true. The deer often pass up culverts and run across the highway anyway.

These deer should take a lesson from an old whitetail buck spotted by a Pennsylvania game warden in 1972. The game protector said he couldn't believe his eyes as he watched the buck crawl through a 20-inch diameter drainage conduit under a busy highway rather than risk the traffic.

Colorado has yet another experimental program underway which apparently has proven itself effective. Lighted animated deer crossing signs are being tested on Highway 82 south of Glenwood Springs, an area which previously was the location of many deer-auto collisions. The signs, located 1.25 miles apart, are turned on only during the winter season when deer come into an area adjacent to the highway. Said state wildlife researcher Dale Reed: "Preliminary studies indicate the signs have greatly increased the number of safe deer crossings, that motorists respond to the signs by reducing their speed and watching for deer near the highway. I expect the state will expand the use of this type sign in the future."

Utah's Division of Wildlife Resources is installing a gadget on newly-constructed sections of highways which they hope will alleviate the problem. It's a new type of one-way deer gate used in conjunction with an 8-foot deer-proof fence. The gate will allow the deer on the highway to pass through in one direction, but won't allow them to return. The project will be tried first at four sites north of Cedar City along I-15.

In a class by itself is a Rube Goldberg system devised by Charles Kinsey, a Minnesota wildlife researcher. Called a "Pavlovian barrier," the system employs an aromatic, such as ground corn, to attract deer, a low-tone buzzer to arouse their curiosity and an electric fence to shock a deer's nose when it responds to the first two stimuli. The system is designed to teach deer to associate the shock with the sound and smell of the highway and fence and therefore to keep away from both. Mr. Kinsey says he has seen some deer "so frustrated by it they look psychotic." He concedes the system still needs some work . . . no one is now using it. "But after all," he said, "nobody seems to have all the answers."

Many conservationists, among them Kentucky district director Tom Lewis, believe the answer to the problem lies not with restraining wildlife but training the driver. "We must somehow educate the motorist to be wildlife conscious," said Lewis. "After all,

more than deer are at stake and the methods to control them will certainly not work with many other animals. I think an all-out promotional campaign on a nationwide level via TV, radio and newspaper would do great things toward protecting our wildlife from harm on the highways. Surprisingly few people know much about wildlife or its habitat. . . and we need to inform them," he added.

Highest wildlife death tolls are not only at night, but just after a rain, usually in spring or fall. It's at this time that many types of wildlife move out to feed alongside the highway. Double your caution during this period. Remember, too, that wildlife may be blinded or frightened by your headlights and leap directly into your path or into the side of your automobile in their confusion as you motor past. Don't let your guard down at any time; wildlife (including deer) mishaps occur even in larger cities.

-When you see a deer-crossing sign, slow down.

-If you see reflected animal eyes at night, slow down to 35 mph or less and sound your horn. Don't just beep it, lean on it for a couple of long blasts. At the same time, be prepared to come to a full stop at any moment.

-If a deer is standing with its back to the center of the road, watch out! Chances are it will bound back across the road in front of you.

-Deer often travel together, so if you see one look around for others.

-Try to learn something of wildlife habits and habitat and be conscious of these as you drive. Check at your library for books on the subject.

A spokesman for the Humane Society of the United States in Washington recommended that all states enact legislation requiring motorists to stop and "take care of any animal struck by their automobiles." And the spokesman added, "imposing fines in certain cases might not be a bad idea either." In the central Illinois town of Olney, this practice has long been a reality in regard to the community's rare white squirrels. Any motorist striking one, whatever the reason, automatically is fined \$25 unless, of course, he can persuade the judge otherwise.

Barry Peterson, ecologist of the Office of Environmental Policy under the Federal Highway Administration, believes the motorist is going to have to develop a keener sense of awareness of his environment, as well as an appreciation and consideration for other life forms. If we are to protect our wildlife as well as the motorist, then it's up to the individual driver to consider doing his part, too," he adds. Peterson believes the many experiments now being carried out by various states will help engineers construct safer highways in the future, both for wildlife and motorists.

One official put a moral responsibility upon the driver who would hit a wild animal, be it large or small, when he said: "Remember that wild animal could be a child—your child." ■

Obituaries

PAST DISTRICT DEPUTY Dean G. Daniels, who was a member of Sioux City, Iowa, Lodge, died May 6, 1973.

Brother Daniels served as Exalted Ruler, as Vice President, and as District Deputy Grand Exalted Ruler for the Northwest District in 1967-1968.

PAST GRAND LODGE CREDENTIALS COMMITTEEMAN Samuel R. Ryerson, who was a member of Rock Island, Ill., Lodge, died April 29, 1973.

Brother Ryerson served as State President in 1922-1923 and as GL Auditing Committee Chairman in 1958-1959. He was appointed to the GL Committee on Credentials in 1962-1963.

PAST GRAND LODGE CREDENTIALS COMMITTEEMAN Wilbur G. Warner, who was a member of Lehigh, Pa., Lodge, died April 18, 1973.

Besides his term as Exalted Ruler of his lodge, Brother Warner served as State Secretary and State President. He served on the GL Credentials Committee from 1951-1953.

PAST GRAND TILER Sidney A. Freudenstein, who was a member of New Orleans, La., Lodge, died May 21, 1973.

Brother Freudenstein was active in Elkdom, serving as Exalted Ruler of his lodge and for many years as chairman of the annual Thanksgiving drive.

He was appointed District Deputy Grand Exalted Ruler for the South District in 1935-1936 and served as Grand Tiler in 1936-1937. Brother Freudenstein was a member of the GL Credentials Committee in 1940-1941.

PAST DISTRICT DEPUTY Joseph G. Proctor, who was a member of Greenville, N. C., Lodge, died April 30, 1973.

Brother Proctor served as Exalted Ruler of his lodge in 1958-1959 and District Deputy Grand Exalted Ruler in 1962-1963.

NOTED WITH REGRET

Eileen M. Fenton died June 2, 1973. She was the sister of Judge John E. Fenton of Lawrence, Mass., Lodge who is a Past Grand Exalted Ruler.

NEWS OF THE LODGES

(Continued from page 22)



MEMBERS of Kellogg, Idaho, Lodge welcomed PGER Frank Hise (fourth from right) during his recent visit. With Brother Hise were (from left) SDGER Phil West, PER Curly Kennedy, Esq. Bob Covill, Est. Lect. Kt. Frank Seatz, Est. Lead. Kt. Henry Frank, ER Bill Noyan, Est. Loyal Kt. Ron Santi, and Secy. Oliver Silfvast. (Inset) PER Ray Hasz and PER Virgil McKenzie visited with Brother Hise.



ENTERTAINMENT and refreshments are provided for the patients at Walla Walla VA Hospital by Richland, Wash., Elks, who visit monthly for an evening of games and food for the veterans.



EXALTED RULER Ken Walston initiated his son Ken Jr. into Ontario Calif., Lodge recently. Brother Walston welcomed his son to Elksdom after the ceremony.



MOUNTED ELK ANTLERS were given to Burns, Ore., Lodge by Bend Lodge during the annual exchange initiation. (From left) ER Rod Nyleen and PDD Frank Wheeler of Burns Lodge accepted the antlers from PSP Robert Clark and ER John Simonis of Bend Lodge.



THE BIG SWITCH to illuminate the American flag at Oceanlake, Ore., Lodge was thrown by (from left) ER James Hatfield, Mrs. Mabel Bennett, and PGER Frank Hise. The lighting system was installed in Mrs. Bennett's name in appreciation of her volunteer work for the lodge secretary. The flag now flies over the lodge 24 hours a day.



A CHECK for \$25,000 was given to U.C. Medical Center Eye Clinic by the California-Hawaii Elks Association. The check was presented at a luncheon hosted by San Mateo, Calif., Lodge. Presenting the check to Dr. Stern (left) of the clinic were (from left) PSP Walter Schween, Grand Trustees Chm. John Morey, and Major Project Chm. James Nekitas.



BECKY BANKS and her parents Mr. and Mrs. Wendell Banks were the honored guests at Elkathon Night for cerebral palsy held by Azusa, Calif., Lodge. Betty Pollack (left), ER Gordon Drumheller, and Dorothy Anderson helped Becky start the charity drive.



GROUNDBREAKING ceremonies for the expansion program at Altus, Okla., Lodge were held recently. Present for the occasion were PER Walter McAnallen, ER Hershel Kay, Secy. Lloyd English, Trustees Bill Dobbs and Nick Beasley, Ken Josey, co-chairman, Ken Privett, and Trustees Chm. Richard Craft. Elks' ladies at the groundbreaking were Pat Colveille, Mary McMahan, Barbara Privett, Marianne Wray, and Margaret McLeod.



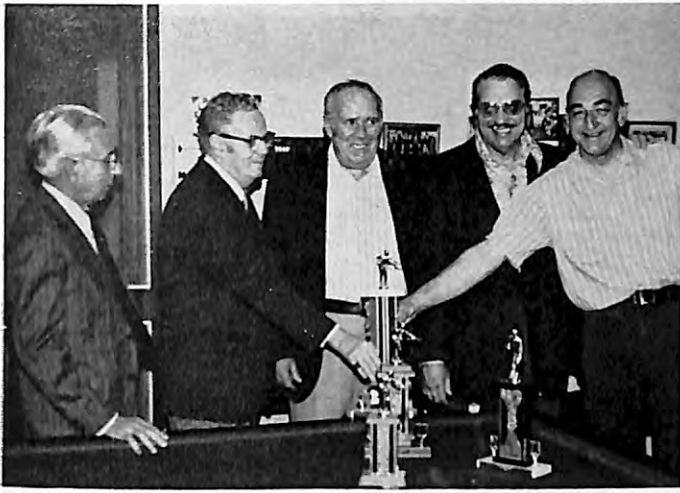
THE SET OF JEWELS belonging to Orange, Calif., Lodge was given by ER D. L. Schlobohm (third from left) to ER Gerald Purdy of Reseda Lodge. PER Oscar Stutheit (left) and PGER R. Leonard Bush were present for the occasion.



ALAN TRAUTMAN (center) was initiated into Medford, Ore., Lodge by his father, ER Marvin Trautman. DDGER Charles Snyder welcomed him into the lodge.



TWO SENIORS at Westminster High School, Dwight Keller and Dee Decker, were named Elks Teenagers of the Year and presented with checks from Westminster, Colo., Lodge. The selection panel, made up of students, chose the pair for their outstanding qualities in leadership, scholarship, and citizenship. With the winners were (from left) Youth Chm. George Brujok, Mayor Donald Hoch, and ER Wayne Egeling.



THE PRESIDENT'S CLASSIC, a billiard contest in honor of the State President, was held by Santa Barbara, Calif., Lodge. (From left) Director Frank Garofalo and Chm. John Jourdan congratulated Al Norstad, second place winner, Tiff Payne, third place, and Jiggs Marcus, first place.



THE WINNER of the ritual contest in Oklahoma was Bartlesville Lodge. At the state convention were (seated, from left) Est. Lect. Kt. Buddy Lollar, Est. Lead. Kt. Fred Gates, Est. Loyal Kt. Richard Harris, and (standing) coaches Edward Toups, and Wayne Corbin, Esq. Bryan Whitworth, ER Barry Hudson, In. Gd. Larry List, Chap. Harry Brown, and Steve Riley, candidate.



THE CONTEST to "Know Your State Government" was sponsored by Juneau, Alaska, Lodge in conjunction with the state Elks association. Winners of the contest traveled to Juneau to see the government in action. At Juneau were Claudia Stern, Karen Vroman, Kim Chenault, Martha Tillion, Robin Blair, Gena McBride, Dirk Stratton, James Hanlon, Jody Collins, Naomi Urata, and Anna Porter.



PER IRWIN CYPHERT of Myrtle Creek, Ore., Lodge installed his brother Richard Cyphert as Exalted Ruler of Independence Lodge. The ceremony was held at a recent lodge meeting.



FOUR BROTHERS were initiated into Buena Park, Calif., Lodge. Jack Donald, Ray, and Norman Clark were welcomed by PDD Henry Lorenz (left) and Bill Millard (second from left). Est. Lect. Kt. Dick Striley (second from right), and ER Hugh Cook (right).



FIRST PLACE NATIONAL SCHOLARSHIP WINNER, Kathleen Pavlich, who was sponsored by Olympia, Wash., Lodge was greeted by Gov. Dan Evans (seated). Joining Gov. Evans in congratulating her were (from left) PSP Ed Alexander, SP Alvin Berman, GER Robert Yothers, district Chm. Gib Ridder, state Chm. Ivan Golden, lodge Chm. Chet Froeschle, and PSP George Warren.



THE AMERICANISM COMMITTEE at Lake Havasu City, Ariz., Lodge gave a heritage corner board to the lodge. Displaying the board were (from left) Americanism Chm. Dean Hunter, ER Francis Teeple, and Jack Buckle, artist.



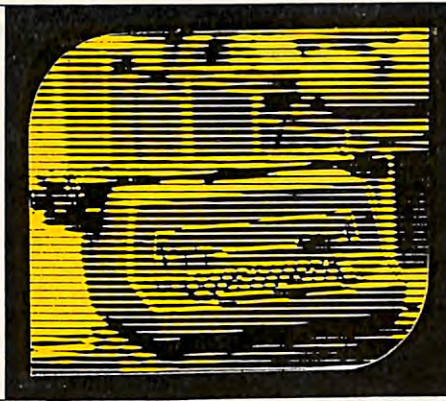
TWO WINNERS in the Montana Scholarship and Leadership contests were sponsored by Butte Lodge. Michele Sullivan and Paul Krueger were congratulated by (from left) DDGER Chester McQuinn, Chm. Carroll Fabian, and ER Frank Snyder.



WILLIE-WOG, a hunting camp started by PGER Frank Hise (left) and Burns, Ore., Lodge members, was visited by PGER Edward McCabe, who received a complimentary T-shirt.



TOOELE, Utah, Lodge honored the National Foundation Scholarship winners at its youth banquet. Gayle Jordan (third from right) and Larrell Palmer (second) received scholarship awards from the state association. Debra McNeil and Brent Black were awarded lodge scholarships. With the students were PER Jack Hatch and PER John Dawson.



Elks support law enforcement

We congratulate and thank the Grand Lodge Americanism Committee for its latest visual campaign in law enforcement. The new decals, now available through the office of the Grand Secretary, point up one of the most serious problems we face in this country today . . . support of law enforcement.

It's a sad commentary on our society when almost every comedian you see or hear has jokes to tell on our inability to curb crime, our unsafe streets and our overlenient courts. People laugh at the "gags," but deep down they are terribly concerned. Opinion polls reveal that crime is considered one of the top worries of our people.

The new decal's first three words are "ENFORCE OUR LAWS." That's the real key to the problem. We already have the laws on our books . . . it's *enforcement* of those laws that we are worried about.

We've heard it said that there are over four million laws on our books today . . . and they're all designed to enforce ten which were handed down to us a couple of thousand years ago.

We repeat a truism known to all law enforcement officers: any community or any country can have just as much law enforcement as it *wants*. The public *must* insist on law enforcement and take appropriate action either through the law or the ballot box against those who fail to discharge their sworn duties to protect us through fair

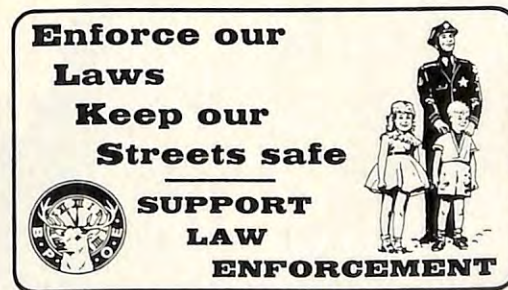
and impartial enforcement. This includes compliance with our Constitutional guarantee of a speedy trial for those charged with an offense.

We must also support law enforcement by the proper rearing of our children as we teach them to be law-abiding citizens, considerate of their fellow men and respectful of the law and its administrators.

Statistics of crime in our country have reached the point where continued apathy is a sure route to destruction of our free society.

Make good use of the new law enforcement decals. Show the public that Elks really care about the safety of our streets, our homes and our lives.

YOU BET YOUR LIFE!



Remember our POW/MIAs

Our nation was elated over the signing of the "peace treaty" with North Vietnam. At last, our prisoners of war would be coming home and all of our involvement in that far away land would be over and done with!

Many of our POWs did return . . . and we are grateful for every one of them. But did we get them all back? We think not. We are convinced that there are still hundreds of our men in the hands of the communists in Vietnam, Laos and Cambodia. The North Vietnamese released ten of our men they said were held in Laos. We learned later that one had been held in South Vietnam and the other nine in North Vietnam. You simply cannot believe a communist.

The Pathet Lao (Laotian communists) aired a letter in May of 1966 which they claimed was written by a captured American pilot, Lt. Col. David L. Hrdlicka. His picture was even printed in Pravda, the Soviet newspaper. (Incidentally, it's in-

teresting to note that the word "pravda" in Russian means "truth!") When the prisoners were supposedly returned from Laos, there was no sign of Col. Hrdlicka nor a single word of his fate. There are other cases quite similar.

On April 6 of this year, the North Vietnamese tried to cover up by releasing a statement to the effect that the Pathet Lao, having no facilities to keep prisoners, executed them within several days of their capture. They said nothing about the Pathet Lao's publicizing Hrdlicka's capture. They won't even discuss it.

We sincerely hope our government won't forget about these 1,300 men still listed as MIA . . . Missing In Action. We know they are trying to find out about them, but we hope they will not give up their pursuit of this information until there is no longer any hope of results. We owe that much to the wives and relatives of these men.

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for only **9⁹⁵**

in Your Choice of Color!

Haband has Socks to fit ALL SIZES 9½ to 15

LOOKS LIKE QUALITY

Socks stay up, stay in place. Fully ribbed to top, conform to shape of leg, won't wrinkle at instep.

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Perfect fit for sizes 9½ to 15. Soft, absorbent, substantial bulk. Feel wonderful even if you walk or stand all day.

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They ought to last a lifetime. 6-ply 100% superspun nylon. Fully machine washable. Full reinforced heel and toe. Snag and ravel resistant.

HANDSOME COLORS TO MATCH YOUR SLACKS!



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WHITE			Med GREY			MAIZE		
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* toughest, most rugged socks we've ever offered!

We've tested them personally on the hoof, commercially with literally thousands of our customers, and in the lab on complicated abrasion and wash test machines!

But after all, IT'S YOUR FEET.

All our claims and descriptions don't mean a thing if you don't like the socks. That's why we invite you to use this ON-APPROVAL ORDER FORM

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100% GUARANTEE If at ANY TIME for Any Reason you are not 100% delighted with your purchase, Haband will refund your remittance IN FULL, without quibble or question.

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EXCITING! CHRISTMAS EVERGREEN WREATH ASS'T.
24 charming folders, 7 different subjects. Wreaths frame winter birds, bells, Santa! Festive!



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BIG VALUE! FLOWERS-IN-THE-ROUND ALL-OCCASION ASSORTMENT
18 really deluxe large round cards. Excitingly different.

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20 Deluxe Cards
Traditional design

for selling only 100 boxes of our new Winter Wonderland Assortment. You make \$1.00 for selling 1 box, \$10.00 for 10 boxes, etc. You can make even more money showing our 80-page full-color catalog of marvelous gift and household items. A few dollars or hundreds of dollars—it's yours. Just call on neighbors, friends and relatives in your spare time.

Cut out entire Business Postage Paid Reply Coupon Below—mail it today—and we will send you immediately, leading Greeting Card Box Assortments on approval—plus FREE album of personalized Christmas Cards. No experience necessary.



5075 R1

Last year some folks made only \$25 to \$50 while others made \$150—\$250—\$500 and more selling our entire line. Many church groups, organizations, schools, lodges, etc. do this year after year. Everybody buys greeting cards.



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If writing for an organization, give its name here

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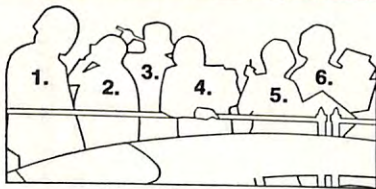
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Can you spot the Camel Filters smoker?



©1973 R. J. Reynolds Tobacco Company, Winston-Salem, N. C.



Here at the Speedway everybody has a gimmick... almost everybody. Try picking the one who doesn't go along.

1. Nope. He's "Third Turn" Abanian. Has been in 263 races. Gimmick: always loses control on third turn where Bubbles Fickfern stands (see #5 below). He doesn't smoke. His car does.
2. No. Second-Hand Sam Slick, used car dealer. Gimmick: buys what's left of Abanian's cars. Smokes "pre-owned" cigars.

3. Hardy. He's Reggie J. Van Phynque II. Gimmick: filthy rich. Wears cashmere toupee. Smokes double-vented cigarette.
4. Right. He likes his racing without far-out fads or gimmicks. Wants his cigarette that way, too. Camel Filters. Honest, no-nonsense. Fine tobacco. Easy and good tasting.
5. Bubbles Fickfern, racing groupie. Gimmick: 18 stopwatches... with Mickey Mouse hands. Smokes Fellinis.
6. Fellini. Gimmick: never sees a race; too busy following other sports events on portable TV and radio.

Camel Filters.
They're not for everybody
(but they could be for you).



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

20 mg. "tar," 1.3 mg. nicotine av. per cigarette, FTC Report FEB. '73.