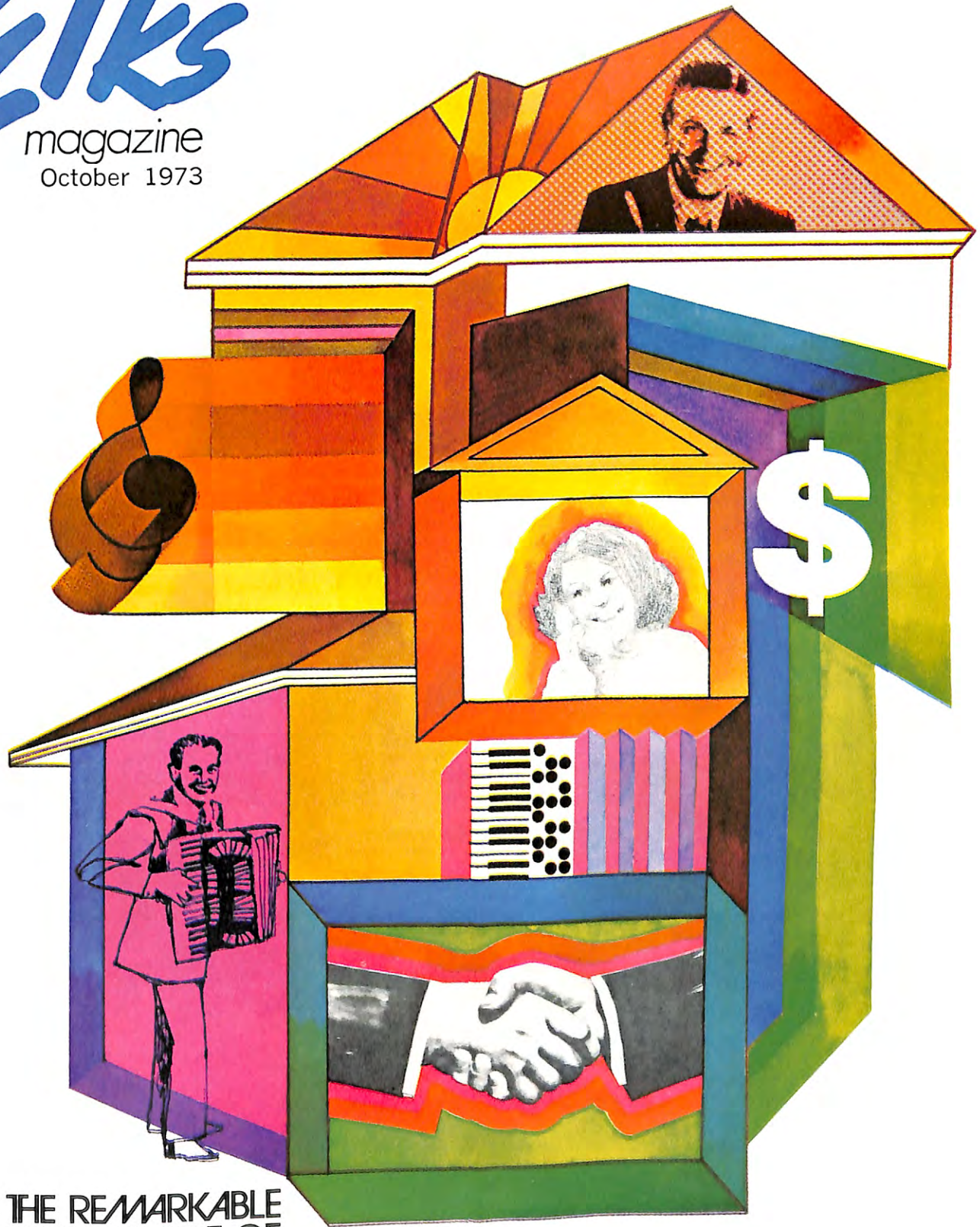


the
Elks
magazine
October 1973



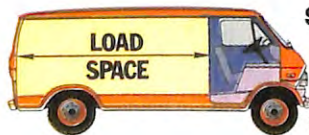
THE REMARKABLE
BUSINESS SIDE OF
LAWRENCE WELK

Best selling vans for 13 straight years...

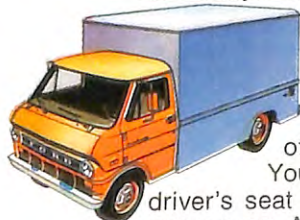


because of better ideas like these

Swinging or sliding doors—same price. Choose to suit your needs: The hinged side doors pictured at top. Or a sliding door with unique three point track system, shown in the lower illustration. Ford offers both.



Short outside, big inside. Even the SuperVan is substantially shorter than comparable vans. So parking and maneuvering are easy. Yet inside you have over 10 ft. of clear loadspace. And it can carry over two tons.



Walk-thru parcel vans. Newest Econolines, they offer your choice of 10- or 12-ft. body. You can step from the driver's seat into the 6 ft. high cargo area. And huge 66" x 60" rear doors make loading easy.

Twin-I-Beam handling ease.

Only Ford has it. Two big front coil springs for smoothness combine with two forged front axles for ruggedness. You get good stability in crosswinds, too.



Out-front servicing.

It's a big time-saver. Raise the mini-hood and your routine service points are right at hand —water, oil, battery, voltage regulator, and lots more.



Complete choice of built-ins.

Any Econoline can be ordered with your choice of optional built-ins: racks, bins, cabinets, baskets. They fit into Econoline Vans well because the body-sides are nearly vertical. Like more information on vans to fit your job? Stop in and ask your Ford Dealer.



FORD ECONOLINE VANS

A better idea for safety: Buckle up.

FORD DIVISION 

How to beat the odds on the long shots.

Here's why many of the people who know rifles best put their money on the Remington Model 700.

When you finally get a bead on the big one—a trophy ram, or goat, or pronghorn—you know how many shots you're going to get.

One. Making that kind of long shot takes a lot of practice. It also takes a lot of rifle.

The Remington Model 700 bolt action is a lot of rifle. That's why so many people with gun savvy recommend it for long-range shooting.

Ask a veteran hunter—a guy who's bagged the big ones time and time again. The Model 700 is so accurate we used its design as the basis for our classic 40XB Bench Rest competition model. Before we ship a 700, we test it carefully for accuracy. If it doesn't measure up, it never leaves the factory.

Ask a gunsmith. He knows gun design inside and out. He can tell you that our Model 700 has one of the strongest center fire bolt actions ever made. The cartridge head is surrounded by three rings of solid steel. And there are no extractor cut-aways to weaken this critical area. The bolt lugs are machined from steel every bit as strong as the steel around the cartridge head.

Ask a dealer. He probably sells hundreds of rifles a year. You might find out from him that the variety of

the Model 700's caliber selection sets it apart from any other bolt action rifle. It comes in 17 different calibers, for every kind of hunting, every kind of game.

Beyond accuracy. Accuracy and versatility are only a part of the 700 story. Because we know a sportsman

takes special pride in owning a finely crafted firearm.

The Model 700 BDL "Custom Deluxe" is a finely crafted firearm. And it looks it.

Its classic Monte Carlo stock is made of select American walnut. We bring out the rich grain with Du Pont RK-W, a high-lustre finish that's also scratch- and water-resistant.

We've given it deep, traditional checkering to accent the natural beauty of the wood. And added white line spacers and a black fore-end tip to set it all off.

The BDL also has a hinged floor plate, "jeweled" bolt, and a sling strap with quick-release swivels. A real buy with prices starting at \$174.95*.

The Model 700 ADL "Deluxe" offers, among other features, a Monte Carlo stock, skip-line checkering, and Du Pont RK-W wood finish. It's priced from \$154.95*.

One more thing you ought to know: Once you've picked the right rifle, pick the right ammunition to go with it.

Remington ballistics know-how and top-quality components make Remington "Core-Lokt" center fire cartridges the logical choice. They're made for your Model 700. In fact, each 700 is tested with them before it leaves the factory.

The Remington Model 700 and "Core-Lokt" cartridges. Put them together and you've got a shooting system that's hard to beat for reliability and accuracy.

Remington Reports are based on information direct from the Remington experts who design and engineer our products. For more details and a free copy of our full-color catalog, send a postcard to: Remington Arms Company, Inc., Dept. 405, Bridgeport, Conn. 06602.

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243 Win.	
270 Win.	
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7 mm Rem. Mag.	
264 Win. Mag.	
6.5 Rem. Mag.	
350 Rem. Mag.	
300 Win. Mag.	
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458 Win. Mag.	
Left Hand Version	
270 Win.	
30-06	
7 mm Rem. Mag.	

Remington 

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Arthur Murray's?

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to look at him.



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the **Elks** magazine

VOL. 52, NO. 5/ OCTOBER 1973

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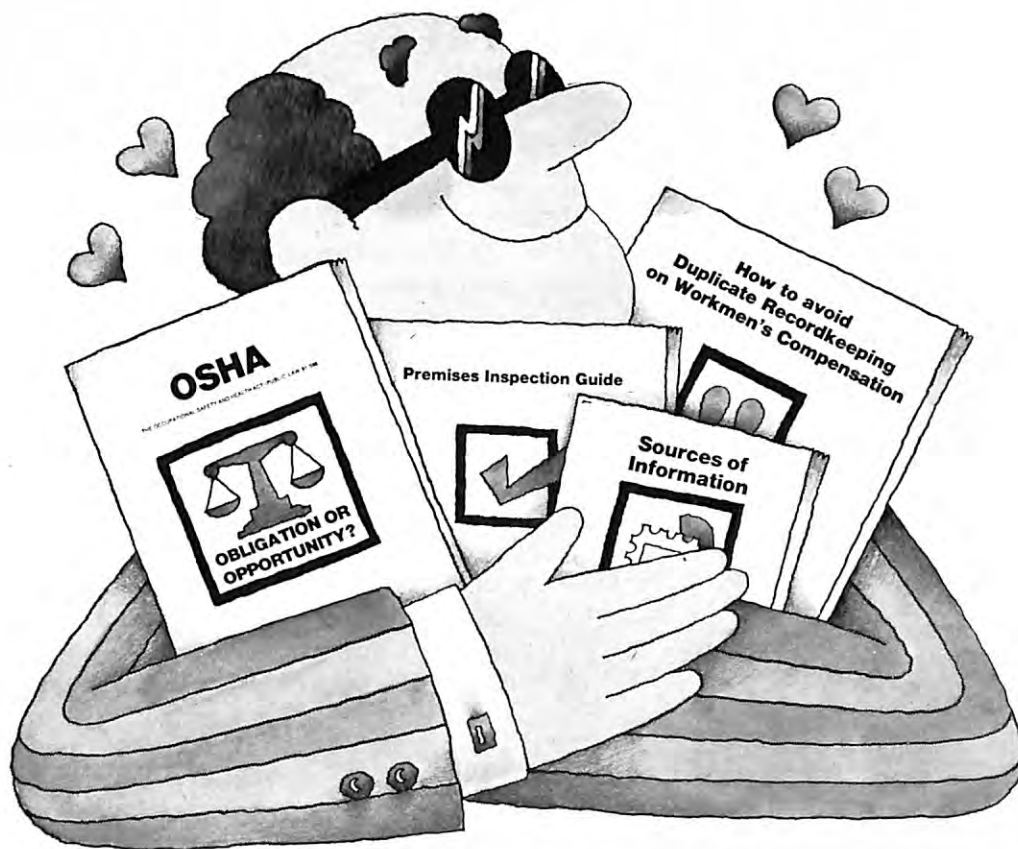
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*A message from
the Grand Exalted Ruler*

Honoring Achievement!



We have chosen as our slogan for this, the 105th year of our Order, **BE PART OF ELKDOM**. We selected the phrase for a very good reason . . . it means just what it says to each man in the Order.

It means not only personal involvement but family involvement. Thousands of Elk families participate regularly in the fine works of our Order, to the betterment of Elkdom, their home lodge and their communities.

We have instituted this year what we call the "Golden Antler Achievement Program" so we may recognize in a tangible way those members who are actually a part of Elkdom through their participation. Whenever you see a member proudly wearing the beautiful Golden Antler lapel pin (shown above), you may be sure he earned it. They are not given out lightly. I would like nothing better than to see one of these lapel pins worn by every Elk member.

One way you may earn this award is to obtain three new members from among your friends. This year, we have introduced through the Grand Lodge Activities Committee a program developed by the Bakersfield, California, Lodge. It's called "Be a Proposer," and its slogan is, "We like you—we'll like your friends."

Join with us in making this a banner year for the Order of Elks. Be a proposer by submitting to your lodge membership committee the names of your friends you know would be worthy of membership in our Order.

Your lodge officers can give you any information you want on our Golden Antler Achievement Program.

Join with me . . . become involved . . . **BE PART OF ELKDOM.**

Fraternally yours,

Robert A. Yothers,
Grand Exalted Ruler

Be Part of Elkdom

You can't be turned down for this Insurance if you're 55 to 87!



Here is a life insurance plan that can be yours for the asking if you inquire before October 31, 1973. No ifs, ands, or buts! Not only is no physical examination required, but the policy is actually issued to you without a single health question!

LIFE PLAN 55 PLUS . . . was the first individual life insurance program that guaranteed acceptance to everyone who qualified by age. This program leading to permanent life insurance is guaranteed to every man and woman between 55 and 87—regardless of any other insurance carried.

This protection is recommended to their members by two of America's highly respected national nonprofit organizations for the mature: The National Retired Teachers Association (NRTA) and The American Association of Retired Persons (AARP). This plan is underwritten by Colonial Penn Life Insurance Company of Philadelphia, Pennsylvania, specialists in serving the specific needs of America's older population.

A Protection Breakthrough for Every Older Person!

LIFE PLAN 55 PLUS is a distinctive concept in life insurance, achieved as a result of the years of effort Colonial Penn has devoted to meet the insurance needs of mature people.

The goal was a life insurance program we could make available to all mature people—a program whose cost would be reasonable and whose benefits would be worthwhile. With LIFE PLAN 55 PLUS the Colonial Penn Life Insurance Company has succeeded. This plan is possible only because of the preliminary benefit period which is two years if you are 65 or over and three years if you are under 65. During this preliminary benefit period full benefits are paid for accidental death and should death be of natural causes, every penny of premium paid by you will be returned to your beneficiary—plus 5% interest!

LIFE PLAN 55 PLUS enables the older person to obtain worthwhile benefits for his insurance dollar—and, at the same time, guarantees acceptance for all applicants—even those who ordinarily wouldn't qualify for life insurance.

The cost? JUST \$6.95 A MONTH!

No matter what your age, your sex, or the condition of your health, you pay just \$6.95 a month. The amount of coverage you receive is based on your sex and age. However, once you are insured the amount of your insurance will never go down, and your payments will never go up!

Act Now—You Have Nothing to Lose!

To obtain full information on LIFE PLAN 55 PLUS in time to take advantage of this opportunity to become insured, please mail the coupon before October 31, 1973. After this date and between guaranteed acceptance enrollment periods . . . you will be required to answer several important health questions in order to obtain this protection.

Even if you are not old enough for this insurance, you may want the information for another member of your family.

With LIFE PLAN 55 PLUS insurance . . .

- * Everyone between 55 and 87 can get this life insurance—no one will be refused!
- * You receive a policy created for the needs of mature persons!
- * There are no health questions!
- * Your insurance cannot be cancelled for any reason as long as you maintain your premium payments. (You, of course, can cancel any time you wish.)
- * You know that this policy has been recommended to their members by both the National Retired Teachers Association and the American Association of Retired Persons!

REMEMBER—To take advantage of this guaranteed opportunity to obtain LIFE PLAN 55 PLUS without answering any questions about your health, please mail the coupon before October 31, 1973. Full information and your guaranteed issue application will be on their way to you at once by mail, and you will be under no obligation.

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

North Dakota residents, acceptance is not guaranteed, but a few health questions and liberal underwriting assume acceptance of most applicants.

This plan is available in all states except: Ark.; Colo.; Ill.; Kan.; Mich.; N.J.; Pa.; West Va.; Wash., D.C.; Tex.; N.H.; Ky.; Fla.; Minn. and Ida.

LIFE PLAN 55 PLUS Insurance Program ET5

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I am interested in LIFE PLAN 55 PLUS Insurance. Please send me full information and an application by mail. I understand that I will not be obligated in any way.

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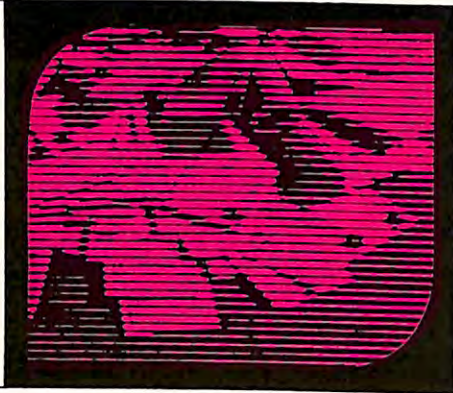
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LETTERS



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

• I can understand how Mr. Al Boileau of Cosmopolis, WA, feels about the band from Aberdeen Lodge. His letter in the August issue said he would like to know how many Elk's Lodges have a band like theirs.

We at Woodbridge, NJ, Lodge have a

very fine Marching and Concert Band. We have taken first prize four years in a row at the New Jersey State Elk's Convention.

Anyone visiting our lodge will see for himself that we have a library of music both classical and semi-classical, show-tunes and marches, that is considered

one of the best in the country, if not the world.

Whenever our band is involved in parades or concerts, we always manage to wind up in a jam session at our social hours, to the delight of our brother Elks and their guests.

Incidentally there are at least five or six Elks-sponsored bands in New Jersey. You should see and hear the unusual and wonderful band from Hillside, NJ, Lodge.

C. James Nazzaro
Band Custodian
Woodbridge, NJ

• I read with absorbing interest your article titled "29 and Other Disastrous Years" [July, 1973] and commend you on the excellence of it.

Will you kindly recommend a work or works on the subject of "booms and busts" and the names of the author and/or authors and publishers to the end that I may make an in-depth study of the subject in which your article excited a latent but timely interest.

Clarence R. Runals
Niagara Falls, NY

Thank you so much for your extremely kind letter. I have posted it near my typewriter as an "instant morale booster."

I'm sorry I can't tell you of a book that deals solely with the market's ups and downs. But you might look at The Stock Market by Leffler and Farwell. This is a textbook, unusually informative and, I believe, reliable. The history of the market including the "booms and busts" is dealt with in chapter 5.

You might also enjoy Financial Independence Through Common Stocks by Robert D. Merritt. This is a lighter book with many interesting (and alarming) bits of information. It also has brief sections that deal with the history of bear and bull markets.

Shirley G. Thompson

• Let me congratulate the editorial staff of *The Elks Magazine* for their decision to run articles about crime, fraud and patriotism. Articles of this nature cannot have enough exposure.

Beverly H. Bradshaw, Sgt.
Bloomington Police Department
Bloomington, IL

• Being a brother Elk and a member of the law enforcement profession, I wish to commend you on your editorial, "Elks Support Law Enforcement" [August, 1973].

The 400,000 police officers of our nation are a "thin Blue Line," as you are well aware. It is only through organizations such as the Elks, which constantly support the position of law enforcement, that the nation in which we live will return to one of tranquility.

I want to commend you for the support you have given law enforcement over the many years.

Ralph Purdy, President
Westchester County Police Conference
White Plains, NY

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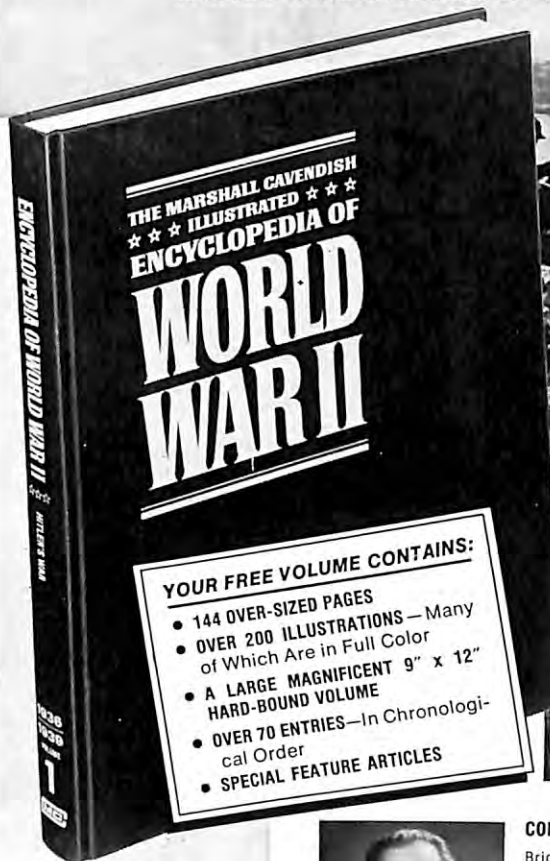
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- What forced Hitler, at the last moment, to call off the invasion of Belgium on November 12, 1939?
- Who invented the modern concept of the "Cold War"?

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CONSULTANT EDITOR

Brigadier General James L. Collins, Jr., present Chief of Military History, Department of the Army, Washington, D.C. General Collins graduated from the United States Military Academy at West Point in 1939. He served in the European Theater during World War II, and also in Korea and Vietnam.

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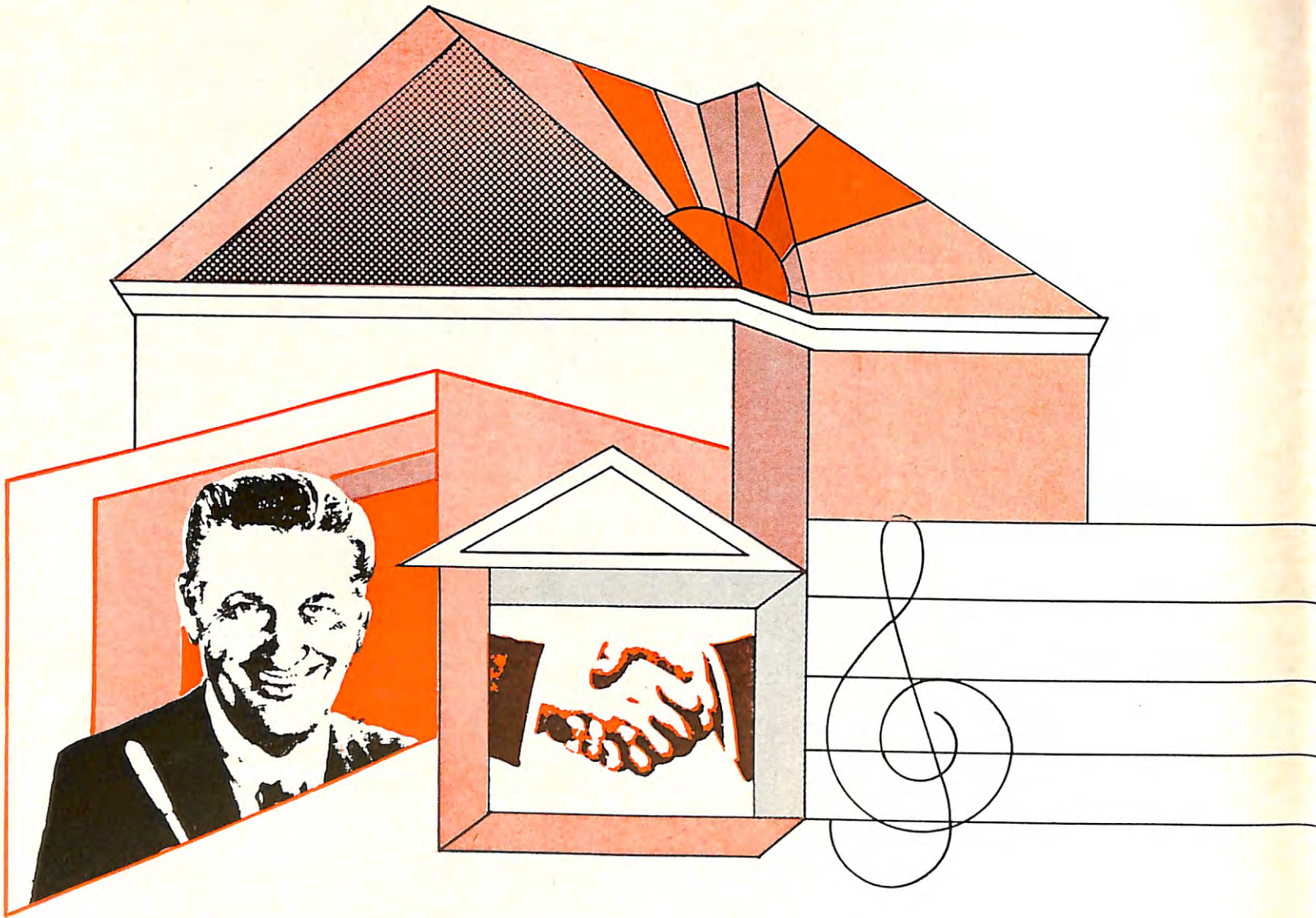
DEAR READER

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THE PUBLISHER





THE REMARKABLE BUSINESS SIDE OF LAWRENCE WELK

by Ross R. Olney

An in-depth look at Lawrence Welk's personal views toward the remarkable success of his unique business "Family Plan."

The date was September, 1925. The place was a town called Selby in South Dakota. The meeting was between two men, and the unlikely result was marvelous entertainment for small groups, then large crowds, and ultimately millions of people for decades. The result was entertainment which still attracts more than twelve million households to a weekly, 23-year-old television show (4 years on KTLA in Los Angeles, 19 years nationally).

And something else resulted from the Selby meeting in a tiny cafe over coffee and pie. Also devised was a plan which could revolutionize the operation of most businesses today.

It was on this lazy, small town day at the end of a fine midwestern summer that orchestra leader Lawrence Welk met the outgoing, show-business-oriented George T. Kelly. Kelly was the man who taught Welk show business soon after young "Lawrencell"

left the farm, and more. Welk is noted today for his forthright honesty, his ability to always see the best in everybody, his kindness, and his belief that almost everybody is basically nice and honest. These things he learned from his parents, and he carried them out into life. But he learned from George T. Kelly that these things are also very valid in *business*. And he learned another thing from Kelly.

Welk, now well-to-do and famous



and far beyond the one night stands in the small, bunting-draped wooden halls of little off-railroad towns, preaches this thing today and every day of his life. It is a concept of *teaching* and *sharing* which could touch us all.

A massive desk tries, but fails to dominate the huge half-carpeted, half-tiled office high above the Santa Monica beach. Nothing dominates but the incredible view, miles upcoast and miles down on a clear day, and the robust, slightly stooped, alert, always smiling and happy man at the desk. At age 70, he appears 50, and more genuinely healthy than most 40-year-olds. He leans back, looks beyond the room and the view, and recalls his pal Kelly. He speaks with great affection for his late friend.

"Good evening, sir," the sharply-dressed Kelly had said, his diamond ring flashing in the lights of the tiny Welk stage. "I've enjoyed your little novelty orchestra so much . . . and may I say that you are the finest young accordionist it has ever been my pleasure to hear."

Welk's smile broadens as he remembers. "Right away, I liked him."

"I have a little show of my own," Kelly went on. His group, "George T. Kelly with his Peerless Entertainers," starring "Oly the Swede" traveled the same midwest circuit. Kelly had decided to hire Welk, to teach him to be an actor, which meant at first to teach him to speak English without an accent or, eventually, with as little accent as possible (Welk was raised in a German community of German parents, a heritage still noticeable today). They would do their shows, then Welk would play for a dance after each show. The pay?

"Thirty-five dollars per week," Kelly had said.

But Welk was making more than this doing his own act. Not much more, and not with any security, but more. The two men reached a compromise.

"I'll pay my wife fifteen dollars per week to handle the books and tickets and props, I'll pay the other two actors in the group and the expenses, then you and I will split what's left down the middle, 50-50. How does that sound?"

It sounded just fine to Welk, and the two men shook hands (which is *still* the way Welk does business). Profit-sharing, today an integral part of Welk's organization, Teleklew Productions, began. So did trust in your business associates, and the sharing of talent and time and work, begin. Kelly is gone, though fondly remembered by Welk, but the plan this flamboyant man introduced, and the methods of operation, continue on. Welk lives by them, runs his company by them, promotes them, talks about them at every opportunity, and goes so far as to suggest that federal laws



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and union laws be adapted a little so that this method of operation could be used by any businessman who so chooses.

Let it appear that Lawrence Welk wants to shake the establishment by its roots, he does *not* ask that child labor laws, minimum wage laws, and other employer/employee arrangements be *rescinded*. He doesn't even ask that they be changed. Yes, he wants no-contract situations between workers and bosses, and the privilege of hiring people under the minimums, and under the age laws. Yes, he is asking for no written protection for employees working under his plan. Yes, he wants a situation where an unhappy boss could merely dismiss, without explanation, an employee. But he would run *his* business this way and *alongside* others doing it the traditional way. The man next door would not be required to run his business under the Welk plan, though Welk would hope that eventually he would *choose* this sharing concept.

Sure, you might say, but then Lawrence Welk is a boss of over 200 people in Telekew. Nothing could be better for him than to be lord and master over the whole business, where employees would have no recourse in case of dismissal, and where everybody, young and old, would sweat over whether or not they had polished enough apples to hold on to their jobs. Talk about returning to the sweat shops! And all this time, Welk wants to pay them what *he* thinks they're worth.

Not only that, but the "super-square of the music business" (who once watched his entire band walk out because they felt his ideas, his style, his old-fashioned ways, were holding them back) is pressing for this "Family Plan" of operation to be extended to other businesses in other fields until many businessmen are using it. He feels we are "protecting" our young and our workers too much, and that in so doing we are hurting them rather than helping them.

Of course he doesn't believe in minimum wage laws, union wage scales, contracts and hourly limitations under his *own* plan. What *more* could he ask than that we side-step these items?

But hold on just a minute. Before you make up your mind about this apparently employer-oriented concept also known as the "Youth Opportunity Plan," look at the other side. Let's see just what it is, and what it does, and who it affects, for it is far more than the mere sharing of money. It is a method of training and sharing and building talents until everybody in-

involved has a piece of, and an interest in, a company. And all the while, nobody is tied to anybody, by law.

Briefly, and specifically, and straight from Lawrence Welk himself, "I propose that small businessmen be encouraged to inaugurate training programs for young people."

Why should they? Why should a businessman spend time and money on the unskilled? Welk suggests the possibility of tax incentives (rather than subsidies, which he feels have already gone too far in this country).

"The trainee would learn the business, or the craft, or trade, from experienced personnel. The trainees would be given the opportunity to develop and progress as their capabilities merited.

"A most important part of the Plan; The employer would share the profits of the business with his employees according to their value to the organization. I would recommend that the government issue an executive order, or whatever legislation is required, *allowing* young people to work under this Plan."

Although he is certain his Plan will work for any business, Welk points to the music business as an example. "Today it is virtually impossible for a young person to become a truly great musician because he cannot practice and play with older and more experienced musicians without violating certain laws which now exist." Still, according to Welk, we need dedicated young men and women in almost every field of endeavor, including music. Yet he does not want to confuse the issue with more laws and regulations. He believes in less confusion, fewer regulations from Washington, and he runs his business this way as much as possible. Does it work?

What would the Lawrence Welk show be without Myron Floren, Bob Ralston, Joe Feeney, Dick Dale, Guy and Ralna, Bobby and Cissy, and others? Yes, Welk himself is the spark plug and the main personality, but these performers make and hold and please the vast audience. Welk knows this. He understands his audience perhaps better than any other entertainer. And he understands the value of his "musical family." Yet these people and others on the show and other key people in his production company, can (and upon rare occasion, *do*) walk away without notice. Welk has no hold on them but the hold of good employment in pleasant surroundings with fair pay and a share of the profit . . . and a share of *himself*. He is very aware that they must work to keep people who have by now become famous in their own right. Sometimes

he fails, but most often he succeeds. Meanwhile, it is true that many of them continue to make as much or more in personal appearances as they do, anymore, from the Welk show. Yet few of them leave him.

Welk feels his Plan will substantially help in solving many of the social and economic problems which now affect our country. Since the Plan is designed primarily for youth, and for smaller businesses, the situation will be attacked at the source.

"The big problem, I am convinced, is that our youth have not been allowed to work. This condition has come about through the enforcement of out-moded child labor laws, unrealistic wage scales, and overprotectiveness on the part of parents. Youngsters simply have not been given a chance to make something of themselves."

Welk quit school and went out into the world as a young, self-taught accordion player (for years, in fact, he could not even read music), speaking only broken English and effectively on his own. His success, he feels, is the result of hard work and freedom to make his own way, to work for as little or as much as the situation demanded and as he saw best. He asks the same for young people today.

"Work habits are usually formulated at an early age. Skills and talents are developed in the tender years. Those who excel at their craft are those who started young." Welk cites as examples Jascha Heifetz, Jack Nicklaus, Bobby Fischer, Van Clibourne, Myron Floren, Bob Ralston, and many others.

But what about college? Where he admits to an "utmost respect" for schools and the advantages of higher education, Welk values learning from experience, learning by doing. "Reading all the books of golf ever written will not produce an Arnold Palmer, and you don't become a Van Clibourne by studying books on piano technique," this intent but naturally shy man of music points out with unassailable logic.

And furthermore, "let's face it . . . not every youngster is college material. For many of them the practical on-the-job training I advocate would be more meaningful than four years in college." But Welk does insist that the program of training would be helped by schooling in certain basic philosophy common to all the world's great religions . . . honesty, decency, fair play, The Golden Rule.

Most of his friends, and most of his employees, say that he lives by these philosophies himself, and so can speak of such old-fashioned ideas with authority.

In Welk's program, no contract

binds boss to worker, trainee to company. No trainee would be forced to stay with any company in the face of unfair treatment, nor would any employer be forced to maintain on the payroll a trainee who shows no interest or aptitude. A boss would hire a young, eager worker at a wage agreed upon by both. The worker would willingly start at the bottom to learn the business, under the guidance of the boss or one of the key people in the company. A young person starting in the restaurant business would first learn to clean and sweep the service bays. Box boys in super markets are examples of learning a business from the bottom up, according to Welk. No contracts, no causes, no strings would be attached to these employments.

The employer would share his knowledge and his skills with the newcomer, and he would (sooner or later) offer a share of the profits of the company as the beginner starts to develop and stays on. Welk's company starts shar-

ing profits a year after employment begins.

"The trainee," Welk points out, "would be given every opportunity to win promotions as he proved his value to the organization, with salaries in proportion to his talent, his dedication, and his increased responsibilities. Eventually many of those on the training program could move up to the top executive position." It happened in Welk's company, as you will see.

Does this all sound like some Horace Greeley lecture your great-grandfather may have read off to your grandfather as he went out into the world? Sure, and why not? It worked, didn't it? Ninety-nine out of every one hundred grandfathers stayed out of trouble and went on to make something of themselves. So smile if you will but don't laugh at Lawrence Welk and his dream. He believes in his program, and makes it work in his organization.

Examples? Ted Lennon started as a
(Continued on page 34)

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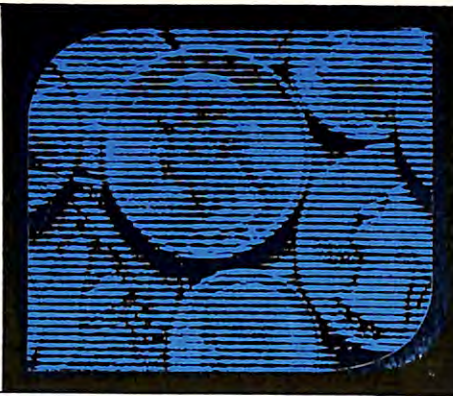
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IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



Last summer a big insurance company, Occidental Life of California, put in "flexible work-time" for the 4,000 employees in its home office. Under the new arrangement, any one of the employees can on any given day report at any time between 8:30 and 10:00 in the morning to start his or her full work-day.

Suppose that Janet Smith is a typist at Occidental Life and is also a working mother. And suppose that on some Tuesday morning some child-care problem that's come up will prevent her from getting to work at what would ordinarily be "on time." Well, now she won't have to worry about being "tardy" if she gets to her job at 9:47, for example.

Now let's imagine some quite small company that's located in the same region as Occidental Life's home office. And suppose that that company's own personnel-administration policies include this one: "We expect all of our employees to be on time for work each and every work-day—and we have time-clocks and supervisors to check on any tardiness. Excuses about 'urgent personal business' will not be accepted!"

Isn't it possible that some of that company's employees—including some of the best ones—might begin thinking about applying for jobs at Occidental Life?

You can see one of the main reasons why it's important for small-business owners and managers to be aware of new trends in employer-employee relationships in large companies. Some of the approaches which more and more large and middle-sized companies are taking in their efforts to deal with their own work-and-employment problems are also feasible for many small businesses. Some others are not. But all of those new developments are having an important overall effect on the socio-economics of work and employment today, and small businesses will increasingly be feeling it.

In last month's article we looked at some examples of some of the approaches that more and more large

companies are taking in their efforts to deal with their own work-and-employment problems. Our main purpose in making that survey was to acquaint small-business owners and managers with those important new trends. We did not wish to suggest that all of those approaches are feasible in the typical small business.

In the remainder of this article we'll offer an outline guide that may help some small-business owners and managers decide which—if any—of those new ideas might be applicable both safely and productively in their own businesses.

Work-Time Restructuring

This covers any change in the number or the arrangement of the work-hours or the work-days for some or all of the employees in a company or organization. The "4-day work-week" is the most common type. "Flexible work-time" is another type.

In considering some plan for work-time restructuring in his business, an employer should begin by asking this question: "Will this plan in any way affect the basis of compensation or the job security or the employee benefits for any of the employees in our company?" Last July a group of Chicago-area car dealers and auto-repair shop owners wanted their 4,000 unionized auto mechanics to change over to a 4-day 40-hour work-week. But the employers' plan entailed eliminating overtime pay—and the mechanics threatened to go out on strike.

If some plan for work-time restructuring will involve financially-substantive issues with respect to work and employment in some company, then the employer had better proceed very carefully. And he'd better be completely honest with his employees. There have been instances in which such an approach has won the employees' agreement to and cooperation with pay-raise deferment proposals—or even pay reductions—which they themselves could see were necessary in order to keep their employer in business.

But suppose that some plan for work-time restructuring will not lead to

reduced labor costs. Then what gains—if any—might it have for an employer? If it has been carefully and realistically planned, in consultation with the employees themselves, then the new work-time arrangement might bring worthwhile reductions in absenteeism and tardiness.

On the other hand, lengthening the work-day to 10 hours might lead to an increase in work-related accidents and production errors as the result of worker fatigue.

Organizational Development

Both in the U.S. and also in Britain and in much of Europe there's a rising tide of employee resentment against traditional supervisory policies and practices!

This problem is both very serious and quite complicated. For that reason we'll be devoting at least two whole articles to it in the near future.

More and more employees today are expressing resentment against supervisory policies and practices which they feel are abrasively and unnecessarily authoritarian, or unfair, or insulting. Chrysler Corporation was treated to a sharp little lesson on this matter by some angry plant workers last summer. And the "foreman problem" is a serious issue in United Auto Workers discussions these days.

So serious has the problem of employee resentment against "being treated like delinquent children" become that a number of large companies—particularly in Britain and in Europe—have simply eliminated "supervisor" and "foreman" positions in certain work categories and have instead been relying on "worker teams." The team members accept group responsibility for planning and doing their work and for living up to the general terms of their relationship with their employer. The term "organizational development" often refers to the introduction and maintenance of such a system.

When organized development is carried out in a large company, the project will be guided by professionally skilled experts. They may be on the company's own staff or they may be outside consultants.

In a small business, full-scale formal "organizational development" is not likely to be practicable. Nor should it be needed, in most cases. What is very badly needed in many small companies is the elimination of abrasive "petty-boss" supervisory policies and practices and their replacement by policies and practices under which the employees will be treated with respect for their sense of dignity.

We'll be looking closely into these problems in later articles.

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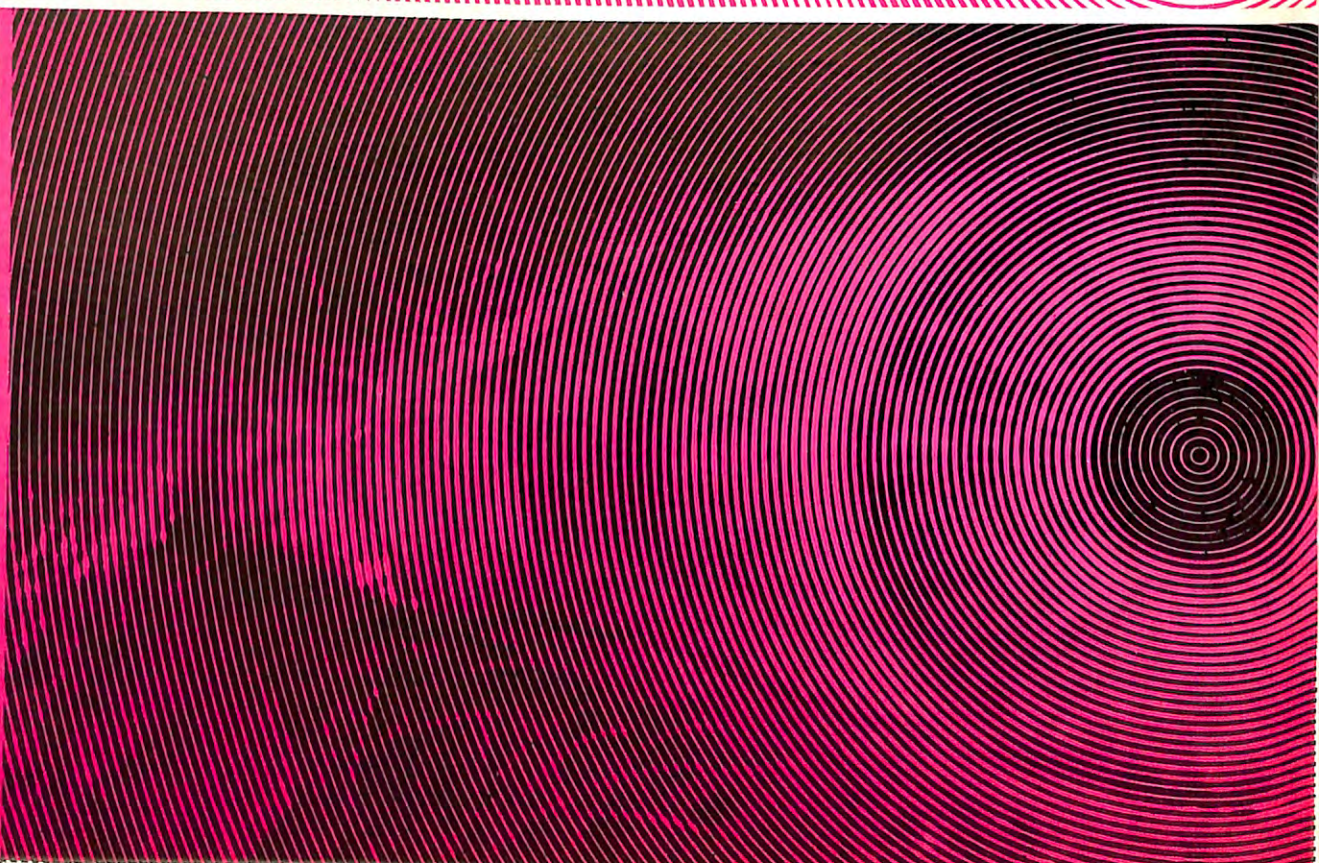
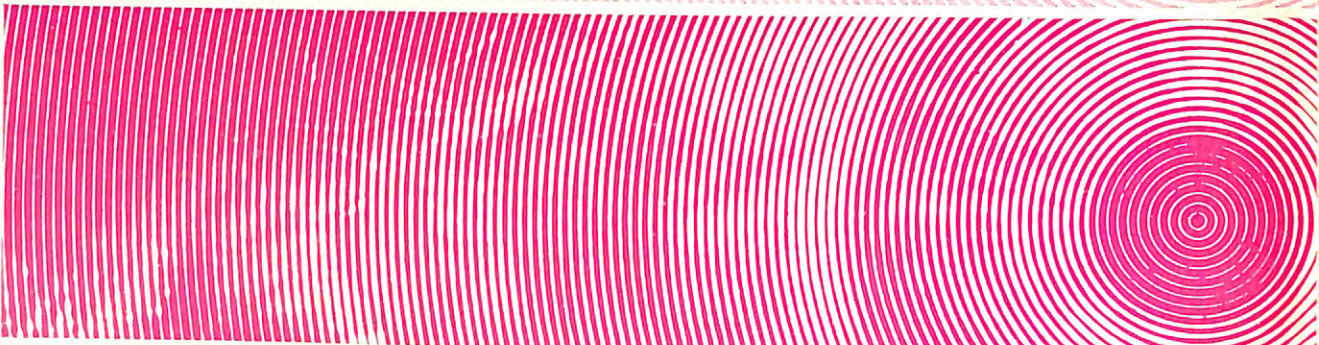
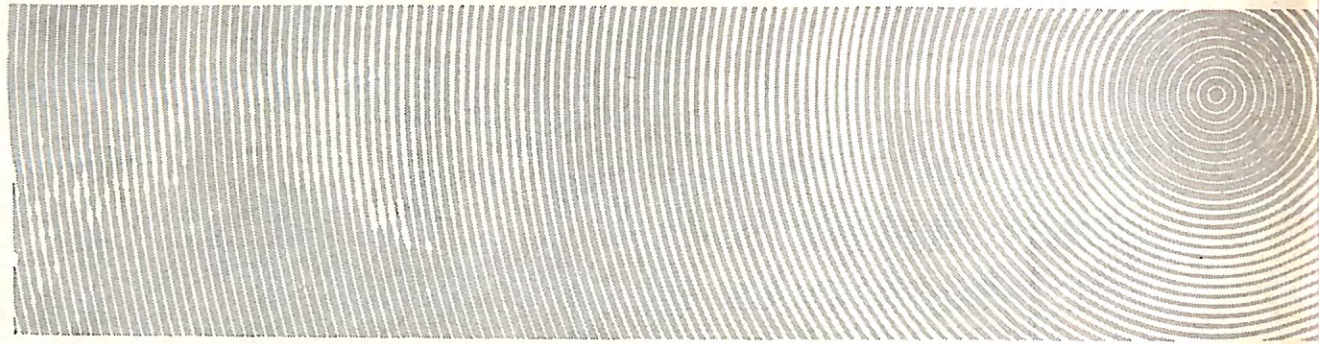
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QUICKSIGHT!



by Irwin Ross

Athletes' eyes today have to be a darned "sight" better than in the past.

■ The quarterback crouched down on one knee, his hands cupped for a pass from the center. The kicker flexed his leg. The crowd in the stands shifted skeptically in their seats. Had the coach gone crazy? The chances were a million to one against a field goal from the 52 yard line. But the ball was snapped, the lines surged together. Almost mechanically the kicker took his steps, his leg swung in the familiar arc. The ball took off, sailed straight and true between the uprights—only a few yards less than the league record for a field goal.

The crowd roared. A hoarse scream burst from the bench. "It's in, it's in!" And not till then did the kicker's face lose its worried look, break into a broad grin. For of all the people at that game, the kicker was probably the last to realize his kick was good. He couldn't see the goal posts or the crossbar from where he stood; the ball had long since passed out of sight. He was so near-sighted that he wore his glasses even when riding the bench, took them off only when he put his helmet on to play.

Which proves conclusively that 20/20 vision isn't required before you can trot out on a football field.

When you come right down to it, the eyes make one of the great differences between football and baseball. Good eyesight is at the top of the requirements for a great batter.

When Ted Williams went into the Navy during World War II, the examining doctors figured his eyes were so keen that only one person in 100,000 could match them. In short, his eyes were among the 1,400 best pairs in the United States at that time.

The field goal kicker and Williams can represent opposite ends of the sports world as far as sight is concerned—although some blind athletes have managed to compete on a fairly even level in sports ranging from wrestling to golf.

It's doubtful whether Williams' eyes were any better than those of Herb Parsons, the great trick rifle shot. Herb could paste a postage stamp

over the hole in a washer, throw the washer in the air, and perforate the postage stamp with a single shot. It takes superhuman eyesight to do that. Herb's eyes were officially rated at 20/10—which is about double the keenness of the average eye.

The whole problem of eyes in sports is complicated—and getting more so all the time. It's not only a question of sharp or foggy eyes. There's the problem of how well you use the eyes you have—training eyes to see more and register it better.

Several years ago a psychologist working for the Navy trained several thousand men to spot aircraft using a new technique.

Basically, the psychologist figured that while we may see something happening, it doesn't register too quickly on our brains. But he also believed that proper training would step up our ability to see. For this training, he used a device called a tachiscope, which was more or less a glorified lantern slide with a built-in timer. Numbers, pictures, could be flashed on the screen in a split second. Training allowed a speed-up in how fast an aircraft could be recognized, a number comprehended, words read.

Some of the psychologist's star pupils could breeze through an article like this—and understand it—in two minutes. For ordinary purposes, a number can be flashed on the screen and all five digits seen and remembered in one hundredth of a second. The psychologist's trainees learned to see situations as a whole, rather than as separate parts.

What's all this mean for sports? Recently at one large university, a psychologist began training the passers in better seeing. First he exposed the players to a series of sessions with the tachiscope. Then, out on the field during practice, the star pupils were equipped with an astronaut type head gear. The covering had a visor that could be pulled up for a split second while the passer surveyed the field. Then the visor would be dropped while the passer got the ball away.

In the split second the visor was up, the passer had to spot his eligible receivers.

It may have seemed a far cry from sessions copying abstract figures in a laboratory to touchdowns. As it worked out, it wasn't. The overall passing of the team was vastly improved.

On the gridiron, with 21 players to watch, there's more than keenness of sight involved. Joe Namath, of the New York Jets, is one of pro football's best passers. His coach gives credit for part of Namath's success to what is called "peripheral vision." Translated, that means Joe can keep an eye on the enemy linemen rushing him, yet see his pass receivers at the same time.

The biggest sports help to the boys with dim sight comes from contact lenses. Contact lenses—unbreakable plastic lenses worn directly over the eyeball—have opened up competition to otherwise first-rate players whose eyes have kept them on the bench. Bobsledders, lacrosse players, polo players, tennis stars have all tried them and liked them. And even some athletes with normal vision—skiers for example—have turned to contact lenses to protect their eyeballs.

Contact lenses give athletes more self-confidence than glasses do. The ball player knows that if he's hit by a pitched or batted ball the result can't possibly be as disastrous as it would be if he were wearing ordinary glasses. He can dive headfirst for a base or take off to spear a fly ball without much thought for the consequences. The big lights for night baseball and the sun both cause reflections on ordinary glasses, which doesn't help an outfielder judging a fly ball. Contact lenses get rid of these reflections.

The lenses work even better in football. In one recent college game, half the linemen were wearing the transparent plastic cups. One backfield man said that without the lenses he couldn't have told a teammate from a totem pole.

Coaches insist on unbreakable lenses in plastic frames for other sports where there's a chance of the glasses

getting hit. Basketball players have tinkered with plastic and sponge rubber masks which have worked well. But contact lenses are still better.

That's still only part of the story of eyes in sports. Smart athletes know the eyes can turn traitors and watch opponents' eyes for the tip-off as to what's coming next. Boxers look for clues in their opponent's eyes. Football linemen have made eyewatching into a fine art. Joe Kurth who played a lot of All-American tackle for Notre Dame many years ago developed into one of the few pro linemen who had a chance of stopping the great Bronko Nagurski. When the Bronk was to carry the ball on a play, he had a habit of hitching up his pants beforehand. Then he would let his eyes roam up and down the opposing line, let them linger a moment on the spot where he was to take off. Kurth made a habit of being at that spot when the Bronk came through.

Meantime, the eyes enter into the entire right-and-left-handed controversy. People are right-and left-eyed, just as they are right- and left-handed. But not always on the same side. This can be complicated for a marksman, who may turn out to be right-handed and left-eyed. It's even more peculiar in the case of golfers and baseball batters. On the backswing, an eye may be temporarily blocked out by the nose. Other things being equal, the left-handed batsman has an advantage over the right-hander; he's

a couple of steps closer to first base. But the southpaw hitter tends to be left-eyed—which means his dominant eye is partly blocked out while waiting for the ball. A left-handed, right-eyed batter is better fixed for hitting power, like the great Babe Ruth.

In golf, on the other hand, the right-handed player has a tremendous advantage. But the left eye has a better chance to keep focussed on the ball. That puts a right-handed, left-eyed golfer a little bit ahead of the game. Confusing to you?

Some British scientists recently turned up some facts about the eyes which make the picture even more complicated. An article by Dr. Robert Lawson in the British scientific journal, *Nature*, caused a good many coaches on this side of the Atlantic to prick up their ears. Lawson described his scientific investigation of blinking. His results go a long way to explaining why some athletes succeed, why others fail.

Lawson turned up four basic types of eye-blinking. The commonest type—the ones he calls the J-type blinkers—shut their eyes once every 2.8 seconds on the average. Translate that into the length of time a batter is at the plate, a hockey goalie in the net. Not only that, but each blink cuts off vision for about .3 of a second. In that time, a passed football can travel 30 feet, a baseball travel nearly all the way to the plate from the mound. A tennis ball will travel almost half again as fast.

What's more, your rate of blinking

steps up if a wind is blowing against your eyes. That can quickly be translated into third strikes unaccountably missed, into those high, pitching punts misjudged by the safety man on a windy autumn afternoon. And injury increases your blinking rate—the eye is sensitive to the impact of a boxing glove or a jerseyed elbow. That helps explain why along about the ninth round a good many boxers don't see that devastating right hook.

Lawson's research adds up to something pretty important in finding out what sports an athlete is likely to do his best in. It also explains a good many errors, fumbles, knockouts, and goals that just shouldn't have happened. It may even alibi some referees and umpires who happen to have their eyes involuntarily closed when something crucial was going on. Lawson suggests that persons with a high rate of blinking—which can be easily determined—go in for sports where they won't have to act on what is going to happen to a fast moving object. There are plenty of such sports, from track to golf and bowling.

There's a little side-note on Lawson's research which indicates that women have their eyes open more often than men do. Gals just don't blink as often as men do—not even in the ordinary J-group. And in the least blinking group—those whom Lawson calls the plateau blinkers—most of the people are women. Such persons may blink only once every 12 seconds.

All of this adds up to a brief survey—and there's still plenty that could be said. Take, for example, the unbelievably complicated actions that go on in the eye when it's waiting for the ball to leave the pitcher's hand and come hurtling toward the plate. The lens of the eye is normally flattened as the batter watches the pitcher, has to start bulging to keep pace with the ball as it approaches the batter. And the eye muscles have to pull the eyes in a little more toward the nose to keep the approaching ball in focus.

Furthermore, the eye isn't too well suited for looking at too great a distance or up too close, has difficulty accomodating itself. This helps to explain the popularity of the spot bowling method. Instead of aiming at the distant pins, the bowler uses a point sixteen feet ahead of the foul line as his aiming point.

Probably the last word on eyes in sport used to come out of the huge organ in the Chicago Stadium during the Blackhawk hockey games. Until the management made him stop, the organist would burst forth with *Three Blind Mice* every time the referee and his two assistants skated out on the ice. ■



Proclamation

★ WHEREAS: The Benevolent and Protective Order of Elks made a solemn pledge!

“So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him.”

★ WHEREAS: The fulfillment of this pledge is the obligation of every Elk, as set forth in Section 134i of the Grand Lodge Statutes, and

★ WHEREAS: Service to hospitalized veterans is an expression of patriotism in its purest sense.

★ NOW, THEREFORE: By virtue of the authority of the office of Grand Exalted Ruler; I hereby proclaim the month of November as “National Veterans Remembrance Month” and hereby request all Lodges to observe this month of recollection of the debt we owe to hospitalized veterans in the manner which has been recommended by the Elks National Service Commission in its communication to all lodges.

Robert A. Yothers, Grand Exalted Ruler

SPORTS ACTION

by Don Bacue



TURKEY TALK

Hunting wild turkey just isn't my bag. It's hard, often unrewarding stuff. And, after slowly accustoming myself to the big, meaty, butter-soft birds that have graced our dining room table these last 20 years, it's hard to pass up a pen-raised gobbler in favor of a skinnier, stringier bird I might have to chase for days—even weeks—before bagging.

The wild turkey today roams the forests and woodlands of the nation. After near annihilation in many areas, this bird's gamey struggle for survival is one every sportsman should know—regardless of whether or not he plans on someday hunting the bird. And nowhere is the story of the turkey's struggle for life more typical than in the great Midwestern Prairie State, Illinois.

When the first settlers moved westward from their homesteads in Pennsylvania, New York, Maryland, they found huge flocks of giant birds, often four feet or more from beak to tail, preceding them. As the need for food arose, these early pioneers shot deer, elk, moose, rabbits, duck, geese, bear, and—most prized of all—the great wood turkey.

Lucky for these early Illinoisans, the turkey proved to be quite a promiscuous bird . . . and a prodigious breeder. In spite of his many natural predators—from hawks and foxes to bobcats and wild dogs—he continued to flourish. But then, towards the middle of the 19th century, a new, far deadlier predator burst onto the scene; and "progress" was born.

As the loggers gnawed their way slowly through the lush, thick forests of Illinois, they forced the wild turkey westward—always one step ahead of their mentors. There was no place left to feed, to nest, to rear their young in Illinois. Their population dwindled. Their existence was reduced to a memory.

Then, nearly half a century later, large sections of second-growth forest-

land around Shawnee National Forest in Southern Illinois reached maturity; and as the nuts, fruits, seeds, berries, and brush once more returned to Illinois, so did the wild turkeys. Not a lot . . . by no means enough to warrant hunting them. But Illinois conservationists were convinced their return signaled a second chance for the turkey in Illinois. And they were not about to muff it.

In 1955, the Illinois Department of Conservation purchased a number of game farm turkeys—crossed between the wild and bronze breeds—from Pennsylvania. These were propagated in various game farms and released gradually over a period of four years, until today, some 14,000 birds have been reinstated to the brushlands of Southern Illinois.

Then in 1960, little more than a decade ago, wild-trapped turkeys from Mississippi, West Virginia, and Arkansas were brought in and released. Today, their breeding population is well established in Alexander, Union, Jackson, and Pope counties. And it's growing every year.

Of course, the number of wild turkeys in **any** area can never grow to the staggering proportions of old. The woods they need in which to survive are limited, often consisting of our National Parks and other protected areas. But the point is that man, working in unison with nature, **can** save his precious heritage. Fifty years ago, the wild turkey was gone from Illinois. Today, their numbers are increasing.

Hunters may still take only a few of these magnificent birds annually. But that's a few more than they could find just a few decades ago. And that sort of progress is always heartening.

☆☆☆

If you have any questions or problems relating to your favorite sport, write me in care of *The Elks Magazine*, and watch for your question in the "Letters" column.

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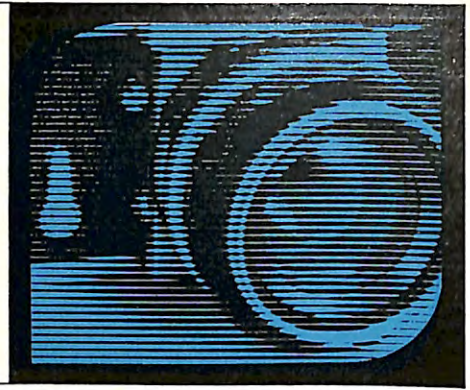
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NEWS OF THE LODGES



A SIGN was erected marking the site of the future home of Milford, Del., Lodge. Present on the occasion were (from left) members Bruce Howell, Joe Maloney, Lynn Crawford, Gordon Andrews, George Leighty, ER Donald Webster, Morris Nelte, George Collins, and Gene Smith.



THE ELKS BAND from Aberdeen, Wash., Lodge entertained national convention delegates and guests during an evening poolside concert at Chicago (North), Ill., Lodge. ER Harold Schaibly of Chicago Lodge tried his hand at conducting the band and then returned the baton to Don McCaw.



THE WINNING CRAFTS made by veterans in a contest sponsored by Florida Elks were from Bay Pines VA Hospital, first place, Gainesville VA Hospital, second place, and Coral Gables VA Hospital, third place. With two of the top entries were (from left) Co-chm. Charles Fiveash, Chm. Elmer Hutchins, Hospital Administrator Jim Oliver, Co-chm. John Pinder, and Bodo Kirchhoff, state bulletin editor.



THE CLARKE SCHOOL FOR THE DEAF received a check for \$1,000 from the Massachusetts Elks Association, Inc. Accepting on behalf of the school were Dr. George Pratt (left), school president, and Dr. H. Latham Breunig (second from left), vice chairman of trustees. The check was presented by DDGER Maurice Carlson, ER James O'Brien of Northampton Lodge, and Trustee Santinelli.



THE NATIONAL HOME at Bedford, Va. was toured by immediate PGER Francis and Mrs. Smith recently. Paul Lucas, a member of Terre Haute, Ind., Lodge who serves as the home's Exalted Ruler, joined Executive Director Doral Irvin in welcoming them.



CARTERET, New Jersey, Elks presented a check to the little league baseball team they are sponsoring, during a youth awards banquet. Youth Co-chm. T. Riley Sr. (right) gave the check to J. Collagero, team president. Also present were (from left) District Youth Chm. Ray Wizna, T. Summers, team representative, ER Paul Simko, and Youth Chm. Robert Graeme.



THE PAST CHAIRMAN of the Youth Activities Committee at Woodbridge, N. J., Lodge, Walter Lee, was honored recently upon receiving the position of Superintendent of the Port of New York Authority. Jerry Derosa (right) presented an elk statue to him as (from left) Nazareth Barcelona, Tony O'Brien, Fred Greasheimer, Henry Ulshofer, Bill Nisbet, and Louis Decibus observed.



AT THE DEDICATION of the new home of Pahokee, Fla., Lodge were PGER William Wall (front row, second from left) and immediate PGER Francis Smith (back row, fourth from left). They were greeted by the lodge officers.



A SCHOLARSHIP was presented by Weirton, W. Va., Lodge to Donald Buffington, a high school senior whose home is the Hancock County Children's Home. On senior awards day at Oak Glen High School, he received the \$1,000 award from ER Kenneth Bunting as Chm. Richard Green observed. The scholarship will be used at Potomac State College in Keyser.



A STATE FLAG donated by State Rep. Rosario Vella (left) was presented to Boy Scout Troop No. 888 which is sponsored by Enfield, Conn., Lodge. Two Eagle Scouts Steven Taksak (left), Mark Small, and their Scoutmaster Larry La Roche accepted the flag. Also present was Americanism Chm. Henry Lacroix.



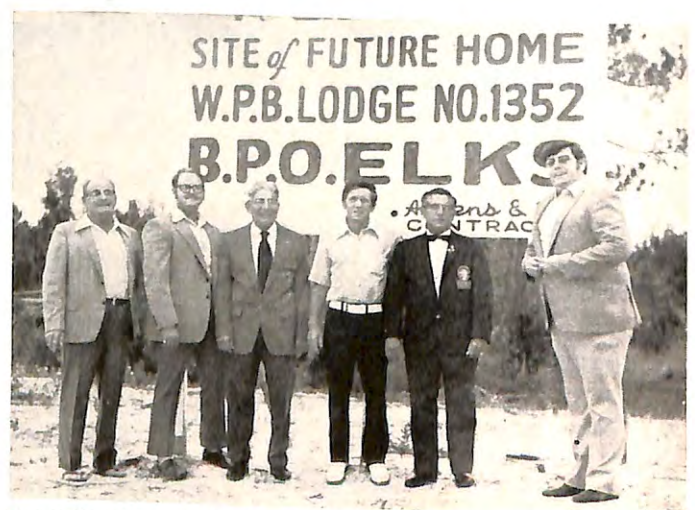
A CERTIFICATE OF ACHIEVEMENT from the Elks National Foundation was presented to Woodbridge, Va., Lodge during the state's annual convention. Then-GER Francis Smith made the presentation to ER Vernon Mullenger as his wife Margery observed.



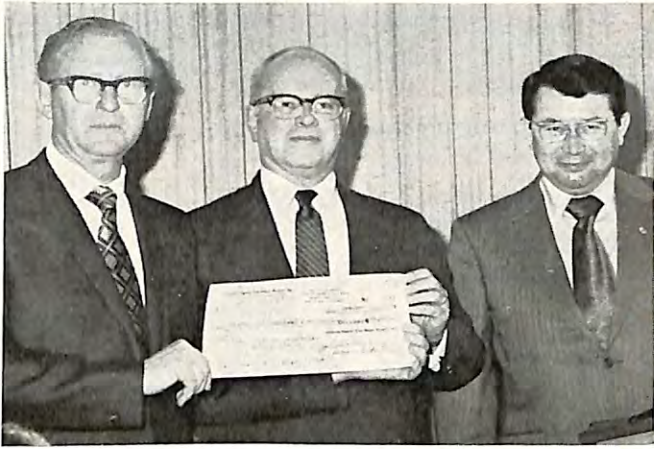
NORTH CAROLINA ELKS welcomed PGER William Wall (fourth from left) and PGER John Walker (fifth) at the state convention. Present were (from left) ER Bill Munden, Morehead City-Beaufort Lodge, Secy. Herb Finch, SP Kermit Hoffman, PSP John Sullivan, SDGER Thad Eure, and Convention Chm. Gary Plough.



A NEW YOUTH CENTER received \$1,924 from the Elks' ladies of Sierra Vista, Ariz., Lodge. The annual charity event sponsored by the ladies raised money to be used for equipment and furnishings in the center. At the presentation were Flo Vance, President Chris Scott, Ruby Freed, Ethel Berger, youth center president, and PER Fred Craven.



THE NEW HOME of West Palm Beach, Fla., Elks is being planned by (from left) Building Chm. Edgar Armstrong, PER Richard Hughes, PGER William Wall, William Hardie, ER Abe Auerbach, and Charles Waters. Est. Loyal Kt. Robert Redmond donated \$2,000 to the building fund.



A CHECK for \$25,000 from the California-Hawaii Elks major project fund was presented to Dr. Alway of Stanford University Medical Center. PSP Jim Nielsen made the presentation as Chm. James Nekitas observed. The money will be used to aid handicapped children and to provide eye screening and hospital care for children.

A PRISONER OF WAR, Lt. Cmdr. Fredrick Purrington who is from South Dartmouth, was honored recently at New Bedford, Mass., Lodge. Welcoming him were Esq. Frank Freitas, Est. Loyal Kt. Thor Ahlander, ER Walter Rymszewicz, and Est. Lect. Kt. Romeo Daniel.



LODGE NOTES

MONTVALE, N. J. Mark Dobson was presented with the Most Valuable Student award by ER Tom Barry and Youth Chm. Tom Becker. Mark, a senior in high school, also won state and national Most Valuable Student awards.

SALIDA, Colo. PDD Sam DeLeo was made an honorary life member of the lodge. Brother DeLeo served as Exalted Ruler of the lodge in 1958-1959, as State Trustee for seven years, and as District Deputy Grand Exalted Ruler in 1963-1964.

NUTLEY, N. J. PGER William Jernick, a member of the lodge, was presented with a citation by Leonard Goldenson, chairman of the board, United Cerebral Palsy Association, at the national conference held in Washington, D.C. The citation was in appreciation of the work the Elks have done for the Association.

ELLENVILLE, N. Y. The lodge recently suffered a fire in its newly renovated facilities which resulted in total loss of the building. ER John McCombs hopes to rebuild the lodge with the help of the Brothers.

SALT LAKE CITY, Utah. Newly installed ER Clifford McKinnon initiated his two sons into the lodge. This was Brother McKinnon's first initiation as Exalted Ruler.

PLANTATION, Fla. A basketball league is being sponsored by the lodge for the third year. Almost 200 boys use the lodge facilities for their games and are provided with uniforms, coaches, and officials by the Brothers.

HAVERSTRAW, N. Y. Brother William Donnelly was presented with a plaque by State Foundation Chm. Greg Emery for signing up over 80 new memberships to the Elks National Foundation in a five-month period.

LEWISBURG, W. Va. The lodge hosted the state Elks golf tournament held recently at Greenbrier Valley country club. Ninety-eight Elks participated in the event which was followed by dinner and dancing.

TENAFLY, N. J. SP George Frick recently visited the lodge. During his visit, the new officers were installed.

WOODBRIIDGE, Va. ER Vernon Mullenger presented Dr. Robert Stegmaier, Administrator for the Defense Documentation Center at Cameron Station in Alexandria, with a flag plaque. The plaque was placed in the lobby of the defense center.

SAGINAW, Mich. The children's bowling team at St. Vincent's Home ended their season with a banquet and a skating party. The bowling program which was sponsored by the lodge involves about 35 children, age 5-16.

GREENSBORO, N. C. The lodge recently held an initiation for 54 candidates. All became participating members of the Elks National Foundation. Among those present for the occasion were DDGER Steve Fennell, ER E. J. Johnson, and Chm. M. M. Mashburn.

JERSEY SHORE, Pa. A basketball game coached by Brother Ceal Young was held by the lodge. The proceeds from the game went to the cerebral palsy fund at the lodge and to the scholarship fund which helps Jersey Shore High School students.



WELCOMING then-GER Francis Smith (center) to the Tennessee Elks state convention were (from left) outgoing SP Ted Callicott, new SP Joe McCulloch, PGER Edward McCabe, and Martin Karant, public relations director of *The Elks Magazine*.



A PLAQUE was presented by Leesburg, Fla., Lodge to William Hill, 11, who saved a boy from drowning. William was congratulated by his Scoutmaster Ralph Cleland and by ER Gerald Gaffney.

A CHECK for \$200, a new flag and flagstaff were presented by Greenwich, N. Y., Lodge to the Greenwich Little Baseball League. ER Ronald Agdanowski (right) made the presentation to League President Gerald Bulger.



A VISIT by the local Red Cross bloodmobile to Shamokin, Pa., Lodge produced 154 pints for the program. Brother Melvin Dilliplane received a pin in recognition of his donation of nine gallons since 1950. Mrs. Charles Miller, coordinator of the bloodmobile visits, made the presentation.



A SCHOLARSHIP for \$500 was awarded by Greenfield, Mass., Lodge to Jane Kowalski, who plans to attend St. Francis Hospital School of Nursing in Hartford, Connecticut. Miss Kowalski received the award from Chm. James Lavin as Secy. John McMahon (right) and ER James Fitzpatrick observed.

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says Wallace Brown.

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The Air Force called it "Aerobics"—something the Air Force research showed up: physical fitness starts with building up heart, lungs, circulation with five continuous minutes of sustained exercise.

Spend 5 minutes each morning, soon as you get out of bed, say. Do it slowly. Start out doing 2 minutes. Then work up. As you jump, you do the same thing for your body as jogging does. But the secret's in the weights in the handles.

Every time the rope goes around the weights act the same way on your body as a work out with weight machines. Gives your body the muscle tightening, trimming benefits of a work out with the weights.

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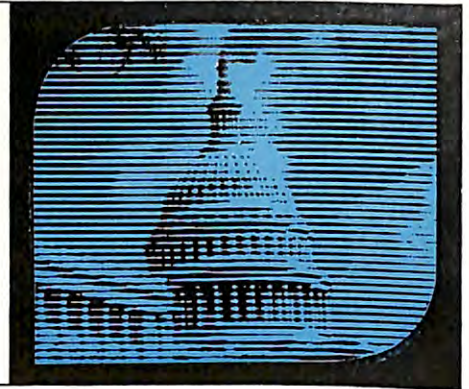
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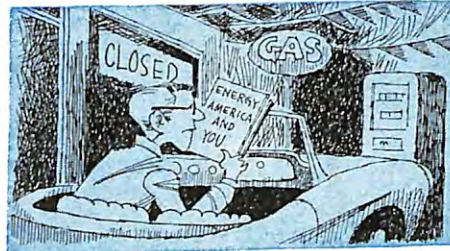
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AROUND WASHINGTON



GASOLINE TAX has gone up in four states, according to the Commerce Clearing House News Bureau. It reports that the tax per gallon is now 8 cents in South Carolina, 8.5 cents in Arkansas, and nine cents in Michigan and Mississippi.



TIPS on how to cut the use of electricity, natural gas and gasoline are contained in an Interior Department pamphlet entitled, "Energy, America and You." You can get a free copy of it by writing to Consumer Product Information, Pueblo, CO, 81009.

SEASON OPENER at Ford's Theater this fall is called "American Revolution: Part One." It is the first of a three-part series which will be presented during the next three years leading up to the celebration of America's 200th birthday in 1976. Paul Sills, a master of improvisational theater who was commissioned by Ford's to create the series, brings to life on the stage Samuel Adams, John Hancock, James Otis, John Adams, Joseph Warren and other legendary patriots of 1776.

40,000 COMMUNITIES and Indian tribes throughout the nation are being invited by the American Revolution Bicentennial Commission to join in the Bicentennial Communities program. The cities and towns are being told how they can qualify to receive federal and state funding for their local Bicentennial projects. The Commission says its goal is to involve, during the next three years, every community and all Americans in the nation's 200th anniversary commemoration in 1976.

IF YOU HAVE \$116,875 to spend, you can get the top accommodation on the French Line's S.S. France for a 92-day cruise around the world. Cheapest fare on the luxury liner which departs New York on Jan. 9 is \$5,770. The passengers are being promised not only lots of sightseeing, but good food and drink. "No menu will ever be repeated twice—for the entire cruise," says an ad. And the ship will be carrying one of the world's largest wine cellars, 29,000 bottles.

FOREIGN CARS are so popular with Americans that \$3.4 billion worth are sold in the United States annually. Because German car sales account for \$1.6 billion of this total. German car makers are being urged by the American Imported Automobile Dealers Association to establish assembly lines in the U.S. and make other investments. German help is needed, says Malcolm S. Pray, Jr., the association president, to help prevent passage by Congress of protectionist legislation that would reduce auto imports by 56 percent, close up to 2,000 retail businesses, and put 50,000 U.S. workers out of a job.



COST OF COMMUTING is going up for 1,000 residents of the new town of Reston, VA., who run their own chartered bus service into Washington daily since there is no public bus available during rush hour. Each rider now pays \$1.20 for a one-way express trip. The Metro Transit Agency, which charters the buses to the volunteer commuter group, says it is losing money at this rate. It has proposed a new price of about \$1.75 each way.

KITE FLYING has become a popular pastime with all ages here since the repeal three years ago of the anti-kite flying law of 1892. Kite stores are doing a booming business in kites which range in price from 25 cents to \$20. If the wind behaves as well this October as it did in October of 1972, there will be 14 good days for flying kites in the month.

HERD OF BUFFALO grazing in a pasture alongside Interstate 81 near Harrisonburg, VA, is such a startling sight to the tourists whizzing by that the state police have had to erect a "No Stopping" sign to avert accidents. Comeback of the buffalo to the area where they roamed until about 150 years ago, when Indians and settlers drove them west, has been made possible by Bill Neff, a gentleman rancher. He imported his herd of 56 animals from South Dakota a few months ago and plans to expand it. He predicts that before long buffalo steak will become a commonplace item in Eastern supermarkets.



AIRLINES must provide at least one nonsmoking area for each class of service under a regulation issued by the Civil Aeronautics Board. If they fail to segregate smokers from nonsmokers, they are subject to a fine of \$1,000 each time they break the rule. The CAB decided to make it mandatory for airlines to provide a nonsmoking section, it said, after receiving numerous complaints from passengers that the voluntary system put into effect last year was not working.

WOULD-BE TRAVELERS who lack the means to satisfy their itchy feet get a vicarious thrill out of visiting Explorers Hall at the National Geographic Society, 17th and M Streets, N.W. The 50-minute films they can see there for free cover every part of the world from South America to Siberia.

TWO MILLION VETERANS are expected to go to school under the G.I. bill during the current fiscal year, the Veterans Administration announces. It says that new payment systems now in force will make it possible for the students to receive their education allowance checks sooner than in the past.

The Lazy Man's Way to Riches

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

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

But I didn't start making big money until I did less—a *lot* less.

For example, this ad took about 2 hours to write. With a little luck, it should earn me 50, maybe a hundred thousand dollars.

What's more, I'm going to ask you to send me 10 dollars for something that'll cost me no more than 50 cents. And I'll try to make it so irresistible that you'd be a darned fool not to do it.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

It doesn't require "education." I'm a high school graduate.

It doesn't require "capital." When I started out, I was so deep in debt that a lawyer friend advised bankruptcy as the only way out. He was wrong. We paid off our debts and, outside of the

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

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

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

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

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

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

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

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

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

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

Sworn Statement:

"I have examined this advertisement. On the basis of personal acquaintance with Mr. Joe Karbo for 18 years and my professional relationship as his accountant, I certify that every statement is true." [Accountant's name available upon request.]

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Joe, you may be full of beans, but what have I got to lose? Send me the Lazy Man's Way to Riches. *But don't deposit my check or money order for 31 days after shipment of my order.*

If I return your material—for any reason—within that time, return my *uncashed* check or money order to me. On that basis, here's my ten dollars.

Please send Air Mail. I'm enclosing an extra dollar.

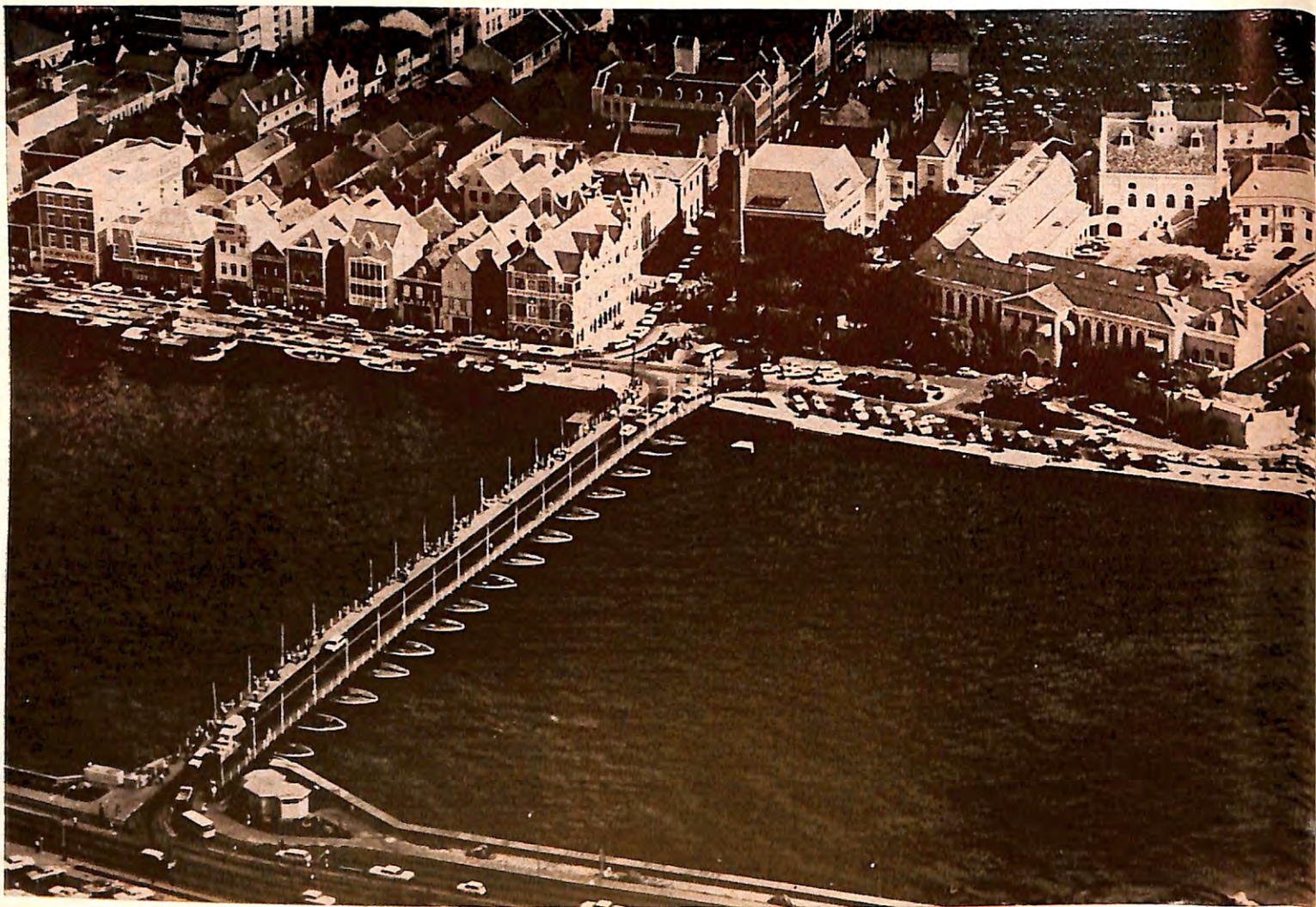
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State _____ Zip _____

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Pontoon bridge and main shopping area at Willemstad, Curacao. Old World Dutch flavor spices the island's architecture.

A Taste Of Holland

by Jerry Hulse

■ Only a whisper off the coast of Venezuela is another of those paradises of the endless summer, the Dutch West Indies with its three major islands of Aruba, Bonair and Curacao. While each reflects an individual personality, together they share a common tie: a taste of Holland in a springlike setting. Here the A, B, C's of the Caribbean are described in three separate sketches.

ARUBA

Aruba is blessed with abundant sunshine and seldom dampened by rain. With this combination it guarantees the vacationer a skin the color of copper and temperatures holding steady at around 80 degrees, year-round.

Because of the island's lack of rain, tropical foliage indigenous to the Caribbean is dramatically absent. Instead, sand dunes undulate across the island, flowing with cacti and wind-blown divi trees. So little rain deposits itself, in fact, that distilled ocean water flows from the taps of hotels lined up along the island's western shoreline. Just picture 70 square miles of Nevada desert surrounded by water and the scene slides into focus.

Accompanying the sunshine is a steady blow by the trades, which accounts for Aruba's near lack of insects. Such is the setting of this small Dutch isle in the West Indies, all within binocular view of South America. Before the Dutch arrived the Spanish laid claim to the island, sloshing ashore in 1499. When the 80-year war between Holland and Spain sputtered to its end, the Dutch landed to plant

their flag. Except for brief incursions by the British and French in the 19th century, it has remained a bit of warmed-over Holland ever since.

As evidence of its heritage, Aruba is branded by a single windmill. Shipped clear from Holland, it was assembled piece by piece on this Caribbean outpost. Known simply as "The Old Mill" it serves as a restaurant, huge kettles bubbling with thick Dutch soup. After taking their fill, guests repair upstairs to a swinging discotheque. There, in place of grinding out grain, The Old Mill grinds out melodies as darkness fades and the new day dawns. So strong are Aruba's winds that the mill's great arms are locked to a standstill position. Were they allowed to spin in such a breeze it is feared the entire structure would topple.

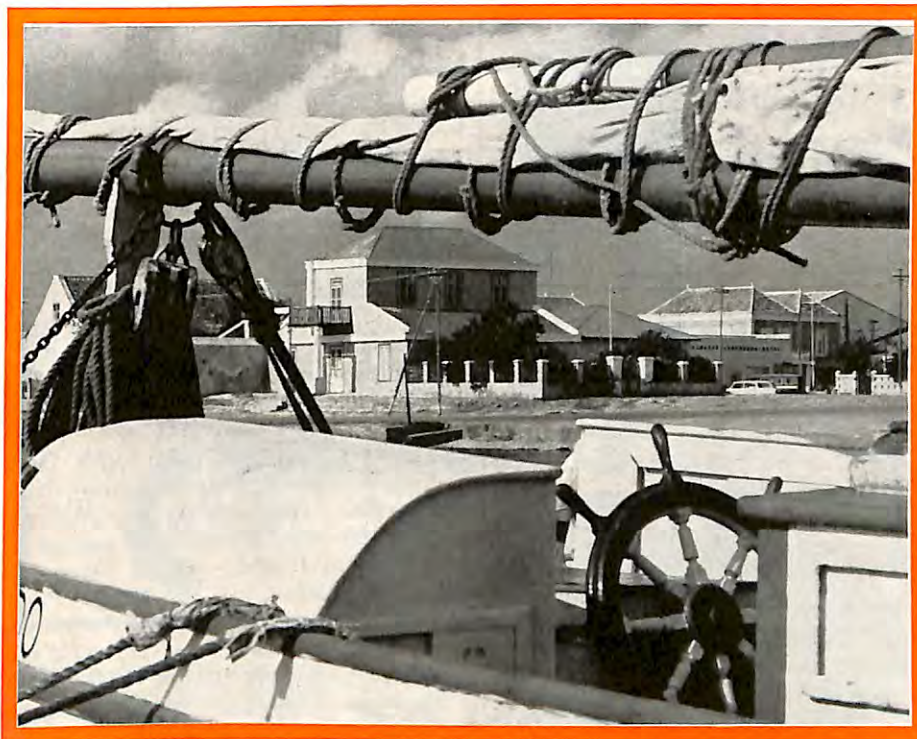
As another reminder of Aruba's relationship with Holland, a statue of Queen Wilhelmina stands in Wilhelmina Park in the seaside capital of Oranjestad. Along with the single windmill there is likewise a single traffic light. On an island barely 19 miles long, with nowhere to go but in circles, its purpose eludes me.

Barely 12 years have elapsed since the first major hotel, the Aruba Caribbean, began welcoming guests. Nearby, the Aruba-Sheraton looks out on a Delft-blue sea while just a whisper away the Holiday Inn stands out like some misplaced mound of Miami. What with apartments looming over swimming pools and casinos going full tilt, the atmosphere is more the mood of Las Vegas than that of a West Indies retreat.

Slick croupiers spin wheels of fortune while slot machines hum away, gulping quarters—there being no nickel slots for free-wheelers to feed. Adding to the Nevada mood of Hotel Row are flashy cabarets featuring talent recruited from the Las Vegas scene. Beginning rates are \$21 double at the Aruba Caribbean, \$39 at the Holiday Inn, and \$40 at the Aruba-Sheraton. Summer figures dip to about half the winter rates.

No less expensive is the new Divi Divi Beach Hotel. Next door, the Manchebo Resort Hotel offers a package deal which includes breakfast and dinner plus an invitation to come as you are—no tie or jacket required. Sharing the honors is the Manchebo's sister hotel, the Talk of the Town. Both hotels banner special week-long VIP red-carpet packages consisting of hotel, sightseeing, use of a car, a farewell champagne dinner and a goodbye gift, the entire kit priced at around \$260 per person during the high season, less during summer. Likewise, they romance the honeymooner with offers

Together, the islands share a taste of Holland in a springlike setting. Yet, each retains its own personality.



of room, wedding gift, breakfast in bed, champagne and various other enticements, including the promise of a free room on every future anniversary. All you must do is figure out how to get back. The Manchebo is low-rise and low-key, an informal clutch of 72 rooms facing Aruba's finest beach. Indeed, it is one of the Caribbean's flashiest sandlots.

So no one will get the wrong impression, I repeat that this is not one of those lush islands with the towering peaks, the floral valleys and rainbow-tinted waterfalls. It offers little other than the promise of abundant sunshine and miles of grand beaches.

Before the tourist, Aruba was best known for an oil-cracking plant. In 1929 Standard Oil of New Jersey put together the world's largest refinery. Fortunately for the hoteliers and tourists, the grimy works operates on an opposite shore where trades cleanse the sky, blowing fumes out to sea. Goats and donkeys roam across the

undulating hills and pastel houses peek over thick cactus fences. Caves are autographed with ancient Indian inscriptions, and monolithic rock formations give off a moonglow. Rising as the island's most prominent landmark is the Haystack, a hillside looking down from an elevation of 541 feet. When vacationers tire of the beach life they climb the Haystack and gaze off at Venezuela.

In order to accommodate its new industry, Aruba has unveiled a jet-age airport named in honor of the Netherlands' Princess Beatrix. To gather sufficient guilders to pay for the airport, Aruba collects \$3.40 from each departing visitor. You're exempt only if you are flying to another Dutch isle, are a member of the Netherlands Royal Family or happen to be under the age of 2. Otherwise you must pay up.

BONAIR

This is an island for skin divers, bird watchers and beachcombers. Its landlocked bay (the Lac) is a trap

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Genuine Navy deck overalls—available again for the first time in years—and at a bargain price! Government surplus in new condition, carefully manufactured to rigid Navy specifications. Provide maximum warmth without undue bulk, and permit full freedom of movement. Made of rugged 13½-oz. jungle cloth. Fully lined with 14-oz. wool flannel. Olive drab color. Two-way zipper with protective button-over fly front. Front-buttoning shoulder straps. Four large patch pockets—two in back, two in front. Take-up tabs on bottom of legs to keep up cold. May be worn alone, or over other trousers. Extra full cut. Available in two sizes only: Small (fits up to 38 or 40; Medium (40 to 46).



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for thousands of fish. Pink clouds of flamingos nest along its beaches, and there are thousands of other birds as well: herons, terns, pelicans, parakeets and parrots.

Bonair, perhaps, is the least spoiled of the A, B, C's. Although the second largest of the three islands (about 112 square miles), it is the least crowded. Its nearest neighbor is Curacao, 20 miles to the west. Endless white beaches reflect the warm Caribbean sun. Spiny lobsters crawl along its shores. There are comfortable hotels, paved roads and a casino for those with an appetite for gambling. For others with an urge to escape the crowds, there is Little Bonair—a small, uninhabited islet for shelling, skin-diving, beach combing and picnicking.

U-drive cars as well as taxis are available on Bonair. It is an island with a goodly supply of peace and tranquility. Among the hotels are the Flamingo Beach Club (\$27 double), Hotel Bonair (\$32 double) and the Rijna Guest House (\$13 double).

CURACAO

Here it is: Amsterdam South. Only instead of tulips they're growing bougainvillea. Like Amsterdam, Willemstad, the island's capital, is soaked in water and floating in gin. Overlooking the harbor are the same gabled 18th century houses facing the waterways of old Amsterdam. Only in place of canals they are stacked neatly along St. Anna Bay. It is the Dutch West Indies without the cold blow.

What with temperatures in the 80s, what Dutchman possessing his marbles would choose the chill of the homeland over the warmth of Curacao? By the route the seagull takes, it is only 38 miles off the Venezuelan coast. This makes for a constant armada of tankers which choke its harbor. Not only tankers, but freighters

and cruise ships as well. The tankers, sloshing with oil, are up from South America to feed one of the world's biggest refineries. As they arrive the town all but comes to a standstill. In order to allow a ship to enter, the Queen Emma, the world's largest pontoon bridge, must slide toward shore. Later she is hurried back into position to enable cars to pass from one side of the harbor to the other. It is a curious custom that has frustrated inlanders since 1888.

To the locals, it is a headache as well as an oddity. Huge traffic jams occur on both sides of the harbor as the ships appear and the bridge parts. It is a lesson in patience. It is useless to get upset. Instead, motorists switch off the ignition and catnap. Such stalls occur up to 30 minutes at a stretch 20 times or more a day. Now they've a modern new \$20 million span to ease traffic woes.

One of the great ship-watching posts in Willemstad is the Curacao Intercontinental. Rising inside an old fort, the hotel allows guests a glimpse of huge vessels passing barely outside their windows. Built in 1643, the fort was intended originally to protect the island from buccaneers roaming the Caribbean. Its ramparts—still untouched—form the terraces overlooking the harbor. So close do ships come that the Intercontinental is covered by marine collision insurance. While she's been rammed, so far there's never been a claim.

At night, crowds jam Le Cave de Neptune, a discotheque which occupies an ancient gun port in one corner of the hotel. Others ride off to Port Nassau, a hillside retreat overlooking the harbor. In place of guards, waiters serve customers who come to dine on the terrace and at night customers jam the Fusiliers and the Stuyvesant Rooms with their Dutch decor.



"We were having a very successful sale until Grace sold the old tin box with all our money in it!"

For nearly half a century big cruise ships have been dropping anchor in Willemstad where passengers load up on free port loot. Nowhere this side of St. Thomas is the shopping so good. It is Hong Kong with a southern accent. Among the stores, the smartest is Spritzer & Fuhrmann on Gomez Plaza, its shelves drooping with merchandise ranging from inexpensive trinkets to an \$80,000 necklace. Such gems sparkle in the glow of Italian crystal chandeliers and patrons pad about on carpets woven of boar's hair. Not even I. Magnin can make that claim.

While deciding whether to buy the \$80,000 necklace or a \$40,000 Patek Philippe, customers sip free coffee, tea and coke. The refreshments are intended, obviously, to put everyone in a buying mood.

Beside Patek Philippe, other timepieces carried by Spritzer & Fuhrmann include Piaget, Omega, Lucien Picard, Jaeger-Le Coultre, Audemars Piguet and Vacheron. In turn, Spritzer & Fuhrmann creates jewelry handmade to the customer's order. As the island's leading gem merchant, S & F takes pride in announcing how it also serves as jeweler to the Queen of the Netherlands. Besides fine jewelry, S & F stocks sterling silver, bone china, porcelain and crystal, chess sets, music boxes and dozens of other gifts and knickknacks.

Charles Fuhrmann met Wolf Spritzer in the 1920s and the lucrative partnership took life. Later during World War II American troops stopped off en route to the Arctic, North Africa, Europe and the Pacific. Now the old soldiers are back, this time with gray hair and great wads of loot. Only instead of arriving by troopship, they storm off cruise vessels, bringing smiles to the merchants of Willemstad.

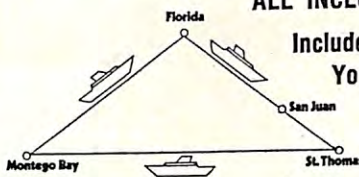
Tourists who flock in by jet have a choice of half a dozen places in the sun. Besides the Intercontinental, there is the Curacao Hilton at Piscadera Bay. Figure a \$3 cab ride to the shopping madness of downtown Willemstad. Holiday Inn has put in an appearance along with Arthur Fommer. The latter performs in the 100-room hotel with 94 two-bedroom villas strung along an arid hillside overlooking the Hilton.

My personal preference is the Avila Beach Hotel which occupies the historic governor's mansion five minutes from town. Guests linger in the old-fashioned living room and dine on a terrace beneath palm trees. There is a private cove for swimming and a "ship-shaped" bar for drinking. It's something you can't find elsewhere —not even in Amsterdam. ■

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News of the State Associations



Madras Lodge was honored at the Oregon State Elks Association convention for its contributions to the Elks National Foundation. District and state plaques were presented to immediate PER Ned Cox (left) and Treas. Herb Graybael (right) by PGER Frank Hise (second from left) and then-GER Francis Smith.



Oregon's Most Valuable Student winners were guests at the state's annual convention. Greg McWade and Jill Olsen were congratulated by PGER Frank Hise and then-GER Francis Smith.

REVISION of the constitution of the Nebraska Elks Association was completed at the annual convention in Lincoln May 18-20. A major change is the provision that all Trustees serve five-year terms and that one Trustee be a Past State President.

Featured speaker of the memorial services was Dr. Vance Rogers of Lincoln Lodge, who is president of Nebraska Wesleyan University. A total of 739 were in attendance for the convention.

The Past Exalted Rulers march produced \$5,000 for the state major project, aid to handicapped children. The program was expanded over the past year to cover many areas of handicaps.

Winner of the state ritualistic contest was Kearney Lodge. Plaques were presented to Beatrice Lodge, Cozad Lodge, and Kearney Lodge for their achievements in the Elks National Foundation program.

Several lodges were recognized for their participation in the Youth Activities program. They were Ainsworth, Fairbury, Alliance, Lincoln, Ogallala, North Platte, and Sidney.

Robert M. Bunstock of McCook leads

the slate of new officers as State President. Among his co-officers are Vice Presidents Vince Collura, Lincoln; James Anderson, Kearney; Kenneth Muirhead, Cozad; Secy. Chester Marshall, Kearney, and Treas. Elmer Bradley, Columbus.

A fall conference will be held in Omaha September 1-2. The 1974 annual convention is planned for May 17-19.

FOR THE FIRST TIME, the Vermont Elks Association, Inc. held its annual convention in another state at Bretton Woods, New Hampshire. The state's 46th annual convention was hosted by Montpelier Lodge June 8-10. Guest speaker was Past Grand Forum Chief Justice John E. Mullen.

Several awards were presented. Springfield Lodge was named state ritualistic champion. The membership contest plaque was won by Barre Lodge. Plaques of recognition were presented to retiring SP Carl Quesnel, Montpelier, to DDGER Ross Whipple, Newport, and to DDGER John Vaughan, Springfield.

Statewide, the per capita donation to

the Elks National Foundation was \$1,638. The Silver Towers Camp for retarded children received over \$59,000 from the state major project fund.

New officers of the state include SP John B. Harte, Bennington; VP Robert Draper, St. Albans; VP Joseph Burke, Windsor, and VP Daniel Mainieri, Burlington. Re-elected to their offices were Secy. Roger Sheridan, Montpelier, for the 27th year and Treas. R. Newton Owens, Rutland, for the 22nd year.

Host for the 1974 annual convention will be Bennington Lodge.

THE PARADE at the 53rd annual convention of the North Dakota Elks Association featured eight bands from the state's 11 lodges. Some 2,000 Elks were registered for the convention which was hosted by Minot Lodge June 10-12.

Among the dignitaries present were PGER H. L. Blackledge of Kearney, Nebraska, Lodge, PGER Raymond C. Dobson, and Past Grand Tiler Cliff Reed, both of Minot Lodge. Convention committeemen were Chm. Myron Porsberg, Mandan; Edgar Beyer, Grand Forks, and Edward Weimer, Bismarck.



The state champion ritualistic team from Sturgis Lodge was honored during the Michigan Elks Association convention. (From left) State Ritualistic Chm. Rhea Elliott watched as ER Keith Waltke accepted the trophy from then-SP Rudy Helm and PGER E. Gene Fournace. Looking on was Est. Lead. Kt. Bud Regnier.



Registration Chm. James Horst (left) welcomed then-SP Rudy Helm to the Michigan Elks convention. With them were (from left) DDGER John Combs, Past Grand In. Gd. Robert Burns, PSP Howard Emerson, PSP James Dompierre, present-SP Ralph Shoemaker, and Convention Co-chm. Don Laubengayer and Edward Quirk.

It was announced that Grand Forks will be the host lodge during the visitation of GER Robert A. Yothers.

PSP Harold Wicks of Jamestown presided at the installation ceremonies of John Korsmo, Fargo Lodge, as State President and of his fellow officers. They include Vice President Carl Elliott, Bismarck; Secy. Ray Greenwood, Jamestown, and Treas. Everett Palmer, Williston.

Fargo Lodge will be the site of the 1974 annual convention.



Immediate PSP George Stutzman (third from left) welcomed then-GER Francis Smith and his wife Rae to the annual convention of Indiana Elks. Also there were (from left) present-SP Quenton Hawks, Mrs. Stutzman, PGER Glenn Miller, and Secy. C. L. Shideler of Terre Haute Lodge.

DELEGATES to the annual convention of the Indiana Elks Association voted to purchase a mobile unit which can save the life of any newborn infant throughout the state who has complications. The eventual cost of the unit will be \$50,000 which will be financed by the lodges.

The state association will continue its cancer research program as part of the major project. Under the program, a check for \$27,000 went to Purdue University and a check for \$48,000 was presented to Indiana University School of Medicine.

French Lick was the meeting place for the Indiana Elks convention June 7-10, and over 1,200 Elks and their ladies attended. Principal speakers were then-GER Francis M. Smith and PGER Edward W. McCabe who were introduced by PGER Glenn L. Miller.

Logansport Lodge was announced the winner of the state ritualistic contest. Youth awards and lodge activity awards were presented.

Camp Elk, the state's summer camp for boys 10-13 years old, was held in June at McCormick's Creek State Park

During the Indiana Elks Association convention a check for \$48,000 was presented by PSP Thomas Burke to Dr. Glenn Irwin, dean of the Indiana University School of Medicine. The money will be used for cancer research, the state's major project. A check for \$27,000 was also presented to Purdue University.



near Spencer as it has been for 35 years.

W. Quenton P. Hawks of Plainfield was elected State President. He will be assisted by Vice Presidents Stanley Kocur, East Chicago; Herschel Monroe, Princeton; Richard Moren, Seymour; Joe Stevens, Elwood; Her-

bert Brautzsch, Fort Wayne; Secy. C. L. Shideler, Terre Haute, and Treas. George Vaughan, Logansport.

Fall and mid-winter meetings are planned in Indianapolis October 19-21 and January 19-20. French Lick will again host the 1974 annual convention June 6-9.



PGER H. L. Blackledge addressed North Dakota Elks at the annual convention banquet. At the speaker's table were (from left) SDGER Frank Archibald, SDGER Felix Andrews, PGER Raymond Dobson, GL Youth Activities Committeeman Frank Mirgain, PSP Walter Stine, DDGER John Williams, DDGER Don Switzer, and newly elected SP John Korsmo.



On hand for the Nebraska state convention were (from left) PDD Vincent Colura, GL Ritualistic Committeeman Art Draley, Grand Trustee George Klein, and GL Ritualistic Committeeman Garland Mountz.

HOST LODGE for the 69th annual convention of the Michigan Elks Association was Ann Arbor. A total of 1,261 attended. PGER E. Gene Fournace was among the distinguished guests.

The National Foundation report showed that 1,492 members from the state joined the Foundation, with a record contribution of \$79,038.14. First place awards went to Flint Lodge for the most members signed into the Foundation, to Bay City Lodge for the most dollars contributed, and to Midland Lodge for the most dollars contributed per member.

For the past 15 years, 3,578 handicapped children have received therapy under the state's major project. Donations for the year totaled \$161,270.89. Sturgis Lodge was awarded first place for the most dollars contributed. The Elks' ladies of Plymouth and the lodge were both honored for the highest total donations.

During the convention, 37 scholarship awards and 6 leadership awards were presented to the student winners.

Ann Arbor Lodge was recognized for its participation in the Americanism program. Ostego Lodge and Kalamazoo Lodge were drill team winners. Sturgis Lodge won the state ritualistic contest.

Ralph S. Shoemaker of Grand Rapids was elected State President. Among his fellow officers are VP-at-large Richard Abler, St. Joseph; Vice Presidents Fred Tornquist, Kalamazoo; John Whorley, Lansing; Donald Lahaye, Menominee; Lee Lofstrom, Iron Mountain; James DeWorken, Monroe; William Murray, Rochester; Leon Kaiser Jr., Traverse City; Secy. Albert Vernon, Detroit, and Treas. Howard Emerson, Jackson.

A fall conference will be held by the association at Muskegon on October 18-21. The 1974 annual convention is planned for April 26-29 in St. Joseph.

SPECIAL GUEST SPEAKER at the annual convention of Oregon Elks was Brother Michael Bengé of Heppner Lodge, who is a returned prisoner of war. In attendance were 650 delegates including distinguished guests then-GER

Francis M. Smith and his wife Rae, now-GER Robert Yothers and his wife Dorothy, and PGER Frank Hise.

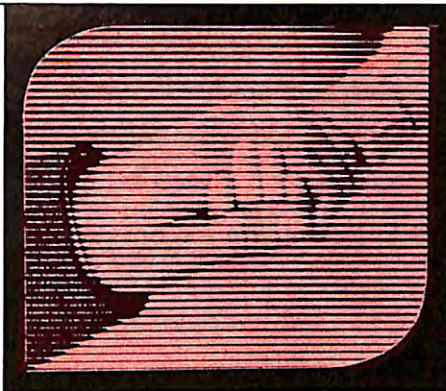
Contributions were made to the Elks Youth Eye Service totaling \$12,000. The Meadowood Springs Speech Camp received \$6,500 in donations to be used for scholarships. Both programs are part of the state's major project. Portland Lodge presented a check for \$25,000 to the eye service which helps handicapped children.

New officers were elected at the convention which was hosted by Eugene Lodge May 24-26. They are SP Bill Flatt, Condon; VP James Damon, John Day; VP C. J. Wilkins, Tillamook; VP Jack Lambert, Lebanon; VP Ernie Zielinski, Salem; VP Bruce Reed, Beaverton; VP Dick Herndobler, Ashland; VP Jack Sweet, Pendleton; Secy. L. A. O'Neill, Madras, and Treas. H. M. Randall, Salem.

The mid-winter session is planned for January 24-26 and will be hosted by Ashland Lodge. Seaside Lodge will host the 1974 annual convention on May 16-18.

THE JOY OF GIVING

Elks National Foundation
Chicago Illinois 60614
2750 Lakeview Avenue



The Arizona state alternates in the Most Valuable Student contest received awards from the National Foundation. (From left) PGER R. Leonard Bush presented the awards to Norman Moore, Holbrook; Donald Cross, Globe; Patrick Saenz, Clifton; Lauren Doyle, Phoenix; Judy Shanks, Phoenix; Mark Dauber, Phoenix, and Ann Orel, Maryvale.

Brownsville, Tex., Lodge was honored at the annual state convention for its donations to the Elks National Foundation. Chm. David Cox (left) presented a plaque of recognition for the lodge to ER Jack Olson.



The second donation of a \$1,000 pledge to the Elks National Foundation was made by the Elks' ladies of Hightstown, N.J., Lodge. President Ann Hoffman presented the check on behalf of the ladies to State Chm. Paul Panone as ER Walter Sweeney and Lodge Chm. John Ryba observed.



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Lawrence Welk

(Continued from page 11)

talent scout, but then after a time, with a shift in emphasis, his skill as a scout was no longer needed. Most companies would have dumped him, or at least shoved him off into a relatively obscure position. He had only a high school education, and where Welk needed somebody to groom for a top position, it wasn't logical to pick Ted. But Ted Lennon was a loyal, hard worker. He is now Executive Vice President of Telekew, heading up not only the organization which has the "Lawrence Welk Show," but also has extensive real estate holdings, a recording company, music publishing companies, and many other valuable assets.

And yet today only a handshake holds Welk and Lennon together . . . that and a high regard each has for the other's value to the company's.

Amiable, ocean-loving Jim Hobson, the name you see at the end of the credits, is one of the leading men in his field, respected throughout the entertainment business and a key man at Telekew. Some call him a genius. He started as a one-time only director of the new Lawrence Welk Show. He is now the Producer-Director of all of these lavishly mounted nationwide shows on the "Lawrence Welk Network" (a network of stations formed by Welk himself and carried to stunning success after ABC cancelled the show).

George Cates, one of the few who really looks like a musician, once helped make records. He is now Welk's Musical Supervisor with great responsibility on the show. Cates now makes many of the musical decisions that Welk himself once made.

Myron Floren played accordion, and on an orchestra where the leader was also an accordion player. Not the safest employment in the world, it would seem. He is now, according to Welk, "one of the world's great accordionists, our assistant conductor, a concert artist in his own right, supports numerous philanthropies, and also holds the title Vice President in our corporation." Floren is another product of sharing, of working together, of trusting people.

Curt Ramsey, Joe Rizzo, George Thow and Associate Producer Jack Imel are others who started at the bottom and worked to positions of trust, of great value, and of solid security. On the stage Welk cites Mary Lou Metzger, Gail Farrell, Guy and Ralna, Sandi and Anacani as examples of performers who have profited by his method of operation.

Lois Lamont, Welk's perky and charming secretary and office manager,

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started as a girl who could barely understand what her new boss was saying. She would have left if she had had bus fare home. Today she is Corporation Secretary, Vice President of Personnel, Assistant Treasurer, Welk's right arm with decision-making power . . . and quite well off.

"Sharing is the key to the Family Plan," says Welk. He explains that his own organization is more like a family than a company. "In our musical family we have a profit-sharing plan, supported entirely by the Corporation. After one year of employment (the first year of the training program) each member becomes eligible to participate in the Plan. His share is determined by the effort and extra contributions he may make to the company, which in turn reflects in his annual compensation.

"But there is much more to it than this," stresses Lawrence Welk. "We share our talents, our experience, and our knowledge with each other. We help each other freely. We trust each other, just like a family. We can take in a new, young, inexperienced person, and help him to build."

Welk is a firm believer in what Bishop Fulton J. Sheen once said. "A worker," said the Bishop, "has a moral right to a share of the social wealth his work creates."

"This is just good business," Welk agrees. "The Plan works for us, and I know it will work for others, especially small businesses.

"What we need to put this program into effect is initial legislation which would allow an employer to use the Plan alongside the accepted union and federal laws . . . below minimum wages, hiring underage workers, etc. Perhaps we need some pilot programs to prove our system." Welk feels that minimal government supervision would be desirable from then on. He fears "road blocks" in the form of complications to a basically simple, honest idea.

Honest, at least, to an honest man. but it has been suggested that if all employers felt toward their employees as Lawrence Welk does, there would be no need for unions or government regulations . . . at least for those businessmen using the Family Plan of operation.

How will you share in your business? That is between you and your employees, but the idea is to share more than money, more than profit. The idea is to share yourself.

"I frequently share by presenting to a valuable employee a bonus or gift I know he or she can use. There are hundreds of ways of sharing. Something they can't or won't do for themselves is what we're looking for. These things are just something extra, over

and above, for a job well done or as thanks for being a valued employee. The whole point is to bring out the best in people, to get them young and motivate them in the right direction.

"With this kind of philosophy and using the Family Plan, our Corporation has built a bigger profit each year, year after year. By sharing and working together, we just build a better product . . . in our case, music. It works," says Welk.

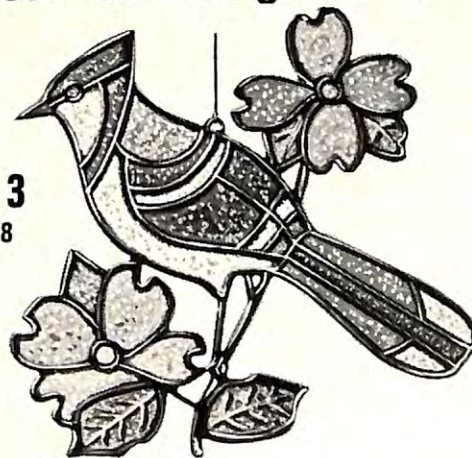
In his magnificent office over the beach, Welk leans back to collect his thoughts. He has it made. He has

everything a man could want in life, he is respected by his fans and his employees. Why should he worry himself about such matters? If it works for him, why worry about the other guy? Why doesn't he just forget the whole thing, play at being an orchestra leader once a week, and play at being whatever he wants to be the rest of the time? He's earned it. Why concern himself?

He does concern himself. Lawrence Welk wants to leave something more. His method of operation will work for others, and he wants to see them (Continued on page 59)

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The Golden Antler Year

"Be Part Of Elkdom"



by Robert A. Yothers, G. E. R.

Every year since the Benevolent and Protective Order of Elks was conceived, each Grand Exalted Ruler has endeavored to improve on and expand the many programs sponsored by the Grand Lodge and carried out by the Subordinate Lodges and State Associations. This year is no exception.

Our theme, "BE PART OF ELKDOM," is the keystone around which the 1973-1974 program has been built. The thrust of the entire program is membership *involvement* in a well-planned Lodge Activities Program.

However, while we plan and accomplish our many fine programs, we must never forget the need for financial stability. No two Lodges have the same financial complexity. However, all Lodges can, through improper management practices, find themselves in financial difficulty. There have been many examples of this situation in the past few years. To assist Lodges in avoiding these pitfalls and identifying trends which could lead to financial problems, a new program is being established.

Each State Association will create a Business Practices Committee composed of members competent and qualified to assist Lodges in analyzing their business practices, accounting and record keeping systems, budgeting methods, and other operational and business systems and techniques. They will provide counsel and advice in improving their financial management.

Another area will be given special attention this year. In many Lodges a disturbing trend has developed in the last few years. As membership grows and bigger and better facilities are provided, more and more emphasis is directed toward the club facilities, problems and activities. Although the Order of Elks recognizes and supports the need for conviviality, good fellowship and family participation, frequently club oriented, our home is and must be first a Lodge, and second, a club. No Subordinate Lodge is chartered to serve as a nightclub. Each member should know, from the time of his first contact with the Lodge, that its primary purpose is to serve Elkdom.

This year I am introducing a new program that will provide each Lodge

an opportunity to engage in a very worthwhile community service and enhance the image of your Lodge. This program will also give many Lodge members an opportunity to be involved. Elks Lend Know-how is a way to apply the vast business knowledge available within the membership of each Lodge in assisting your neighbor—the small businessman—solve problems in starting, developing or expanding his business. The Grand Lodge has been working with the Small Business Administration (SBA) and Service Corps of Retired Executives (SCORE) to complement and augment their programs of counseling and advising small businesses to help them over the obstacles of getting established. This will give many members, who are retired, semi-retired or even those still active, an opportunity to make a vital contribution to your community and your Lodge.

One of my greatest concerns relates to our image. What do we mean by the Image of Elkdom? It is what others (non-Elks) think of us. Their expressions and feelings toward the Order of Elks is influenced by many things. If we fail to project the right image in our community, if we do not demonstrate by our actions what we vowed when we took the obligation, the image we desire will not be realized. Each of us must, by our daily actions, demonstrate that as Elks and as American citizens, we are dedicated to helping our fellowman, and that we are deeply devoted to our country, and to the preservation of our freedoms.

Each member of our Order creates an image of Elkdom by his own daily and personal conduct and appearance. Regardless of where you are—what you are doing—someone will say: "He's an Elk." Your Lodge also creates an image of Elkdom. If it is clean, modern, attractive with well-kept grounds and buildings, it will create a better impression of our Order.

Make it a personal goal this year to improve the image of Elkdom in your community and "BE PART OF ELKDOM."

Each year the Lodges of our Order discover new and worthwhile ways to provide service to the community. These activities continue to gain for

our Order the respect of the people in our communities. Our Americanism programs, Flag Day, Citizenship programs, Youth programs, sponsorship of Scout Troops, Little League teams, swim meets, etc. offer and provide a fine challenge for service. Our Christmas programs for the less fortunate, our State Association Major Projects are important community services.

But are we doing all we can? Let us take inventory of what has been done and seek other ways by which we can expand our efforts to make people realize what a fine community service organization we have in our Elks Lodge.

What better way to improve the image of Elkdom, while fulfilling our committed role, than by being the leaders in every community in recognizing a need and developing a program to satisfy the need. "BE PART OF ELKDOM."

This year the Golden Antler Achievement Program is established to recognize each Elk for his participation in the growth of our Order. Its purpose is to encourage every member to become *involved*; to "BE PART OF ELKDOM."

Its key features are: Involve new members immediately; create an involved atmosphere by developing a well-rounded Lodge Activities program; recognize individual members, committee Chairmen, Exalted Rulers, other Officers and District Deputies for achieving specific goals; and improve communications.

If successful, I expect this program to result in active, attractive and healthy lodges; a concerned and involved membership; membership growth; reduced lapsation; and improved community image.

You, as a member, will be recognized and receive a Golden Antler seal for your card for sponsoring one new member, or one reinstatement, or one National Foundation Participating Member; or as a Veterans Service Committee member. And you will receive a beautiful Golden Antler Lapel Pin for sponsoring three new members, or two new members, and one National Foundation Participating Member, or one new member and two National Foundation Participating Members.

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Christmas Ornaments Glow in the Dark, Cost Five Cents! Won't Shatter, Wear Out, or Burn Out! Guaranteed!

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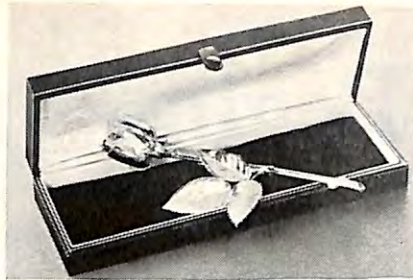
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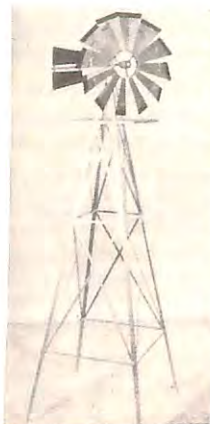
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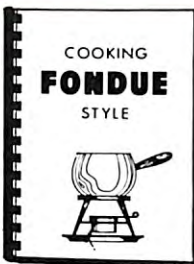
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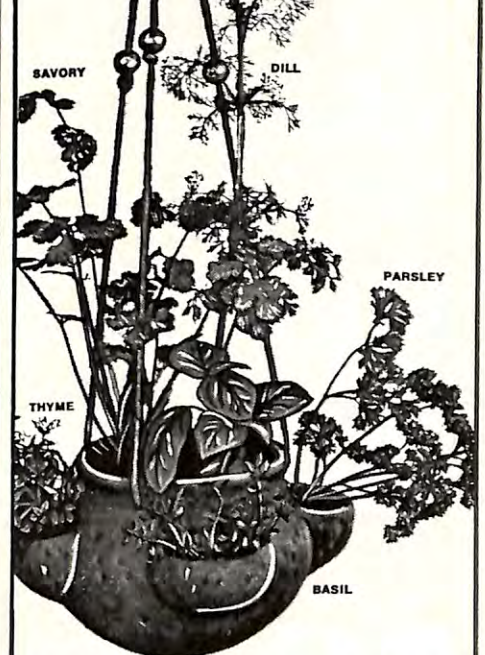


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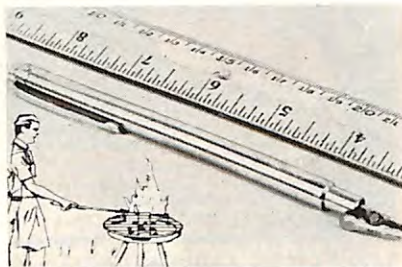
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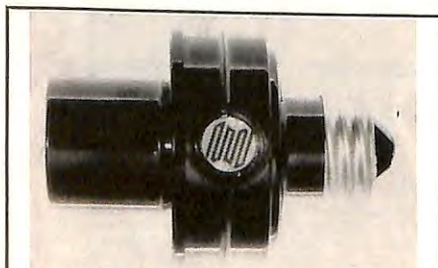
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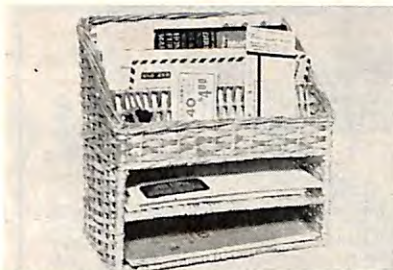
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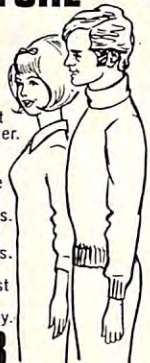
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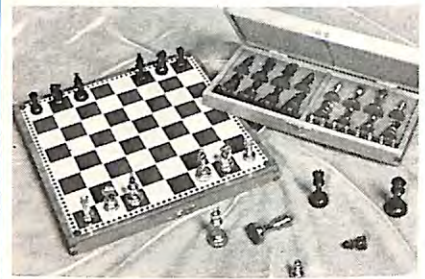


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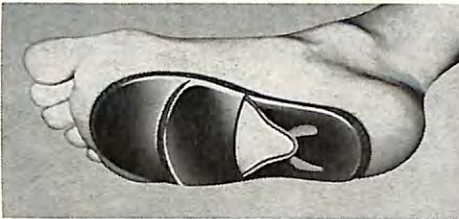
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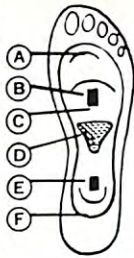
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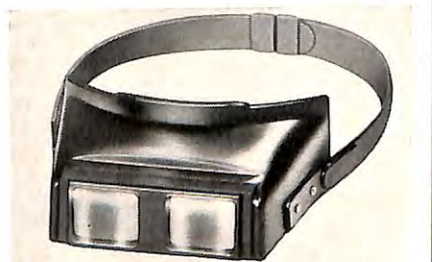


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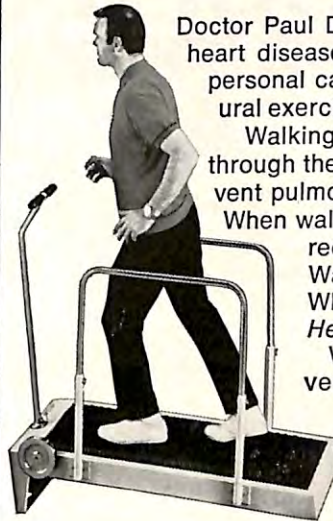
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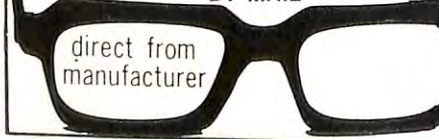


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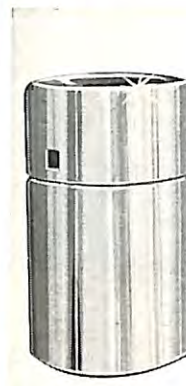
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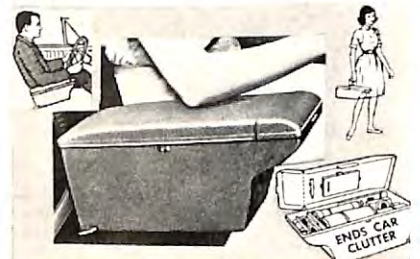
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So now the next move is up to you. You can go on paying for your credit cards, or you can turn them into money-making plastic gold-mines for yourself — tomorrow!

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Because of your credit card, you can be robbed and not even know it . . . seduced onto a treadmill of unmanageable debt . . . victimized by computer errors which can cost you a fortune and ruin your reputation . . . stripped of your privacy by credit investigators who store data, some inaccurate, in computers which make it available to everyone.

CREDIT-CARDSMANSHIP will help you keep your cards safe. It may save you money and headache by showing how loopholes in the new Federal credit card law can still leave you liable for unauthorized use of your cards

how to outsmart the computer how to get ready for the day you lose your cards

how to cut losses due to theft and fraud how to sidestep retailing credit card swindles and avoid being victim of the service station gyp or the waiters' caper where they can charge you three and four times as much as you actually bought, and you'll never even know it unless you make one simple protective move!

a simple formula to calculate how much you can charge each month without getting into trouble . . . and an infallible method for beating unmanageable debt forever.



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ABOUT THE AUTHOR

Martin J. Meyer is co-author of **DON'T BANK ON IT! How to Make Up to 13 1/2% or More on Your Savings — All Fully Insured.**

President of National Depositors Cooperative Association, he is one of the nation's foremost experts on recent advances in consumer money management.

His special expertise lies in the areas of making and saving money for consumers when they bank, when they buy — and now, when they use their credit cards. In addition to writing books, Mr. Meyer is engaged as a financial consultant.

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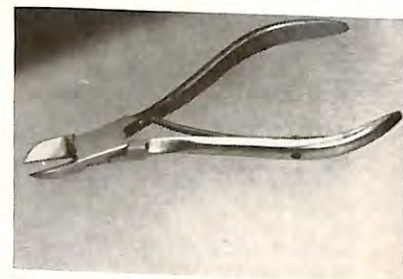
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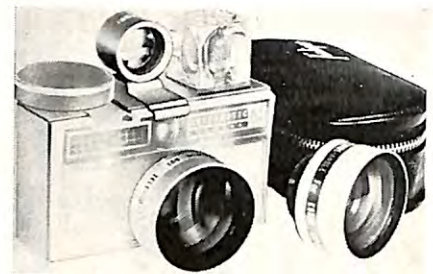
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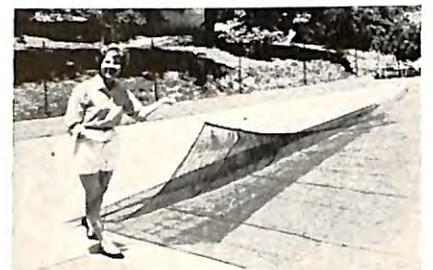
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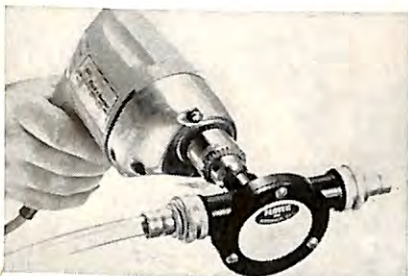
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All 13 lodges participated in the South Dakota Elks arts and crafts contest sponsored for veterans. With the top five winners were (from left) State Vets Chm. W. B. McKenzie, Vets Chm. H. B. Gildemeister of Sioux Falls Lodge, Robert Hazard, vets advisor, Shelia Anderson, therapist, Wayne Gass, center director, and Leo Landon, administrative assistant.

The West District of New York Elks sponsored an arts and crafts contest at the Buffalo Veterans Hospital. Prizes were awarded to these five winners by (back row, from left) Patrick Flaherty, assistant hospital director, Marian Anderson, chief therapist, Joseph Paris, hospital director, District Vets Chm. Howard Heverly, and PER William Kasting.



An Elks arts and crafts contest was sponsored for patients at the Veterans Administration Hospital in East Orange, New Jersey. The winners received checks from Patrick Melillo.

by E. William Richardson

■ The snow began to fall, first in light, wispy flakes dancing sporadically, then in a torrent against the windshield of the ancient truck. Bryan hunched down in the seat almost totally devoid of upholstery and morosely eyed his benefactor. The man seemed neither young nor old. Although his face was heavily seamed, his blue eyes were clear, and only traces of gray dotted his red hair.

"It generally snow in September around here?" Bryan asked.

"Sometimes," was the laconic answer.

"Why don't you turn on the windshield wipers?"

"Ain't any."

Well, at least he's verbal, Bryan thought. For a while it had looked as if the Missing Link were far more gifted than had been originally suspected.

"Sure you know what you're about, young fellow? This looks like kind of a heavy snow storm for this time of year, and you don't look like you're ready for it."

"I'll be all right," Bryan said. "A group from the office is coming up today and tomorrow for a bash."

"A what?"

"A bash. You know—party." The man seemed to lose interest at that point and drove stolidly on, finally pulling over to the side of the road.

"The Crawford place is up the hill. There's a path somewheres about here, but you can't see it with all the snow. Sure you'll be all right? Glad to put you up 'til the storm lets."

"I'm fine," Bryan said, dragging his heavy two-suiter from the floor. "Thanks for the ride from the station. Don't know how I would have made it without you."

He watched as the truck bumped forward and, picking up speed, disappeared from sight. Damned snow! He thought, and began climbing up the hill.

The gray wolf moved slowly down the slope, his sensitive nose testing the air. He scented things here that were not familiar, different from the scents at home, and they made him uneasy. The hackles on his back rose involuntarily, and his lips pulled back instinctively over his teeth. The hated manscent was everywhere in this place. At home, he had smelled it only a few times, and it always meant danger; here, danger surrounded him, and he could find no place that was free of the warning of his enemy's presence.

He had reason to hate and fear the scent. He had once been a proud father, mate and provider, but that was before. Before his mate had gulped down the tainted meat on which lingered the warning scent, and he had watched her for days growing weaker, unable to hunt even the smallest of the sparse game, until finally she trembled and lay still in the snow. He had, of course, seen the stillness many times but the cubs could not understand, and would only leave her side after he snarled urgently and drove them away.

He was old now, and tired. The effort necessary to survive in the harsh woodlands was an increasing drain on his strength, and he now had to care for the cubs by himself. He pushed southward, away from the familiar hills, somehow knowing he could not provide for the cubs in the far north. The cubs were hungry and slow, pitifully slow. The days that they marched seemed endless. Sighting game, he had raced ahead time after time, only to stop short of the mark because of his fear that the cubs would wander off where he could not find them. Now, though they had come so far, a snow storm was developing, increasing his fear for the cubs' survival.

He looked at them. They were no longer playful; they no longer whined. They lay together, abdomens heaving

convulsively, eyes dull and listless. He stretched out before them, sheltering them from the driving snow. He would hunt when the snow stopped, and would not return until he had a kill.

The cottage nestled on the crest of the hill, ringed by a stream which encircled it like a tiny moat.

"Hellooo! John! Sandy! Anybody!"

Bryan reached the cottage and tried the door, but it was locked fast. Moving around the front, he looked through the large picture window into a quite empty living room. He tested the rear door, and found it securely bolted from the inside. Teeth chattering from the cold, feet soaking wet, he half wished he had taken advantage of the man's offer of hospitality. He thought for a moment, then punched a hole in the window pane next to the door, reached in and unbolted it.

The cottage was comfortably appointed, almost luxuriously so. Two black couches semi-circled a huge fireplace, deplorably devoid of a warming fire. Original paintings by obscure but talented artists were placed to advantage, and the picture window permitted survey of endless vistas of pine trees, now bending under their burden of snow. A more prosaic search disclosed that the refrigerator was empty, the lights and telephone inoperative. Three modest-sized birch logs constituted the only apparent heating.

Bryan whistled softly under his breath. The place looked comfortable enough, but not a speck of food anywhere, and he was hungry as hell. He hoped John and Sandy would get there soon with the groceries, but was too tired from his climb to worry about the problem. He made a small fire from the three birch logs, stretched out on a couch, and was soon fast asleep.

The wolf did not sleep. Periodically, he shook the snow from his coat and nuzzled the cubs. They rose only



THE ADVERSARIES

with difficulty, and soon sank back wearily into the snow. He must find food, or they would die. Growling a warning for them to remain where they were, he loped to the top of the hill. There, he breathed deep of the cold air, and looked down upon the man-scent drenched cottage.

Bryan woke with a start, shivering with cold. Snow blew through the broken window, but over the noise of the wind was a persistent scratching sound. Sleepily, he got up from the couch and went to the window. Peering out, he saw the animal's form in the dim light of the receding storm.

"What the hell?" He muttered to himself. "You poor bastard, you look half-starved."

He unbolted the door and began to open it, speaking soothingly to the animal. "Whoever you belong to hasn't been treating you very well, has he fella? I haven't got anything to feed you, but at least it's warmer in here." Suddenly, the animal hurled itself at Bryan, ripping loose the sleeve of his jacket. Slamming the door, he threw back the bolt and braced a chair beneath the knob. The animal, regaining its balance after the first onslaught, hurled itself again and again at the door with absolute, unyielding finality. Bryan sank slowly to the floor, shaking uncon-

trollably, his mouth full of the hard, briny substance of fear. He thought the animal must be mad, and checked his arm carefully to make sure he had not been bitten.

It was cold, and darkness was quickly enfolding the cottage. Just a few embers remained in the fireplace. After a while, the noise at the door stopped, and Bryan's heart began to beat a more regular pace. He felt the need for action, and decided that the first thing to do was to rebuild the fire. He felt not the least twinge of guilt as he smashed an expensive chest of drawers and all the wooden chairs against the stone of the fireplace, cracking them into splinters. The fire was soon burning brightly again, and somehow it comforted him. He checked the rear door, searched in vain for a blanket, and finally pulled his top coat around him. He moved the couch on which he had been sleeping closer to the fire, and sat down, nervously clasping and unclasping his hands. What the hell was he supposed to do? The animal seemed to have gone, and he reassured himself that he was safe inside the cottage. His tired, jumbled mind refused to suggest anything to do, and thinking about his near escape only caused him to start trembling again. Finally, he lay down and fell into a troubled, dream-filled sleep.

Later, the snow had stopped. Bryan stretched, yawned and dug into his suitcase for his toothbrush. I'll feel better, he thought, after the old ablutions. Make me feel normal again. He went into the bathroom, and turned the faucet. A low moan emitted from the pipe, followed by several drops of water, then nothing. He banged on the pipes, kicked the wall savagely, "Goddammit!" The kitchen sink produced the same lack of result. Maybe the pipes are frozen, he thought. They'll thaw when it warms up.

He moved through the cottage, carefully surveying the scene outside through the windows, but the moonlight revealed no sign of the animal. Thirsty and hungry, he rifled through the kitchen cabinets and drawers, and discovered a glass jar containing three shriveled, desiccated tea bags.

"Better than nothing," he mumbled, and almost shouted for joy when he located a battered old aluminum tea kettle and an old pot. But his happiness at the thought of the soothing hot tea disappeared as he stared at the waterless faucets of the sink. Carrying the kettle, he walked back into the living room. He was standing there, looking out the window, when it occurred to him: The Stream! Nature's constant water supply. No frozen conduits, just plain, pure, cold water. Dashing to the window, he again scrutinized the area in front of the cottage, aided by the full moonlight. Seeing no sign of the animal, he let himself out the front door and walked briskly down the hill toward the stream.

It had worked. He has resisted the instinctive impulse to hurl himself against the door until either he or the door was shattered. Years of guile and hunting stealth returned to assist him. He left the cottage, loping up the slope of the next hill in the full moonlight, as if no longer interested in the man, and waited. It had worked. He ran swiftly down the hill toward his unsuspecting prey.

Bryan hadn't gone far before a chilling sensation gripped the back of his neck. He sensed his pursuer before he had any tangible sign of his presence. He turned, and saw the animal bound toward him, then stop, crouched for a final leap. He looked into the green, narrowed eyes and put a name to the animal—"Wolf!" He wondered how any primeval ancestor had thought that something like that could or should be tamed as a domestic pet. He noted the bunched, powerful muscles between the shoulders, legs as thick as his arms, and the teeth—my lord, the teeth! There was also a strange, feral beauty about the animal, but Bryan's fascination was superseded by his fear. He wanted des-

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perately to turn back and run, as fast as he could. He actually half turned to do so, but he realized that the wolf would undoubtedly catch him in his flight. His only chance lay in getting back to the cottage, which meant getting past the wolf. He forced himself to turn and face his adversary.

They say, he thought, that if you move toward a shark, he becomes confused, and sometimes swims away; they don't expect the hunted to attack. Maybe if I can confuse him, I can get by him. He forced his legs to move stiffly, ever so stiffly, up the hill toward the wolf. The wolf edged slowly in Bryan's direction then crouched, waiting.

I don't know about sharks, he thought, but he doesn't look very confused to me. He began to zig-zag slowly to the left, then to the right. The wolf rose and countered every move, always keeping himself between the man and the cottage. A seemingly continuous deep-throated rumbling and Bryan's labored breathing were the only sounds.

Got-to-make-it-to-the-house. The words kept time with his pounding heart. The rumble became a snarl as he drew closer; he fainted to his right, hoping to throw the beast off balance, and as fast as he could move his legs he ran to the left. A searing pain shot

through his leg. With swift, slashing movements the wolf ripped again and again at his legs. Then he crashed into Bryan's side, knocking him to the ground with stunning force. In an instant, he was tearing at his shoulders and arms, trying to reach his throat. Screaming with pain and fear, Bryan fought back with a desperation born of the sensation of imminent death. He kicked, punched his attacker; he pummeled it with his fists and beat at its head with the tea kettle he still clutched in one hand. At last, the wolf retreated a little and he was able to scramble to his feet. He was only a few steps from the front door of the cottage now. Desperately, he hurled the kettle at his enemy. Then he dove through the open doorway, and managed to kick the door shut and lock it before collapsing on the floor.

Later, he bound those wounds he could reach with strips of cloth torn from one of his extra shirts, acutely conscious of the deep bleeding gashes that ached and stung. If only I had a gun, he thought. There must be something here, something I can use. Savagely, he searched the house, but found nothing that even vaguely resembled a weapon. Shaking, absorbed with a feeling of his own helplessness,

Bryan returned to the living room and sat down, trying to force his whirling thoughts into some semblance of order. He was determined not to give in to the horrible visions that plagued him, for he knew that if he did he would break down completely. Weak and hungry, his thirst became an overriding consideration. He looked out at the stream, but knew it was unlikely he would survive another direct confrontation.

The kettle sat outlined in sharp relief against the snow. There was something about the way it lay on its side in the snow . . . of course! Snow, He had a constant supply of water just outside the door; all he had to do was melt the snow. He saw no sign of the wolf, but to make sure he rattled the door several times before opening it, and extended the remnants of his coat. Moving as quickly as he could, he scooped a pile of snow into the old pot, closed the door and placed the pot directly on the embers of the fire. The snow melted rapidly into bubbling mud.

Must be from surface dirt, he thought. Returning to the door, he scooped up only the whitest of the snow, with the same result when he heated it. Angrily, he threw the mess against the wall; the activity opened his wounds, and he be-

(Continued on page 59)

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NEWS OF THE LODGES

(Continued from page 22)



AN INITIATION CLASS of 59 at Huntington, W. Va., Lodge included J. F. Moses (left) and his two sons, Robert and Jackson. ER Don Boylan welcomed the Moses family into the lodge.



EXALTED RULER Bernard Reese and Est. Lead. Kt. Donald Turner of Crisfield, Md., Lodge placed the jewels of office on ER Page Mason and Est. Lead. Kt. Elmer Twyford of Onancock, Va., Lodge while officers of Crisfield Lodge watched. Crisfield Lodge has new jewels and presented the used set to Onancock Lodge.



THE 83RD BIRTHDAY of PER Maurice Domenici (head of table) was celebrated by members of Hagerstown, Md., Lodge. Brother Domenici was Exalted Ruler of the lodge in 1931-1932 and has served as Trustee for 22 years. Among those helping him celebrate the occasion were PERs R. E. Wolfe, E. K. Mowen, C. E. Beagle, and R. C. Bair, Treas. E. K. Bloom, H. L. Mills, and Sheriff Charles Price.



EXALTED RULER William Leddy presented the John F. Kennedy scholarship memorial award to Brian Coughlin, a high school graduate, at Attleboro, Mass., Lodge.



KATHLEEN GRAUSAM, who was sponsored by Mountainside, N.J., Lodge, won the district Youth Leadership contest. Presenting her with the award were ER William Babcock (left) and Est. Lect. Kt. Charles Hanak.



THOMAS MANGAN (third from left), a winner in the state Youth Leadership contest, was sponsored by Binghamton, N.Y., Lodge. Youth Chm. Stu Sullivan (right) presented him with his award as ER Doug Robertson presented lodge winner Valerie Hriciga with her award.



DOMINIC GABRIEL (right), Exalted Ruler of Plantation, Fla., Lodge, presented trophies to the winners of the state hoop shoot contest as Chm. Tom Ryan observed. Greg MacGraw (second from left) won first place for 12-13 year olds while John McMennamin captured first place for the 10-11 year olds.



TEENAGER OF THE YEAR Elaine Kolish (second from left) was presented with an award by Brothers Ted Budynkiewicz and George Haggerty at Chicopee, Mass., Lodge. Runners-up, Linda Duclos and Theodore Tamburro, watched as the presentation was made.



THIRTY-TWO MEMBERS were initiated into Elizabeth, N.J., Lodge in honor of DDGER Nat Platt. Among those present for the occasion were (seated, from left) PER Albert Van Cora, Trustee Joseph Krajack, Chap. Ben Rubincheck, Esq. Matteo Damiano, Brother Platt, ER George Morris, Est. Lead. Kt. Donald Moore, Est. Lect. Kt. Henry Urbanowitz, In. Gd. Edward Bean, Tiler Harry Fadde, and Est. Loyal Kt. Glen Vida.



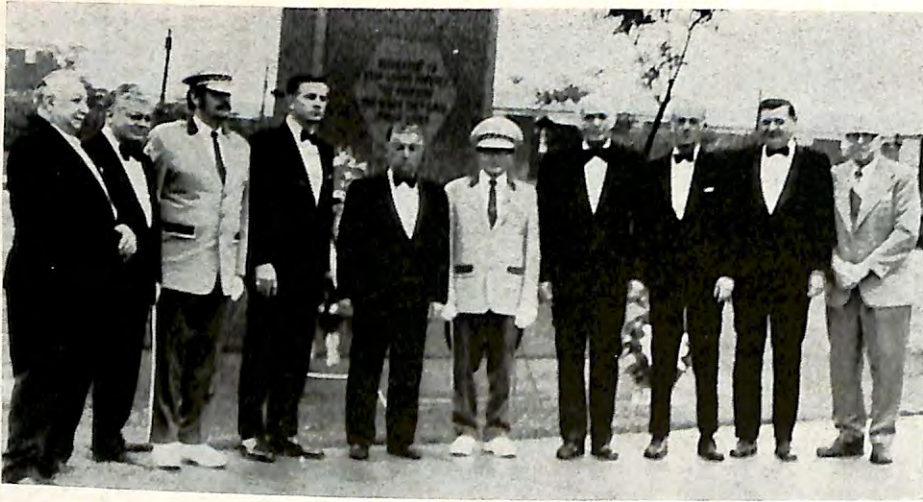
JOHN SULLIVAN (left) of Southern Pines, N.C., Lodge passed on his gavel to newly elected State President Kermit Hoffman of Gastonia Lodge. Brother Sullivan made the presentation at the recent state Elks convention held in Morehead City.



FIVE BROTHERS are now members of Elizabeth City, N.C., Lodge with the recent initiation of Bertrand Jennette (standing, left). His brothers Walton and William (standing) and Jack and Warren helped ER David Ownley welcome him into the lodge.



A XYLOPHONE was the winning entry in the statewide arts and crafts contest sponsored by Pennsylvania Elks for patients of VA hospitals. Displaying their xylophone were (from left) John Heck, George Dwyer, and David Clark as Hospital Director Paul Kennedy (left) and State Vets Chm. William Pickett watched. Norman Ketzler also participated in the making of the xylophone.



LOCAL VETERANS who died in war were honored recently by Woodbridge, N.J., Lodge. ER David Smith placed a wreath at the memorial site. Participating in the ceremony were (from left) Gabriel Haag, PER A. Martin Mundy, Bill Berei, ER Smith, PDD Peter Greco, James Nazzaro, Esq. Jim Smith, Chap. Jack MacIver, PER Charles Blum, and PDD Bill Young.

SPORTS NIGHT was held by Hudson, Mass., Lodge. Jackets in the school colors were awarded to senior athletes at Hudson High School and Hudson Catholic High School. Present for the occasion were (from left) PER Charles Millett, PER Frederick Jaissle, Most Valuable Player Steven Jacobs, and New England Whalers player, Tommy Williams.



A THIRD MEMBER of the Falkowski family was initiated recently into Enfield, Conn., Lodge. Edward Falkowski (third from left) joined his brothers Charles (second) and Michael (fourth), who have been members of the lodge for many years. ER Frank Newport welcomed Brother Falkowski after the ceremony.



THE TEENAGER OF THE MONTH award was presented to Linda Ciccariello (center) by Est. Lead. Kt. Thomas Lynch at Somerville, Mass., Lodge. At the presentation were (from left) ER John Cameron, Linda's parents Mr. and Mrs. Sebastiano Ciccariello, her sister Theresa, and Secy. Harold Mollahan.



MOTHERS were honored recently by Franklin, Pa., Lodge. Chm. Max Bark (seated) and (from left) Esq. Barton Barnes, In. Gd. Keith Smith, Est. Lead. Kt. Charles Shankel, Father Thomas Hartle, ER Richard Mortimer, Secy. John O'Polka, Est. Lect. Kt. Charles McAninch, Est. Loyal Kt. Frank Pankratz, and Chap. Norris Lyttle paid tribute to Janet Barnes, Jean Bark, Georgie O'Polka, and Jean Shankel.



TWO SENIORS sponsored by Kissimmee, Fla., Lodge were winners in the state Youth Leadership contest. Ike Cool and Becky Sullivan were congratulated by ER Bodo Kirchhoff (left), Mrs. Sullivan, and PER Lorne Allers.



Lawrence Welk

(Continued from page 35)

try it. It worked in his Corporation even in the middle of a severe music depression. If you have any ideas how to improve the Plan, he wants to discuss it with you. Write to him at Teleklew Productions, 100 Wilshire Blvd., Suite 700, Santa Monica, California, 90401.

"If I would be allowed, I would have a little orchestra in each city, training young musicians . . . but our problem is we are not allowed to use young people." His voice trails off.

Then Lawrence Welk smiles. He is recalling the early days when George Kelly was trying to make something of him. He wanted to make an actor of Welk. But every time he wrote a part, Welk's delivery fell flat. Kelly tried and tried, and failed and failed. Finally, in a burst of pure inspiration, he solved the problem and made an actor of Welk all at once.

He wrote a part for a dead man.

"They whipped off the sheet, and I just laid there quietly," Welk admits. He played the part for the next year on the show.

Then he is serious again, trying to sell what he knows to be a good product. "I believe my Plan would be of tremendous benefit to government, creating a vast new army of workers, productive, tax-paying citizens. Schools would benefit, since the conditions under which trainees are taught would give them a new and better attitude toward learning." The delicate hands normally holding a baton illustrate the points one by one.

"The business community would benefit. Better working conditions, happier workers, more productivity, a more efficient organization . . . all these would lead to higher profits.

"I believe most strongly in this Plan. It is founded on simple, basic principles, moral truths, and the fundamental tenets of every great religion.

"I believe this concept is necessary to prolong our free enterprise system. I urge every citizen to give it serious consideration."

Consider it, and let him know what you think. ■

G.E.R. YOTHERS ON WELK PROGRAM

Grand Exalted Ruler Robert A. Yothers will appear on the Lawrence Welk television show the last weekend in September.

Brother Yothers will present the famed band leader with a plaque, honoring Welk for his many years of membership in the Yankton, South Dakota, Elks lodge and for his constant exemplification of the cardinal precepts of the Order.

The program is to be aired on the weekend of September 29. Consult your local television schedule for correct time and station.

(Continued from page 55)

gan to bleed again. He had to do something, and soon. There was no telling now when John and Sandy and the others might arrive, and he had no means of calling for help. The wolf barred his way down the hill. He no longer looked upon the cottage as a sanctuary—it had become a trap.

Outside, the wolf waited. From his vantage point, he could see both the front and rear doors of the cottage. He had explored every inch of the outer walls of the hiding place of his prey, but had discovered no way to gain entry. He did not dare to leave to check on the condition of the cubs, for fear that the man might escape. He focused unwavering attention upon the cottage.

By twisting the metal of the coat-hangers back and forth, Bryan managed to break them into fairly equal pieces. He began whetting them into some semblance of sharpness against the stones of the fireplace and, when he had done as much as he could, he split the one remaining bed slat that he had not used to refurbish the fire. Using strips of his shirt and belt, he bound three pieces of the metal to the wood. He tested his primitive spear by jabbing the couch with it; the metal bent slightly, but held. Grimly, he gripped the spear in his hands and stared at it. "Dear God, help me," he murmured softly. After a moment he strode firmly to the door, threw it open, and ventured into the snow, weapon clutched in his hand.

When he was able to think clearly again, Bryan remembered little of the

actual encounter with his adversary. A blur of gray coming toward him and a roaring in his ears were his strongest recollections of the event. He seemed to move automatically, without sensations of pain or balance, as he plunged the spear into the heavy gray mass. Again and again and again he drove it into the tough gray body. Endless times he jabbed and felt the hard resistance of the fur and outer skin, then the sickening softness as the belly, throat and sides of the wolf gave way to the intruding metal. Even when, at last, the wolf could no longer lunge at him, he could not stop; he beat at its head with the pole of the spear, until finally the shaft broke in two. His bandages had loosened or been torn off; his new wounds left their mark on the trampled snow. He could not walk. He crawled inside, and managed to heave himself onto the couch before he fainted.

He heard, as if from a far distance, the voices of John and Sandy. He felt himself being lifted.

"Don't worry, fella, you'll be all right." The words ran together, but he understood that they were trying to help him, and tried to reassure them that he knew. "Don't talk now. The ambulance is parked down the hill; you'll be all right."

The small party walked down the hill, carefully bearing the stretcher to the ambulance that waited on the other side of the stream. They had seen the body of the wolf, but did not notice the three small bundles of fur which lay halfway up the hill, their masks pointed toward the cottage, because they were so still—so very still. ■

Obituaries

PAST GRAND LODGE COMMITTEEMAN Earl W. Kunsman, who was a member of Bethlehem, Pa., Lodge, died July 4, 1973.

Brother Kunsman served as Exalted Ruler of his lodge and as State President. He was appointed District Deputy Grand Exalted Ruler of the Southeast District in 1957-1958. Brother Kunsman served on the GL Lodge Activities Committee and on the GL Committee on Credentials.

PAST GRAND LODGE COMMITTEEMAN D. La-Monte Hance, who was a member of Rock Island, Ill., Lodge, died March 3, 1973.

Brother Hance served as Exalted Ruler of his lodge and as State President. He was appointed District Deputy Grand Exalted Ruler for the Northwest District in 1952-1953 and again in 1962-1963.

Brother Hance served on the Grand

Lodge Americanism Committee in 1967-1968 and in 1971-1972.

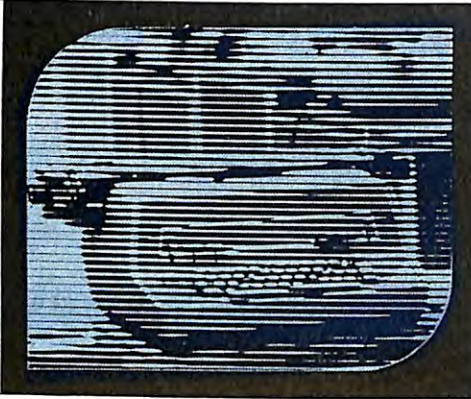
PAST GRAND TILER Ashley A. Pielemeier, who was a member of Vincennes, Ind., Lodge, died July 27, 1973.

Brother Pielemeier served as Exalted Ruler of his lodge and as State President. He was appointed District Deputy Grand Exalted Ruler of the South District in 1938-1939. Brother Pielemeier served as Grand Tiler in 1969-1970.

PAST DISTRICT DEPUTY Clement Audin, who was a member of Hotchkiss, Colo., Lodge, died August 3, 1973.

Brother Audin served as Exalted Ruler of his lodge and as District Deputy Grand Exalted Ruler for the West District in 1963-1964. At the time of his death, Brother Audin was Vice President of the state association.

EDITORIALS



Troubles and Brotherhood

More than one lodge chairman of the Sickness and Distress Committee has reported of the hard time they have in getting help in the work of this important committee.

They tell also that attendance by lodge brothers at the funeral of a deceased Elk is very small, in marked contrast to large turnouts they see when a member of the Masons passes away.

We feel sure this isn't true throughout our Order, but it is obviously prevalent in far too many lodges if we may judge from our own observations and comments from others.

The Sickness and Distress Committee is one of the basic, most important committees in our Order. When we become Elks, we pledge to aid those in distress, those who are ill and those who mourn. We say that an Elk is never forgotten . . . never forsaken. Why, then, should there be any problem in getting men to

visit the ill and the needy, wherever they are?

A famous man once said, "No one is so rich that he does not need another's help; no one is so poor as not to be useful in some way to his fellow man; and the disposition to ask assistance from others with confidence and to grant it with kindness is part of our very nature."

We think it's a good idea to remember Brothers who are ill by sending them a card or letter. Nothing makes a man feel better than to know he is remembered. And when we have lost a loved one, we cannot help but be consoled a bit by a card or note from a friend who shares some of our grief.

Let's make more of an effort to lay aside a few of the many activities and diversions of this modern whirl of life and lend our assistance to the important work of demonstrating that we truly believe in Brotherly Love.

did you know...



The Indiana Elks Association has added a new and unique project to its major project of the past several years. Delegates at the last state convention voted approval of a \$50,000 project which is almost literally a matter of life or death to hundreds of Indiana infants. The money is for a specially designed and equipped over-the-road intensive care unit for new born babies, first of its kind in the U.S.

The Vermont Elks Association has again increased its expenditures on its major project, Silver Towers Camp. The camp is used during the summer months as an overnight camp for retarded children. Average weekly attendance during the 1972 season was 83 campers. Their budget this year runs well over \$44 thousand, an increase of over \$6 thousand.



Over \$55 thousand a year is spent by the Ohio Elks Association on its major project, the treatment and training of children afflicted with cerebral palsy. They have made grants to fifteen centers this year, they operate mobile units and a home visitation program.



The Lone Star State of Texas is

proud of the major project supported by the Texas Elks Association, a hospital at Ottine with beds for three dozen children. It has large play grounds, hot mineral water from wells on the grounds which are used in their therapy, and a complete staff of doctors, nurses and dentists to work with the children. They also provide a speech therapy program.



The Order of Elks assumed a major portion of the fund raising activity for The Salvation Army during World War I. In 1919, Commander Evangeline Booth said to the Grand Lodge convention, "Our organization could not have achieved its exceptional success in this war but for the splendid, practical, tangible aid that was rendered to us by the Elks."

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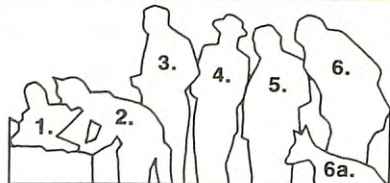
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At class reunions almost everybody has a gimmick. Try picking the one who doesn't go along.

1. Nope. He's Don Wand. Won school essay contest with "The Art of Pre-Marital Dancing."
2. No. It's Rah-Rah Mendelson, ex-cheerleader. Gimmick: 200 mm holder to balance his 100 mm cigarette.
3. No. Gimmick: He's wearing it. Smokes whatever he finds in his pouch.
4. T. Deious, school bore. Gimmick: His voice, off-key contralto. Smokes oval cigarettes (he sat on his soft-pack and liked it).
5. Curley Gilroy. His hair was voted "Most Likely to Recede." Gimmick: Staples toupee on. Also staples his roll-your-owns.
6. Right. He's still his own man. Likes his cigarette honest, no-nonsense, too. Camel Filters. Easy and good tasting.
6a. Kicky VIII, mascot. Has eyes only for Mendelson (see 2 above).

He's Moe Mentum, alias "Stone Hands" for dropping passes. Just dropped statue of school mascot.

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