

the
Elks
magazine
February 1974



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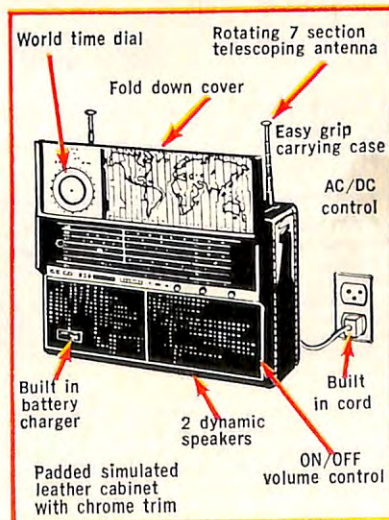
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the ELKS magazine

VOL. 52, NO. 9/ FEBRUARY 1974

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

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“When we found out what AARP did for people over 55, my wife didn’t mind telling her age.”

“After a friend of ours told us about AARP, I said to my wife, ‘Irma, everybody’s having fun but us.’ So I clipped out a coupon just like the one on this page. And got our AARP memberships. I wish we had done it 5 years earlier.”

What’s AARP?

AARP is the American Association of Retired Persons. A non-profit association of almost 6 million people. Rich people. Poor people. People on the go. People who like to stay put. It’s one of the few organizations that offers you the opportunity to give so much of yourself, and at the same time provides so many benefits and services.

What does it give?

Primarily it gives you the opportunity for a new kind of life. A way to explore new interests. To save money on medicines, travel, auto and health insurance. To meet new people. But, most of all, it’s a way to maintain your individuality, and your dignity.

How does AARP work?

To become enrolled in AARP all you have to do is clip and mail this coupon. Your membership costs you \$2 a year. That’s it.

What kind of benefits or services?

Well, there’s AARP’s travel service. There’s information about a recommended Life Insurance Plan and an *Auto Insurance Plan designed for mature persons. Eligibility for a Group Health Insurance Plan to help supplement Medicare. There’s a home-delivery pharmacy service, to provide prescriptions and over-the-counter medications and supplies at

Join AARP. The new social security for people 55 and over.



Irma and Peter McNulty

reasonable prices. There’s Mature Temps, a service to help you get part-time work. You even receive subscriptions to *Modern Maturity* magazine and the *AARP News Bulletin*.

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Important free
guide for people
of all ages

Sky-High Living Costs, Social Security, Medicare...and YOU!

The past 10 years have seen a dramatic upheaval in the area of personal financial security. Living costs have soared to an all-time high. According to the American Hospital Association, the average daily cost of a stay in the hospital has now climbed to over \$100 a day. In 1966, Medicare was born, and has been undergoing revisions ever since—for example, certain disabled people *under* 65 are now covered by Medicare. And now there's talk of a "Medicare"-type program of health insurance for *everybody* under 65!

All these changes have been so rapid that few people have had a chance to grasp their full meaning. Yet, a basic understanding of them can be all-important to your present and future happiness and security.

Take Social Security, for example. Few people realize the enormous benefits Social Security can now provide to people of all ages. In some cases, benefits could add up to \$100,000, \$200,000 and more, and promise to go even higher in the years ahead—thanks in part to a recent amendment calling for automatic, periodic "cost of living"

increases in benefits. That's especially important for men and women under 65 who work for a living. Thanks to the increasing Disability Income benefits they can now get under Social Security, a lengthy sickness or injury that takes them off the job and prevents them from earning their regular pay checks is less of a serious financial threat than it used to be.

Medicare, too, has been changing over the years. Because of the increased use of services and rising medical costs, people who have Medicare now pay *slightly more* out of their own pockets than they did back before Medicare first started.

No matter what your age, with today's soaring costs of living, and of getting sick or hurt, it's more important than ever that you know what benefits you are and will be entitled to from Social Security and Medicare. For example, this information can help you figure your present and future insurance needs to make sure you have the kind of added security you need and want, at the smallest possible cost. That's especially important to you in these days of record high medical and living costs.

For an informative Free Guide to your current Social Security and Medicare benefits, and how you can supplement these benefits with add-on insurance, if you need to, from Bankers Life and Casualty Company—whose policies under the famous White Cross Plan trademark now protect over 7,000,000 Americans—simply fill out and mail the postage-free card bound in next to this page. There's no cost or obligation for this service.



People of all ages can benefit from changes in Medicare and Social Security



People over 65 can get the added help they need beyond Medicare

Taking The Positive Approach

■ It seems to be fashionable with some people to keep up a running barrage of what might be called "thoughtless carping" against the United States of America . . . from within as well as outside the country. If one were to take literally what we hear so often, one might get the idea that millions of "smart" people would be emigrating to other parts of the world to get away from this terrible country.

Why is it, then, that millions of people from every country in the world are so anxious to come to the United States, some even giving their lives in the attempt?

It's healthy for us to look at our nation objectively, to recognize our weaknesses and attempt to correct them. On the other hand, when one becomes hypercritical to the point where **everything** seems to be wrong, it seems fair to say that one's views have become overly distorted to the point where, instead of constructive thought, it becomes destructive carping.

The negative thinker, the constant cynic, can do much to undermine the morale of a family, an organization, a community or even a nation. They've been referred to as the "prophets of gloom and doom," or "the disaster lobby."

Our free enterprise system made this nation the most envied and the wealthiest in the world. One would think that anyone with only a modicum of "horse sense" could see that fact as clearly as he could see the sun on a bright day. Those who live in other countries see it clearly . . . we should take pride in that we have developed the most successful system of government in the history of the world, the most individual affluence for our people, the mightiest industrial complex, the most generous people and government in the world.

Never before in the history of mankind have people accomplished so much, given so much and asked for so little from the rest of the world.

Sure, we have problems. So did Adam and Eve and everyone else from then on. And we'll continue to have them. But let's not succumb to unreasonable pessimism brought on by cynics who seem to have tunnel vision. Let's examine our problems with meticulous care, put our best minds and efforts to work finding solutions, meanwhile keeping a sense of perspective, the determination to get the job done, and let's continue to deserve our reputation as the most unselfish, compassionate people on this planet Earth.

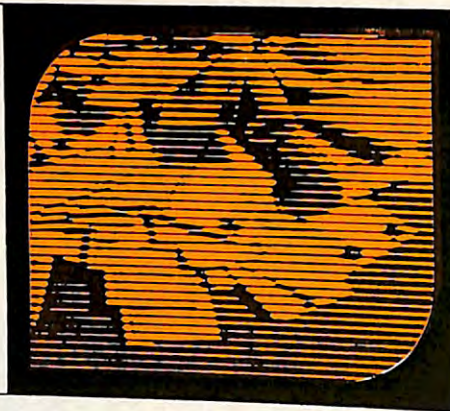


Robert A. Yothers,
Grand Exalted Ruler

Be Part of Elkdom

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.



• Wayne Murphy of Joplin, MO, writes ("Letters," January, 1974): "If you can't see good, you can't get your game."

Wondering about the origin of the word, "game" in connection with animals, I checked with Webster and found the word defined as "a contest, physical or mental." "Contest" is defined as "an earnest struggle for superiority."

I picture Brother Murphy "earnestly struggling" with a squirrel. Killing a squirrel in a tree by sneaking up on it with a mechanized weapon takes great courage. Brother Murphy owes much to his optician for giving him new eyes. Without new glasses, how could he spot all these dangerous man eaters sneaking up on him?

Elmer Oliphant, Jr.
Dayton, OH

By the way, our dictionary gives, as one of several meanings for game, "animals, birds, or fish hunted for food or sport." Oh, well . . .

• Just a short word of thanks for the timely article on the small car boom

("Downshift!" January, 1974). The Mustang I had some 10 years ago will always have a warm place in my heart. I'm glad to see the current trend toward smaller cars. It has to be a big step toward unclogging our streets.

Thomas Armstrong
Cleveland, OH

• As a life member of Brooklyn Lodge since 1924 and a member of the Jewish faith, I want to take this opportunity to commend our Grand Exalted Ruler, Robert A. Yothers, for his inspiring message, "Sacred Holidays."

It is ecumenical in spirit and embodies sincerity in all faiths. The Church and Synagogue by their very gospel and faith have the task of bringing understanding, reconciliation, and peacemaking to all people.

I feel that the leadership of the Elks is in capable hands, for which we are all grateful.

Joseph Levy, Jr.
Brooklyn, NY

• Is the artist of your December, 1973, cover embarrassed or does he have his own translation of the Bible?

Just where does he find a twenty-third chapter of John?

Dr. Carter Butler
Lebanon, TN

No, he's not embarrassed. The quote, we understand, is from Pope John XXIII.



• This old Elk bottle is a mystery to me. It is dark brown and stands a foot high. The lid is a screw type, similar to a fruit jar, on the bottom.

It must have been made for a special occasion. Maybe a wine or liquor container.

If any other readers have a similar bottle or know any of the history behind it, I would certainly like to hear from them.

C. W. Bramlett
Marietta, GA

• The article, "Business Boom or Bust," in the January, 1974, issue of *The Elks Magazine* is the same view of our economy as the right-wing extremists. Mr. Olney wants his readers to believe that our problems of inflation, money supply, high interest rates, etc., are caused by government policies.

These economic problems are not caused by our government but by our independent Federal Reserve System together with an interlocking group of banks and approximately 200 large corporations. The power of these right-wing extremists is so great, they can nullify government policies by Congress and/or the President and also control our foreign policy.

If we want to bring our government back to the people and if we want to have representative government which is the essence of democracy, we will have to change our Federal Reserve System by placing it in the hands of Congress.

Extremism, both left and right, is dangerous as a rattlesnake. Another name for these extremists, according to some well-known writers, is ultra-liberals. I would like to see in *The Elks Magazine* an article on our economic problems by a writer with a "liberal view" who believes in democracy, who believes in genuine competition, and not the monopolistic condition of our economy as it exists today.

Harold J. Spicer
Boulder, CO

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Take the afternoon off . . . **EVERY** afternoon!

a surprisingly simple way to get

“Out of the Rat Race (and into the chips!)”

by Hubert Simon



If I can, you can

Betty says I was never meant to be a businessman. My lawyer, accountant, analyst and son-in-law all agree (with unnecessary enthusiasm).

Nonetheless, we now own an air-conditioned split-level home and his-and-hers cars. We've been to Europe 14 times in eight years, and criss-crossed the Caribbean.

(Before all this, we'd go to New Hampshire in a beat-up old Plymouth, to sponge on the relatives.) Nowadays it's mink coat, wine cellar and gourmet dinners for 8 (including the relatives, thank you) without turning a hair.

All this, working **HALF** the time you wage slaves do. (And enjoying it twice as much.)

People who knew me 'when' whisper, how did HE ever do it?

Actually, I have no monopoly on the idea; others have struck the same little 'gold-mine'. (I'll tell you about some of them who put me to shame.)

Let me ask: do you equate 'escape' with 'sacrifice'? I don't! Not any more. Once you are on track, you realize that people glued to payrolls are just making it for somebody else.

You CAN start this without leaving your job. You CAN try it out before you burn any bridges. And you can ask those perceptive questions:

“How much capital would I need?”

In 1942, I was a rear-rank buck private at Ft. Monmouth, N. J., earning \$21 a month, less deductions. I started this on my own time — nights and weekends. True, I had \$200 in the sock, but that also had to cover cigars, beer, nylons — everything. (You don't need 'capital'.)

“Why are you giving away the keys to the kingdom? And if it's so simple, why isn't everybody rich?”

Betty swears I have more fun writing about this than doing it! (Writing about it is also profitable.) Actually, hundreds of others have discerned the same little secret and are doing it. I believe far more people could, should and would . . . if they just knew how.

“What exactly will you send me? I've 'had' all that inspirational malarkey.”

So have I. Let's forget Horatio Alger and deal in specifics. For example:

• Can you do 3 days' work that will bring in \$92,000? (I did, and I'll show you how.)

• My checklist of 5 essentials for a 'winner'.

• What I obtained for \$37 that brought in \$26,000 (and how you can adapt the same procedure.)

• Three key words that helped an Italian immigrant in Pelham, N.Y. amass \$300,000.

• Why 92 out of 100 'amateurs' never get to first base, until . . .

• How to get STARTED (without that one little stumbling block).

Of course, it's not ALL peaches and cream. We make mistakes. Some days it rains. I can't promise that you'll be a rich man. (But you certainly can LIVE like one!)

And I do guarantee this: the pleasure will begin long before you kiss the boss goodbye. You won't be bored. The gratification of seeing your own 'flower' grow is half the fun. Not to mention the ease-up of tension . . . the freedom of working when you feel like it. (Once you have it, the Money becomes less Sacred.)

Nothing I ever did was so downright exciting as that flush of pure joy the first time I realized we were 'in'. That really hit home! Don't pass through without giving yourself a chance to experience that thrill.

How about it? Why not stop jumping every time the phone rings? Why not get old J.B.'s frown out of your nightmares? PAY THOSE *!#% DEBTS! Take the afternoon off . . . every afternoon!

Sounds too good? I've been doing it for 23 years. I'm betting you can, too. Why not let me prove it?

Hubert Simon
1280 Saw Mill River Rd.
Yonkers, N.Y. 10710

All right, Hubert, I'll take that bet. Send "Out of the Rat Race (and Into the Chips!)" But don't deposit my check yet.

If I bounce it back within 30 days, you'll return my own check or money order by AIRMAIL. With that understanding, I enclose \$10.

NAME
ADDRESS
CITY, STATE ZIP

\$1,000 worth . . . for only \$10?

Perhaps you think this is just a "gimmick"? But it's not.

Actually, my fees for personal counsel are out of sight. If you want it straight from the horse's mouth, bring along \$1,000 . . . plus travel expenses.

But why bother? The identical information, in an ordinary gray cover, is only \$10. It won't win artistic awards, but if what's inside doesn't knock you out, return it within 30 days and get back your own uncashed check. (No questions.)

Do You Qualify?

When people ask, "What training do you need?" I recall Somerset Maugham's story, "The Verger", about a janitor who used to clean St. Peter's Church until a young Vicar discovered that he was illiterate, and fired him.

Jobless, the man invested his meager savings in a tiny tobacco shop, where he prospered, bought another, expanded, and ended up with a chain worth \$150,000.

One day his banker said, "You've done well for an illiterate, but where would you be if you could read and write?"

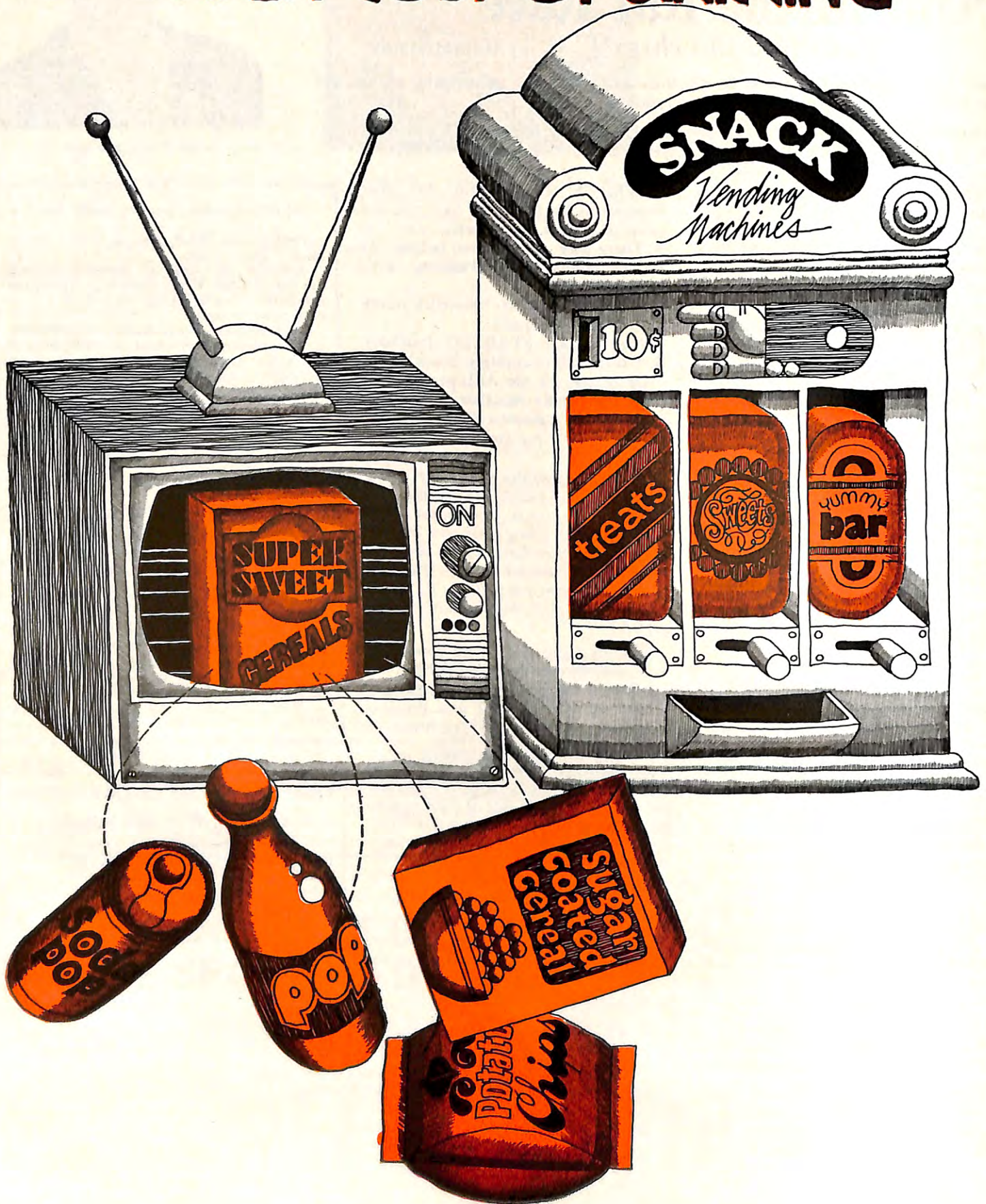
"Well," he said, "I'd be janitor of St. Peter's Church in Neville Square."

HERE'S MY 30-DAY GUARANTEE:

Get Your Own Check Back!

I won't deposit your check or money order for 30 days. (Digest, appraise, TRY this. PROVE that it really can be.) Then, if you wish, just return it and get back your own \$10 check.

THE HIGH COST OF STARVING



by Frank A. Aukofer

In 1950, Americans spent \$12 billion on medicines to keep themselves healthy. This past year, according to Dr. Jean Mayer, the noted Harvard professor of nutrition, U.S. citizens spent \$75 billion for the same thing.

"Yet," he said, "we have made no progress whatsoever in the life expectancy of Americans."

A quarter of a century ago, the nation had not reached any medical millennium. So the reason for the stunted life expectancy obviously lies somewhere else. A good part of the reason, according to Dr. Mayer and other nutritionists, lies in eating habits.

Nutrition experts agree that Americans, in spite of their affluence—and, in some cases, because of it—have lousy eating habits. Some of them have referred to the United States as "a nation of nutritional illiterates."

Americans spend \$130 billion a year on food—much of it the wrong kind. They guzzle booze and soda pop, stuff themselves with candy and snacks, and feed their children breakfast cereals that are more candy than cereal.

It is not that these things are dangerous in themselves. Eaten in moderation, they pose no particular problem. But for many Americans, moderation is a lost virtue. Even good things, in excess, can be harmful, and many of the foods Americans eat are not particularly good to begin with.

The evidence of poor nutrition—not to mention poor physical condition generally—is piling up rapidly, even though many potbellied, wheezing citizens still refuse to listen. As far back as 1966, the United States Agriculture Department reported that the number of families meeting its standard for a good diet had declined in the previous decade—from 60 percent to 50 percent.

The situation has steadily worsened. Dr. Mayer provided the Senate Select Committee on Nutrition with this startling bit of information: "All data we have on autopsies of American soldiers, in Korea and even more so in Vietnam, have shown that by the time our young men are 20, they have arteries already infiltrated with fat deposits."

The chairman of the University of California's Department of Nutritional Sciences, Dr. George M. Briggs, told the Senate committee: "We estimate the annual cost to our country from hunger and . . . personal mismanagement of food to the detriment of one's health is approximately \$30 billion."

Besides the money spent, it costs in other ways. "We are becoming a nation of fatties and softies," says Wisconsin Sen. William Proxmire, a noted physi-

cal fitness enthusiast. Pennsylvania Sen. William Schweiker, chairing a hearing of the Senate Nutrition Committee, observed: "We take better care of our automobiles than we do our own bodies."

People topple over regularly from a host of ailments that many nutritionists believe could be avoided by simply eating properly. Among them are such illnesses as heart disease, diabetes and intestinal cancer.

"These may be unnecessary diseases," says Michael Jacobson, co-director of the Washington, D.C., based Center for Science in the Public Interest, a consumer oriented organization that spends a large part of its time trying to change the way America eats.

"The unnecessary diseases," he said, "are difficult to cure because they develop slowly and quietly—not like the measles or the chicken pox. As youthful cigarette smokers demonstrate, it is hard for people to get too excited about an unseen enemy that will not make its presence felt for 20 or 30 years. Yet eternal vigilance is exactly what is needed.

"The pattern of eating that is popular in America and other modern nations—lots of white bread, saturated fat, sugar, and salt—is safe and delicious in the short run, but causes changes in the body that gradually accumulate and may finally cause a heart attack or tumor.

"Recognizing the long-term ill effects of our normal diet (and life style)—coupled with a concerted effort on the part of the public, the government, and the food producers—would allow us to greatly reduce the prevalence and terrible personal and social costs of the unnecessary diseases."

Even when the unnecessary diseases do not kill, they cause suffering and economic loss. Insurance rates for middle aged men are high because of the prevalence of heart disease, some of which can be traced to the fat in the American diet. And some diseases thought to be long ago conquered are reappearing. Some people on the so-called "Zen macrobiotic" diet of brown rice and water have died of scurvy, which is caused by a vitamin C deficiency.

Though nutritionists sometimes differ on details, there is general agreement that a person ought to eat a balanced diet—that is, balanced among the four basic groups of nutritious foods: grains, dairy products, fruits and vegetables, and protein sources such as meat and fish.

The biggest offender in the American diet is plain old refined sugar—which, by the way, isn't so old at all.

It has been around since about the 16th century, and people appear to have lived all right without it before then.

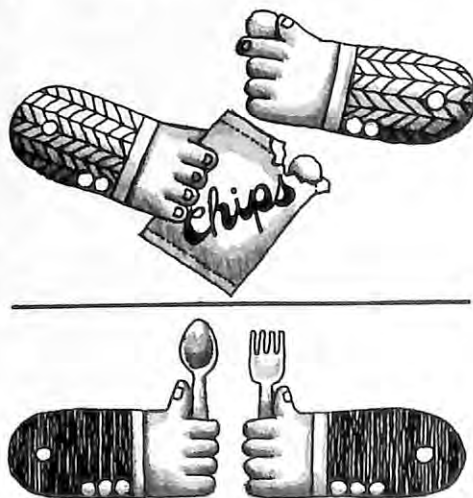
Americans consume about 115 pounds of sugar per person per year. That means that each man, woman and child in the United States eats more than two pounds of the white stuff, on the average, every week.

Dr. Abraham E. Nizel, associate professor in the Department of Oral Health Service at Tufts University, told the Senate Nutrition Committee that it would cost the nation more than \$10 billion a year just to take care of tooth decay—assuming everyone went to the dentists, which does not happen.

"It is said that this disease (dental caries) develops so rapidly that if all the 100,000 dentists in the United States restored decayed teeth day and night, 365 days a year, as many new cavities would have formed at the end of the year as were just restored during the previous year," Dr. Nizel said. And the biggest cause of tooth decay? Plain old sugar, in soft drinks, candies, cakes, cookies—you name it.

And, as an aside to dieters, Dr. Mayer notes: "One hundred pounds of sugar per year is the caloric equivalent of about 57 pounds of body fat per year. So one easy way to cut down is . . . to eliminate sugar."

Habits are formed early, and the food industry does its best to form them in a way that will pay dividends to the stockholders. Something on the order of \$2 billion is spent on food advertising every year, with individual companies spending in the millions to peddle their potables and edibles.



But the advertising, as far as nutrition is concerned, is turned over on its head. "If you put food in order of decreasing usefulness," Dr. Mayer told the Senate Nutrition Committee, "You would have something like fruits and bread, breakfast cereals, snack foods, candy and soft drinks.

"Yet, if you look at the amount of money spent in advertising, I think you will note that, generally speaking, the amount is in inverse relationship to the nutritional usefulness of the products advertised."

When, for example, was the last time you saw fresh fruits and vegetables advertised on television? But candy, gum, soft drinks and other sweets are staples in commercials.

An unbalanced chunk of the advertising is scheduled in pediatric prime time on Saturday mornings, when children need to be forming proper eating habits.

A lot of parents allow their children to eat ice cream, candy and sugared cereals—some of the breakfast foods contain 40 to 47 percent sugar—in the mistaken belief that children need the energy sugar provides. It is true that sugar provides energy, but it provides nothing else, except perhaps tooth decay.

Nutritionists refer to refined sugar

—and foods containing it—as "empty calories." Sugar itself is nutritionally bankrupt. Virtually anyone can get all the sugar he needs in his diet by eating natural foods—fruits, vegetables, dairy products, and so on.

Many cereal manufacturers have fortified their products with vitamins and minerals, which helps. But the consumer usually has to pay a premium price for the extra nutrients, not to mention the extra money he has to pay for the sugar. Jacobson says some vitamin enriched breakfast cereals cost 20 cents more a box for one-third of a cent worth of vitamins.

A nutrition professor at the University of Georgia, Dr. William Caster, conducted an experiment in which his students ground up the cardboard fronts of cereal boxes and added sugar, milk and raisins. They fed the mixture to laboratory rats and found that it provided more nourishment to the rats than some popular breakfast cereals.

This is not to say that all breakfast cereals are bad. Many of the good, old fashioned kinds—oatmeal, for example—provide solid, stick to the ribs nourishment. The rule of thumb is to avoid the heavily sugared kinds, even if they are loaded with extra vitamins. And some parents, including this writer, encourage their children to eat their

cereal without sugar.

After years of protests, the Federal Trade Commission recently moved against children's advertising on television. The FTC chairman, Lewis A. Engman, proposed development of a national code to set standards for such advertising. He said he hoped the code could be worked out voluntarily, but warned that the FTC was ready to move with all the legal might it could muster if that approach failed.

Some of Engman's concern related to distortions in the advertising of products and prices, but he also was disturbed about advertising which encouraged the purchase of soft drinks, candy and snacks without explaining how they fit into a balanced, nutritional diet. Faced with the threat of governmental action, food industry and television representatives appeared ready to work out a volunteer code.

But the assault on the eating habits of the young is like a gooey piece of taffy. You unstick it in one place and it sticks somewhere else. Rep. Henry S. Reuss of Wisconsin, a noted conservationist, has battled against encroachments on the government's school lunch and breakfast programs.

In February, 1973, the U.S. Agriculture Department proposed a regulation that would have allowed profit making, competitive food service operations in school cafeterias. The regulation would have permitted what Reuss referred to as "junk food vending machines" filled with soda pop, potato chips, candy and sugary cakes.

"These . . . food machines have no place in school cafeterias," Reuss said. "The only ones who want them there are big businesses—they see the profits to be made by 'hijacking' a child on his way to a nutritious school lunch. . .

"What is more, these machines would pave the way for outside commercial caterers to take over local food service programs. Again, the only motive is profit. The child who spends 20 cents for a low-cost school lunch would have to spend up to a dollar to get the same nutritional quality from a commercial caterer.

"If the child spends his 20 cents in a vending machine for pop or a candy bar, he'll get about 10 cents worth of empty calories, and contribute the rest to the vending machine company."

As a result of protests by Reuss and others, the Agriculture Department later changed the proposed regulation to allow the sale of only nutritious foods, with state and local authorities controlling the sale of food competing with a school's nonprofit food program.

Another assault on children's nutrition habits, which Reuss and some school systems—notably the Milwaukee public schools—vigorously opposed, was

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an Agriculture Department proposal to allow so-called "formulated grain-fruit products" in school breakfast programs. Reuss said the term was nothing more than a euphemism for "sugary snack cakes"—vitamin fortified, of course.

The proposal would have allowed so-called "nutritionally equivalent" foods—including fortified, filled cakes and pies—to be substituted for such things as bread, meat and eggs in a child's school breakfast. Reuss denounced the substitutes as "sugary and goo filled . . . bad from every point of view."

Nutritionist Jacobson commented: "A food substitute may be 'nutritionally equivalent' to regular food and still be unwholesome for children to eat." The substitutes, he said, were objectionable because they were loaded with decay producing sugar, provided no roughage for the child's digestive system, and encouraged what he called "disastrous nutrition habits."

Parents can encourage good eating habits in their children simply by making only nutritious foods available to them. Children being children, they will eat what they can get their hands on. For example, the cooky jar or candy dish could easily be replaced by a basket of fruit. Nuts and home popped corn with a little salt (but easy on the butter if mom and dad partake) are as popular with children as the popular TV snacks lining the supermarket shelves—often at exorbitant prices. And orange juice and sweet apple cider are good replacements for soft drinks.

But what of parents themselves? Testimony before the Senate Nutrition Committee indicates that most parents are not much smarter than their children when it comes to proper nutrition. As a matter of fact, according to the testimony, even many doctors are inadequately informed on the subject.

The problem is increasingly difficult. Dr. Mayer told the Senate committee that choosing a good diet is becoming more complicated all the time. "The fact is," he said, "that our food supply is becoming more and more complex. Several hundred new products are added every month to the roster of products that people may buy. It's also my understanding that about 500 succeed each year. Thus we have a food supply which not only, at this point, is represented by an average of 18,000 different articles in the supermarket, but may have 500 added new products every year."

Basically, eating properly is mostly a matter of common sense. If a person concentrates on a natural diet—that is, things grown and not manufactured—he will probably be getting good nutrition. But the nutrients must be balanced among protein, carbohydrates,
(Continued on page 46)

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.]

Bank Reference:

American State Bank
675 South Main Street
Orange, California 92668

Joe Karbo
17105 South Pacific, Dept. 471-J
Sunset Beach, California 90742

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.

Name _____

Address _____

City _____

State _____

Zip _____

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THE CENTURY DWELLERS

by Andrew Hamilton

Last year when I visited 104-year-old Admiral Richard H. Jackson—then America's oldest military officer—he was sitting before the TV set in his home at Coronado, California, lustily rooting for the San Diego Padres against the Los Angeles Dodgers.

"Got to keep up on things," said the retired four-star admiral who had seen the Navy evolve from sailing ships to nuclear-powered submarines and aircraft carriers.

In his later years, Admiral Jackson was often asked the secret of his longevity.

"The three G's," he would say with a mischievous wink. "Golf in the morning, gardening in the afternoon, and gallivanting at night."

His native state sent a delegation to his 104th birthday party, including pretty, curvaceous Ann Fowler, the reigning Miss Alabama. When she pecked him on the cheek for photographers, the white-haired admiral said, "Oh no you don't," and bussed her properly.

According to the 1970 census, American men live to an average of 67.1 years, and women to 74.6 years. This is a dramatic jump from the year 1900 when the average for both sexes was about 47.

Greatest gain in life expectancy took place during the period 1900-1950 when medical science learned to conquer the killer diseases of childhood—smallpox, diphtheria, typhoid fever and polio. In the past two decades, however, the life span for men has crept up only 1.5 years, and for women 3.5 years.

If, in the near future, medical researchers should subjugate the adulthood killers—cancer, stroke and heart disease—our average life expectancy, according to a Rand Corporation study, would increase 50 per cent by the year 2020.

Dr. Joseph P. Hrachovec of the Gerontology Center at the University of Southern California, in his new book, *Keeping Young and Living Longer—How to Stay Active and Healthy Past 100*, raises the ante even higher. "Each person now alive has the potential to reach 100 or more," he says, "By avoiding disease-inducing, life-shortening errors of everyday existence which make us grow older faster than necessary."

Is this the explanation for an estimated 10,000 Americans now alive that the U.S. Census Bureau says have reached the century mark or more? Here are a few examples:

• Joshua Green, aged 103, honorary chairman of Seattle's People National

Bank of Washington, is not only a banker but a sportsman and a philanthropist. Recently he sent *Newsweek* magazine a \$729.55 check for Christmas subscriptions to 104 friends. Apparently he didn't think they were paying enough attention to national and world events.

• Dr. Floyd Rowe Watson, 100, is a former professor of physics at the University of Illinois and one of the co-founders of the Acoustical Society of America. Until his 95th year he was still active as a professional authority on the acoustical problems of auditoriums and large buildings—still being consulted occasionally today.

• Charles Greeley Abbot, 100-year-old astrophysicist and inventor, has been associated with the Smithsonian Institution in Washington, D.C., for more than seven decades. Presently, he is working on a giant solar power plant to convert the sun's rays into cheap, pollution-free electrical energy.

• Larry Lewis, a 105-year-old San Francisco waiter, runs six miles around Golden Gate Park every day—rain or shine—and then walks five miles to his work at the St. Francis Hotel. He says that the secret of longevity "lies in your attitude, eating nourishing but not fattening foods, abstinence from smoking and alcohol, lots of exercise and lots of pure water."

Women centenarians, too have kept active.

• Pearl Williams, 103, of Compton, CA, is a member of the Foster Grandparents Program of California which aids physically, emotionally and mentally handicapped children. Despite her advanced years, she cares for two children four hours a day, five days a week, at the Willows Residence School and Day Center.

• Alfreda Anderson of Germantown, Tenn., 102, has operated her husband's business of repairing and selling antiques since his death in 1930. She drove a car until she was 94, and continues to conduct antique-buying trips with her daughter.

• Laura Long, 101, of Los Angeles, is still exhibiting hand-made quilts she learned to make as a girl in rural Iowa. When one of her beautiful silk and velvet creations was put on display recently at the Los Angeles County Museum, a younger worker exclaimed, "I just can't believe you're 101—you look like, well, 75 or 80." Laura Long's quick-witted reply was tinged with pride. "Actually I'm not 101. I'm 101½."

A closer look at the lives of persons who lived to be 100 or more indicates that they ate simple but well-balanced foods but did not overeat, maintained

their own pace of daily activities, kept busy without hurrying or straining their declining physical capacities, took care of themselves if not feeling well, rested when tired, and lived with a minimum of emotional tensions and stresses.

Many other Americans pushing 100 are leading active, creative lives. Edward Cline, 97, of Graysville, Ohio, resigned last year as the oldest mayor in the United States. Jimmy Swinerton, 97, of Palm Desert, CA, said to be the inventor of the comic strip, was still painting landscapes until a few years ago. Leopold Stokowski is an active symphonic orchestra conductor at 90.

And abroad: Writer P.G. Wodehouse, 90, creator of the immortal Jeeves, has just published one of his best novels and is working on a musical comedy with composer Bill Ricketts, a strip-ling of 87. Actress Dame Sybil Thorne-dike is 90, as is President Eamon de Valera of Ireland.

Throughout history there have been long-lived individuals. According to the Bible, Methuselah lived for 969 years and Noah for 500, but these figures are open to question. Best-selling author James Michener, a youngish 65, pointed out in a recent *New York Times* article that "Hokusai, Verdi and Titian did superb creative work in their advanced years, and ordinary men can do the same."

Dr. Erdman Palmore of Duke University's center for the study of aging supports this thesis. "If an aging person maintains a worthwhile social role," he says, "it keeps him physically and intellectually stimulated, and he is motivated to take care of himself."

The world's oldest individual may be Shirali Mislumov, who lives in the Caucasus Mountains between Russia and Iran. He is said to be 168 years old—give or take a few years—according to a *National Geographic* writer who studied long-lived peoples in the USSR, Pakistan and Ecuador. Mislumov still rides horseback, tends an orchard he planted in the 1870s, and is married to a 120-year old wife.

America's most senior citizen is a mere youngster—African-born Charles Smith of Bartow, Florida, whose age of 130 has been verified by the American Medical Association and the Social Security Administration.

"Everything considered, I don't feel so old," says Smith. "Some mornings I just feel bad all over, but I usually don't hurt none. And I get around pretty good."

Born in Liberia, Smith was kidnapped at the age of 12 by a slave trader who promised that America was a land

where "honey and fritters grew on trees." He was sold at auction in New Orleans, worked in Texas as a cowboy, outlived three wives, and at age 113 was still working as a fruit picker in Florida. Then he set up a small candy and soft drink store that he still operates.

Smith is one of about 7000 persons 100 years or older on the rolls of the Social Security Administration. The other 3000 may be (1) earning more than is allowed to qualify for Social Security; (2) receiving some other form of retirement aid; (3) wealthy enough not to need such help; or (4) unaware that they are eligible.

Social Security officials are personally acquainted with some of their clients. In 1963, the agency published four volumes called *America's Centenarians* which relate the life stories of those turned 100. Supplementary volumes have been issued each year. They are not sold, but made available at Social Security offices and university libraries for historians, generalists and others requiring such data.

These collections of interviews present eyewitness accounts of one of the most stirring periods in American history—the Civil War, homesteading the West, Indian and Mexican border skirmishes, the Great Chicago Fire of 1871,

the sinking of the USS *Maine*, wars and depressions, the development of modern cities.

Most of the oldsters, including Elizabeth Anson, recall attending one-room schoolhouses. Thomas Bunton remembers planting corn by hand when he was only 6 years old. Silvaus Johnson pulled his own teeth with a pair of pliers because no dentist was available. Ellen Armstrong was present at the assassination of President McKinley in Buffalo, New York, where she was visiting at the time. Edward Greene worked for a firm that made the first automobile tires—later to become U.S. Rubber. Edward Brickson stayed five exhibition rounds with the great John L. Sullivan. William Overfield recalls the sinking of the *Titanic* "because a neighbor, John Jacob Astor, was on it."

But not all 100-plussers are happy and in good health. Some are ill. Some live in nursing homes. Some are without relatives and friends. Many are barely able to exist on their Social Security checks and Medicare.

Victor Christgau, former executive director of the Social Security Administration, wrote in a preface to the first volume of *American Centenarians*:

"I send each one a personal greeting (a practice continued today by the present Commissioner of Social Security).

I am often touched when I learn that for some it is the only remembrance they receive. These old folks, like most old folks, are lonely. But their loneliness is perhaps intensified because the world they live in is a strange one. They are almost like characters in a science fiction story—transported suddenly into a civilization of the future by a time machine."

Why do some of us live beyond our allotted three score and ten to 90, 100 or more?

This is precisely what the science of gerontology (as distinguished from geriatrics, the branch of medicine that treats the diseases of old age) is trying to find out. A gerontologist is basically a biologist whose research attempts to unlock mysteries of the aging process.

"We know that many mechanisms influence biological aging," says Dr. A. Douglas Bender of Smith, Kline and French Laboratories, "and that it continues throughout our adult lives. Our bodies die a little every day."

Millions of dollars are being spent each year on studies of aging—at major universities and medical centers, by the National Institutes of Health, and by pharmaceutical and insurance companies. But progress has been slow because the processes by which cells of the human body deteriorate are complex and not yet fully understood. There are several basic factors and a number of contributory causes of aging—adding up to some 20 to 25 theories explaining why and how aging takes place.

According to one theory, aging may be caused by changes that take place in the genetic material within the cell. Theoretically, such changes may prevent cells from doing their work properly—or even existing. As a result, the body does not produce replacement cells.

Another theory holds that the enzymes that transcribe "information from DNA to RNA for the synthesis of protein needed by the cells may deteriorate with age—thus gradually leading to death. Dr. Johan Bjorksten, with research funded by the Upjohn Company, is studying this problem.

Other researchers, including Dr. Norman Orentreich of New York University, believe that inert particles accumulate in cells and have no way of getting out. For example, a chemical called "lipofuscin" appears to gather in many cells as we grow older. Then it gums up the works, like syrup poured into the delicate mechanism of a watch.

Still another theory is that natural radiation received by the body (from the earth, man-made objects, the sky) may be a contributing cause of aging.

(Continued on page 16)

How to get rich

START YOUR OWN BUSINESS RIGHT FROM YOUR HOME—AND MAKE A FORTUNE IN MAIL ORDER!



Mail Order Beginners Get Cash by Mail!

Have you ever thought of operating a little mail order business of your own? Something you could start on a shoestring right from home in your spare time. It's a fabulous business!

Bob Carter of Newark, N.J. ran his first small mail order ad in *House Beautiful* magazine—offering an auto clothes rack. *Business Week* reported that his ad brought in \$5,000 in orders. By the end of his first year in Mail Order, he had grossed over \$100,000!

Another beginner—a lawyer from the mid-west, sold a mail order item to fishermen. *Specialty Salesman* magazine reveals, "he made \$70,000 the first three months!"

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It strikes like a bolt of lightning!

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Yes, Mail Order is the fastest-growing, most profitable business in America! And now with the population explosion . . . the huge teenage market . . . and more people moving to the suburbs—we are on the verge of the BIGGEST BOOM in Mail Order history!

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If you are sincerely interested in starting a lucrative business of your own ACT NOW! We can help you get rich in Mail Order just as we've helped others. Mail the coupon or send a postcard. We'll send you a free book, catalog, ads and complete facts about our offer. No salesman will call. No obligation. You don't need previous experience but you must be over 21. Write to:

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In clear, easy-to-understand detail, the report will answer all your questions. Tell what you can get now and what your retirement benefits should be. Explain all the other benefits you may qualify for. It is a valuable document you'll want to keep with your other important papers.

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It's true. At this very moment Uncle Sam is holding checks totaling millions of dollars, just waiting for people to claim their share. There are checks for kids in school. For young married women. For working people. For retired people. For others.

Nine out of 10 working people have invested their earnings in Social Security (the most valuable asset most people have), yet practically nobody knows how much money is in their account. Or when and how they can collect it. If you don't know how much is in your account, the coupon below will tell you —to the last penny!

AVERAGE AGE ONLY 30

And you don't have to be retired to collect, because Social Security is shelling out \$13 billion a year to people whose average age is only 30! Over a million others are now eligible for cash payments, and most of them don't even know they have money coming to them. Mail the coupon to discover how to get every cent waiting for you.

Two out of three working people actually overpay their Social Security taxes so, if you've changed jobs last year, the chances are 2 out of 3 you've got a check coming to you right now. Thousands of others, young and old are entitled to checks, but haven't applied. They can get up to a full year's back payments amounting to thousands of dollars.

BRAND NEW PAY-OFFS

Even if you're already collecting Social Security, you may be cheating yourself and entitled to a huge lump sum payment. We'll show you how to figure it out.

Congress has passed new legislation in effect January 1974. They've added brand new pay-offs. Made Social Security more generous for those already getting pensions. Created new possibilities for younger people. Now's the time to find out all the facts.

IT MEANS CASH TO YOU

There are special benefits for veterans only for pregnant women, for some students, for young mothers, for parents, for children, for disabled or divorced or widowed men and women—even for employed bread-winners! You could get some cash even if you've never paid a penny into the Social Security pot! We'll explain how to do it . . . all quite legally.

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If you don't agree that this report is worth at least 100 times its price in Social Security benefits, send it back to us for a full and complete refund any time within 30 days.

DO YOU KNOW?

- What special benefits are for Veterans only?
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- How to increase your present checks.
- How to get pregnancy benefits.
- What 5 times should you contact Social Security?
- Can you have more than one Social Security Number?
- How to replace a lost Social Security check or card.
- How to work and collect at the same time.
- What do you need to file a claim?
- How even young parents collect.
- How to get a refund for overpayment.
- How to get your checks in a foreign country?
- How to collect for hospital and medical bills.
- How students get monthly checks, even on vacations?
- How to cash in even if you are self-employed.
- When does it pay to retire before 65?

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	DATE OF BIRTH <input type="text"/>
NAME { MISS _____ MRS. _____ MR. _____	MONTH <input type="text"/> DAY <input type="text"/> YEAR <input type="text"/>
STREET & NUMBER _____	Print Name and Address In Ink Or Use Type-writer
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SIGN YOUR NAME HERE (DO NOT PRINT) _____ Sign your own name only. Under the law, information in your social security record is confidential and anyone who signs another person's name can be prosecuted. If you have changed your name from that shown on your social security card, please copy your name above exactly as it appears on your card.	

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(Continued from page 14)

Scientists claim that cells need not be hit directly by these high-speed rays. Indirect damage can be done by radiation to the nucleus of cells.

Many scientists believe in the stress theory. Dr. Hans Selye of the Institute of Experimental Medicine and Surgery at the University of Montreal, poses the hypothesis that all of us are born with a certain amount of "adaptation energy." This enables us to adjust to such strains of everyday living as disease, infection, accidents, exposure to heat and cold, worry, and malnutrition. "Every stress," points out Dr. Selye, "leaves an invisible scar, and the organism pays for its survival by becoming a little older."

Though not entirely essential, it helps to have ancestors that are long-lived. One hundred year-old Lucinda LeBaron of Rochester, MA, had an uncle in her family tree who served on whaling ships and lived to be 103, and three sisters who died at 103, 99 and 93 respectively.

Scientists who study the biological clock of aging also believe that they are related to two other clocks—one psychological, the other sociological.

Psychiatrists declare that the rate of psychological aging is directly affected by how well a person accepts aging. As we perceive signs of aging—greying hair, loss of sexual ability in men and childbearing in women, wrinkles and bulges—we are forced to make psychological adjustments. Those who react to such change with the least amount of anxiety are thought to age less rapidly.

Sociologists believe that an individual's environment—in particular, the people around him—may speed or slow his sociological aging cycle. Rejection by friends or relatives, withdrawal

from active life, financial insecurity—all these factors apparently speed the aging process.

"What scientists are trying to do is to make the unusual the average," according to Dr. Alex Comfort of London's University College, author of *The Process of Aging*. "It wouldn't cost all that much. Relatively, about the cost of one Apollo rocket."

An anti-aging pill? Perhaps, says Dr. Bernice L. Neugarten, professor of human development at the University of Chicago. "At least 20 different exciting possibilities are being explored. But don't wait. The time is now and your health and longevity are what you make of them."

Certainly most individuals do not mind opening their pocketbooks to disguise the ravages of time. Millions of American women flock to the nation's 150,000 beauty parlors where it is estimated they spend \$1.5 billion annually for dyed hair, facial massages and

tern for achieving longevity. As the newsletter *Executive Health* pointed out:

1. He was always physically active. As a boy he rode or walked to school, eight miles a day. As a young midshipman, he was as agile as a monkey climbing the rigging of sailing ships. In later life he played golf, worked in his garden and took long walks.

2. Always on the slender side, his weight varied little over the years. On the occasion of his 100th birthday banquet, he donned the uniform he had worn a half century earlier as Commander in Chief of the U.S. Navy's Battle Fleet. His only comment: "It's a little tight over the tummy."

3. He ate what he liked, but seldom took seconds. If cholesterol is as dangerous as some nutritionists think it is, he compensated for it with regular, vigorous exercise.

4. He did not smoke, "except for a few years as a youth a long time

"The time is now and your health and longevity are what you make them."

other treatments to restore youthful appearance. Men, too, are following the lead of women in patronizing hair stylists and adopting crash diets to reduce. But this is merely surface repair after the real damage has been done.

Says Dr. Hrachovec in his book, "Most life-shortening errors fall into the categories of improper nutrition, lack of exercise due to sedentary habits, and environmental stresses or emotional tensions." Avoidance of these errors will do more to produce the glow of health than any wonder cream or magic elixir.

Admiral Jackson, who passed away recently at 105, developed his own pat-

ago." He quit long before the threat of cancer became established.

5. He slept well—often nine hours a night. He attributed this health plus to daily exercise which kept him relaxed.

6. He maintained his intellectual vigor and curiosity about life. On December 7, 1941—11 years after retirement from the Navy—he happened to be at Pearl City, bordering Pearl Harbor. He promptly prepared a long, detailed eyewitness account of the Japanese air attack and sent it to the Secretary of the Navy. For many years he served as a consultant and lecturer on naval subjects.

7. Most significant of all, perhaps, in the opinion of his physician, he maintained what Montaigne long ago called "the most evident sign of wisdom . . . a constant cheerfulness."

Not all of us now living will reach 100. But the science of gerontology is working to crack the secrets of aging and may have some significant answers soon. According to Dr. Comfort, "they may very well be achieved one day, nobody can predict when." However, if we begin to follow sensible rules of living *now*, we may be able to squeeze out a few extra years.

The people of Poland have a song that expresses the sentiment of the old British ballad, "For He's a Jolly Good Fellow" (who may be overweight and thus coronary-prone). Their superior version is "Sto Lat, Sto Lat—May you Live to Be 100."

And that's no Polish joke. ■

CITIZEN OF THE YEAR

TO: All Exalted Rulers

What kind of image does your lodge enjoy in the community? As a leader in your lodge, it is your duty and your wish to improve that image no matter how good it is at present. One small way that your lodge's image might be enhanced is to plan a Citizen of the Year program.

Who has done an outstanding job promoting youth programs, programs for the elderly or programs for the underprivileged? Who was it in your community who was the leader in bringing an industry to your city? Who was the outstanding citizen who built homes that are needed in most of our communities?

In your community there is undoubtedly an outstanding citizen who

has distinguished himself in a way that would entitle him to be recognized as Citizen of the Year. This would be a person, who, for one reason or another, remains outside our Order.

Select such a person and honor him. Send his name to Grand Secretary Homer Huhn Jr., 2750 Lake View Avenue, Chicago, Illinois 60641. He will issue the proper citation and return it to you. Plan appropriate ceremonies to make this award. Plan well and make certain to have the ceremony before March 31, 1974.

This program will gain valuable comments on your lodge from the community and will certainly give your lodge a good image there.

Harry Richards, Member
GL Lodge Activities Committee

BACKYARD GARDENER

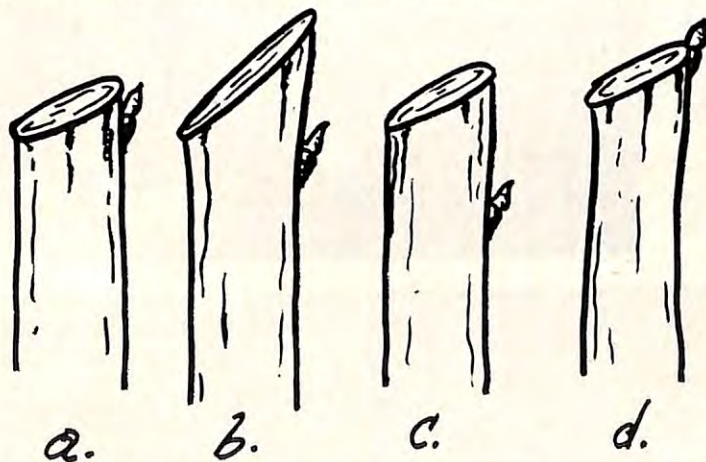
by Jon Peterson



PRUNING PRACTICE

In pruning any living thing, it's important to know how to make the cut. I'm not saying that if you rush out and haphazardly lop off that branch that's been whipping you in the head the last six months, your tree is going to croak. That's unlikely (though, maybe not a bad idea, if it's given you *that* much trouble). But how you make the cut is likely to affect such things as the direction of new growth, quickness of healing, and the amount of new growth in a given season... as well as the overall strength and blossoming capacity. All important considerations.

In all pruning, make the cut either flush with the parent branch or just above a bud, angled in the direction of the new growth and at a fairly abrupt angle. Figure (a), below, shows the proper angle and distance of the cut



from the bud. Figure (b) exposes too much wood, requiring too long before the bark seals the wound over. Figure (c) leaves too long a stub, which will sap energy from the bud; and figure (d) is cut too close to the bud and will likely stunt it or possibly even kill it off.

The best time of year to prune is often while the plant is dormant in February, March, or April, just before the sap begins to run. Most shrubs, trees, and vines take well to such treatment, although some flowering shrubs should be left alone until after they blossom.

In most cases, pruning while dormant allows the plant time to heal its wounds—or get a good jump on healing—during the coming growing season, preparing itself for the next hard winter. How much should you cut? What should you cut back and what should you let alone? To a certain degree, that depends on what you expect of your plants. And what they expect of you. Hedges, shrubs, vines, and fruit trees all need pruning for various reasons. Let's examine them.

HEDGES

Normally, hedges fall into two general categories: formal and informal.

1.) Formal hedges are those you want neatly, precisely trimmed for either aesthetic or privacy purposes. These are the hedges, too, some folks mutilate to look like green hearts,

overgrown watermelons or sick lobsters. Some varieties—Privet, Boxwood, and Japanese Barberry, among others—adapt well to such close, persistent pruning. For a job like this, use well-sharpened shears. I depend on Snap-Cut No. 354-9, but Wiss and several other manufacturers make

darned good models, too. Or, you may lean to power shears, which is okay, though I've never found they offer enough control to suit me. One slip, and I feel the world's all over... But you might feel perfectly comfortable with them. Maybe you're a bit less "slip prone" than me.

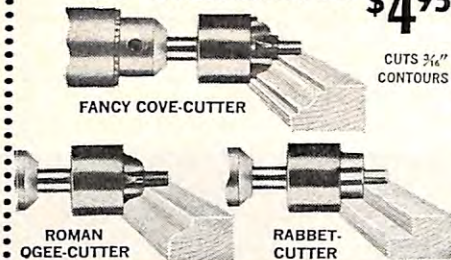
2.) Informal hedges should be allowed to retain their original form and characteristics. Confine your pruning to heading back (snipping the tops to a manageable height and also to increase leaf density on the lower branch-

(Continued on page 49)

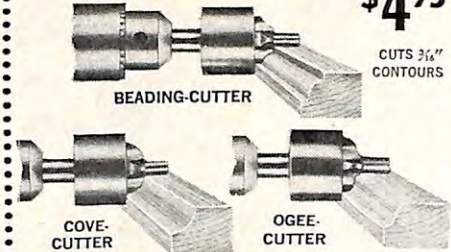
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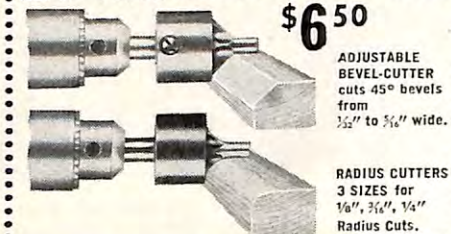
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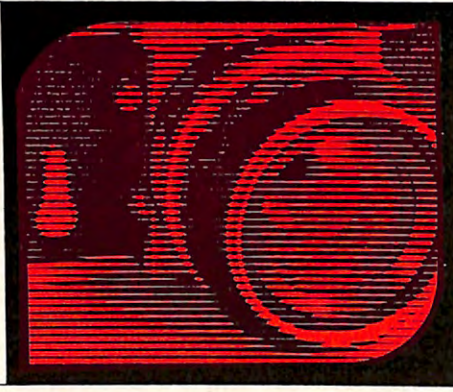
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NEWS OF THE LODGES



EXALTED RULER Herbert Weatherwax presented a membership card in Apollo, Pa., Lodge to Richard Hartman following initiation ceremonies at Kailua, Hawaii, Lodge. Brother Hartman, stationed in the Navy there, was unable to return home for his initiation at Apollo Lodge. New Kailua Lodge members observed the presentation.



MEMBERS of the Birmingham Cheer Club gathered for a wheelchair banquet sponsored by the Elks' ladies of Birmingham, Ala., Lodge. ER Joe Frey (third from left) and ladies President Mary Lou Crouch (fourth) welcomed (from left) Helen Heifner, Anne Fair, and Robert John. The banquet kicks off a locally sponsored telethon for the handicapped.



NURSING SCHOLARSHIPS were presented at Newport, R. I., Lodge by ER Corrado Marcucci (third from right) to two local students. At the presentation were (from left) Est. Loyal Kt. James Davis, Mayor Humphrey Donnelly, recipient Gail Buttrick, Mrs. William Benisch accepting for her daughter Cynthia, and Secy. Tony Napolitano.



CALIFORNIA-HAWAII ELKS held the 18th annual Night at the Harness Races to benefit the state major project for cerebral palsy. With the feature race winner Robert Williams (center) were (from left) SP and Mrs. Yubi Separovich, Major Project Chm. and Mrs. James Nekitas, Mrs. McLain, and Robert McLain, chairman of the evening.



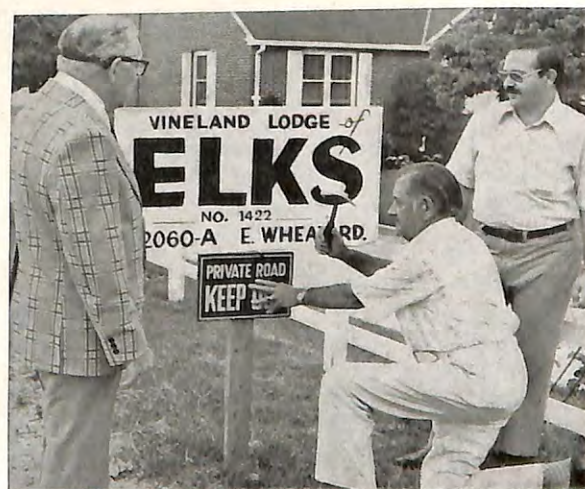
A VISIT was made by GER Robert Yothers to Rapid City, S. D., Lodge. ER H. J. Schultz (second from right) welcomed (from left) PDD Martin Osterhaus, SP Ralph Holmes, PGER Raymond Dobson, Brother Yothers, PGER Francis Smith, and SDGER Wayne Shenkle to a lodge banquet and a tour of Mount Rushmore.



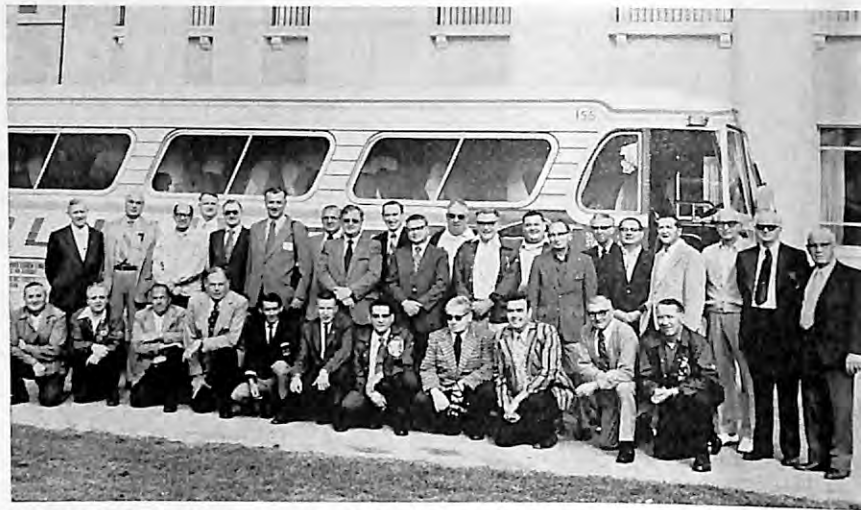
A 25th ANNIVERSARY was celebrated by Carthage, N. Y., Lodge with a dinner, program and dance. Among those present were SDGER Francis Hart (left), the main speaker, and DDGER Thomas Gurnett (right). During the evening, PDD Charles Hale (second from left) and Mrs. Hale presented an eleventh hour clock to the lodge which was accepted by Est. Lead. Kt. James Ginger (fourth).



A DISPLAY BUS which brings information to the public on drugs and narcotics was at Branford, Conn., Lodge recently. Present were (from left) State Treas. Edward Kligerman, DDGER Francis Savage, SP Clifford Gasparini, State Americanism Chm. Carmine Tine, and Est. Lead. Kt. Arthur Howe. The bus is owned and operated by Narcotic Enforcement Officers of Connecticut, a non-profit organization of law enforcement agencies in the state.



VINELAND, New Jersey, Elks have purchased a new lodge home which is a recently renovated farm house. PER Joseph Fredericks (left) and ER Paul Bossi (right) watched as Trustees Chm. George Spieker attached a sign to their new property.



A WEEKEND TOUR was made of the National Home at Bedford, Virginia by several New York lodge members. Executive Director Doral Irvin welcomed visiting Elks from Jamestown, Olean, Dunkirk, Corning, Wellsville, and Hempstead Lodges.

THE PAST EXALTED RULERS presented Sioux Falls, S.D., Lodge a bronze plaque in honor of PGER Francis Smith, who is a Past Exalted Ruler of the lodge. PER Glen Jamtgaard, Brother Smith, and ER Arlo Sommervold looked at the plaque which will be mounted in the lodge's lobby.

LODGE NOTES

HILLSIDE, N. J. The lodge made a contribution to the Pop Warner football team. ER Henry Goldhor presented the money to Co-captains Hiram Smallwood and Glen DiLeo.

Oklahoma. Helping to fund the Oklahoma Association for Retarded Children (OARC) over a 3-year period is a state Elks major project. The OARC is planned to provide an information and referral service through contributions from the Elks and a grant from the Department of Health, Education and Welfare.

FULTON, N. Y. The Public Relations Award from the New York State Elks Association was won, for the third consecutive year, by Fulton Lodge. Receiving the plaque were Bart Blandino, photographer, and PER James Hanlon, lodge news writer.

Michigan. About 1,200 Elks and their ladies attended the state Elks fall conference, where GER Robert Yothers and PGER E. Gene Fournace were honored guests. The Grand Exalted Ruler was the main speaker during the business session and the President's Banquet.

SALEM, III. Proceeds from the sale of homegrown hot peppers have been contributed to the Elks National Foundation by ER N. J. Barker, who grows and cans the peppers.

SALIDA, Colo. Special Services Chm. Herb Doman organized a drive for item donations to the Veterans Administration Hospital in Grand Junction. Hard candy, instant coffee, magazines and personal supplies were among the donations.

CARBONDALE, III. Over 200 persons attended the lodge's first Octoberfest. ER Douglas Diedrick, Don Vollrath, and Mike Meeker organized and prepared the feast which included traditional German fare.

PLANTATION, Fla. An overnight trip to Disney World for 43 children was sponsored by the lodge and the Greek Council of Broward Community College. Transportation, admission, all rides, rooms, and food were paid by the two groups.

VAN NUYS, Calif. The lodge's annual youth trophy was awarded to Francisco Flores, who has won several trophies for athletics. Honoring him were ER William White, Bill Barty, and police officers Jim Starr and Barry Gindlesperger.

WAYCROSS, Ga. Six Past Exalted Rulers of the lodge each pledged \$100 to the Elks National Foundation. Paying the initial \$10 were PERs Lem Purdom, T. Henry Clark, Walter Hearn, James Tuten, and Charles Hancock. PER R. Sam Monroe made the entire pledge.

CAIRO, III. The lodge ritualistic team, with ER Elmer Smith, performed the initiation of 27 new members at Carbondale Lodge. The Cairo ritualistic team has won several trophies.

OSHKOSH, Wis. An initiation class of nine was named in honor of DDGER William Lucas. The new members were welcomed by the District Deputy and ER Jack Truymen.

WOODBIDGE, N. J. Work began recently on a new home for the lodge. Publicity Director Michael Berko and Trustee A. Martin Mundy were present as soil engineers tested the ground in preparation for construction.

PORTLAND, Ore. A lodge banquet was held in honor of Brother Ernest Morian, who has been an Elk for 69 years. ER Gary Gerads named him honorary Exalted Ruler for the night.

TORRANCE, Calif. Grand Forum Chief Justice Bernard Lawler spoke at a lodge meeting held in honor of law enforcement agencies in the district. ER Robert Crain presented watches to the guests which included Judge Stephen Stothers, presiding judge of the district.

POINT PLEASANT, N. J. The lodge sponsored a party at Lyons VA Hospital, where sandwiches were served. Chm. George Duffy and a committee organized the event.



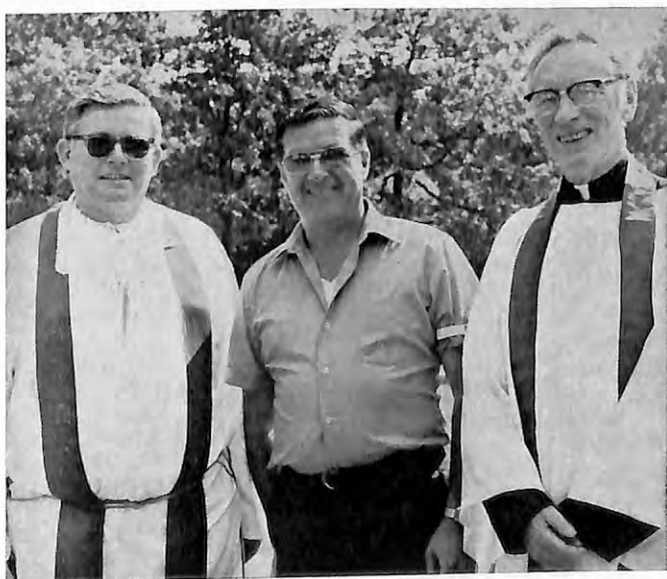
A DINNER was held by the Michigan Elks Association to honor a Past State President, Brother Richard Miller (second from right) of Petoskey Lodge. Present were (from left) SP Ralph Shoemaker, PGER E. Gene Fournace, GER Robert Yothers, and Brother Miller's son Robert, a trustee of Grand Rapids Lodge.



CITIZEN OF THE YEAR was the honor conferred on Mother Margarita Maria by Monrovia, Calif., Lodge. A Carmelite Sister for 50 years, she was recognized for her work as administrator of Santa Teresita Hospital in Duarte. ER David Dempsey (right) and Americanism Chm. Clarence Desmond presented the framed certificate.



POSTER BOY William Ziegler was the guest of Hamilton, N.J., Lodge during the state Elks seventh annual crippled children's ball. He was escorted by committee members (from left) PDD Robert Foley, Arnold Marx, Frank Daly, John Halsey, William Whitaker, ER Francis Hoyer, Frank Patsey, Chm. Joseph Kovacs, John Kane, Gene Argenti, John Enourato, Daniel Conti, Charles Divine, Samuel Periano, Joe Downs, and Stanley Hughes.



DURING A FAMILY OUTING sponsored annually on a Sunday by Worcester, Mass., Lodge, an interfaith service was conducted by Father Falvey (left) and by Rev. Hopkins (right). ER John Collins joined them.



A CHECK was presented by East Brunswick, N.J., Lodge to St. Bart's Pop Warner football team, a community activity for local youth. Youth Chm. Nick Popiak (second from right) presented the donation to (from left) Jim Cassaro, team manager, and Bill Caffney, team coach, as Est. Loyal Kt. Jim Pearl observed.



THE CRIPPLED CHILDREN COMMITTEE of Point Pleasant, N. J., Lodge received a donation of \$4,000 as proceeds from a clam-bake sponsored by a local group. (From left) Paul Hedrich, Joe Miranti, and Mel Watters presented the check to be used for handicapped children to Chm. Phil Kleinhans as committeemen Thomas McLaughlin, Ed Reilly, and Bob Rawlins observed.

THE KEY to the city was presented to GER Robert Yothers by Antonio Longo, city council president, during the Grand Exalted Ruler's visit to Norwich, Conn., Lodge. Brother Yothers joined lodge members in celebrating their 75th anniversary and officially dedicated the Mohegan Park Children's Zoo.



A CLASS OF 13 was initiated at Wilkes-Barre, Pa., Lodge in honor of DDGER Henry Rokosz (fifth from left). New members and the District Deputy were welcomed by ER Joseph Loftus (sixth from left).



THE KILTY BAND of bagpipe players from Ashland, Ore., Lodge visited Yreka, Calif., Lodge during the official visit by SP Yubi Separovich. Enjoying the evening were (from left) Gary Crowson, Yreka ER John Pigg, Brother Separovich, VP Leroy Maben, DDGER Clifford Beatty, and Bev Cope.



A WEDDING was held at Monte Vista, Colo., Lodge for the former Shirley Crow and Norman Jones. PER Gene Fruit (left) directed a lodge ritual with the assistance of Chap. Les Hamm (third from left). Brother Hugh Gunnison (second from left), a city magistrate, then performed the wedding ceremony.



A TENTH ANNIVERSARY was celebrated by New Milford, N. J., Lodge. Chm. William Kling (standing, right) organized the dinner dance at the lodge which included (from left) Mayor Al Logan, DDGER Robert Westerdahl, VP Harry Gravatt, ER William Herzog, and (seated) PDD Tom Murphy, PSP Harry Wolf, and Brother Otto Blust.



A DANCE was sponsored by Carbondale, Ill., Lodge to benefit the Illinois Elks crippled children commission. About \$1,500 was raised and presented to the commission by ER Doug Diedrick and Chairwoman Betty Deniston.



A BOWLING PARTY was held by Hempstead, N. Y., Lodge for local children afflicted with cerebral palsy. Among those who enjoyed the games with the children were ER Arthur Post, Est. Lead. Kt. Al Chopyk, Chm. Elias Jaghab, Brother Charles Cerniglia, and Brother Edward Schmid.



HONOLULU, Hawaii, Elks recently honored 125 local newspaper carriers for their efforts. Harold Sakata, an actor-wrestler, presented trophies recognizing the two outstanding carriers to Gregory Roberts (left) and Zane Vaught.

THE INSTITUTION of Belen, N. M., Lodge No. 2499 was held recently with PGER Robert Boney as guest speaker. The lodge was chartered with 167 members. The officers are (seated, from left) Tiler John Campay, Treas. Benny Chavez, Est. Loyal Kt. Eloy Padilla, ER Anthony Romo, Est. Lead. Kt. Dale Carver, Secy. Harold Northrup, and (standing) Chap. Al Garde, Organist Vincent Scarpa, Est. Lect. Kt. Bruce Edwards, Trustee Edward Davila, In. Gd. Frank Hoover, Trustees Bobby Lewis, Russell Barker, James Lindsay, and Esq. Edward Chacon.



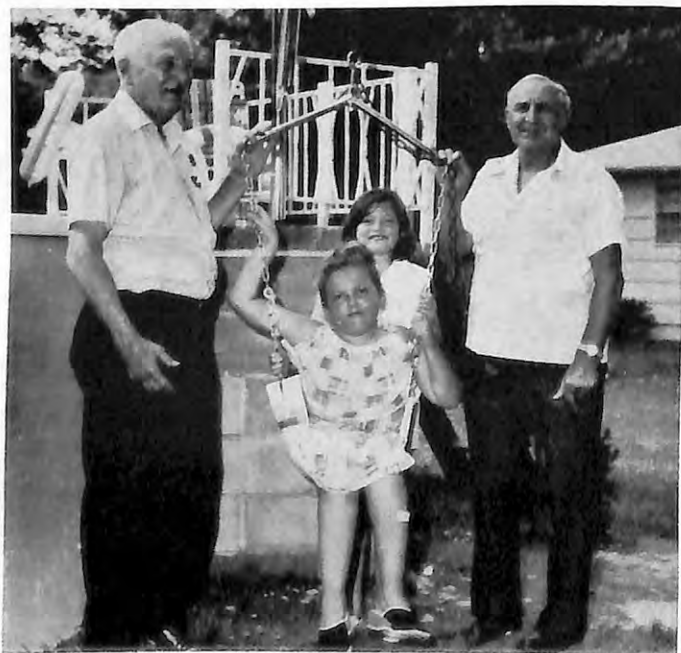


\$1,000 was raised from the 28th annual charity baseball game sponsored by the Massachusetts Elks Association at Fenway Park in Boston. Present were (from left) Chm. Leo Dawson, PSP Andrew Biccio, SP Alfred Fitzpatrick, Boston Red Sox player Carlton Fisk, PGER John Fenton, Sister Eugenia Fenton, Grand Trustees Chm. W. Edward Wilson, and SDGER John Harty.

A DRIVE was initiated by New Castle, Ind., Elks to publicize nationally the newborn intensive care units already successfully in use in the state. Chm. Kenneth McRoberts displayed one of the posters used in the campaign to (from left) Donald Danielson, president of the unit's trustees, Mayor Scott Bouslog, Omer Foust, executive director of Riley Memorial Association, ER Richard Williams, and SP Quenton Hawks.



AN INITIATION CLASS at Irondequoit, N. Y., Lodge included the father of immediate PER Ted Szatkowski. After the ceremony, Brother Szatkowski congratulated his dad.



A 50-YEAR PIN was presented to Treas. Joseph Gorman (left) by ER E. Thomas Biles at North Tonawanda, N. Y., Lodge. Brother Gorman was honored during a visit to the lodge by VP John Ames.

LIVINGSTON, New Jersey, Elks made the swimming therapy prescribed by her doctor easier for Terry Burkhart, 11, who is afflicted with muscle atrophy. Sixteen lodge members helped build and install a lift for Terry to move from her wheelchair up and into the pool. ER John Donadio and Crippled Children Chm. T. Clyde Riley made the presentation.

(Continued on page 50)

ELKS NATIONAL SERVICE COMMISSION



★ The Veterans ★ Remembrance Award Contest

February marks the birthday of George Washington. It also brings our minds back to the days of the American Revolution and the stirring messages of Thomas Paine. His writings, though of another day nearly two centuries ago, still apply. In his appeal for understanding and help for a struggling young America he said, "I do not call upon a few, but upon all . . . better have too much force than too little, when so great an object is at stake."

The urgent plea of Thomas Paine applies to all worthy efforts of Elks today and, in particular, to the program of the Elks National Service Commission. As the Continental Army desperately needed volunteers when our nation was emerging, so, we too, need volunteers in our present day struggle against loneliness and discouragement among patients in veterans administration hospitals throughout the country. This deterioration of spirit can negate the finest medical treatment and place barriers along the road to recovery.

Our faithful hospital committees are constantly waging a battle against this enemy, but they need volunteers from lodges near the hospital to bring programs to cheer the patients and volunteers from distant lodges to donate supplies.

Thomas Paine also wrote "These are the times that try men's souls." Today, the souls of many veteran patients are sorely tried when they contemplate their illnesses and handicaps. Many are hospitalized far from home, family and friends. They recall more exciting times when the uniform they wore distinguished them everywhere. They find themselves forgotten and defeated. To prevent this, a solemn pledge was made:

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

The forms for the Veterans Remembrance Award Contest that have been sent to every lodge vets chairman provide guidelines for the fulfillment of this obligation. The contest now being conducted by the GL State Associations Committee is intended for participation by every lodge, regardless of its distance from a hospital. No activity is too small to report. Let us all, in the spirit of Americanism, close ranks and proceed to prove our intentions with our deeds and not let Thomas Paine's reference to "sunshine patriots" apply to Elks.

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A noted publisher in Chicago reports there is a simple technique for acquiring a powerful memory which can pay you real dividends in both business and social advancement and works like magic to give you added poise, necessary self-confidence and greater popularity.

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To acquaint the readers of this publication with the easy-to-follow rules for developing skill in remembering anything you choose to remember, the publishers have printed full details of their self-training method in a new booklet, "Adventures in Memory," which will be mailed free to anyone who requests it. No obligation. Send your name, address, and zip code to: Memory Studies, 555 E. Lange St., Dept. 720-50. Mundelein, Ill. 60060. A postcard will do.

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Thomas Edison Sleeps Here

by Ted J. Rakstis



Henry Ford, whose own schooling never went beyond the seventh grade, had a disdain for textbooks but an enduring love of American history. "History is bunk as it is taught in school," the auto tycoon once observed. "By looking at things that people used and that show the way they lived, a better and truer impression can be gained in an hour than could be had from a month of reading."

Guided by this philosophy, Ford collected warehouses of Americana and eventually brought them together in two of the nation's most unique showcases, Greenfield Village and the adjacent Henry Ford Museum. On 260 acres in Dearborn, Michigan, only 15 miles from Detroit's mighty auto factories, the American pageant has come alive for more than 32 million visitors since 1929.

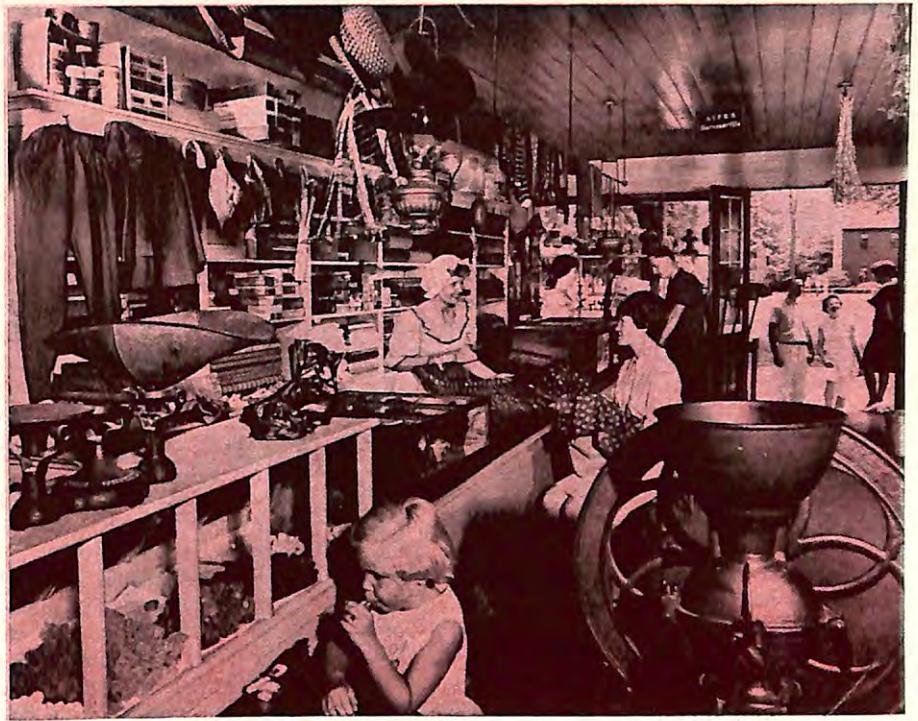
The village and museum are more than leading tourist attractions; they are repositories of 300 years of American history and a second legacy from the man who put America on wheels. Everybody knows how Ford's 1896 motorcar revolutionized American life, but fewer people appreciate the extent to which Henry Ford has preserved the American heritage.

More than 100 buildings sprawl across the green expanse of Greenfield Village, almost all of them uprooted from their original sites and transported to Dearborn. The other edifices—the ones that Ford couldn't actually buy—have been faithfully reproduced. The result is an American panorama, erected on what was once nothing more than an empty field owned by the Ford Motor Company.



Famous among transportation collections are the 200 fully restored automobiles in the Henry Ford Museum. From America's oldest car—the 1863 Roper steam carriage—the development and refinement of each is traced.





The visitor to Greenfield Village walks down shady lanes past picket-fenced homes where once lived great Americans—the Wright brothers, Stephen Foster, Noah Webster, Luther Burbank, Charles Steinmetz and Ford. He enters the Thomas Edison complex, where the light bulb was invented in 1879. In the Logan County Courthouse where Lincoln once practiced law, he sees the chair in which Lincoln sat when he was assassinated at Ford's Theater in Washington, D.C. A walk into the Wrights' bicycle shop from Dayton, Ohio, brings him back to the era of aeronautic pioneering.

It is a quiet, serene setting, devoid of the carnival-like trappings that one might expect to find. And yet there is activity, for Greenfield Village is a living museum. Artisans are busy at work in shops. On street corners near the village green, actors re-enact scenes from the lives of Lincoln, Benjamin Franklin and Mark Twain. A medicine man gives his pitch for "wizard oil," while nearby minstrels herald the start of the *Gaslight Melodies* show in the Town Hall. Horse-drawn surreys clip-clop down the village streets, a Model-T chugs around the corner and in the distance the whistle of the *Torch Lake*, a century-old steam engine, is heard.

Even the people who work in the village get caught up in this atmosphere of a bygone era. At the Stephen Foster home just above the lazy lagoon where the sternwheeler *Suwanee* glides along, actor Ken Chomont gets ready to tell a Mark Twain story of Mississippi riverboat peril. "Suh, there's no better theater in the world than this," he says to a tourist. "The riverboat below, the

Stephen Foster home—no stage designer in New York could duplicate these. You probably noticed how authentic mah accent is. Don't tell nobody, but it ain't real. Ah'm actually from Chicago but until Ah crosses the village green over yonder, Ah *am* Mark Twain."

Just outside the village, the Henry Ford Museum offers a more traditional but no less exciting portion of the American saga. Its facade is a replica of Independence Hall in Philadelphia; within, its 14 acres of teakwood floor space hold vintage automobiles, airplanes, locomotives, fire engines, boats, streetcars, guns, antique home furnishings, a street of early American shops and vast acreage of industrial equipment. Without a doubt, however, its biggest drawing card is its collection of 200 historic autos—Ford's first motorcar, a rickety old buggy with bicycle wheels; the marvelous 1931 Bugatti-Royale, one of only six in existence; the "999" racer in which Ford set a world's record of 91.4 miles an hour in 1904; and the Lincoln bubble-top limousine used by Presidents Truman and Eisenhower.

Although it wasn't opened to the public until 1929, the idea for Greenfield Village and Henry Ford Museum really began in the 1880's, when Ford was working as an engineer at the Edison Illuminating Company in Detroit. Edison had encouraged Ford in his efforts to build a motorcar, and decades later Ford still idolized Edison as the greatest American of all time.

While Ford's fortune grew, he became a collector. He was not concerned with European art or artifacts; his interest was limited to Americana.

"Torch Lake" (above left), a century-old steam locomotive, is one of the two antique engines which makes up the Greenfield Village Railroad. The General Store (above) reflects life as it was a century ago.

When he learned in the early 1900's that his boyhood school text, the *McGuffey Reader*, no longer was being used, Ford bought every copy he could find. Then he moved on to industrial equipment, such as steam engines and generators, which traced the progress of American technology. And then the collection grew and grew—automobiles, airplanes, antique furniture, glassware, silver, pottery, rare china and jewelry. Throughout most of the 1920's, Ford left it all crated in Detroit warehouses.

At an early stage, Ford also began to show an interest in historic buildings. His first purchase was the Wayside Inn, the hotel in South Sudbury, Mas-



sachusetts, where Longfellow had written many of his poems. Even though he was the king of America's automotive empire, Ford was offended by the heavy traffic that passed the inn every day. Consequently, he built a \$1½ million highway which he sold to the State of Massachusetts for \$1. The state, in turn, had to agree to detour all traffic away from the Wayside Inn.

Meanwhile, back in Detroit, Ford's collections were beginning to overflow the warehouses. His personal architect, Edward Cutler, urged Ford to find a permanent home for them. Ford thought it over and then replied: "All right, start looking for a site. We might as well put these things in a place where they'll look right and where people can see what America used to look like."

Ford and Cutler selected an undeveloped tract of land owned by the company and immediately set about to build the village. Even if Ford had been willing to settle for replicas of famous American buildings, it would have been a giant task. But Ford, one of the most meticulous of all men, would settle for nothing less than the originals.

Ford's representatives began to search the country for famous buildings.

With the current boom in activity by local historical societies, the job would be impossible today, but in the 1920's many historic structures sat in the shadow of the wrecker's ball. In Dayton, Ford's men found the Wrights' bicycle shop being used as a storage shed. Susquehanna House, from a 1652 tobacco plantation in Maryland, soon was scheduled to be demolished. Ford not only transported it to Greenfield Village but also brought the two men who had once lived there. Christopher Rousby, the King's Collector of Customs in Maryland, had been murdered by a bitter taxpayer. Today, his grave lies next to that of his brother, John, in Greenfield Village.

The Connecticut home where Noah Webster had compiled his dictionary also was about to be torn down; Cutler rescued it and brought it to the village. Many other historic edifices were shipped to Dearborn—a seventeenth century Cape Cod windmill, an ancient Pennsylvania covered bridge and a stable, stone cottage and dovecote from Chedworth, England. The Chedworth transplant, selected to show the influence of English architecture on colonial America, was perhaps Ford's most ambitious project. It cost more than \$1 million to bring the buildings

—and every last piece of equipment in them—from England.

Ford was successful in almost every purchase but one. As a home for the museum, he asked the city fathers of Philadelphia to sell him Independence Hall. With their laughter still ringing in his ears, Ford sent engineers and architects to Philadelphia to measure the building inch by inch. When they discovered architectural defects and made corrections in their blueprints, the stubborn Ford sternly ordered: "Put the mistakes back in!"

In one of the village's principle sections, Ford set out to honor his hero and good friend, Thomas Edison. Cutler's men went to Menlo Park, New Jersey, where Edison's research complex had been located. They found that the laboratory had been looted over the years and were forced to buy up buildings throughout the area in order to recover the missing equipment. Finally, however, they were able to rebuild the workshop, machine shop, a carpenter's shed, a glass blowing shack, an office and a library.

For a truly authentic touch, Ford even had his men bring home seven carloads of New Jersey soil, as well as scrap metal, broken glass and wood splinters buried at the original Edison research site. The New Jersey dirt proved to be an expensive load. Since it had not been treated chemically before it was transported, Ford had to pay \$1400 in fine and was plagued by Department of Agriculture inspectors who scoured the Dearborn grounds for traces of Japanese beetles.

Other monuments to Edison went up throughout the village. Among them were the Sarah Jordan boarding home, the first building illuminated by an Edison light bulb; Edison's winter laboratory from Fort Myers, Florida; the home in Vienna, Ontario, where Edison's grandparents lived; and the 1886 Edison Illuminating Company plant from Detroit.

Soon it was Dedication Day—October 21, 1929. A Civil War locomotive pulled two coaches and a baggage car into the Smiths Creek Station in Greenfield Village. Its passengers were a distinguished lot—President Herbert Hoover, Orville Wright, Will Rogers, Madame Curie, Henry Ford and Thomas Edison. As the aged Edison was helped down the steps by the President, his face lit up with a smile. When he was 15 years old, in 1863, he had been working as a candy vendor for the Grand Trunk Railroad while secretly conducting experiments in the baggage car. A fire broke out, and the enraged conductor kicked young Edison off the train—at the Smiths Creek Station.

Ford had chosen the Dedication Day to coincide with the 50th anniversary

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of the electric light. At the Menlo Park compound, Edison gazed at the machinery, his old yellow chair and the 1400 bottles of chemical compounds that lined the walls. He turned to Ford and said: "Henry, it's just about 99.9 percent perfect."

Ford, who had ordered his men to build an exact reconstruction, was momentarily stunned. "You mean there's something wrong?" he stammered.

"Well," Edison replied, "it's just that we never kept the old place this clean."

A few minutes later, one of history's great moments came to life once more. While his longtime research assistant, Francis Jehl, manned the Sprengle Mercury Pump, Edison reached for a wire. Soon a tiny globe mounted on a piece of upright wood began to glow, just as it had on that memorable day in 1879.

Greenfield Village and the Ford Museum were officially opened to the public in 1933. Though Ford had begun restoration of his own home in 1919, it was not until 1944 that he moved it to Greenfield Village. And when he did, a domestic battle erupted. Gus Munchow, who was Ford's gardener then and today is grounds and maintenance supervisor at Greenfield Village, recalls: "Mr. Ford had all the furniture set in place just the way it was when he was a boy. But then one day, Mrs. Ford ordered us to rearrange it. Later, Mr. Ford just smiled and told us to put the furniture back the way it was. When Mrs. Ford saw that her instructions had been overruled, she stalked out of the house and never set foot in it again."

In virtually every respect, Ford had demanded that the village be totally authentic. Yet, in one of his odder moods, he ordered every building painted white, including the log cabin that had been the birthplace of schoolbook author William Holmes McGuffey. When Ford died in 1947, the village began to take on a truly genuine look, a blend of white, pastel hues and log cabin brown.

At certain times of the year, there are the Muzzle Loaders Festival featuring 500 marksmen in frontier and Civil War garb, County Fair Time and the Fall Harvest Festival. And, on every Fourth of July, the green in front of the museum's Independence Hall facade is the site of a patriotic ceremony that combines the gaiety of band music with moving readings from the Declaration of Independence.

Greenfield Village and Ford Museum have been called the places where American history comes to life. Through the vision of Henry Ford and the men who worked with him, 300 years of the American heritage does live in Dearborn for all the world to share. ■

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SPORTS ACTION



Johnny-Come-Latelies

One night a few weeks ago a friend dropped by for some talk and cold brew. I switched on the Bulls-76ers game and our conversation snagged. The Bulls, those same high-scoring, tight-defensive, solidly drilled players, were blown off the court in the first quarter. By the middle of the second half, the Chicagoans trailed by 24 points. But the Bulls are a scrapping team. And their coach, Dick Motta, is a fiery, never-say-die kind of fellow. By mid-fourth quarter, he'd inspired his team to make up a nearly insurmountable deficit, and with four minutes left to play, his team actually opened up a three-point lead.

"Oh, my God," George cried. "They're going to win. They've got Philly running; now. They're going to win!"

To make a long story short, I won . . . a six pack of Bud. The Bulls? Down by five.

"I can't understand it," he moaned. "They just gave out, fell flat in the last two minutes."

A mystery? Not as much as George thought. Sure, the Bulls showed guts. There aren't more than three or four teams in the entire league capable of making up 24 points in less than three quarters of play. But nine times out of 10, when it happens, the come-from-behinders lose.

Oh, they have the momentum, alright, and their opponents usually run into a severe case of the "downs" going into those last, crucial minutes of the game. But the Johnny-come-latelies will never have one thing their opponents have in the stretch: energy.

One of the reasons basketball games are usually close affairs (a five-point win is considered a slaughter) is the game's basic one-for-one, or tradeoff, premise. One team gets the ball and keeps it until it scores; then they tradeoff, as the other team reciprocates. There are missed shots, fouls, and other turnovers, of course. Or else basketball would be about as exciting as walking your dog through Central Park at 5 A.M. But usually the turnovers work out to be

about even by the time the game clock runs out. This one-for-one form of play keeps the scores pretty close and the two teams' energy expenditure levels about the same throughout the game, setting the stage for a wild and wooly finale.

When a team falls as far behind as the Bulls did that night against Philadelphia, they have to work doubly hard just to catch their opponents, not to mention maintain their stamina on a point-for-point basis from then until the waning seconds when they have to reach back and come up with still a little more.

In the Bulls' case, they had to play two-for-one for better than half the evening. Had to play twice as hard as the 76ers. How can any team do that and still have enough energy left to outscore their opponents at the buzzer?

If you're still not convinced, witness the Bulls-New York Knicks game two days later. The Knicks, a top-rated team and defending NBA champions, played without the services of both Walt Belamy and Jerry Lucas, and it hurt. They fell as much as 27 points off the pace early in the game. Later, the Knicks made a gallant effort to return to the World of the Living, but they failed in the stretch. Collapsed would be a better word.

The very next night, it was the tempestuous Boston Celtics who opened a 27-point span over Chicago . . . and you can guess the outcome.

So how does a team protect itself from late-game droop after struggling most of the night to make up an overwhelming deficit? The most obvious answer is the team shouldn't fall that far behind in the first place. Hear that, Bill Russell? If a game varies too widely from its point-for-point premise, it becomes a farce, a runaway. And no TV or radio sportscaster's "We can still pull this one out . . ." is going to make a bit of difference.

But there is something the underdog can do. The team on the downside of 15 or 20 points had better call time

(Continued on page 49)

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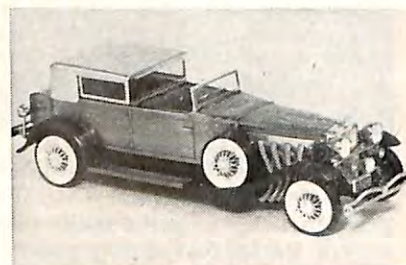
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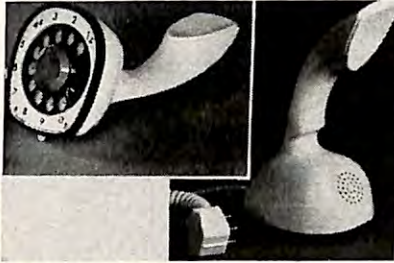
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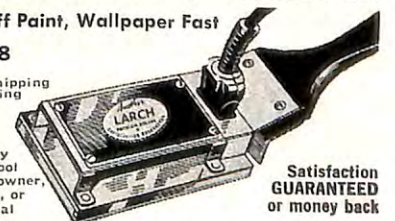
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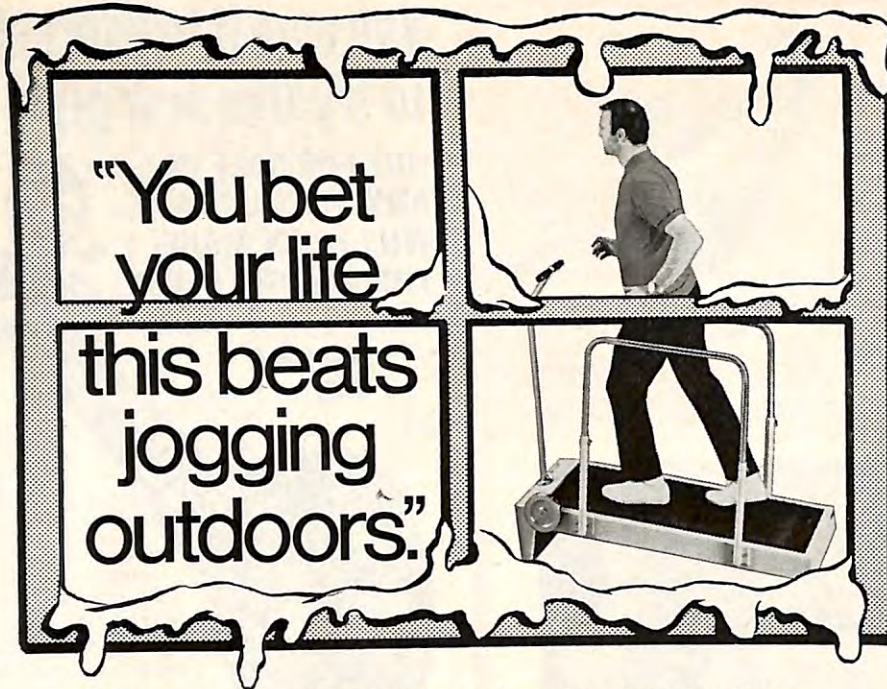
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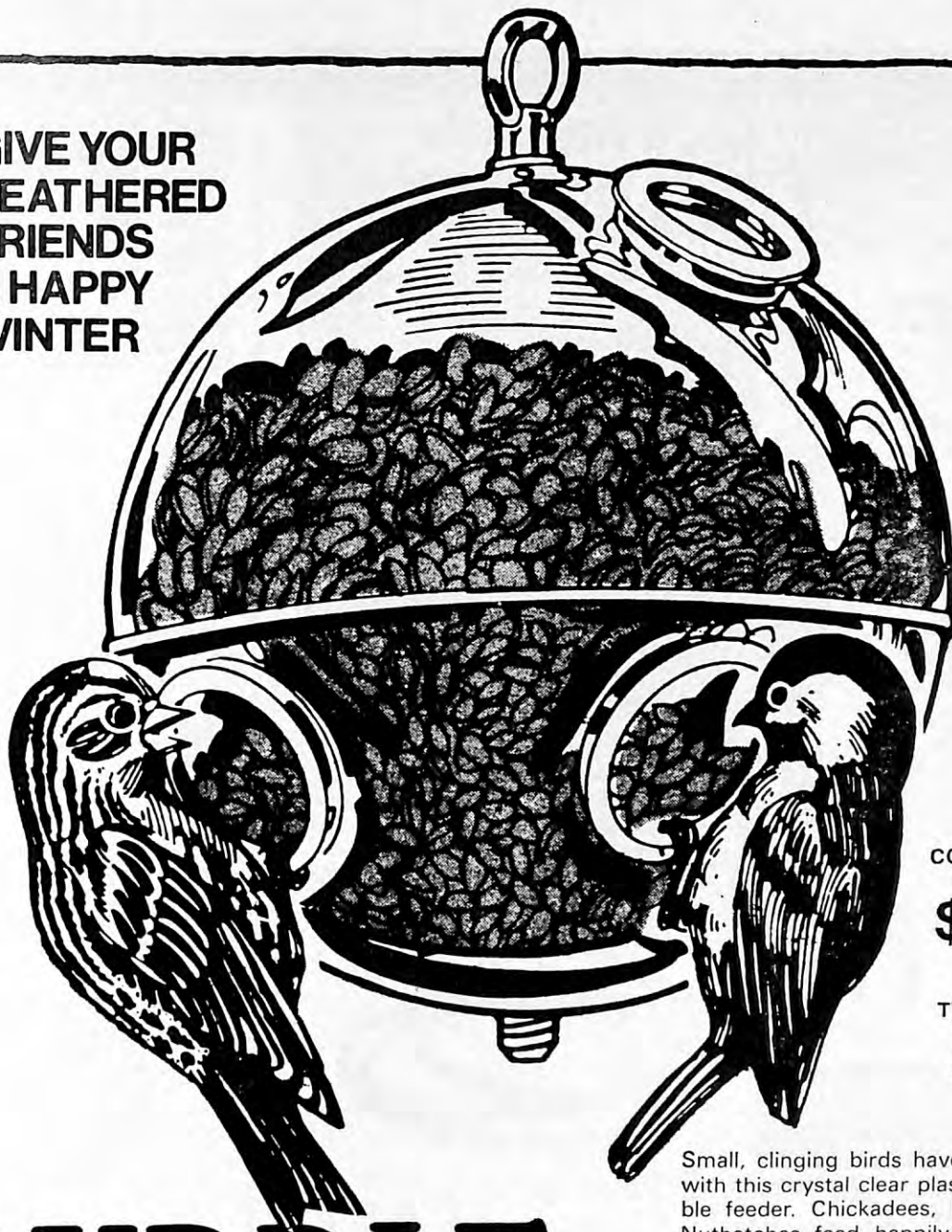
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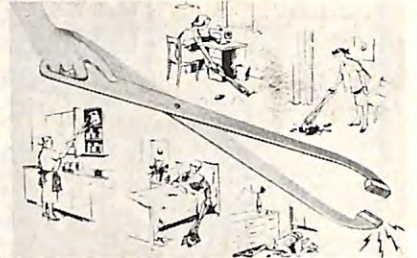
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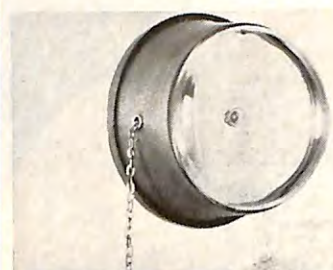
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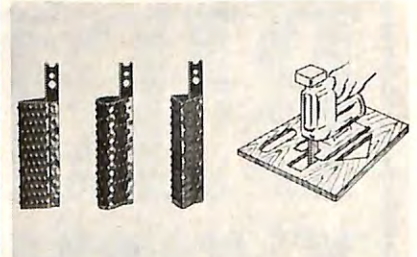
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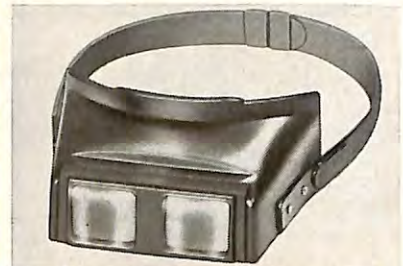
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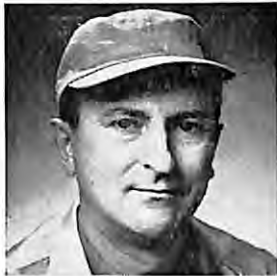
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Agronomist

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

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

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

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

Work Less • Worry Less • Spend Less

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

**No Need To Rip Out Your Present Grass
Plug in Amazoy**

SAVE ON PATENTED STEP-ON PLUGGER, OR GET IT FREE WITH LARGER ORDERS OF 600 PLUGS OR MORE.

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

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

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

CUTS YOUR WORK, SAVES YOU MONEY

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

WEAR RESISTANT

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

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

CHOKES OUT CRABGRASS

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

NO NEED TO RIP OUT PRESENT GRASS

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

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

PERFECT FOR SLOPES

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

PLUG AMAZOY INTO OLD LAWN, NEW GROUND OR NURSERY AREA

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

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

Your Own Supply of Plug Transplants

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

NO SOD, NO SEED

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

Every Plug Guaranteed to Grow

In Your Area • In Your Soil

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

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

**FREE UP TO 200
PLUGS**

JUST FOR ORDERING NOW!

Compare Bonus Plug offers with our regionally advertised prices and see how you save!

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

To: Mr. Mike Senkiw, Zoysia Farm Nurseries, Dept. 409
Our 19th year. General offices and store 6414 Reisterstown Rd.
Baltimore, Maryland 21215

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

FULL SIZE PLUGGER \$4 ⁹⁵	<input type="checkbox"/> 100 PLUGS Plus Bonus of 10 FREE TOTAL 110 PLUGS \$6 ⁹⁵	<input type="checkbox"/> 100 PLUGS & PLUGGER Plus Bonus of 20 FREE TOTAL 120 PLUGS \$9 ⁹⁵	<input type="checkbox"/> 200 PLUGS Plus Bonus of 20 FREE TOTAL 220 PLUGS \$11 ²⁰
<input type="checkbox"/> 200 PLUGS & PLUGGER Plus Bonus of 25 FREE TOTAL 225 PLUGS \$13 ⁷⁵	<input type="checkbox"/> 300 PLUGS & PLUGGER Plus Bonus of 50 FREE TOTAL 350 PLUGS \$17 ⁷⁵	<input type="checkbox"/> 600 PLUGS & PLUGGER Plus Bonus of 100 FREE TOTAL 700 PLUGS \$27 ⁹⁵	<input type="checkbox"/> 1100 PLUGS & PLUGGER, Plus Bonus of 200 FREE TOTAL 1300 PLUGS \$39 ⁹⁵

I Enclose \$..... Check M.O.....

NAME

ADDRESS

CITY

STATE ZIP

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COAT OF ARMS

Individually, Researched, Designed, Personalized

CB250

FAMILY COAT OF ARMS SHIELD

Send name and last known country of origin. Hand rubbed wood, walnut finish. Full 9" x 7", antiqued gold colored mantle and scroll. Hand painted Full Color Coat of Arms. Ready to hang. Complete with Family Tree Chart Report & Reference Sources. Fully Documented.

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\$8.95

plus \$1 pp.

Above Available in large 14" x 11" Wall Shield Order CA #255 . . . \$19.95 plus \$1.00.

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Hand painted 8" x 10" Full color. Description. Reference sources. Definition of Heraldry. Family tree chart send name & country of origin.

CA239 only \$3.95 ppd.

No Genealogical Representations Are Intended Or Implied. Send check or M.O. or Charge

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\$4.00 ea. 3 for \$10.00

NOW! Tee-PJ's available in long sleeves with knit wristlets for colder weather comfort. **\$5.00 each 3 for \$13.50**

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Be among the first to get these valuable Red China postage stamps - banned to American collectors from the very beginning by the U.S. Gov't! Now at last you can legally own them - but supplies are strictly limited so act fast. We'll send them to you FREE, by way of introducing you to the World's most rewarding hobby - Stamp Collecting. (We'll also include other exciting stamps for you to examine and consider: buy any or none, return balance, cancel service at any time.) Send 10¢ for mailing costs - today!

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Haul in the Limit while other fishermen can't even get a nibble! Action Fish Lure is completely self-propelled. It catches fish in lakes, streams, rivers - even ocean. Action Lure dives as deep as 15 feet on its own power. It swims, flops on its side, buzzes. Drives all fish into a frenzy - right into your net! Kit includes lure, season's supply of fuel pellets, and carrying pouch. Pack of extra fuel pellets available.

Action Fish Lure Kit . . . \$2.98

One Pack of Fuel Pellets . . . \$1

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DRILL PUMP PUMPS WATER, lubricants, solutions, any overflow from basement, boats, cisterns. You attach it to your electric drill by setting stainless steel shaft in drill and attaching garden hose. Pumps up to 200 gallons per hour. Self-priming. \$5.95 plus 75¢ shpg. J. W. Holst, Inc., Dept. ED-24, 1005 E. Bay, East Tawas, Mich. 48730.



HAPPY CAT CREWEL KIT makes a 16" knife-edge pillow cover in shades of brown, beige, pink and black. Includes design on oyster linen, backing, yarn, needle and instructions. \$6.50 plus 60¢ post. Free needlework bag. No COD's. Send 25¢ for 24-pg. colorful art needlework catalog. The World of Stitch 'N Knit, Dept. EK-24, Box 709, Framingham, Mass. 01701.



CREDIT CARD GUARD won't let you forget a card is gone from the case. When any card is removed from its slip-grip holder, the case won't close unless you override lock-out mechanism. Holds all size cards. Slim 4-card Credit Guard, \$3.23 ppd. (Ca. add 11¢) Also available in 6-card size. Travel Aids, P.O. Box 3016 U2, San Francisco, Ca. 94119.

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Jay Norris Corp., 25 W. Merrick Rd., Dept. MD-86, Freeport N.Y. 11520

Please rush me _____ Relaxo-Bak at \$5.99 plus 80¢ shipping and handling.

SAVE! Order TWO for only \$10.99 plus \$1.25 shipping and handling.

SAVE MORE! FOUR for only \$19.99 plus \$2.00 shipping and handling.

Enclosed is check or money order for \$ _____ (N.Y. residents add sales tax.)

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STATE _____ ZIP _____

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Elks Family Shopper



DRIVERS—BE COMFORTABLE while driving by resting your arm on Car Arm Rest/Caddy. It's fitted with 3 handy compartments to hold car accessories—tissues, glasses, maps, 15"x6"x7", fits in front or back of car. No tools needed to install. Black Morocco finish. \$7.70 ppd.; 2/\$14 ppd. Merit House, Dept. EK-24, 151-30 34th Ave., Flushing, N.Y. 11354.



JUST 7 DAYS TO LEARN THE GUITAR. Ed Sale's amazing 66-page Secret System has you playing a song the first day and any song in 7 days. Includes 52 photos, 87 chord and finger-placing charts, 110 songs, Chord Finder, Special Guitarist's Book of Knowledge and tuning device. \$2.98 plus 50¢ shpg. Ed Sale, Studio E2, Avon-By-The-Sea, N.J. 07717.



NEW OPEN-END WRENCH has slide adjustment on the side to permit work in places other wrenches won't fit. You simply adjust with a flick of your thumb from 0" to 15/16". Stainless steel. Lifetime factory guarantee. \$10.95; 2 for \$20.50; 3 for \$29.25. Ppd. Kastel Home & Away Prod., 3106 N.E. 53 St., Vancouver, Washington 98663.

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Full color posters from any color photo or slide. A great gift, or gag, or room decoration.

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RUSH SERVICE! Shipped 1st class in one day. Add \$2 per poster. Not available for color.

Your original returned undamaged. Add 50¢ for postage and handling for EACH item ordered. N.Y. residents add sales tax. Send check, cash or M.O. (No C.O.D.) to:

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2x3 ft.
\$3.50



Hanover House
Hanover, Penna. 17331

GIANT NEW SPACE-SAVER!

OVERDOOR RACK HOLDS 36 SHOES or FOLDS DOWN TO CREATE 6 SHELVES!

Sparkling Chrome-Plated Steel Rack Solves A Closet Full Of Storage Problems, Conveniently, Permanently, Economically!

At last! The newest, neatest, most compact and economical way to store all the family's shoes PLUS luggage, purses, packages . . . all in one marvelously convenient door rack! Imagine the luxury of having all those "misplaceables" shoes, ties, purses, packages . . . right at your own fingertips, ready to choose from! AND having more plastic in the closet to work with! This ingenious new unit has no-mar plastic tipped swing-down cross-bars to create cradle-shelves more than 6 inches deep to hold most closet accessories . . . providing added storage space you've never dreamed possible . . . almost a closet in itself!

FITS ANY DOOR — NO INSTALLATION NEEDED

Merely slip rack over door top — unit won't interfere with opening or closing door — even mounts on sliding panel doors. You'll never know what you did without this amazing new space saving convenience. The price is only \$9.98 each (and certainly well worth the cost of saving huge space these days) and comes to you on a full no limit money back guarantee if you are not completely delighted. But hurry, you must order now, supplies are limited and they're sure to go fast.

OVERDOOR SHELF RACK (Z79483X) SPECIAL ONLY \$9.98

HANOVER HOUSE, Dept. Z-722, Hanover, Penna. 17331

Yes, I want to economically save more closet and room space. Kindly rush _____ Overdoor Shelf Racks (Z79483X) for the low price of \$9.98 each, plus \$1.00 to cover postage and handling. I understand that if I am not completely delighted, I may return for a full refund of purchase price.

SAVE! Special Offer: Order TWO Racks for just \$18.98, plus \$1.75 postage and handling, on same money back guarantee.

CHARGE IT: Diners Club American Express BankAmericard Master Charge Interbank # _____

Acc't # _____ Expires _____

Enclosed is \$ _____ Penn. & Md. residents add State tax.

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Send FREE catalog of fine gifts (Z89938X)

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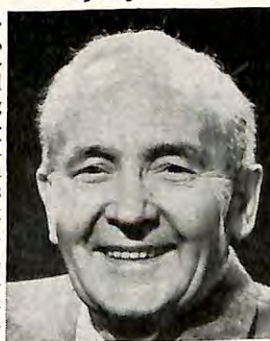
Arthritis, Rheumatism Sufferers Just Wouldn't Let Me Stop Making ICY-HOT!!!

By Bryan Auer

For 50 years the J. W. Gibson Company, makers of pharmaceuticals and household items, has been selling more than 275 different products. When I was fortunate enough to take charge of this company, I thought it wise to review all the things we had been selling. As a good manager I made an effort to economize and decided to eliminate more than 150 products. One that I eliminated was called ICY-HOT—a medicated cream that was really different . . .

Well friends—you can't imagine what happened! It was like the roof fell in—I got hundreds—literally hundreds—of letters from people who suffered from the minor aches and pains of arthritis and rheumatism pleading with me that ICY-HOT was their salvation, and that I'd be letting them down if I took it off the market.

What could I do? The same thing you'd have done. I started making ICY-HOT again. What's more, I felt that if ICY-HOT was



that good, I'd like everybody in the United States who suffers from the minor aches and pains of arthritis and rheumatism to know about it. That's why you're reading this now.

And that's why you can try ICY-HOT on this iron clad guarantee of complete satisfaction or money back. But you won't find it in your drugstore. You can only purchase ICY-HOT by mail. All you do is send only \$2.00 for a big 3 1/2 ounce jar of ICY-HOT. If you are not completely satisfied don't bother sending back the unused portion of the jar—just send us a note and I will send you your \$2.00 by return mail.

Take advantage of this no-risk offer—you have nothing to lose. Trying is believing! Only by trying can you fully appreciate the benefits of ICY-HOT. Send only \$2.00 to:

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Tens of thousands of men now wear this sensational new patented underwear because it gives a whole new kind of free-feeling comfort no ordinary underwear can give. A totally new concept. Not a baggy boxer, binding brief or supporter. No seat or leg straps to chafe & pull. Follows the NATURAL lines of the male anatomy. Great under doubleknit & white pants for a neat, trim, masculine look. Eliminates unsightly show-thru seat seams. Handsome & fashionable but also made for those sports such as tennis, golf, skiing, cycling, bowling, etc. where just a bit of support is desired without being "up-tight."

In soft 4-way stretch nylon. Sold by waist size. \$3.99 ea. 3/\$10. Plus \$1 for handling and prompt 1st class return.

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How many? _____ Waist size _____

Solid White Navy Green Nude Tan

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Stretch Wig Completely Covers All Your Hair and Sideburns

Stays in place on all size heads—easy to put on. Thinned and razor cut—handsome tapered look and full sideburns. Cool and lightweight. Made of mod-acrylic fiber—looks and feels like real hair—has luster, rich body and bounce of human hair. Can be washed and shampooed—never loses its shape—can be combed, trimmed and restyled if you wish. Specify color desired: Black, Off Black, Chestnut, Dark, Medium or Light Brown, Dark Blonde, Grey and Black mixed, Grey and Brown mixed. Mention Style M-101. Pay postman on delivery \$7.95 plus C.O.D. postage. Or send only \$7.95 and we will pay postage. Money back guarantee if not satisfied.

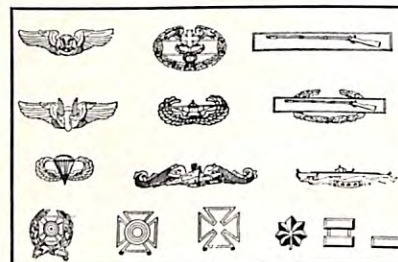


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Coupon for Advertisement on Inside Back Cover

JAY NORRIS CORP.
25 W. Merrick Rd.
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Please rush me the following 106-PC. Professional Socket Wrench Tool Sets.

1 Set for \$12.99 + \$3.00 postage, handling and insurance.

(N.Y. residents add sales tax)
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COHEN ON THE TELEPHONE. This famous bit of nostalgia from 50 years ago is still one of the funniest monologues ever recorded. Now available on 33 $\frac{1}{3}$ RPM Record plus two other favorites "Cohen Calls the Health Department" and "Happy Tho Married." \$2.00 ppd. Album is a true collector's item. Send check, money order to Elmar Products, Dept. EL-2, 306 Busse Hwy., Park Ridge, Ill. 60068.



"LIFTEE" HEIGHT PADS make you taller instantly. Just slip these foam rubber cushion cork pads into your shoes to add height and self-confidence. Aid posture too. Comfortable, can be changed among shoes. State man or woman's size. \$1.98 pr.; 2 prs., \$3.50; 3 prs., \$5. Ppd. The Liftee Co., Dept. ETL-2, 12 Warren St., N.Y.C. 10007.



NEW ACCORDION SOUND. Cordovox plays full volume organ voices alone, or accordion-organ combination, or accordion alone. Professional instrument available at direct-to-you discounts. Over 40 electronic and regular accordions at 50% savings. Free color brochure, price list, Accordion Corp., Dept. K24F, 5535 W. Belmont Ave., Chicago, Ill. 60641.

Mrs. Kenneth J. Alexander
2931 Stoney Creek Road
Green Valley Circle
Richmond, Virginia 29931

1000 GOLD STRIP LABELS \$1

Your Name & Address Beautifully Printed in Black Print on finest quality white gummed labels with a Rich Decorative Gold Strip. Use them on stationery, books, checks, etc. 4 lines O.K. Each set of 1000 Gold Strip Gummed Labels . . . \$1. ppd. Satisfaction Guaranteed or Your Money Back! A Thoughtful Gift!

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Los Angeles, Calif. 90019
Air Mail Delivery Add 33¢



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Order your Coat-of-arms report-\$2.00

Did you know your family name was probably recorded in heraldic archives? Order a personal research report telling the story of your family name illustrated with your coat-of-arms. Makes a unique gift that's truly personal for family or friends. Order any surname.

We promise you'll be completely satisfied or we'll return your money. Also, if your name has not been researched, we'll return your money and send you a free gift.

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Halbert's, Inc.,

Dept. E24 Bath, Ohio 44210

Please send me _____ copies of the coat-of-arms research report for the name _____.

I've enclosed \$_____ (\$2 for the first copy and \$1 for each additional copy)

Name _____ (please print)

Address _____

City _____ State _____ Zip _____

(We do not trace any individual family trees, but try to find the earliest recorded coat-of-arms for each family name).

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A GREAT GIFT FOR TRAVELERS

Beautiful Post Card Album holds 200 U.S. & foreign cards in curved slots that make it easy to slip cards in and out. Faint guide lines insure neat sub-titles & travel notes. Luxurious binder has padded covers titled in gold. *World's finest post card album!* Each \$6.95 + \$1.00 post. & hdg. Two for \$13.50 postfree. Guaranteed to please. Free Catalog: "Unusual Gifts & Stationery"

WRITEWELL CO., 803 Transit Bldg., BOSTON, MA. 02115



KITCHEN MINIATURE—Miniatures are always charming accessories to display or to give and these are especially so! Set of 8 pots and pans in gleaming copper comes with Colonial-styled 8" shelf finished in warm pine, ready for hanging. Set includes milk can, skillet, mug, kettle, pail, tureen, pitcher, pot. Q-14 Kitchen Miniature. \$9.50. L. A. Specialties 300-NW 5th St., Little Falls, Mo. 65345.

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Own your own extra color telephone with no rental charge at all. These are rebuilt and re-finished in beautiful decorator colors, fitted with standard cord and plug for instant use in any jack. Your choice, blue, green, ivory, beige, **\$16⁹⁵** pink, black, white, yellow and gold. (Shpg chge 1.50 ea.)

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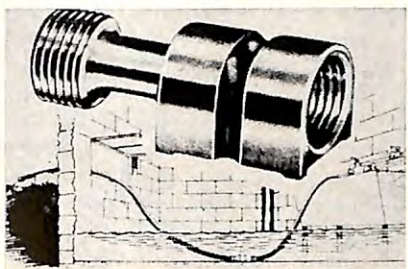
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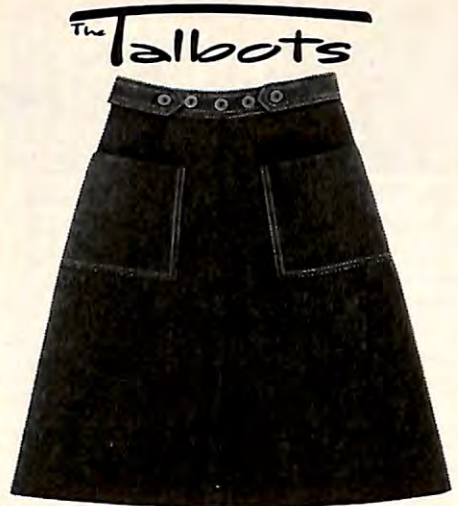
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"Can't be done!" he said. "If the socks are as strong and durable as you claim, they've got to be so stiff underfoot, they'll be unwearable!"

"Kitten-soft," said the manufacturer.

"Then they won't wash satisfactorily."

"Always come out like new," barked the manufacturer. "Permanent colors, lasting texture and shape."

"Or you'll weasel the guarantee," added our man, doubtfully.

"Unconditional!" snapped the manufacturer. "What's the catch?"

"No catch, no secret!" said the manufacturer happily. "8-ply DuPont nylon—instead of the usual 4. Woven so closely, they make ordinary socks look like they're three-quarters air, by comparison! Styled by one of the world's greatest sock designers—for perfect proportion and fit. Guaranteed to wear forever, in normal use. That 'normal use' simply means don't burn holes in them deliberately, or try to cut them with scissors or razor."

We still had to be shown. So we got samples. And we wore them. And wore them. And machine washed them. And laundromatted them. And tortured them. Like wearing one pair for a week straight—all we thought they'd drop in sweat.

Then we washed them—with no sweat! They looked and felt like new. The socks didn't surrender. We did. They're for real—and forever!

So here they are. The forever socks. All black, or in a 6-pair assortment of smart solid colors to complement any wardrobe, 2 pairs black, 2 charcoal, 1 navy, 1 loden. Ankle length, with elastic tops for snug fit. Fit any size 10 1/2 to 13.

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Check one: All black or Assorted colors

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Vice President Gerald R. Ford an Elk

The newly designated Vice President of the United States, Gerald R. Ford, has joined the ranks of Elks who hold or have held the highest offices in the land.

Former Presidents Warren G. Harding, Franklin D. Roosevelt, Harry S. Truman and John F. Kennedy were members of the B.P.O. Elks, as was the late Vice President John Nance Garner.

Elkdom is nothing new for the Ford family. Vice President Ford's father, the late Gerald R. Ford, Sr., was Exalted Ruler of Grand Rapids, Michigan, Lodge No. 48 in 1931 and his namesake son was initiated into the Order on November 24, 1952. Because of long and continuous service in Congress, the new Vice President had little chance to become active as an officer in his lodge despite obvious qualifications and the high regard in which he is held by his lodge brothers. "Jerry," as his friends call him, has often been the featured speaker during his lodge's Flag Day ceremonies.

Ford was born July 14, 1913, in Omaha, Nebraska, but his family moved to Grand Rapids, Michigan, when he was quite small. He was grad-



Above, Vice President Gerald R. Ford, Sr., Gerald R. Ford. Left, from a photograph dated 1934.

uated from the former South High School in Grand Rapids and went on to the University of Michigan where he earned his B.A. degree in 1935. He was a member of Michigamua, the top senior honor. He decided to become an attorney and was admitted to the law school at Yale University where he re-

ceived his degree in 1941. Ford was admitted to practice before the Michigan State Bar the same year and was later admitted to practice before the United States Supreme Court.

The year, 1948, was a good one for Jerry, because it was on October 15 that he and Elizabeth Bloomer were married. The Fords have four children: Michael Gerald (1950), John Gardner (1952), Steven Meigs (1956) and Susan Elizabeth (1957).

Besides his membership in Elks, Ford also belongs to the American Legion, Veterans of Foreign Wars, AMVETS, and he is a 33rd Degree Mason.

His career in government service goes back 26 years when he first became a Representative of the 5th Congressional District of Michigan. He has won re-election each time since 1949.

Since its founding in 1868, the Benevolent and Protective Order of Elks has proudly included in its membership many Americans who were prominent in all fields of endeavor, particularly in government. There are presently 26 U.S. Senators and 96 members of the House of Representatives who are Elks.

(Continued from page 11)

fats, minerals, vitamins and water. That is why most nutritionists warn against fad diets which promise easy weight loss by cutting out one or another of the vital classes of nutrients.

Adults, of course, need less sugar and fat than children. They also need much less cholesterol, which has been linked to heart disease and is contained in heavy amounts in such things as liver and eggs, even though these foods are extremely nutritious.

The government's Food and Drug Administration is considering proposals to require nutrition labeling for all foods, but most people probably would not pay much attention anyway. An alternate proposal would be to require food manufacturers and processors to enrich their foodstuffs with vitamins and minerals to take care of people who are not interested in taking care of themselves. The objection to the latter course is that Americans would continue stuffing themselves with goo, albeit fortified.

A better course would be stepped up nutrition education—at all levels. Special courses could be developed for schools and colleges—even medical schools and for consumers of every age and type. For those who want to inform themselves in the meantime, many

excellent books by noted nutritionists are available in libraries and book stores.

Jacobson and his associates at the Center for Science in the Public Interest have developed a booklet entitled "Nutrition Scoreboard," which rates foods according to their nutritional content. In the ratings, foods receive numerical credits for their nutrients—proteins, vitamins, minerals, etc.—and have points deducted for undesirable components such as excess fat and sugar.

Though the booklet does not contain a rating for every one of the 18,000 or more foods available, it does list enough of them so that anyone could get on the right nutrition track. It contains some surprises, too. For example, the most nutritious fruits are cantaloupe and watermelon, with scores of 99 and 74. On the other hand, jellied candy receives a minus 98 and soda pop has an ignominious minus 92.

Among other surprises are that many so-called "convenience foods," which usually are quite expensive, also can be quite nutritious. For example, a sliced turkey TV dinner received a nutrition rating of 144.

"It's not a black or white situation," Jacobson said. "Clearly, there are a lot

of problems. But not everything is bad. Many frozen foods and TV dinners, for example, are just fine."

The booklet is available, at \$2.50 a copy, from the Center, 1779 Church St., NW, Washington, D. C. 20036. Money earned from the booklet helps support the Center, which operates on a \$50,000 a year budget from foundations, donations and other sources.

That's peanuts compared to the \$2 billion spent on advertising by the food industry. But Jacobson is philosophical about it. "We have credibility," he says, "which is hard to buy even with \$2 billion." Jacobson, who has a Ph.D. in microbiology, receives a salary at the Center of \$3,000 a year.

Many other fine nutrition books are also available. Among them would be any by Dr. Mayer or Dr. Frederick J. Stare, chairman of the Nutrition Department at Harvard University. Others include *Nutrition*, by Margaret S. Chaney and Margaret L. Ross, and *The Family Guide to Better Food and Better Health*, by Ronald M. Deutsch.

The Agriculture Department says the average American eats 1,448 pounds of food a year. He has a choice in how he allocates that amount. He can stuff himself with junk that could shorten his life. Or he can eat nutritious food to prolong it. ■

THE JOY OF GIVING

Elks National Foundation
Chicago Illinois 60614
2750 Lakeview Avenue



Foundation certificates were presented to Bismarck, N.D., Lodge members M. D. Hlavacek, Charles Harding, C. G. Hoffman, and PER Emil Martin by ER Terry Dennis and Chm. Tom Ellingson. This was Brother Martin's second \$100 contribution to the Foundation.



Over 60 members of Willimantic, Conn., Lodge contributed to the National Foundation in memory of the deceased Brother Earl Mastin, making him an honorary founder for the Foundation. Brother Roland Dumais presented the check totaling \$790 to Chm. Alan Lyon as SDGER Arthur Roy, state Chm. Cary Lowe, and district Chm. Maiteo Michelli observed.

Exalted Ruler Ron Sorrentino and Brother John Alonge of Des Plaines, Ill., Lodge displayed their National Foundation \$100 certificates. They received the awards from lodge Foundation Chm. Paul Neuses.



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LODGE VISITS

GRAND EXALTED RULER Robert A. Yothers



Vice Presidents of the Connecticut Elks Association displayed their support for GER Yothers at the official reception ball in his honor held in Hartford. (From left) were George Lambert, Edward Szewczyk, GER Yothers, Francis Joyce, and Andrew James.



There were nine Exalted Rulers from North Dakota lodges present to welcome GER Yothers on his visit to Grand Forks Lodge. (Seated, from left) were ERs Ken Erickson, Ken Swanson, Tom Rutten, William Hample, Jim Tollefson, and (standing) ER Jim Hansen, PGER Raymond Dobson, Brother Yothers, PER Ed Weimer, ERs Wally Hankla, John Whittlesey, and Eckhart Heid.



During his visit to Maine, GER Yothers was greeted by Bath Lodge with a lobster luncheon and later was honored at a banquet held by Waterville Lodge. Among his welcomers were (from left) SP Anthony Jones, Past GL New Lodge Committeeman Joseph Winner, and Grand Trustees Chm. Edward Wilson.



A painting by a local artist was presented to GER Yothers during his visit at Kenai, Alaska, Lodge. On hand for the presentation were (from left) Mrs. Whittle, Clifford Whittle, secretary to the Grand Exalted Ruler, Mrs. Yothers, Brother Yothers, ER Richard Rinc, Mrs. Rinc, Mrs. Hise PGER Frank Hise, Mrs. Flatt, Oregon SP Bill Flatt, Mrs. Schroth, and Past GL Lodge Activities Committeeman Raymond Schroth.



Ames Lodge hosted GER Yothers' visit to the state of Iowa. Welcoming him were (from left) ER Albert Bornmueller, PGER Glenn Miller, SDGER Wendell White, PGER Frank Hise, and GL Auditing Committeeman H. E. Stalcup.

SportsAction (Continued from page 30)

out—quick—to discuss some new defensive tactics. That's when it should begin substituting, bringing to the floor those rested players who are better able to penetrate on offense, draw some fouls, and position themselves at their own end of the court for those crucial defensive rebounds. Unfortunately, when a team is behind by that many, the coach all too often forgets he has a bench . . . just when he should begin remembering. He plays his "superstars," his "name" shoot-

ers . . . the Bob Loves and Chet Walkers, the Jerry Wests and Gale Goodriches. He forgets the fans don't want to see big names, they want to see big results. The smart coach is going to realize it and, despite the temptations, pull his starting players and rest them for the closing minutes while giving his bench a chance to earn their salaries. And, more and more, that's the coach who'll begin posting those dramatic, come-from-the-depths victories. Just wait and see. ■

Backyard Gardener (Continued from page 17)

es) and the removal of broken, diseased, or dead branches.

SHRUBS

Most flowering shrubs look best when pruned least, when allowed to assume their natural shape. If long neglect dictates a major thinning, concentrate on removing the oldest and poorest branches, clipping them back to the ground, which will send more nutrients to the remaining shoots.

Some shrubs, like lilacs, need peri-

No. 1149. For taller shrubs and trees, you'll need a tree pruner, such as the Snap-Cut 33A. For more information on various Snap-Cut pruning tools, as well as an excellent little pamphlet to guide you in your job once this article wends its way to that great "I can't find it anywheres" file in the sky (as all articles sooner or later must), send 25 cents to Seymour Smith & Son, Inc., Oakville, Conn., 06779, and ask for HOW TO PRUNE AND TRIM. Next month watch for pruning fruit trees. ■



odic pruning just to prevent them from becoming "Stairshrubs to the Stars." There is nothing quite so grotesque as a spindley, spidery lilac shooting 12 feet in the air. Instead, remove most of the suckers and all dead wood for a healthier, fuller blooming plant. The stems that carry blooms should be pruned as soon as the flowers begin to fade. Cut the flowering twigs just above the first pair of axil buds.

When topping off a shrub, never round it, like a G. I. haircut. Instead, cut it straight, horizontal with the ground. This will yield a more natural looking plant with greater blooms. An excellent tool for severely cutting back shrubs—or for cutting any heavy branches up to 1½ inch in diameter—is a lopping shear, such as Snap-Cut's

1974 March of Dimes



Grand Secretary Homer Huhn hugs Scott Hafen, the 1974 March of Dimes Poster Child, on the boy's visit to the Elks National Foundation. Five-year-old Scotty has been hospitalized six times and has had five operations in his short life. Although he is paralyzed from the waist down, he can walk with braces and crutches. Scotty, of Las Vegas, Nevada, represents some 250,000 children in the United States stricken with birth defects each year whom the workers in the March of Dimes program try to help.

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NEWS OF THE LODGES

(Continued from page 24)



SIX MEN sponsored by their fathers became members of Jamestown, N. D., Lodge. Fathers and sons were (from left) Mark and William Dohn, Seemann and Donald Baugh, Mark and Bud Buchholtz, Keith and Rex Brisben, Brian and Delbert Steele, and Phil and Ed Trautman.



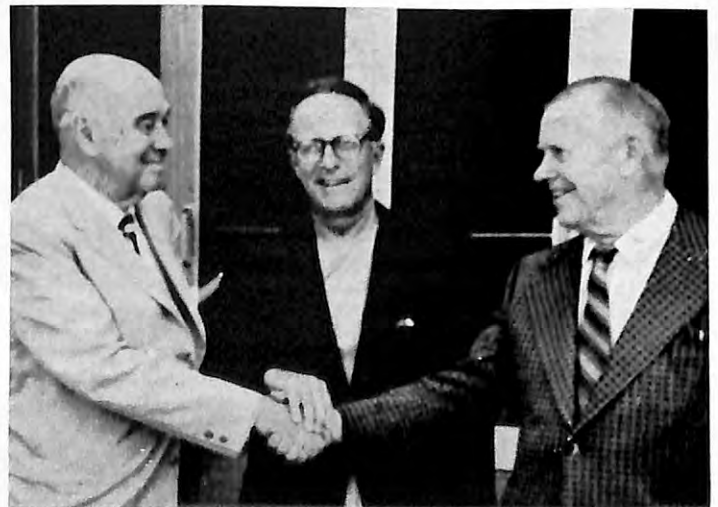
TOPEKA, Kansas, Lodge donated \$115 for the Athletic League sponsored by the local police department. ER Roscoe Earp (left) offered the check to Police Sgt. Wayne Lowry as Kevin Burnett, a local youth, observed.



DURING A VISIT from DDGER Vinton Spohn, a class of 26 was initiated into Wauseon, Ohio, Lodge. The class included six sons and a grandson of lodge members.



A PLAQUE was presented to Mrs. Della Wells for her devotion to disabled war veterans over the past 28 years. ER Kenneth Nichols of Alexandria, La., Lodge presented the award during the mid-season conference of the Louisiana Elks Association.



THE YOUTH SYMPHONY ORCHESTRA sponsored by Evanston, Ill., Lodge performed before a full house at Niles West High School. Attending the event were (from left) Trustees Chm. Lloyd Miller, PDD Charles Franklin, and PER George Johnson.



THE ELKS' LADIES from Quincy, Ill., Lodge donated an audiometer, used to test children's hearing, to the local health department. Ladies president, Mrs. Art Schuefele, (second from left) presented the machine which was purchased from the ladies crippled children's fund. Present were (from left) Mrs. John Koehler, audiometric technician, Gene Mann, health department administrator, and Mrs. Johnina Smith, director of nursing.



EXALTED RULER Wayne Mertz (right) initiated his son Craig into Saginaw, Mich., Lodge. He also earned a Golden Antler pin by sponsoring a new member and two Brothers into the National Foundation.



THE PLEDGE OF ALLEGIANCE, represented on a plaque, was presented to GL Americanism Chm. Alex McKnight (right) by ER Nelson Leo (left) at Denton, Tex., Lodge. DDGER H. L. Swaim was also there.



SOUTH DISTRICT ELKS attended the fall meeting of the Illinois Elks Association, held in Decatur. Among those present were (from left) ER N. J. Barker and Secy. Glenn Henn, both from Salem Lodge, Bill Gasaway, Carbondale Lodge, Don Daschka, Chester Lodge, and GL Lodge Activities Committeeman Harry Richards, Carmi Lodge.

ON A VISIT from DDGER Kieran Purcell (center row, right), 22 new members were initiated into Rice Lake, Wis., Lodge by ER Roy Balford (left). The event was followed by a dinner-dance.





THE CEREMONY marked completion of a new home for Hattiesburg, Miss., Lodge. PGER Edward McCabe cut the ribbon with help from ER C. W. Hicks, while (from left) Trustees B. J. Thompson, K. T. Freeman, Henry Henington Jr., Harold Hays, and Louis Schweizer looked on.



FORMER PRISONER OF WAR Larry Stark (second from right) of Chicago was the guest speaker at a recent Americanism program at Whiting, Ind., Lodge. Inspecting the prison uniform he wore for five years were (from left) Est. Lead. Kt. J. Berilla, ER William Senchak, and Brother J. White.



OVER \$1,000 was raised from a drug abuse program sponsored by Ishpeming, Mich., Lodge, where Art Linkletter (center) was the guest speaker. The money will be used for purchase of equipment to fight drug abuse in the area. Welcoming the speaker were (from left) ER Frank Brogan, SP Ralph Shoemaker, and PDDs Calvin Bjorne, James Dompierre, Richard Abler, and Elliott Fredrickson.



INITIATION was held for 18 new members of Bismarck, N. D., Lodge. Conducting the ceremony were (front row, from left) Secy. William Sprynczynatyk, Tiler John Sagehorn, Chap. Emil Martin, Est. Lead. Kt. Art Finck, ER Terry Dennis, Est. Loyal Kt. Tom Ellingson, In. Gd. W. J. Brintnell, Est. Lect. Kt. Franklin Roberts, and Esq. Eugene Unruh.



THE ELKS SAFETY AWARD from Marquette, Mich., Lodge was given to Neal White (center) for preventing a burglary of a local shop. ER Albert Sanderson (left) presented a plaque as Police Sgt. Alfred Gochanour looked on.

THE SPIRIT REFUSES TO DIE

by Jerry Hulse

Like some lonesome call of the wild, the wind cries mournfully through California's Valley of the Moon. But while leaves flutter to earth in its wake, the spirit of Jack London refuses to die. In the Valley of the Moon temperatures dive during winter. Later they boil when summer comes. Spring rains soak the rich soil, followed afterward by great clouds of fog which roll into the valley, cool and fresh from the nearby sea.

Rising on a hillock in this peaceful setting is the home Jack London's widow, Charmain, built to his memory. It is surrounded by gnarled oaks that drip with Spanish moss; it is a place of ghosts and silenced laughter. But though dead for more than half a century, Jack London remains a living legend. Daily, tour buses groan through the quiet valley, climbing the graceful hills surrounding the house that is now a museum.



Author Jack London's widow built this museum to his memory after he died.

Jack London was a newsy at 10, an oyster pirate at 16; by his 20th birthday he'd been a tramp, a gold prospector and unsuccessful author. It was his desire to write which drove him, relentlessly. Stories flowed from his pen. He used his days to the fullest. Once he wrote that "the proper function of a man is to live, not to exist. I shall not waste my days trying to prolong them. I shall use up my time."

He followed the doctrine, living furiously, drinking, feeding the animal appetite until, at last, his life ended abruptly, prematurely, in California's Valley of the Moon. It is a story which had its beginning 50 miles away, across the Golden Gate in the heart of San Francisco. Here the trail began that was to lead him to distant horizons in a search for adventure as well as a meaning to life itself. Eventually he was to come full circle, returning home to California.

Jack London was tough, sensitive, weak. Yes, and although dead these many years he remains that living legend for millions who still visit the Valley of the Moon.

The pilgrimage to Jack London country begins in downtown San Francisco at 3rd and Brannon. On a corner now occupied by the Wells Fargo Bank, he was born to poverty and cradled by despair. A plaque on the bank building marks the site of his birth. Later he wrote movingly of his childhood. "Life," he said, "offered nothing but sordidness and wretchedness, both of the flesh and the spirit. I had no outlook but an uplook. Above me towered the colossal edifice of society, and to my mind the only way out was up." The words remain among mementoes in the ghostly manor at Valley of the Moon.

Disavowed by his father, he smothered his bitterness in devotion to the written word. Later he was shown the way up by Ina Coolbrith, an Oakland, CA, librarian who fed his desperate hunger for the knowledge which one day would be his liberation. The success which followed is legend.

Now the curious flock to the Bay Area of San Francisco and Oakland, following the footsteps of a man who remains America's most widely read author, whose 50 books are reproduced in more than a dozen languages around the world.

After San Francisco the path leads to Oakland and Jack London Square and the rawness of the one-room redwood bar where he drank and the one-room cabin which sheltered him while he was prospecting in the Klondike during the gold rush of 1897. Nearby, in the Seawolf restaurant with its moving view of great ocean liners and Alameda Island, the proprietors reap

huge rewards with a playback on his life.

From Oakland Jack London's path led to the South Seas, the Orient and Europe. Eventually it would bring him to the little town of Glen Ellen in the Valley of the Moon. In Glen Ellen he found Charmain Kittredge and experienced a love known by few men. The other day I stood outside Wake Robin Lodge where this love had its awakening. Not the familiar landmark known by the curious, but a magnificent old octagon-shaped dwelling a mile or so from Jack London State Park and Charmain's museum. The novelist described it with the warmth of a precious memory in one of his books. "The house belonged here," he said. "It might have sprung from the soil, just as the trees had."

The setting remains wistfully romantic, the house rising beside a creek protected by great elms which stood long before Jack London's love affair ever began. Few know the whereabouts of Wake Robin Lodge, and so instead they visit the museum built by Charmain Kittredge to the memory of Jack. It has played host to more than one million visitors since 1959 when the property was deeded to California for a state park. They arrive each day from dozens of states and nations—from the Dakotas and Denmark, the South and the Soviet Union. Among the Russians Jack London is widely read. In Moscow, on the anniversary of his death a few years ago, Soviet newspapers described in detail his tragically short lifetime.

The writer fancied himself a Socialist, for in socialism he believed there was salvation for those who must suffer as he had. Still, as an individual, proud of his own achievements, he struggled throughout his lifetime to reconcile the conflicting philosophies. He enjoyed his own wealth to the fullest. The museum created by his widow—a home in which she lived until her death in 1955—is alive with memories and the remembrances of a man whose pen flowed with adventure.

Charmain Kittredge called it the House of Happy Walls, and for 39 years after his death she lived within those walls with the ghost of Jack London. One room contains his eyeshade, his desk and the camera he carried off to war as a foreign correspondent during the Russo-Japanese conflict and later at Vera Cruz in the expedition of 1914. Newspaper headlines at the time tell how Jack London was the first newsman to reach the front. Jack London remained always in the front—until his final years. He'd started too far back to get behind again in life.

At the House of Happy Walls, which is now a national landmark, the curious queue up to gaze into the display containing mementoes of his travels: shells, spears, war drums. There are proofs of his stories and the rejection slips they sometimes inspired. One magazine article was returned because of its "tragic ending." But then tragedy was a companion to Jack London.

Another 3,300-word story went the rounds to 18 magazines during 2½ years, selling finally for a miserable \$27.50. Jack London held tenaciously, though, to the dream of success and at last it came. In one year alone he sold 24 stories. During succeeding years he became one of America's widest read and most prolific authors.

Inside the House of Happy Walls the tale is told of his beginning in San Francisco and life's end in the Valley of the Moon. The words reach out dramatically: *The proper function of a man is to live . . . I shall not waste my days trying to prolong them. I shall use up my time.*

He devoted the final months of his life to building a dream home which he called Wolf House. Dozens labored to create the dream. Foundations were dug. The walls took shape. Beams were swung into place for the roof. "It will last a thousand years," London told friends. "It is the best money can buy." The dream was nearly finished when one night Wolf House was swept by flames. The fire occurred only days before Jack London was to move in. Great redwood timbers fell, showering sparks. When morning came only the skeleton of Wolf House remained. London vowed to rebuilt it, but the dream was ended. Today it is a burned-out shell, enormous rock walls stand-

ing like some grotesque monument. Indeed it is a monument to the memory of Jack London who, in his lust for life, died soon after the fire, barely 40 years old.

His dream house contained 26 rooms, nine fireplaces, a Roman pool and a cavernous vault which was to protect his manuscripts. Visitors were permitted, until a few years ago, to walk through the ruins. Then as the walls became weaker state rangers surrounded it with a split rail fence. Should the walls collapse, London requested that the ruins remain untouched, a pile of rubble—a fitting monument to his own despair. Beyond his ghostly walls the writer's grave is surrounded by a splintery fence and marked only by a simple rock, dug from the peaceful hills, his name nearly obscured by time and storm. Standing nearby is the small frame house in which he died on Nov. 22, 1916—almost within sight of Wolf House and the museum built by Charmain. It is said that he took his own life with an overdose of morphine—his body old beyond its years, burned out with alcohol.

His was a journey from poverty to riches, a flight from the despair that reached full circle, for he died in despair, his fortune almost gone, his health with it.

Whether it is the legend of the man or the enormity of his writing, or both, the legions continue their pilgrimages to the Valley of the Moon, one of California's major tourist attractions. Jack London once wrote: "I would rather be a superb meteor, every atom of me in magnificent glow, than be a sleepy and permanent planet."

His rise was meteoric, and like a meteor he fell. ■

Obituaries

PAST DISTRICT DEPUTY Joseph E. Hurst, a life member of New Philadelphia, Ohio, Lodge, died August 9, 1973.

Brother Hurst served as Exalted Ruler and as Trustees Chairman of his lodge. He was President of the state association. He was District Deputy Grand Exalted Ruler in 1946-1947.

PAST DISTRICT DEPUTY Charles A. Zulauf, who was a member of Flemington, N. J., Lodge, died September 16, 1973.

Brother Zulauf served as Exalted Ruler in 1963-1964, and then as Vice President. He was appointed District Deputy Grand Exalted Ruler for the West Central District in 1967-1968.

PAST DISTRICT DEPUTY Ernest W. Macfarlane, who was a charter member of Cedar City, Utah, Lodge, died August 31, 1973.

Brother Macfarlane served as Exalted Ruler of his lodge. He was appointed District Deputy Grand Exalted Ruler in 1942-1943.

PAST GRAND CHAPLAIN F. W. Zimkosky, who was a member of Goodland, Kan., Lodge, died November 16, 1973.

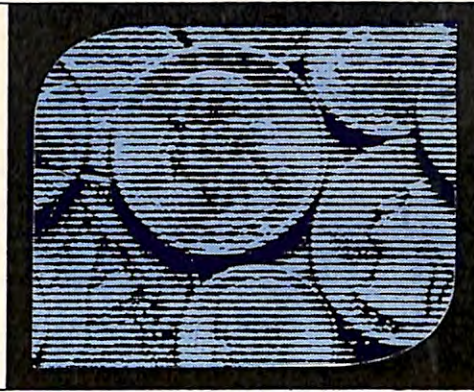
Brother Zimkosky was elected Exalted Ruler of his lodge and was an honorary life member. He served as Grand Chaplain from 1957-1960.

PAST DISTRICT DEPUTY Francis W. Kaiser, who was a member of Union, N. J., Lodge, died September 23, 1973.

Brother Kaiser served as Exalted Ruler of his lodge, as Vice President, and as State President. He was District Deputy Grand Exalted Ruler of the Central District in 1967-1968.

IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



New Horizons Plastics Company is a small Chicago firm. We hope that "is" is still the right word. Early last December the company was down to about 12 employees. It had been operating with around 65.

"We were just beginning to get our head above water and this damn supply shortage came along," said the company's president, Mr. Robert Thorsen. The shortage he referred to was, and is, the big shortage of materials for making plastics. Those materials come mainly from oil and natural gas.

We hope that Mr. Thorsen's little company will be able to survive in the new and very harsh economic climate that is descending upon America. But many small businesses will not be surviving. They weren't designed to stand up under the pressures which the new economic conditions are imposing.

Early last November, Mr. Frederick Dent, U.S. Commerce Department Secretary, warned the American business community about the nation's fuel-shortage problem.

"I cannot state emphatically enough that there will be shortages not only this winter but for quite some time into the foreseeable future. So what we are talking about is a business's ability to remain functioning in the face of plant shutdowns and massive employee layoffs."

Mr. Dent said that "within our competitive system" some businesses could be expected to "flourish" during the energy shortage, while others would be forced to close down.

Not many big companies will be forced out of business.

What can the owners and managers of small businesses do to protect their businesses against the effects of the energy shortage?

Our first suggestion is very simple. **Recognize the Danger!**

On November 20, Mr. John A. Love, then director of the federal administration's Energy Policy Office, said that the oil shortage in America is "the worst problem we have faced other than war-time."

Last July, Advertising Age published

a major study of the energy crisis. In it Mr. E. B. Weiss, the well-known advertising specialist, gave this grim warning: "there is nothing on the horizon that offers any reasonable hope of alleviating the energy shortage for at least the next 15 years. To the contrary, the shortage will worsen in most of the next 15 years."

Early last December, Mr. Reginald H. Jones, chairman of General Electric Company, sent a letter to G.E. employees to tell them that the company had appointed its own "energy czar."

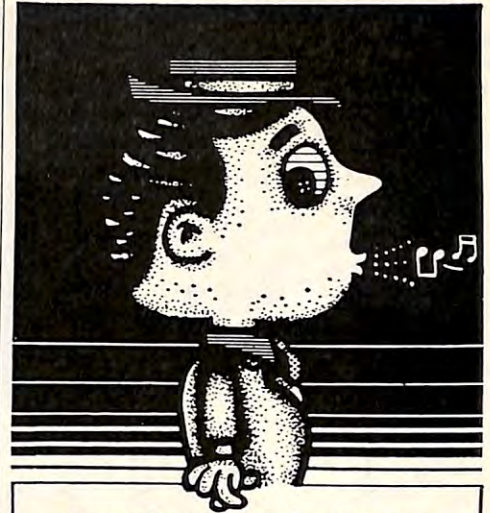
"I can assure you that the situation is serious," Mr. Jones told the employees. "In fact, the fuel shortage is going to become even more critical in the months ahead. As a result, we cannot afford to continue 'business as usual'."

What about Franchising?

The big franchising boom of the early 1960s was predicted on overly optimistic expectations about the U.S. economy. And much of that "boom" was really just a lot of hot air generated by inflation and by some very freehanded use of financial and accounting methods. There are some excellent franchising companies, some good ones, and all too many bad ones. But as we've said before, there's really no "magic" in franchising.

And there's nothing whatever about franchising that gives that kind of business operation any special protection against the effects of the big shortages problem—and we're talking both about shortages of energy and shortages of materials and products. In fact, many kinds of franchised businesses are more vulnerable to those effects than are some other kinds of businesses.

We're not saying "Don't go into franchising." We are suggesting that before going into any franchising enterprise, whether as an investor or as an operating franchise, you study it very carefully both from conventional points of view about financial soundness and good management and also from the point of view of how it might be affected by the energy shortage and other shortages problems.



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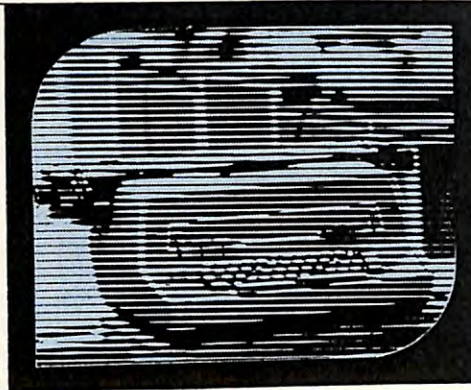
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Wives should attend indoctrination

If a lodge is doing its job right, every new member should be properly indoctrinated before initiation. It is important to the Order and to each member to know what Elkdom is all about... its history, its structure, its many benevolences and its goals.

We are convinced, also, that if a new member's wife sits in on the indoctrination, *he* will become a better Elk. All too often, there is a misconception on the part of wives as to what our Order is all about. We have seen the results of wives being present for indoctrination and we can almost guarantee that if both husband and wife see the slide presentation used by so many lodges, both will come away with a true understanding of who we are, what we're doing and where we're going.

Incidentally, if your lodge isn't using the indoctrination program available from the Grand Secretary's office, it's making a big mistake. The program does a better job than most any one can do in an equal amount of time.

We should also urge you to prepare a brief history of your local lodge to augment the Grand Lodge program. If you could afford it, a small printed booklet containing your lodge's history would be a valuable indoctrination tool. Look for some member who enjoys such things and ask him to compile a lodge history. Then see to it that every member gets a copy in addition to giving one to each new initiate.

We have a proud past, a great present and a bright future. We should let it be known factually and often that even though our Order is a man's group, our wives and families are vital to our continuing growth and success.

We have shown an increase in membership every year since 1939. We know of no other similar organization which can make that statement.

As Grand Exalted Ruler Yothers says... **BE PART OF ELKDOM.**

did you know..



A Mexican-American group at Gervais, Oregon is \$500 better off after a fire did extensive damage to their cultural center. The Oregon State Elks Association presented a check for \$500 to the Centro Chicano Cultural Association to help them rebuild their Center.

☆☆☆
After three months of actual field experience, the Newborn Intensive

Care mobile ambulance unit reports that they have made 112 "runs" in an area some 45 miles around Indianapolis, Indiana. Doctors report that 70 percent of the babies receiving the benefit of this unique service have been saved from almost certain death. The Indiana Elks Association is spending \$50,000 for this unit and hopes to add at least two more. It is the first such mobile unit in service in the U. S.

☆☆☆
The Arkansas State Elks Association major project furnishes all supplies and equipment for the rehabilitation workshop program at colonies in Conway, Arkadelphia and McRae.

☆☆☆
The Alabama Elks Association

administers one of the largest Elk major projects in the country. The total budget for the current year to operate the Elks Memorial Center at Montgomery comes to \$635,000. They own and operate the facility through a Board of Directors of 13 Elk members. Of the total budget, Alabama Elks contribute some \$138,000... over \$15 per member per year!

☆☆☆
Gerald R. Ford is the third Vice President of the United States who belonged to the B.P.O. Elks. John Nance Garner and Harry S. Truman were the other two.

Former President Warren G. Harding, Franklin D. Roosevelt, Harry S. Truman and John F. Kennedy were also Elks.

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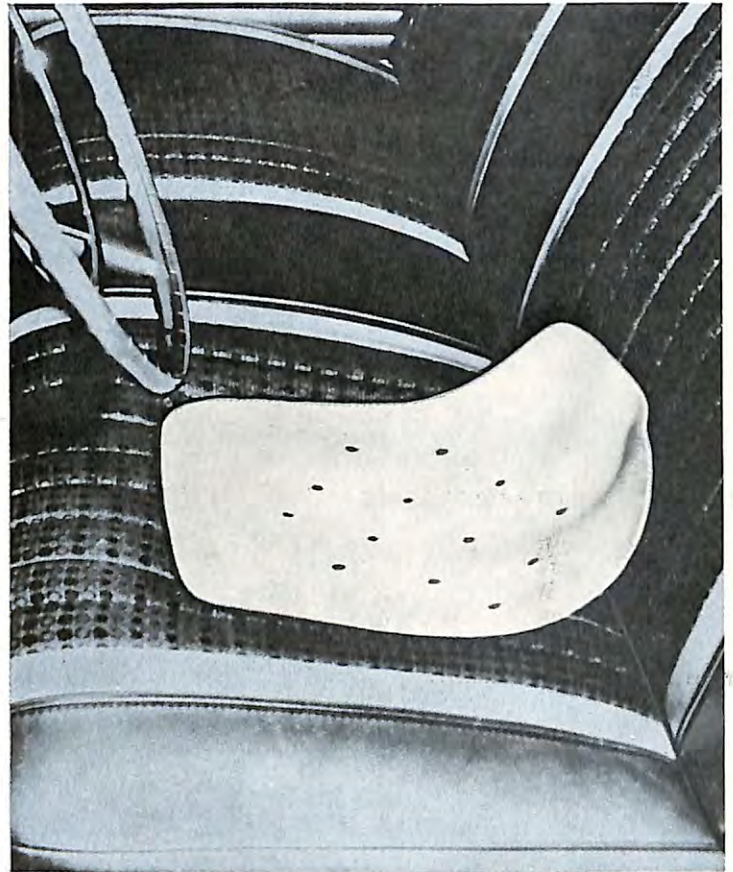
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