



the
Elks
magazine
August 1974

Bob Johnson

Famous Scandinavian Design Scissors

The Scissors that are molded to your hand



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- **Cut paper . . . patterns . . . fabrics with incredible ease**

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the **Elks** magazine

VOL. 53, NO. 3/ AUGUST, 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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6 "ERTS"

More than a stifled sneeze, it could be the best investment Uncle Sam has made in years.

Larry Holden

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Elderly doesn't have to mean homebound, as these mobile retirees have learned.

Robert Hale

39 SMOKE SLEUTHS

Modern science can tell more from a fire than "something's burning."

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Turning that "million-dollar baby" into reality . . . maybe.

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Once subscription rolls are filled, you will never again have the opportunity to acquire this Sterling Silver Series unless you are able to persuade an original subscriber to part with his Set—or you can acquire a Set from an heir of one of the original subscribers.

In addition, a limit of one subscription per person will be strictly enforced. There will be exactly 5,000 Solid Sterling Silver Set owners. Many subscriptions have already been received. Thus, it must be emphasized that the sooner your subscription is mailed and postmarked, the greater your chances of acceptance.

Each commemorative medal will be minted in 39 mm size (slightly larger than a silver dollar) in Solid Sterling Silver. Each album that holds your medals will be numbered and registered.

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Because of the strict limit on subscriptions, each Set will have a basic heirloom quality: rarity. This very quality may help the Set to increase in monetary value as the years pass. It will also become increasingly valuable as a cherished family possession because it will portray, in precious metal, beautifully minted and exquisitely crafted, the major events and deeds in the life of the late President John Fitzgerald Kennedy.



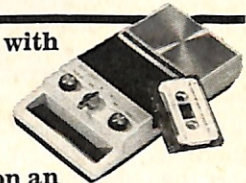
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The first medal in the Series will be delivered to you shortly after your order is received and accepted, provided the subscription rolls have not been filled. You will receive two medals a month over the next 18 months (1 medal the last month), together with an invoice for the next month's medals. Each medal consists of at least one full ounce of .925 Sterling Silver. And, although you might expect to pay a considerable amount of money for each of these Solid Sterling Silver Medals, the price has been established at just \$14.50 each, plus 45¢ to cover postage and handling.

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A Distinguished Panel

We asked four distinguished Americans to select the events in President Kennedy's life which they felt were most worthy of commemoration. Dr. Arthur Mann, Chairman American History Field Committee; Professor, U. of Chicago. Newton Minow, former Chairman, FCC; Ted Dillow, Pres. J. F. Kennedy College, Wahoo, Nebraska. Harry Golden, Author-Editor, Carolina Israelite, Charlotte, North Carolina.

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LETTERS



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

• Could you provide the names of insurance companies whose rates the author was quoting when he wrote in his fine article ["Planning for Retirement Income," May, 1974], "But a man of 65 should expect to deposit about \$13,000 for \$100 monthly for life with a guaranteed minimum"? (Guarantee meant unearned balance of deposit paid to beneficiary.)

We checked a large company and they would require a deposit of \$18,000 for a like annuity, and \$16,000 if payments stopped at death (for \$100 monthly at 65).

George V. Zintel
Chicago, IL

Between the dates of November 5 and November 8 of 1973 I received quotations from the following insurance companies as to the amount a man would be required to deposit at age 65 for a lifetime annuity with a monthly income of \$100 and a guaranteed minimum return:

New York Life Insurance Company
Metropolitan Life Insurance Company
The Equitable Life Assurance Society of the United States
The Penn Mutual Life Insurance Company

The deposits quoted by these companies ranged from about \$12,575 to about

\$13,000. These figures do not include the Premium Tax which is imposed in some States. However, the tax usually is between one and two per cent and apparently in no case more than three per cent and, therefore, would increase the quoted amounts only by a few hundred dollars. I believe the Premium Tax in your State—the State of Illinois—is a fraction over one per cent.

Of course, quotations on annuities are subject to change at any time prior to purchase. But an important consideration in figuring the amount of a deposit for an annuity is current and/or anticipated interest rates. Inasmuch as interest rates seem to be maintaining their highs of November, 1973 (in some cases increasing), it is most unlikely that the required deposits for annuities have been raised since that time.

However, I have again checked the deposit required by these companies and find that the deposits remain approximately the same. And I found no quotation that would come close to the \$18,000 quotation you mention for a lifetime annuity of \$100 monthly for a man at age 65 with a guaranteed minimum return. Could this quotation have been one made in the past when interest rates were quite low?

G. L. Cramer

Earwax: the sneak thief of sound.

Government studies show that hearing problems and age go hand in hand. These studies also show that many hearing problems are merely due to excessive earwax. Of course, anyone suspecting a hearing problem should consult a physician to determine the cause.

One way for earwax to impair hearing is very simple. As we grow older, the fine hairs lining our ear canals grow coarse. Eventually, they can prevent earwax that forms daily from getting out. This in turn muffles sounds trying to get in. Because the wax builds up so gradually, your hearing can diminish without you realizing it.

The safest, most effective way to remove earwax is by using DEBROX® Drops regularly. DEBROX is recommended by thousands of physicians. They know it safely removes wax and can be used daily to prevent buildup. DEBROX costs only pennies a day and is available at drugstores without a prescription.

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• Reading page 40 of the June issue ["Ring the Bells, Tell the People"], one has to be struck with the thought that, today, there are thousands of acres of this country where there just is no bell, period.

On the other hand, today every family in the USA has at least one car. So you might want to suggest to Brother McKnight and his Americanism Committee, that, in addition to the ringing of bells on July 4, we also, at this same time, blow the horn on our autos.

You could call this concept: Horns a' Plenty.

Col. Paul G. Glenkey
Decatur, GA

• The article, "Bad Henry," by Don Bacue ["SportsAction," June, 1974], was interesting, but certain facts were not mentioned.

Anyone who has followed the career of Hank Aaron must know that he is a credit to baseball and his race; however, when he hit his 715 home runs, he did not beat Babe Ruth's record, but created a new lifetime record.

In his article Mr. Bacue should have mentioned in hitting his 715th home run, Aaron had appeared in 465 more games than Ruth and was at bat 2,896 more times than Ruth.

In comparing the all-around records of Aaron and Ruth, they show that Ruth was the greatest.

Jules J. Bues
Bridgeport, CN



One of Elkdom's Finest Years

First, on behalf of myself and all other newly elected Grand Lodge Officers, sincere thanks for the signal honor you have bestowed upon us. I pledge my best efforts to furthering the aims and purposes of our great Order and urge you to join with me in making this one of Elkdom's finest years.

To my predecessor, Bob Yothers, a sincere vote of thanks for a year in which Elkdom made significant forward strides. Bob has given all of us quite a task if we are to follow his great example during the coming year.

As you know, our slogan for the year is "BETTER ELKS—BETTER AMERICANS." I have three requests I would like to make of you as we strive to live up to that slogan:

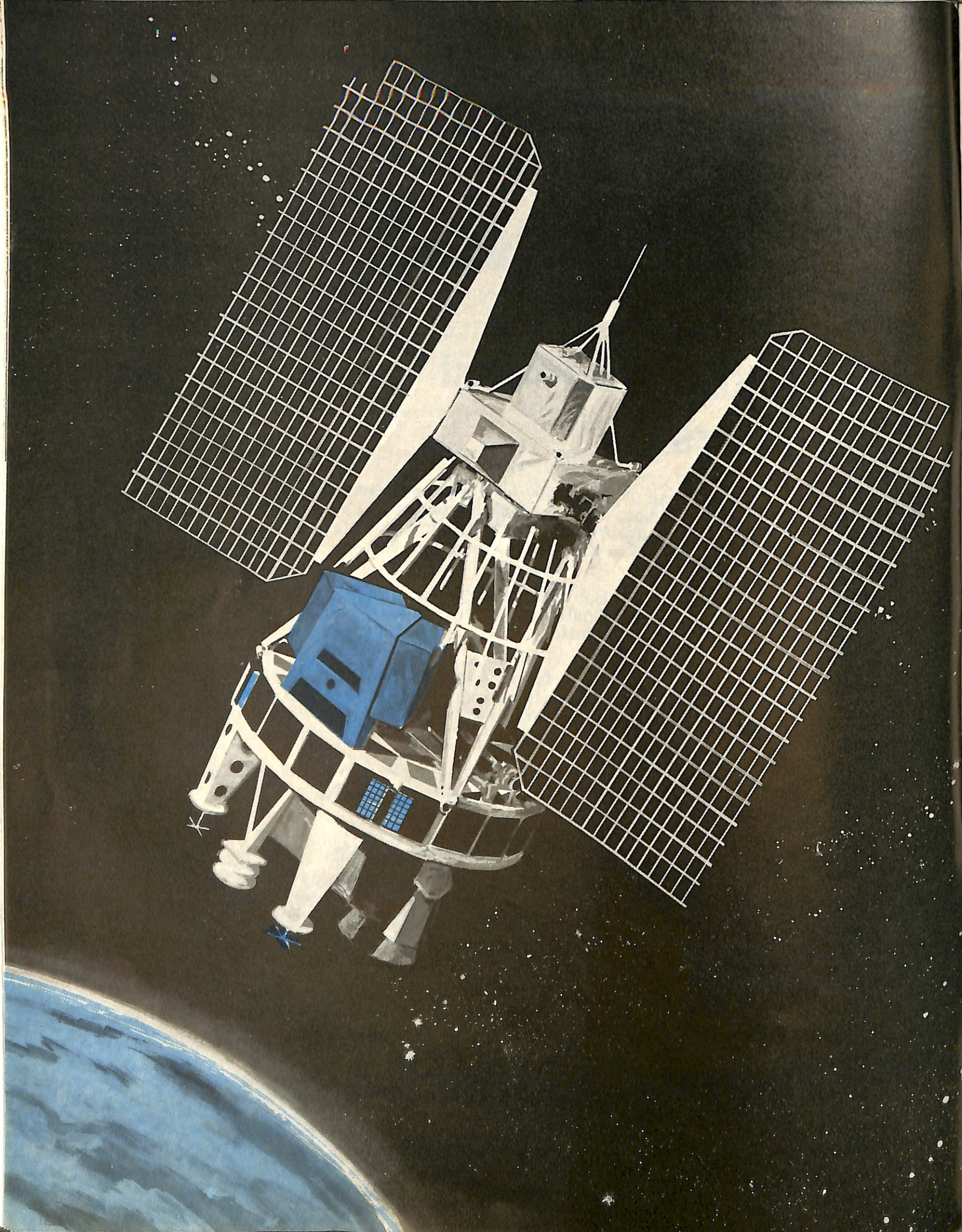
1. Please be sure to pay your dues promptly.
2. Attend your lodge meetings. Take an active part in the business affairs of your lodge; after all, you are a full partner in its success or failure.
3. Subscribe to the Elks National Foundation. It takes only \$10.00 a year . . . a pittance when taken alone, but a significant factor when it joins with other contributions to make a better America through the Foundation's work for youth.

Finally, let me remind you of the importance of letting everyone know why we are often called the "Best People on Earth." We cannot afford to ignore the importance of the image of Elkdom.

Now, let's get to work to become "BETTER ELKS—BETTER AMERICANS!"

Gerald Strohm

Better Elks — Better Americans



"ERTS":

The Earth Resources Technology Satellite may be the best thing to hit America since Columbus.

by Larry Holden

"ERTS" may sound like a stifled sneeze, but the strange-sounding combination of letters is boosting the quality of life on Earth and putting millions of dollars into the pockets of Americans.

Information provided by the remarkable ERTS—Earth Resources Technology Satellite—is successfully being used by state governments and individual cities all across the country (and national governments all over the world) in tackling solutions to the energy crisis, pollution, population growth, diminishing land-mineral-water resources, urban decay, insufficient agricultural production and scores of other dilemmas confronting modern society.

Because of the special "photos" taken by the Earth Resources Technology Satellite, agricultural fields, surface water, types of land forms, patterns of urban development and other changes in the Earth's surface from natural or man-made causes are now observed on a regular and objective basis. These observations are creating some startling changes in the way mankind is conducting the business of planetary living.

Only a few years ago man modified the conditions on Earth with little thought about the environment and the cascading consequences of his acts. With Earth more crowded and some of our non-renewable natural resources nearly depleted, the phrase "Spaceship Earth," implying the increasing interdependence of all of man's activities, is becoming popular. Mankind seems to realize—possibly for the first time—that its very existence is based on the interaction of the planet's air-land-ocean system that supports life.

"Spaceship Earth" can support only a few billion human beings unless its global resources are managed carefully. Proper management of these resources requires a staggering volume of accurate, world-wide information on a continuous basis.

And so ERTS was born.

"There cannot be much question, I believe, of the general concern in this country with the quality of life, particularly with the problems of the pollution of water, air and land," commented Dr. James C. Fletcher, administrator of the National Aeronautics and Space Administration.

"We are also very concerned about the availability of energy sources and natural resources throughout the world. We are also beginning to be concerned on a broader national and global basis with the problems of growth of urban areas and the impact of the industrial age on what used to be rural and wilderness areas. All these problems are of major concern to informed people throughout the world."

Dr. Fletcher added, "The ERTS-1 satellite . . . is certainly a major step forward in an attempt to decide what we can do to provide the data that are necessary to improve the quality of life here on Earth."

On July 23, 1972, the first Earth Resources Technology Satellite thundered into orbit to monitor the natural resources needed by man and the results of man's activities on Earth.

Since that historic launch, ERTS-1 has "imaged" more than 100,000 "scenes" in four spectral bands, and more than eight million photographs have been prepared. A "scene" is an area 115 miles wide and 115 miles along the orbital path. ERTS-1 captures 188 scenes per day and has mapped more than 75 percent of the globe. The majority of the remaining 25 percent is in the U.S.S.R. and the People's Republic of China, neither of which are participants or "investigators" in the ERTS program. ERTS-1 has photographed the United States and the entire North American continent 10 times.

Transmitted imagery from the satellite is processed into black-and-white and "false color" photographs at NASA's Goddard Space Flight Center, Green-

belt, Maryland, and sent to cooperating federal agencies and to the 220 U.S. and 100 foreign principal investigators. Federal agencies participating with NASA are the Departments of State, Defense, Agriculture, Commerce and Interior, the Army Corps of Engineers and the Environmental Protection Agency.

A complete set of images produced by ERTS-1 is also sent to the Department of the Interior's Earth Resources Observation Systems Data Center in Sioux Falls, South Dakota, for sale to the public. Any private company or any individual citizen of any country can purchase the ERTS material.

The stakes in the ERTS venture are so high that attaching a dollar sign to Earth resources information seems superfluous. However, estimates of money saved annually in the United States alone run over a billion dollars.

A wide variety of information is available from ERTS-1 imagery, since each picture covers more than 13,000 square miles. Some of the most significant findings have been in geology and mineral resources, environmental surveys, land use and mapping, agriculture-forestry-rangeland resources, water resources and oceanography.

Potentially the most financially rewarding—and the most controversial—use of ERTS data is in the geological area. The importance of such data is underscored by the fact that the largest number of ERTS-1 investigations concern geology.

The identification of potential mineral deposits by satellite has raised the specter of economic imperialism and exploitation of undeveloped countries. Representatives from some of these countries have voiced fears that the wide availability of ERTS data will allow multinational corporations to acquire mineral deposits before the countries are aware of their existence.

Leonard Jaffe of NASA argues this point by stating the ERTS images

only indicate the more favorable sites for ground exploration, and access to these sites should be easily controlled by the countries' governments. In any case, NASA states it will continue to immediately inform such countries of promising areas.

ERTS-1 has indeed focused on some extremely promising areas. For example, the satellite spotted a previously unobserved geological formation in Alaska's Arctic Coastal Plain that has great potential for petroleum exploration. A never-mapped-before radial drainage pattern in Alaska's Seward Peninsula suggests the presence of tin deposits. Mercury deposits in California appear to cluster around geological feature intersections, some located for the first time by ERTS-1. South West Africa images reveal possible nickle-copper deposits, and dry Amazon riverbeds pinpointed by the satellite offer new gold mining possibilities.

Geologists concerned with dynamic real-time phenomena, such as volcanism, can now monitor them on a continual basis. Flows, vents, cone fields and domes are sharply defined in images from the western U.S., Italy, Africa, Indonesia and Japan. These photos turned up a previously unknown volcano caldera 25 miles in diameter near Reno, Nevada.

In Indiana, Ohio and Pennsylvania, ERTS-1 is monitoring and inventorying such environmentally-disruptive activities as strip mining. This could prove invaluable if strong federal legislation regulating strip mining is enacted. When reclamation efforts are made, satellite imagery will detail the revegetation rate.

ERTS-1 has observed particulate emissions from some 10,000 smoke stacks in Virginia alone. By noting site locations (some of which were not even known to pollution control authorities)

experts can observe new stationary emission sources *plus* unauthorized sources, such as fires at construction sites.

"Efforts are also being made to determine if air pollution, such as aerosols, can be monitored using ERTS-1 images," explained Dr. Stanley C. Freden of the Laboratory for Meteorology and Earth Sciences.

ERTS-1 effectively monitors water pollution, and an ERTS image of Lake Champlain is being used by Vermont in a law suit against New York. The contention is the effluent from a paper mill on the New York side is being carried across the lake to Vermont's shore. A satellite photo of the New York harbor area clearly shows the acid waste remains and sewage sludge dumped into the water. The photograph is not crucial to the case, which is supported by other evidence, but its introduction could establish a legal precedent.

Other areas under ERTS-1 environmental scrutiny are the coastal wetlands which are responsible for spawning much of the biological productivity required for human consumption and recreation. The satellite examines these areas along the Chesapeake and Delaware Bays and the Texas Gulf Coast, as well as in foreign countries.

Dr. David Lindgren, an authority on land-use data quickly and efficiently noted that with ERTS it is now "economically possible to acquire land-use data quickly and efficiently over large areas. This is an indispensable capacity if we are ever to control urban growth and protect our land resources."

The economical facet of ERTS-1 became crystal clear when nine images were composited to form a land-use photo of the region between New York City and Norfolk, Virginia. Producing a similar picture with conventional aircraft photography would require 100,-

000 images at a cost of approximately \$3 million. Also, preparing a simple land-use map of an average size state (such as Illinois) by medium-altitude aircraft would cost about \$1 million. ERTS imagery can do the job for less than 1/12 as much—approximately \$80,000.

A geologist, using arduous field reconnaissance and aerial photos, spent years mapping the Wind River Mountains in Wyoming. Prior to ERTS-1 he had mapped less than 15 percent of the terrain. Using the satellite's data, the remaining 85 percent was completely mapped in less than three hours!

Besides state governments and municipalities in the U.S., many nations of the world are, in reality, discovering their own lands with ERTS imagery. Dr. Lindgren explains: ". . . The value of ERTS to the countries of the developing world is inestimable. In some parts of these nations ERTS photos themselves are better than any existing map."

Countries will also benefit greatly from ERTS-1 data on agriculture, forestry and rangeland resources. The satellite's identification and pinpointing of various crops, such as corn, soybeans, rice, winter wheat, safflower, popcorn, asparagus and others are major steps in preparing the first world-wide inventory of food resources—a prime goal in this age of overpopulation and food shortages.

ERTS images have shown potential for monitoring plant health and spotting possible hazardous situations. California cotton crops afflicted with bollworms are being monitored by ERTS-1 to ensure compliance with state diseased crop regulations. The satellite's photos are used to forecast potential forest and grass fire hazards.

ERTS-1's ability to detect agricultural patterns such as plowed fields, growing crops and harvested fields will enable man to more accurately assess the damage caused by such disasters as floods.

Flooding is also of vital concern to hydrologists, who deal with fresh water resources. ". . . Our principal challenge lies in conserving the quality and quantity of our waters so that they can be used to maximum advantage in the sustaining of our lives and the life upon which we depend," stated Dr. Vincent Salomonson of NASA.

For the first time in history—thanks to ERTS imagery—mankind has a complete overview of a flood: the Mississippi River and its tributaries before, during and after the disastrous spring floods of 1973. Scientists used satellite images to construct very accurate "automatic maps" of the flooded areas, and the photos were used to evaluate

(Continued on page 28)

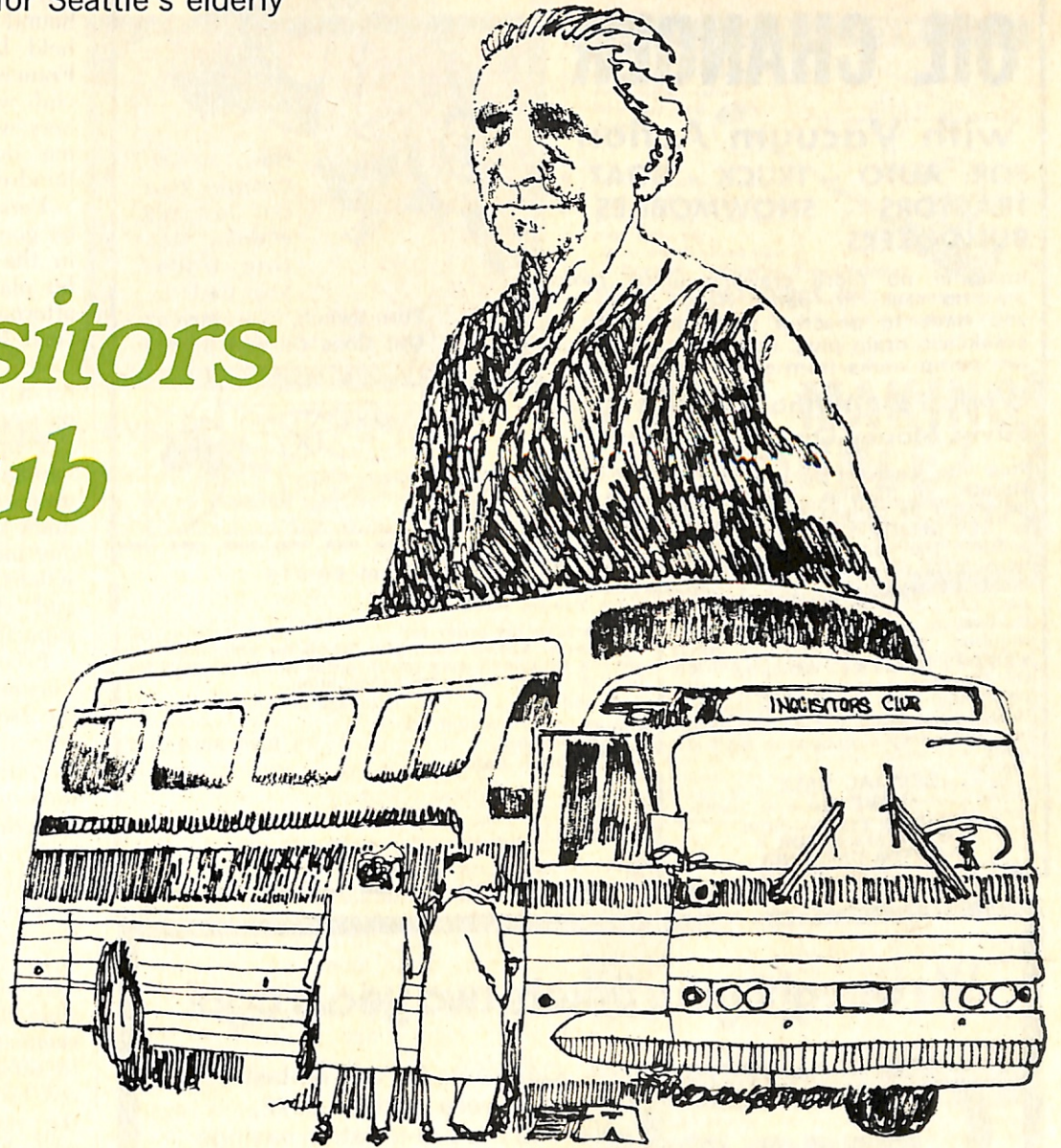
Paul Harvey Praises Elks

Famed newscaster-commentator Paul Harvey recently broadcast a feature story on Elks and their charitable works. The program, carried on 600 ABC Radio Network stations and by the Armed Forces Network, was aired on Tuesday, May 28, 1974.

"A most efficient philanthropy," Mr. Harvey said, "is that of the Benevolent and Protective Order of Elks. This past year Elks contributed almost two million dollars to charitable efforts. And not one cent was used for operating or ad-

ministrative expenses. With some private charities, more than half of what you give to help poor people is used instead to pay salaries and fund raisers and other overhead of the charity, itself. But not the Elks. By the way, the California-Hawaii Elks Association, alone, sponsored a project to help handicapped children—with 39 mobile units and trained therapists traveling those states—and all their money was raised just through those piggy banks in public places, which this last year collected \$759,000."

the Inquisitors Club



by Robert Hale

On a raw, rainy Seattle morning, Gwen Young, an outgoing woman in her thirties, patiently helps a half-crippled elderly lady out of a high-rise retirement apartment lobby and into a waiting Ford mini-bus. One of the old lady's legs doesn't work so well any more, and she isn't as lithe as she once was, but Gwen puts her back to the job and partly lifts, partly guides her through the wide side door and into place on the vinyl seat.

Two other women, also white-haired, smile and exchange hellos with the new arrival; they wait while she finds her identification card and gives her dollar to Gwen for the ride to her doctor in the center of town.

The ladies each have paid a dollar for the radio-dispatched door-to-door ride service. Two of them have doctor appointments this morning; the third is

meeting her daughter downtown for a little shopping and some lunch. They are all members of an organization that is revolutionizing transportation for Seattle's elderly, an organization called the Inquisitors Club.

The Inquisitors Club "revolution" today serves more than 24,000 retirement-age Seattleites, providing them with low-cost door-to-door ride service within the city, one-day trips to attractions around the Seattle area, and extended tours to places as far away as New England. Without the club, many of the area's elderly might be virtual shut-ins, physically unable to ride public transportation, financially unable to make frequent use of normal taxi service.

"Without the Inquisitors Club, I'd be lost . . . I'd just be lost," is a comment, with variations, heard over and over from members.

Like so many ideas that finally

work, the Inquisitors Club had unlikely beginnings. In 1963, 12-year old Shelley Ferson, daughter of heavy equipment operator Don Ferson, joined a girls drill team; the team needed someone to drive their rickety old bus from show to show. Don volunteered.

In the years that Don Ferson drove his daughter's drill team around, he was contacted a number of times by senior citizen groups wishing to rent or charter the bus for outings. Even after he stopped driving the drill team bus, his phone rang with requests. Senior adults clearly had a need for transportation; how to meet it?

To Ferson, then 53, the answer to the problem was a club; a senior citizen's transportation club that owned its equipment, and ran its schedules to fit the requirements of its members. In the spring of 1969, taking \$1,000 of his \$1,100 savings, a \$3,350 loan from a friend, and a \$1,000 bank loan, Fer-

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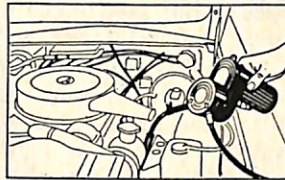
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son bought a 1958 38-seat ex-Greyhound bus. He put \$5,000 down, and held back \$350 to get it from San Francisco to Seattle. He started the new club with that bus and just 190 members who'd kicked in their dues, then ten dollars for two years, nineteen hundred bucks.

Ferson rounded up his first members by going to the large retirement homes in the area and telling the residents his plans. "He came here on a Sunday afternoon," says one charter member, "and he told us about the Inquisitors Club. Then he asked if we'd like to go for a ride in the bus, and he took us on a nice drive around the city."

People told their friends what was happening, and the membership grew, until the club reached its present mark of 24,000. The rolling stock today includes five Ford mini-buses, two sedans, two 50-passenger school buses, and six inter-city buses ranging in capacity from 38 to 47 passengers.

From those beginnings (when, as Ferson says, "I was everything. I kept the books, cleaned the bus, wrote the letters, and did the driving,") until today, five years later, with more than forty employees, there's been a lot of growth. The staff keeps busy planning and coordinating the more than nine hundred trips and excursions the club sponsors in addition to the in-town mini-bus service.

In fact, it's the out-of-town trips that make the in-town activities possible. The one-day trips and the longer excursions generate a profit that goes to offset the tremendous losses incurred by the mini-bus service. A look at the routing sheets shows that in a typical day, each mini-bus takes perhaps ten members from their homes to their destinations (most often doctor's appointments) and back home again. That's a total of twenty rides, generating just twenty dollars income. Each mini-bus frequently travels over 300 miles in a day—the revenue doesn't even pay the cost of running the bus, much less the driver's wages or overhead.

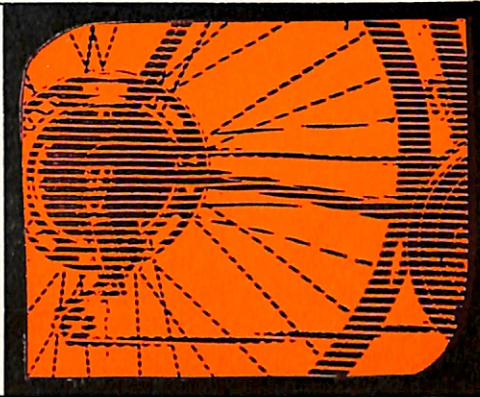
Each large inter-city bus supports from one to two mini-buses, if the big bus runs full and frequently. "The fastest way for us to go out of business," says Ferson, "is to buy as many mini-buses as we need to meet the in-town demand for transportation."

The Inquisitors Club is also supported by Federal and local programs. Ferson has negotiated contracts with Model Cities, United Way, and other agencies to pump in extra operating funds. But government and charity money is capricious and often comes with strings attached, so the club must operate on a sound enough business

(Continued on page 29)

SPORTS ACTION

by Don Bacue



SAFETY CYCLE

Last year, for the first year since Henry Ford loosed automation on automobiles, bicycle sales in the U.S. surpassed auto sales. Current estimates quote 75 million cycles currently in use coast to coast. Is there any wonder these eco-beneficial little marvels have been so hard to find in the size, style, and color of your choice?

Many buyers over the last three years have had to wait for their cycles for as long as two to three months. One reason has been American manufacturers' dependence on foreign components. Hand brakes are made in Switzerland and gears in France, for example, while tires come from Britain and saddles from Italy. The manufacturers in those countries simply couldn't keep pace.

Some American manufacturers resorted to flying in millions of parts from Japan and Europe late in 1971 to try to beat the crisis. And Schwinn set up second and third lines of supply from overseas two years ago. So the waiting lists aren't quite so bad today, though unprecedented demands remain high.

Still, a shortage of cycles over the last few years hasn't resulted in a shortage of something else: accidents. Last year, according to figures released from the National Safety Council, more than 1100 bicyclists were killed and 40,000 more injured in motor vehicle-bicycle related accidents, alone. And, as the energy crisis continues to mount, some 15.5 million new bicyclists are expected to hit the nation's roadways this year, with accident figures climbing correspondingly. It's a sure thing. But it doesn't have to be.

Harold Heldreth, manager of the National Safety Council's Youth Activities Department, said recently, "A significant causative factor in collisions between motorists and cyclists is the failure of the motorists to see the cyclists. The relatively small size of the bicycle makes it easy to be obscured from the motorist's view by a blind spot in his mirror, a pillar, tree, shrub, sign, or similar obstruction, and by other vehicles."

Of course, the best safety measure for cyclists begins with cyclists. Adults must remember—and teach their children—that cars kill, not bicycles. Just as good drivers drive defensively, safe cyclists must cycle defensively. There's no such thing for a cyclist as "being in

the right." Not when he's outweighed by more than a ton. So he must constantly be aware of autos moving both toward and away from him, as well as those waiting to cross or turn at intersections. Even when a car is parked, it can be dangerous. More than one cyclist has been seriously injured while whizzing by a line of parked cars when the driver suddenly threw open his door.

Beyond driving defensively—never taking any drivers' movements for granted—a cyclist owes it to himself and to others to consider whatever safety additions he feels might best work for him. In addition to the standard safety features such as horns, bells, headlights, and rear reflectors, a wide variety of devices have recently been designed and marketed for easy identification of cycle and driver. These include pedal lights (see the March, 1974, issue for my recommendation), reflectorized or fluorescent tires, pedala's, tape, paint, vests, hats, belts, armbands, plus blinking lights, and bike safety flags.

Flags come in several different sizes and colors, though I recommend one not less than four feet high, of vivid yellow, orange, or light green, for best visibility. To increase its visibility, of course, you can spray the shaft with fluorescent paint or run strips of fluorescent tape diagonally across the face of the flag.

The Schaper/St. Croix-Compac Company makes an excellent model flag that attaches quickly to the rear hub of any two-wheeler and costs \$1.95. I highly recommend one for each and every cycling member of the family. The company's address: 9909 South Shore Drive, Minneapolis, MN, 55441.

If you're a cool-weather, foul-weather, or late-night cycling enthusiast, check out some of the newer ultra-lightweight clothing, especially jackets, made with cyclists and outdoorsmen in mind. I'm particularly impressed by one called SLACJAC, produced by Hellgate Industries, Inc. It includes a hood that folds into the collar and pants that fold into the bottom of the coat. In red, orange, and yellow, it has the added feature of 3M's Scotchlite stripes, light reflective. It's model S924 and costs \$24.95. Another Scotchlite striped model includes fewer snazzy features for \$17.95. Write for a brochure at P. O. Box 280, Missoula, Montana, 59801.

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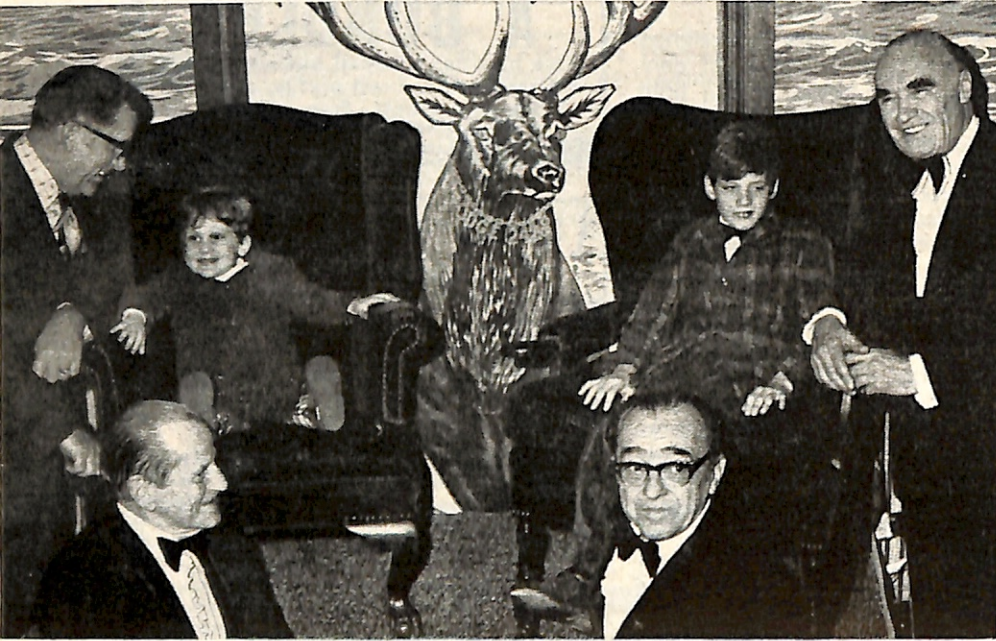
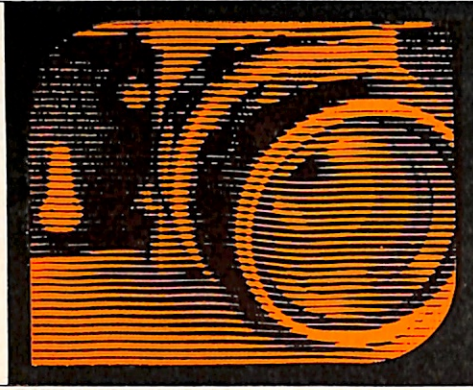
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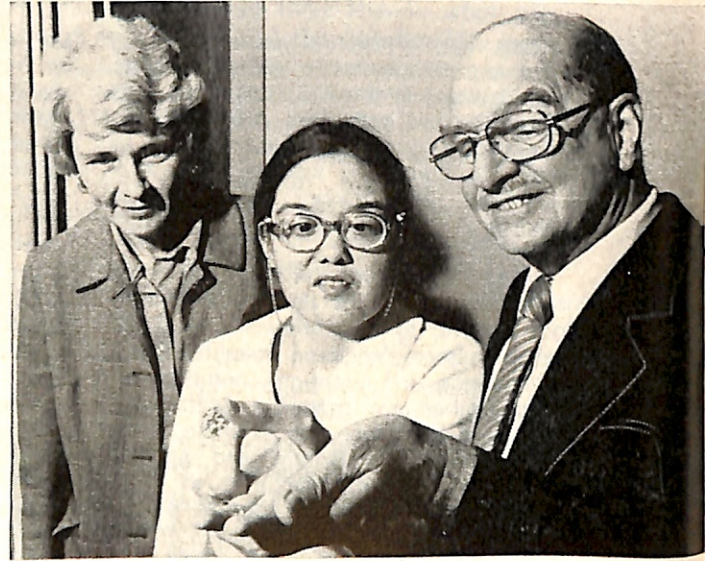
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NEWS OF THE LODGES



THE CRIPPLED CHILDREN'S BALL sponsored annually by Brigantine, N. J., Lodge was the setting for some conversation between crippled children and Elk dignitaries. Poster child Billie Ziegler (left) talked to Mayor John Rogge, while John Sooy talked with PGER William Jernick, the guest speaker. Also there were district Chm. Emberton Van Ness (left) and Chm. William Muller.



CONTACT LENSES to aid the sight of 16-year-old Linda Fonseca were paid for by Berkeley, Calif., Elks. PER Charles Lavis and Polly Amrein, special services coordinator at the California School for the Blind, coordinated the effort to obtain her lenses. With a different pair of glasses and new contact lenses, Linda, who had been pronounced blind, will be able to enroll at the public high school.



CRESTWOOD, Missouri, Lodge No. 2503 was instituted recently at a ceremony attended by over 450 Elks and ladies. DDGER Robert Connor (seated, fourth from left) and PGER Edward McCabe (fifth) joined the new officers (from left) Treas. Harry Bell Jr., Secy. James Bird, Est. Lect. Kt. Gene Brown, ER Patrick McDermott, Est. Lead. Kt. Gerry Grace, Est. Loyal Kt. Eugene Oates, and (standing) Organist Michael Flood, In. Gd. W. E. Huber, Trustee James Miller, Esq. Roger Anderson, Trustee John Hill, Chap. John Seigel, and Tiler Gerard Johnson.

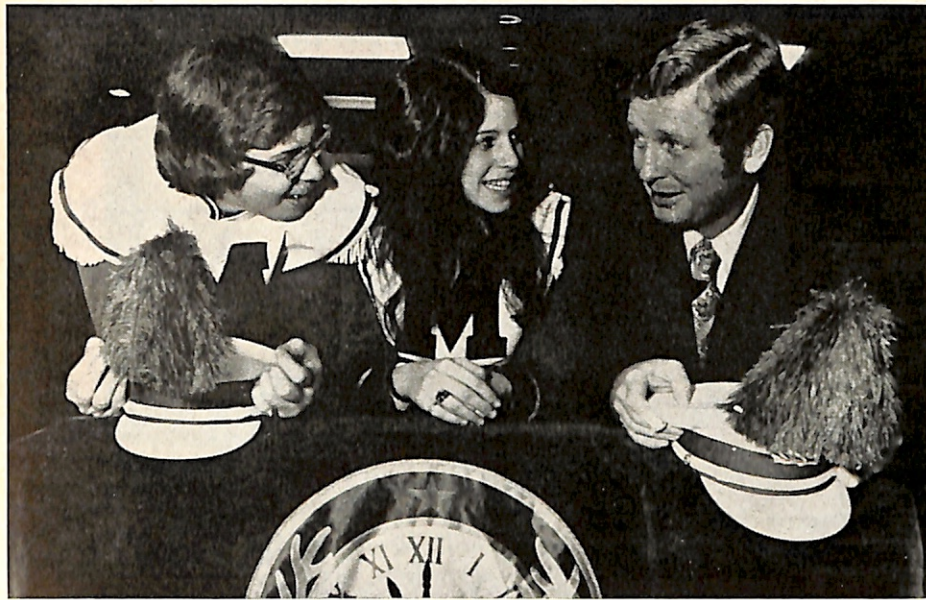


BY SELLING NEWSPAPERS, Brother Elmer Bowley's family raised the money for his recent initiation into Groton, Conn., Lodge. The proud family members are (seated, from left) Terry, Diane, Judy, Betty and Elmer Bowley, and (standing) Joseph, Paul, and Tom Bowley.





A VISIT was made by then-SP Alvin Ehrlich and his wife Dot (center) to Brandon, Fla., Lodge. Among those present were (from left) VP Al and Betty Rothacker, PSP Lamar and Jo Johnston, ER Charles and Elinore Crandall, and DDGER Arthur and Ruby Cushing at the lodge.



THE ELKS of Middletown, N. Y., Lodge, helped realize a trip for the Middletown High School band to the Festival of States marching band competition in St. Petersburg, Florida. A check for \$1,500 was presented by the lodge to help cover the band's expenses. George and Marie Perna thanked ER John Degnan for the contribution.

THE OLDEST MEMBER of Chillicothe, Ohio, Lodge is Brother Charles Duncan, who will become a 70-year member by the end of the year. He is an avid baseball fan, especially the Cincinnati Reds, and spends most of his time at the local VA hospital listening to the games on radio or television.



DONATO'S FRIENDLY VOLUNTEERS have been providing an evening out for retarded children in Monmouth County, New Jersey. Long Branch, N. J., Lodge donated the use of their hall for the weekly sessions which include free dancing lessons taught by volunteers who dance with the children and refreshments donated by various companies. Spending an evening with the group were Trustee Joseph Mrakovcich, ER Robert Olivadotti, and Sam Donato, originator of the program.



TERRI-LYN SMITH was named outstanding teenager of the year by Honolulu, Hawaii, Lodge. She and Matthew Lee, who were chosen from 25 applicants, received trophies and scholarship bonds from Chm. Ed Young and ER Francis Davies.



THE ELK HEAD hanging in Brick, N. J., Lodge was presented to the lodge by Brother Louis Anderson and his wife Eleanor. They received the head from Cheyenne, Wyo., Elks through the efforts of relatives.



THE FIDELITY POST of the American Legion which is composed of all-Elk members presented an electric wheelchair to the VA hospital in New York City, New York. At the presentation were (from left) David Ser, Herbert Diepold, Tullio Fuligni, James Farsetta, William Ahearn, patient Dominick Trapani, New York Lodge Secy. Arthur Freed, Jacob Brickman, immediate PER Guido Michelini, and Thomas Higgins.

LODGE NOTES

FALMOUTH, Mass. Twelve young bowlers were sponsored by the lodge in the Cape Cod Junior Bowling Association tournament. They won trophies and competed in the state tournament.

NEW BRAUNFELS, Tex. PER E. P. Nowotny was recently awarded the Bessering award by the local Chamber of Commerce. He was honored at the annual banquet for his unceasing service to the community.

PHOENIX, Ariz. The lodge congratulated golf committee Chm. Harry Burnett, 67, who shot a 63 to achieve his goal of shooting his age or better at the Encanto Golf Course.

PALATKA, Fla. The lodge initiated its largest class, which was dedicated to GER Robert Yothers. Joining ER G.D. Bogue and lodge officers for the ceremony were DDGER Donald Yates and VP Earl Irwin.

PATCHOGUE, N. Y. The lodge junior bowling league finished a successful tenth season. The young bowlers won the district championship and placed third in the statewide competition.

GARDNER, Mass. Lodge charter and honorary life member, Henry LeBlanc, has made a collection of all his membership cards, which span the 54 years since he was initiated into the B.P.O. Elks.

PASCO, Wash. Brother Robert L. Greenlee, who was a member of the lodge, died June 6, 1974 at 52. Brother Greenlee was State President in 1973-1974.

HAWTHORNE, Calif. The lodge conferred life membership on Trustee William Creighton. Brother Creighton was so honored for his promotion of the fund-raising drive which collected enough money to enable the lodge to buy their present property.

CLIFFSIDE PARK, N. J. The lodge crippled children committee, composed of Chm. Harry Nietzsche, ER Hal Green, PERs Lance Norton and Stanley Kasporwitz, provided \$300 to send two children to Elks' Camp Moore for two weeks this summer.

COTTAGE GROVE, Ore. The lodge sponsored a charity trap shoot. Eighteen lodges participated in the event which raised \$500 for Meadowood Springs Speech Camp. Milwaukie Lodge won first place.

KENAI, Alaska. The lodge combined the father-daughter, mother-son banquets into one event this year. The occasion featured a roast pig, films, and the introduction of Susan Cryer, local winner of the Elks "Know Your State Government" contest.

ADRIAN, Mich. Identical twins, Chuck and Bill Chase, are simultaneously serving as officers of the lodge.

WOODBIDGE, Va. The annual contribution of the lodge to the Muriel Humphrey School for retarded children was made at a groundbreaking ceremony for a new school building. ER Vernon Mullenger presented a check to Mrs. K. Smith, director of the school.

NORTH MIAMI, Fla. The lodge gave a check for \$1,000 to George Cunningham, a local high school student paralyzed in a football accident. PDD Howard Sullivan presented the check to George's mother, Mrs. Cunningham.

CAIRO, Ill. The lodge ritualistic team, which is led by ER Elmer Smith, is the first place team in the district. Team members recently traveled to Paducah, Ky., Lodge to conduct an initiation there.

BAKERSFIELD, Calif. The lodge sponsored a statewide handball tournament in which 84 doubles teams competed for trophies. Co-chm. Nick Demos and Dean Maxwell were the organizers.

McMINNVILLE, Ore. Domino, the seeing eye dog of Brother Bill Wilson, has been made an honorary life member of the lodge and a Foundation member.

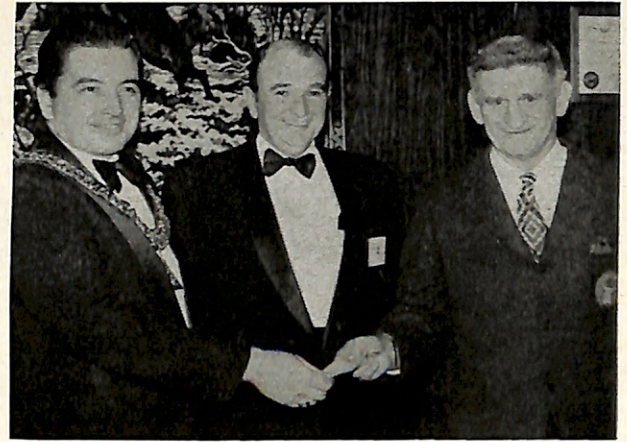
FERNDALE, Mich. An Eagle Scout recognition dinner was held by the lodge. Est. Lead. Kt. Dave Benson, Est. Lect. Kt. Jim McDonald, and Est. Loyal Kt. Andy Phythian presented flags and certificates to 33 Scouts.

HUNTINGTON, N. Y. Veterans from the local VA hospital were treated to a hockey game and dinner by the lodge. Vets Chm. Leo O'Connor plans more such trips for the future.

LEBANON, Ohio. A check for \$200 was given by the lodge to Doty House, for crippled children. PER William Apgar made the presentation.



THE ANNUAL DINNER for old timers of Camden, N. J., Lodge was attended by about 35 old timers and several Elk dignitaries. There to honor Warren Fogg, Dilwyn Hoover, the oldest members, and other old timers were PGER William Jernick, PSP Thomas Rhodes Jr., DDGER John Jay Smith, and VP Michael Shaw.

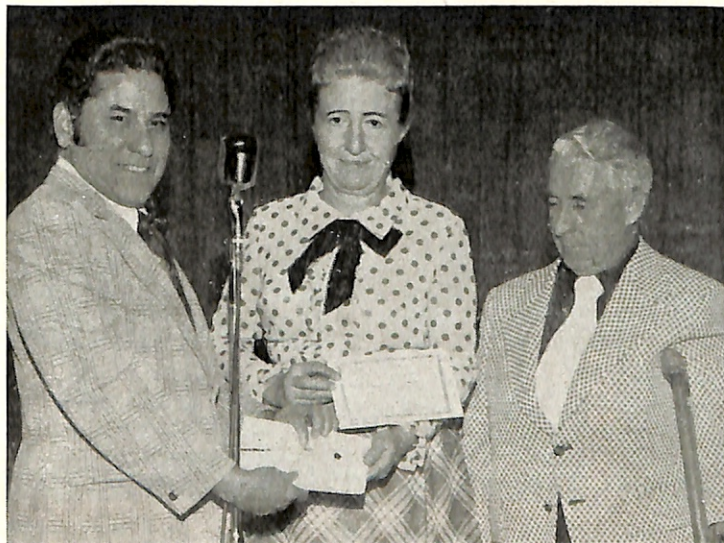


DURING THE VISIT of then-SP Sidney Sullivan to Woodbridge, Va., Lodge, contributions totaling \$100 for the Virginia Elks Boys' Camp were gathered from members present. As Brother Sullivan observed, PER Roy Cook presented his \$50 check to Brother James Fitch, camp representative.



A CLASS OF 57 was initiated at Macon, Mo., Lodge by ER Robert Kunkel and the lodge officers. Guests present included VP Donald Nemitz (front row, left) and DDGER John Pitzer (fourth from left).

A WHEELCHAIR was purchased by Connellsville, Pa., Lodge for Donna Joy Yenerall through the lodge cerebral palsy home service program. At the presentation were (from left) Treas. A. B. Constantine, Trustee Walter Livengood, Cerebral Palsy Chm. John Truxel, Kathy Tirimacco, nurse, Est. Loyal Kt. Louis Hixenbaugh, Mrs. Herbert Schomer, Trustee Everett Farrow, and Secy. Paul Driscoll.



A CERTIFICATE and a red heart pin were presented at Santa Monica, Calif., Lodge to Mrs. Arthur Jones, who recently became a member of the Foundation. DDGER Norman Lopez (left) made the presentation to Mrs. Jones, who is the wife of Brother Arthur Jones, district Foundation chairman.





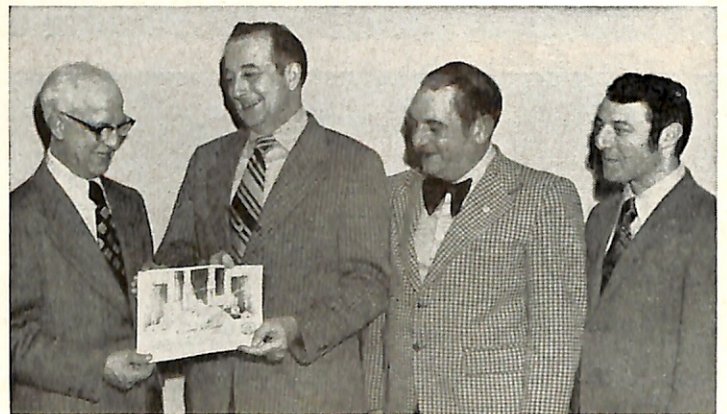
A FLAG was presented by Hillside, N. J., Elks to the Hillside municipal court. ER Henry Goldhor (right) and Americanism Chm. Walter Reutter (second from right) showed the flag to Virginia Sorrentino, clerk of the court, and Allan Tumarkin, judge.



THE POLAR BEARS, a youth hockey team sponsored by Fairbanks, Alaska, Lodge, received \$300 in support from the lodge. With the team members are (back row, from left) ER Charles Busbee, Coach Dean Barnard, and Coach Jerry England. Fairbanks Elks have also donated \$500 to the Fairbanks Youth Hockey Association for their projects.



THE EXALTED RULERS BALL sponsored by the North District of Illinois Elks was attended by 482 persons. Among the Exalted Rulers present were (standing, from left) Norman Cohen, Richard Correll, Brian Jacobsen, Harold Schaibly, Gerald Murphy, Ronald Sorrentino, Elmer Abbott, and Harold Sah. Dignitaries in attendance included DDGER Donald Wiltshire (standing, right) and (seated, from left) SDGER George Hickey, SP Ray Sheahan, Grand Secy. Homer Huhn, and PGERs Gene Fournace, Horace Wisely, Lee Donaldson, Frank Hise, and Francis Smith.



A CERTIFICATE recognizing Past Grand Est. Loyal Kt. Raymond Quesnel (left) as an honorary founder of the National Foundation was presented to him by DDGER John Donnelly. Looking on were PSP Carl Quesnel (right) and ER Rodney Warren of Montpelier, Vt., Lodge where Brother Raymond Quesnel is a member.



MERCY HOSPITAL, Rockville Centre in New York, received a check for \$3,500 from Lynbrook, N. Y., Lodge to purchase a mobile electric monitor and defibrillator. ER John Stack made the presentation to Sister Mary Jean Brady, hospital executive director, as PSP George Olsen and Secy. James Marco watched.



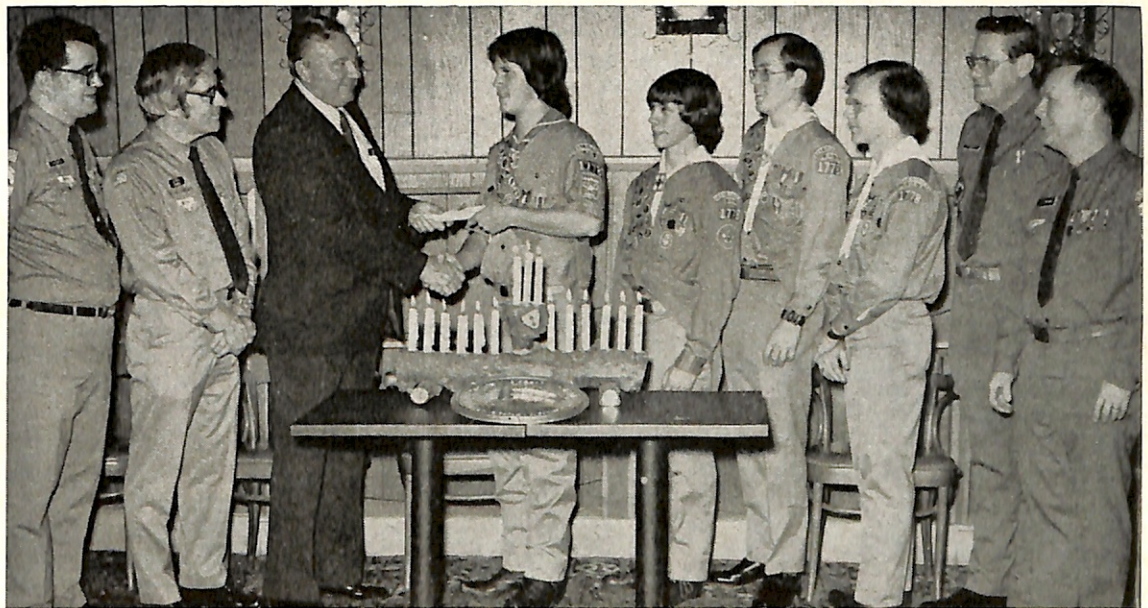
THE CHARTER was officially signed by Bordentown, N. J., Elks to form Boy Scout Troop No. 69 which is for handicapped boys in the area. At the ceremony were (from right) J. F. Buesteton, Scout executive, and members of the crippled children committee, Joe Remely who is Scoutmaster, Chm. Bernard Hoffman, Jerry Andreas, and PDD Joseph Russo.



FOUR AWARDS for Citizen of the Year were presented by Mount Shasta, Calif., Lodge which serves four towns. Immediate PER Ray Chinca (back row, left) and ER Ray Hannan (right) honored the recipients, (front row, from left) Ned Boss of Mount Shasta, Gordon Idom of Weed, Leo McArdle of McCloud, and Tom Campbell of Dunsuir.



KEITH SAPACK received the Eagle Scout award from ER Kenneth Largent in a ceremony hosted by Prince Georges County, Md., Lodge. Three Eagle Scouts and their counselors from Troop No. 1778 which is sponsored by the lodge were present for the ceremony.



OWEGO, New York, Elks presented a check for \$1,000 to the Tioga County Boys' Club. Executive Director David Rogers (left) accepted the check from ER Richard Root as Community Welfare Chm. Roger Mead, Treas. Roy Armfield, and some boys' club members observed. The club serves both boys and girls in the area, senior citizens, and the entire community.

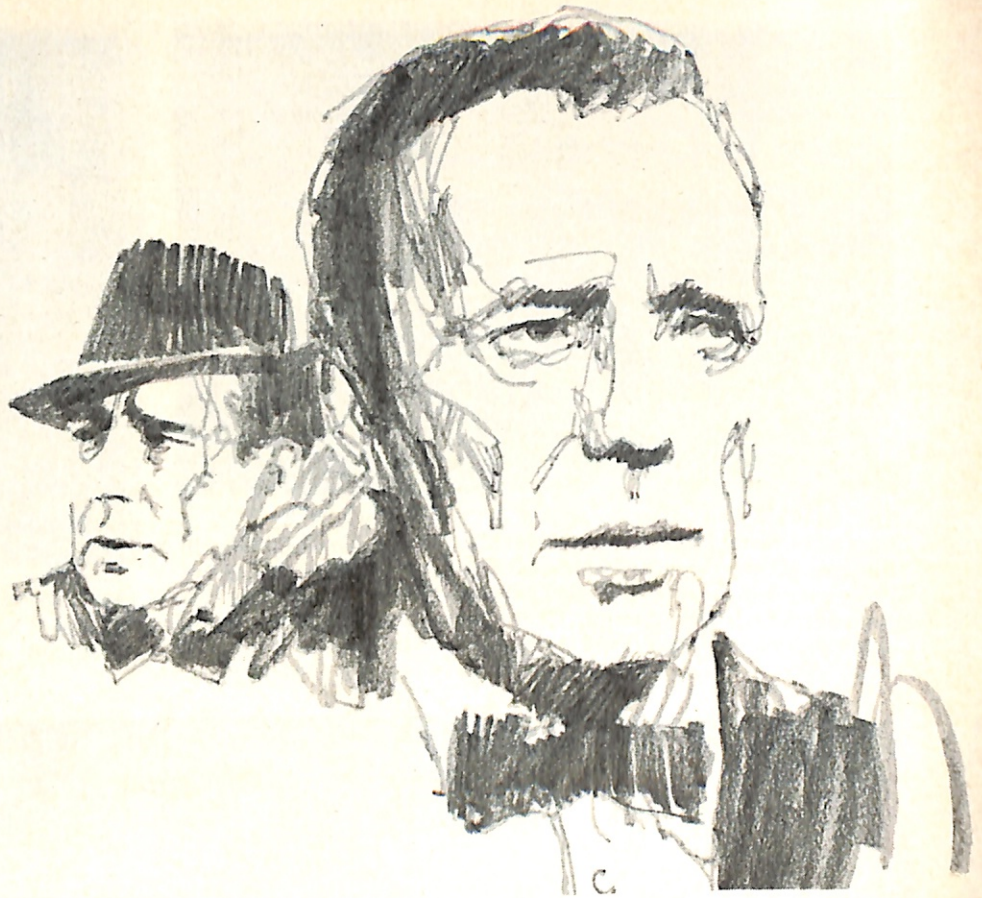


OLD TIMERS' NIGHT at Melrose, Mass., Lodge drew 15 Past Exalted Rulers. Among them were (seated, from left) PERs Edward Lynch, Joseph Greenberg, Francis Meehan, Charles Carbone, Charles Fredrickson Jr., Nathaniel Brady, Peter Chance, and (standing) PERs Donald Corcoran, Richard Jackman, Joseph Sheridan, Robert Christensen, Lawrence Camerlin, and Thomas O'Brien.

(Continued on page 41)

AS TIME GOES BY

by Jerry Hulse



Anyone who ever saw the movie "Casablanca" has probably harbored a secret desire to visit Morocco. Who could ever forget Humphrey Bogart and Claude Rains and the intrigues which shaped their destinies in North Africa during World War II? The theme from the motion picture haunted the audience: "As Time Goes By." Remember? Bogie told his old piano player to "Play it again, Sam." And he did, over and over. The film is still a favorite on the late, late show. But the trouble with Casablanca is that it's far less exotic than other destinations in Morocco, namely Marrakech and Tangier. Indeed, nowhere else in all North Africa are there more built-in tourist attractions than you'll find in Marrakech, the fabled *red city* of Morocco.

Nine hundred years ago a desert monarch rode over from the Sahara to found Marrakech. In the intervening years it has played host to legions of famous visitors. Franklin D. Roosevelt motored to Marrakech following the conference in Casablanca, and later Winston Churchill spent entire winters painting the city's incredible scenes. Earlier, sultans arrived on horseback and by camel, and centuries afterward Jackie Kennedy put in an appearance. So enthralled was she with Marrakech that King Hassan made her a gift of a villa.

Ultimately, though, every visitor makes his way to Place Djemma El Fna, the great square, to watch acro-

bats and snake charmers in the biggest outdoor show in North Africa. Cobras writhe from straw baskets, mesmerized by the undulating notes of the flutist. Acrobats leap through the crowd and fortune tellers whisper of happiness and the threat of misfortune.

The heat of the day is exhausting. Even at 4 o'clock in the afternoon the square is white hot. By 5 o'clock the summertime temperature has dropped to perhaps 100 degrees, and while the entertainers unfold their bag of tricks, the tourists ascent to the roof of Cafe Glace. There for the price of a soft drink they get front row seats for the incredible show which unfolds below. Afterward, jugglers from the square move through the streets as the sun dives behind the High Atlas Mountains. A pair appeared one night while we dined at the garden of La Petite Auberge. They would perform for mere pennies, they said, but the proprietor waved them off.

In late May and early June each year, Marrakech entertains its visitors with a folklore festival, a spectacle attracting hundreds of other dancers, acrobats, and horsemen from throughout Morocco, a total of 35 tribes from as far away as the Sahara Desert, including the blue people of Goulimine, so called because of the dye which covers their skin. For days they dance, sing and ride in one of North Africa's most colorful events.

Beyond the square of the snake charmer is a maze of shops known

as the souks, a labyrinth of alleys chocked with various wares: daggers, jewelry, lanterns, candlesticks, carpets, pottery and oriental slippers. The air hangs heavy with the odors of cedar, thuya and sandalwood, and a twisting, shadowy alleyway leads to the dyer's souk with its skeins of colored wool strung on lines overhead.

The second oldest of the imperial cities, Marrakech is an oasis of ochre colored buildings and for the sun worshipper it is mecca, the high season extending from October till May. With summer, it becomes almost unbearable. Sometimes the temperature shoots up to 150 degrees. Still, there is the shelter of fine hotels, among them the Mamounia, which last year celebrated its golden anniversary. It is here that Winston Churchill came to rest and to paint. Outside No. 400 his name is emblazoned on a plaque so that everyone will know this is the Churchill Suite.

The Mamounia has played host to kings and queens, film stars and politicians. It is an anachronism of leather, marble and mosaics, with three restaurants, a night club, tennis courts and a swimming pool set in the loveliest garden in all North Africa. A small island rises within the pool with a palm tree which is taller than the hotel itself. Reposing in its shade are gorgeous girls from North Africa. Europe and the U.S. Indeed, it is like awakening to discover a harem just outside your door.

The trouble with Casablanca is that it's far less exotic than many other destinations in Morocco.

In the garden bougainvillea cascades down the trunks of palm trees and spreads itself across the russet walls. Roses bloom and oranges and lemons hang in fat clumps from other branches. In its night club glass coffers containing daggers, jeweled pistols and ram's horns make do as tables. Other entertainment awaits at Hotel Es Saadi where both Moroccans and visitors crowd the casino, roulette wheels spinning furiously till dawn. Sometime between midnight and the final toss of the dice fortunes are won and lost.

Elsewhere Marrakech has fallen heir to the obsequious Holiday Inn—the first in North Africa—as well as the most exotic Club Mediterranee anywhere on earth. Club Med makes its headquarters only a few yards off the square of the snake charmers, its rooms done up like a sultan's digs. Indeed, it is a small Kasbah within the Medina, filled with narrow, twisting passageways, palms and Moorish arches.

Outside the old walled city, Club Med also operates an annex of sorts known simply as The Ranch. During daytime members are transported there to sunbathe beside an immense pool, the entire enclave surrounded by palm trees and a grassy plain planted with olive trees. Not a mirage, it is a man-made oasis rising in the arid, white-hot desert, its guests gathering to play volleyball, ride horses and take leave of the sun inside a huge ballooning Berber tent.

Other signs of the exotic are found in the Moroccan city of Tangier where deluxe hotels line the waterfront and guests hike among the narrow, winding alleys of the Kasbah. Once known for its intrigue, today Tangier exists mainly as a one-night stand for visitors over from Spain.

Yes, but there was another time when the old city was illicit and exciting. It was a time of intrigue in Tangier, this port town which rises blindingly white on a hillside overlooking the straits of Gibraltar. The excitement took place during a period when it was an international zone, ruled by eight nations: the U.S.,

France, Great Britain, Portugal, Spain, Italy, the Netherlands and Belgium. "It was a piece of paradise," recalls hotelier Gilbert Mari.

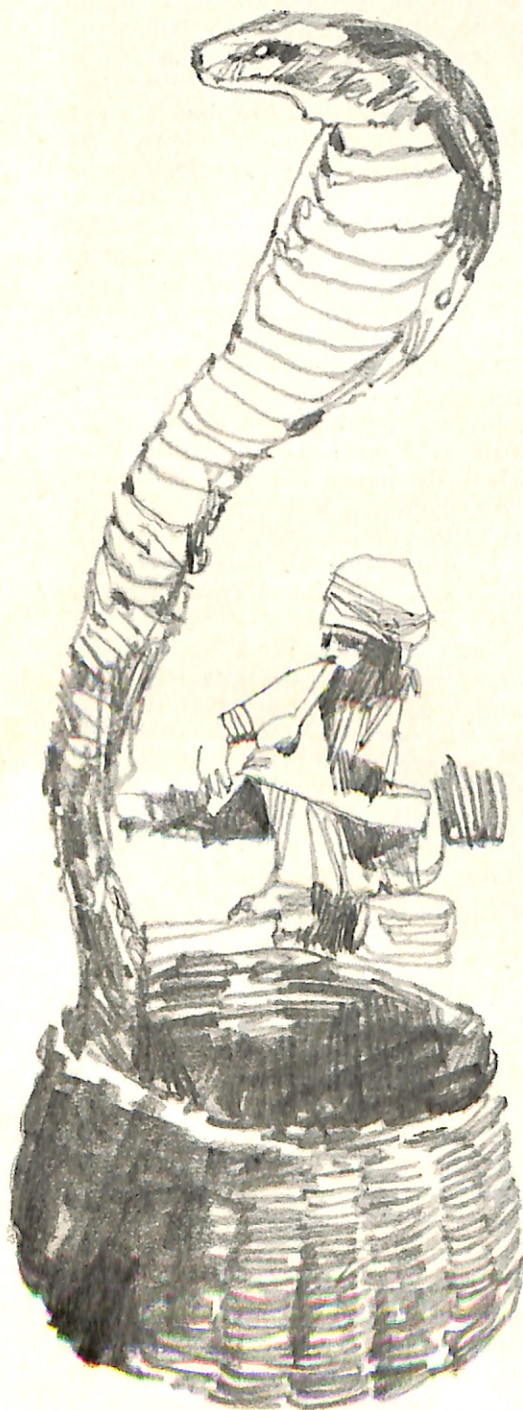
Tangier was both international and terribly exciting, a tight-knit little community from which there was little chance of escape, especially for anyone so foolish as to commit a crime. Police patrolled the harbor, the roads and the airport. Tangier was locked tight as a safe deposit box.

"There was no crime," said Mair. "You could walk down the street carrying an armload of cash. No one would molest you. Who would be so foolish? Who would be so crazy? With all those police?" he smiled "There was no escape."

During the war there was another sort of excitement in Tangier. The city was the gathering place for dozens of spies. American spies, French spies, Germans. During the day they spied on one another, or else carried out other not-so-secret missions. Every bit of news was known in Tangier. But with nightfall, well, this was another thing. What man doesn't have need to relax after a hard day's work? Even spies get uptight. And so in the evening they would repair to the bar at the hotel El Minzah. "They'd drink together," said Mari, the hotel's director. "Oh, yes, it was very exciting then." He smiled. "If only the walls of this bar could talk."

During this period the cafes of Tangier remained open 24 hours a day. Everyone lived more by night than by day. And, as Mari said, there was much spying but no crime. Why commit a robbery or murder someone? There was no escape. Smuggling? Well, yes, but not on a grand scale. A little gold, perhaps. Some cigarets and alcohol. But otherwise, to quote Mari, it was a piece of paradise, especially during the immediate postwar years. Then in 1956 the colorful period of Tangier's history came to an end as the city ceased functioning as an international zone.

With independence it became a piece of Moroccan real estate. At last the time had arrived for the spies to go home, and in their place came the



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tourists. A mere trickle at first. Now, daily, there is a full scale invasion. They arrive in great waves. Not only by ferry from Gibraltar and Malaga, but by jet, too. It is a mere flap over from Spain's Costa Del Sol.

Although there is a rash of new hotels, especially down along Avenue d' Espagne, the venerable El Minza remains the showcase of Tangier, an old Arab style hotel of impeccable grooming. More like a pasha's palace, it rises on a hillside in the heart of the city, a magnificent fountain splashing in its cool, flowered courtyard. In repose around a swimming pool, bikini-clad worshippers of the hot Moroccan sun.

With the arrival of the cocktail hour, guests seat themselves on leather poufs while a bartender named Mohammed serves their wishes. He is a striking figure in a red fez and ballooning, baggy britches, and when he smiles a gold tooth flashes like the sunlight itself. It is said that Mohammed mixes the best dry martini in all Morocco.

At a far corner of town, hidden behind a great wall, stands another of those club Mediterranees. Its Moorish towers poke up through the branches of eucalyptus trees, but life beyond the walls remains as secret as the bedroom of a sultan's palace.

While Tangier once looked to smugglers and spies for a profit, today it concerns itself with the tourist, and if there is a town in all North Africa where the tourist is king it is Tangier. "We could not live without the tourist," said a shop keeper.

Everyone who steps foot in Tangier is whisked off almost immediately to gaze upon the Grotto of Hercules, a series of caves facing the sea. Likewise, there is no resisting temptation when the guide whispers: "Let me take you to the casbah, monsieur." Entering the casbah of Tangier is about as dangerous as an afternoon in Disneyland. Along a twisting alley stands the home of heiress Barbara Hutton and seated outside her palace with its marble columns the unsmiling guard waves the curious away. "No pictures," he says sternly.

Narrow, cobbled paths pass a maze of shops, leading ultimately to a noisy cafe with the snazzy handle of "Le Detroit." Packed inside, it appears, is every last tourist in Tangier. While they sip beer and mint tea, dancers move constantly before them the scene recorded by the continuous clicking of cameras. Unfortunately, though, there is no Charles Boyer to whisper the secrets of the casbah. Still if you look closely over in the shadows, you may see someone who looks suspiciously like Bogie—the guy who gave Morocco its biggest boost . . .

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The entire Emerson family of Michigan are participating members in the Foundation through Jackson Lodge. ER Donald Bullock (right), also a Foundation member, congratulated (standing, from left) Richard and Aletha Emerson, lodge Foundation Chm. Robert Emerson, Gary Emerson, PSP and PDD Howard Emerson, Al and Jacqueline Kerstetter, Gary Emerson, and (seated) Hartis, Carolyn, Alice, and Carolyn Emerson.

A third award for a \$1,000 donation to the Foundation was presented to Jim Kempston (center) at Des Plaines, Ill., Lodge by Charles Bolek (left) and ER Ronald Sorrentino.



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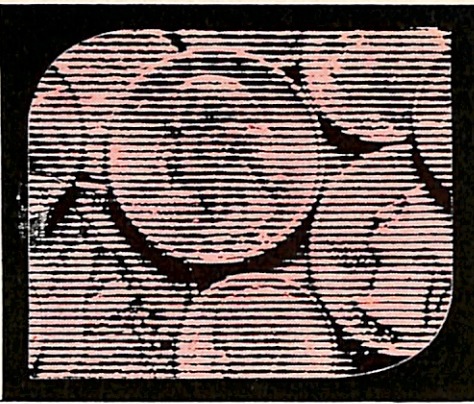
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IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



THE NEW ECONOMICS—AND YOUR CAREER: PART 2

"With every passing day I feel more concern for the future of the economy," said Mr. Gaylord Freeman early last May. He's chairman of the very big First National Bank of Chicago.

Mr. Freeman noted that, "things may look very rosy to businessmen now, but I think they are being misled by inflation itself. All the numbers are inflated."

This article of ours was written in May and therefore doesn't take account of any developments that may have occurred since then. But at that time it was our opinion that many of those businessmen to whom things were looking "very rosy" would be feeling quite different later this year.

Surely these are times in which the small-businessman in particular should be thinking very hard about this question: "How might my *income-earning prospects* be affected by one or more of these things: inflation . . . shortages (including shortages of credit and of investment money) . . . changes in market demand in my subsector of the economy?"

What measures might you be able to take to *protect* your income-earning prospects?

In this article and in our next one we will very quickly review some basic principles of economics, finance, and business management in a way that relates them to today's conditions and trends. In later articles we'll examine those basic ideas in more detail.

Our first key idea is very simple but extremely important.

No "Quickie" Solutions

The time to embark upon income-protection measures is long *before* it may become necessary to rely on them—for financial survival, perhaps. Desperate last-minute income-protection efforts are likely to be futile.

If a *big* company goes along for some time letting its condition continually decline, then when and if it finally comes awake it can hurl *massive resources* into its repair operations. But a small business doesn't have massive resources. So it had better be *alert* and *adaptive*—and it had better become as *strong* as it can get to be.

But when is a business "strong"?

"Assets"—the Key Idea

In the final analysis, any "business" is a matter of *assets* and *liabilities*.

That's of course the legal and account-

ing point of view. The typical small-businessman doesn't like to think about his business in terms of legal and accounting concepts and realities. But that's one of the main reasons for the *high mortality rate* among small businesses.

The term "assets" can be misleading. There are assets and there are assets. The important thing is to develop *financially valuable* assets. A small company's office furniture is one of that firm's assets—but it doesn't produce *income* and it doesn't *appreciate in value*.

In talking about business assets in these times we of course have to take the problem of *inflation* and of *shortages* into account in some ways that weren't really applicable fifteen or twenty years ago. These two new developments have enormously complicated the economics and finance of plant and equipment and inventory, but we've no space here even to touch on that very complex matter.

But let's consider some fairly small business that's not engaged in manufacturing, physical distribution, or merchandising—an advertising agency, say, or perhaps a public-relations firm. What *financially valuable assets* is such a business likely to have accumulated over a period of perhaps fifteen years? Will it have a substantial portfolio of good stocks, high-quality bonds, good real-estate, and so on? Not if it's like the ad agencies and PR firms that we've known!

"But we're *creative* people, not *financial* people," the owners of those businesses are likely to reply.

Each to his taste, of course. But when a severe business recession comes along, an ad agency or a PR firm is much more likely to fold up than a bank or a well-managed insurance company is.

Now to our next key idea.

Cost-and-Price Control

After remarking, last spring, on how costs in the homes-construction industry had been rising, an official of Chicago's large Bell Federal Savings & Loan organization said:

"A lot of small builders are going to be knocked out of the market by these costs." He added that even quite a few larger building firms would also be having trouble.

But there was one industry in which costs and prices had been going *down*—and in a spectacular degree. We're talking about the "semiconductor" industry,

which produces transistors and such things.

In 1966 the assemblage of transistors and related components that went into the first miniature electronic calculator cost \$170. Today the single small unit that can be used in place of that assemblage costs only \$3.50!

And now hear *this!* In 1959 the silicon transistors produced by Fairchild Camera & Instrument Corporation cost \$20 apiece. Today an even *better* Fairchild transistor costs only *one-tenth of a cent!*

We're not suggesting that such radical cost-and-price reductions are achievable in businesses generally. But in this highly inflationary era we're living in, all too many companies—both in big business and in small business—really aren't making any serious effort to hold down their costs and their prices. They're pretty much just shrugging their shoulders and saying "So *let* our costs keep going up—we'll just keep on raising our prices."

But that attitude is much safer for the *big* companies than for *small* businesses. General Motors won't get priced out of the U.S. economy—but many a small business is going to be.

Income Diversification

Large businesses think about income in terms of "*operating income*" and "*investment income*." And it is the aim of the best-managed big companies to have "*optional diversification of income*" in *both* of those two income categories.

A quite small business can't have a highly sophisticated program of income diversification. But even the smallest business can—in principle, at least—have *some* diversification of income. A barbershop whose entire income is derived from providing services to its customers is deriving only "operating income"—and only one type of it. But if it puts some money in a savings account, then the interest earned on that money will constitute a bit of "investment income." And that way of getting income diversification would obviously be far *safer* for that tiny business than almost any other approach would be.

There's of course a great difference between income *expansion* and income *diversification*. If a restaurant starts getting more customers, its income will expand but no diversification of income is occurring for it through that change.

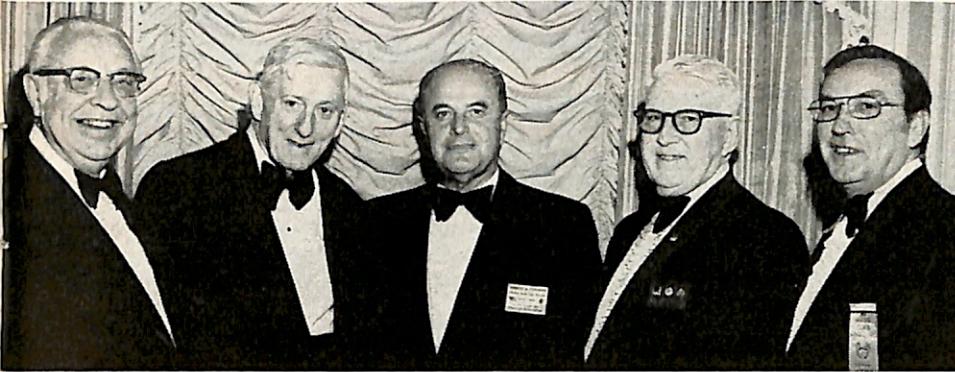
The ideas of "income expansion" and "income diversification" are directly related to the important ideas of "*market-sources of income*" and of "*cost ratio*" and "*profit ratio*." In some later articles we'll look further into all these matters.

In this article we've glanced at the topics of "Assets-Value Growth," "Cost-and-Price Control," and "Income Diversification." All three of those ideas are of fundamental importance for *protecting* the *overall income-prospects* of a business.

Next month we'll continue our review of business-management basics. ■

LODGE VISITS

GRAND EXALTED RULER Robert A. Yothers



Nearly 800 Massachusetts Elks and their ladies attended a Boston reception and dinner sponsored by the state association in honor of GER Yothers. Among those present were (from left) Grand Trustees Chm. W. Edward Wilson, PGER John Fenton, Brother Yothers, SP Alfred Fitzpatrick, and PDD Edward Callanan, dinner chairman.



On his visit to the Florida Elks Harry-Anna Crippled Children's Hospital, GER Yothers met Tammy, who has been named Queen of the hospital. He and Mrs. Yothers toured the facility with Jim Oliver, hospital administrator.



A banquet and dance were hosted by North Little Rock, Ark., Lodge in honor of GER Yothers and his wife Dorothy. Among the 300 Elks and their ladies present from 13 lodges in the state were (from left) Mrs. Engeler, SP Gordon Engeler, Mrs. Yothers, GER Yothers, Mrs. Paulus, DDGER Russell Paulus, SDGER and Mrs. Charles Lilly, Mrs. Baugher, and DDGER William Baugher.



Exalted Ruler Max Frye (left) greeted GER Yothers on his visit to St. Joseph, Mo., Lodge. Present were (from left) PGER Edward McCabe, Brother Yothers, DDGER Gene Mordecai, SP W. H. Stewart O'Brien, and SDGER Bernard Watters.



The spring meeting of the Utah Elks Association at Ogden Lodge was attended by GER and Mrs. Yothers and (from left) ER Kenneth Norton, Grand Trustee Alton Thompson, PGER Robert Boney, and Mrs. Thompson.

Maryville Lodge held a luncheon for GER Yothers during his visit through Missouri. PER Emmett Bartram (front row, second from right) greeted Brother Yothers and PGER Edward McCabe (right) as Chap. Harry Fisher (left) observed. Also there were (second row, from left) Secy. George Williams, Trustee Dennis O'Connell, Est. Lect. Kt. Willis Dowden, ER Bob Lyle, Est. Lead. Kt. Galen Russell, Esq. Glenn Coy, and (third row) Grand Trustee Wayne Swanson and Treas. J. T. O'Connell.

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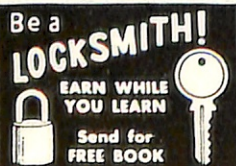
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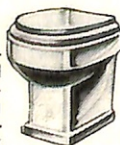
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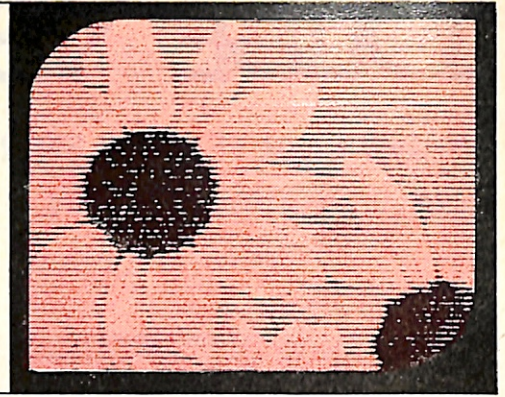
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BACKYARD GARDENER

by Jon Peterson



HAPPY LAWNING

If you're like most folks, the single growing thing you sink most of your hard-earned cash in around your house is your lawn. That may seem hard to believe when you look at the current price of evergreens, shade trees (selling for about three bucks a foot!), ornamental stone, and so forth. But when you think of your lawn in terms of not only the seed or sod to get it started, but also fertilizer (twice a year), sand, lime, hoses, rakes, lawn mowers, aerators, rollers—whatever you buy or rent in order to get your lawn growing the way you want it—then you begin to see the true picture. Roughly speaking, the equation over the years looks something like this: \$ + Time + Labor = Lawn.

You may invest \$300 over a five-year period during which you toil away on your lawn some 450 hours—a conservative estimate. That doesn't sound like too much . . . not really, unless you wake up one morning to the realization that your grass is thin and spindly, bulging with pernicious weeds, and running with mud each time it rains. And you have to start all over again. Then your formula looks something like this: \$ + Time + Labor X 2 = (Expensive) Lawn.

Before you fall into that trap—from which more than one disillusioned grass grower has failed to escape—there are a few simple things you ought to know about establishing a satisfactory lawn.

Simply speaking, a lawn consists of three major components: subsoil, topsoil, and the grass, itself. The purpose of the subsoil is to provide long-term nourishment to a complex, growing grass root system and allow excessive water to drain (but not too fast, or the grass will burn out during those hot, dry August days) and "breathe." The topsoil must, again, hold moisture for the roots to absorb as needed and provide the day-to-day nutrients, including the "big three," nitrogen, phosphorous, and potash (those three numbers that appear on the front of nearly every brand of commercial fertilizer refer, in order, to the percentages of these minerals present). The grass, in case you forgot, is meant to keep the soles of your shoes clean and the neighbors off your back.

Starting a lawn from scratch is both easy and difficult—easy if you can afford to hire someone to do the rototilling

and raking (leveling) and to spread the topsoil to a depth of three or four inches so all you have to do is seed and water . . . thoroughly . . . every day . . . until the roots are firmly established. Hard if you have to do all that back-breaking labor yourself. Before you undertake the job, get a couple of soil samples from different parts of the yard (the soil may differ from one section to another) and have them analyzed by your county agent or local agricultural station. He'll tell you what your soil is lacking and what (and how much) to add to bring it up to "lawn par." For more detailed, step-by-step instructions on how to proceed from there, pick up a copy of the book, *LAWN BEAUTY THE ORGANIC WAY* (Rodale Press, Emmaus, PA).

Maintaining an existing lawn is a bit less laborious. Though, to be successful, you ought to have at least a tenuous grasp of several lawn care concepts.

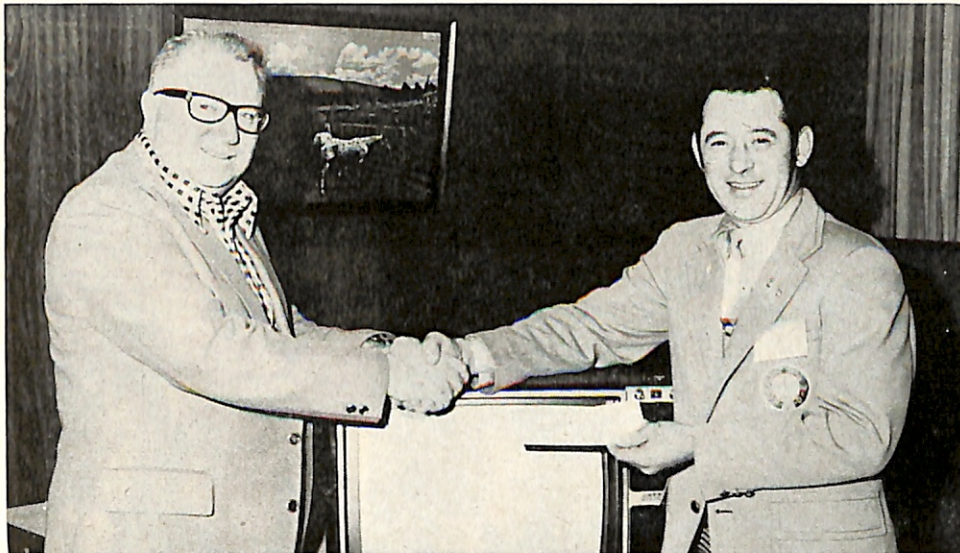
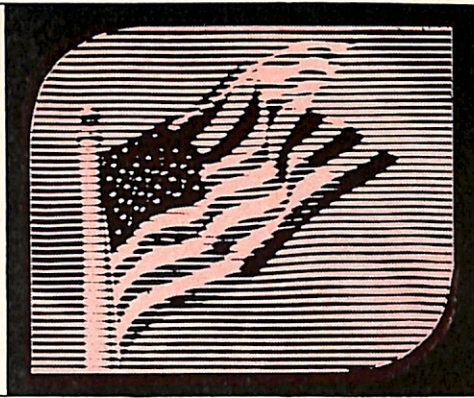
Man undertakes few things in life less fortified with knowledge than the task of lawn tending. "Old wives' tales" and superstitions abound. Grass seed is considered lawn seed (no matter how rank the growth it will yield); a heaping hopper or a mere smidgen of fertilizer is supposed to perform miracles (even if applied at a time of year when the weeds, rather than the grass, benefit); mowing close is "just great" (so you won't have to do it so often and to keep the weeds from seeding . . . ignoring the fact that it also keeps the grass from thriving).

What lawn grasses can't accomplish for themselves, you must do for them. Good lawn fertilizers contain "slow-release" nitrogen, such as ureaform which keeps the grass growing steadily rather than in surges. They're safe in hot weather, though bluegrass, fescue, perennial ryegrass, and bentgrass appreciate an autumn feeding most. In fact, if you can fertilize only once a year, do it in September-October in bluegrass country.

Lawn weeds succumb to science, too. Several chemicals destroy weeds without harming grass. Such chemicals are 2, 4-D, MCPP, and dicamba, now combined in the right proportions (all you need is water) in herbicides such as Trimec and Trex-San. Though you might personally prefer to stay away from chemicals. Many have gotten a bad name of late, especially 2, 4-D.

Next month: more about lawn care. ■

ELKS NATIONAL SERVICE COMMISSION



A check for \$300 from Des Plaines, Ill., Lodge purchased a color television for Downey Hospital in Great Lakes. ER Ronald Sorrentino (right) made the presentation to Arthur Muth, hospital director of social services. The television will be used by veterans.



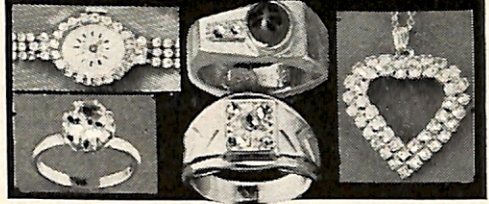
Two truckloads of books and magazines for patients at Rocky Hill Veterans Home and Hospital were picked up and delivered by the vets committee of East Hartford, Conn., Lodge. Chm. Fran Reinholz and committee members brought 1,610 hardcover books, 300 paperbacks, and 400 magazines to the hospital as a result of the committee-sponsored drive.



State Hides Chm. Larry Calhoun (second from left) presented 357 tanned hides for patients' use to Betty Irlle (center), occupational therapy director at Vancouver VA Hospital. Visiting the hospital for the presentation were (from left) Kelso Hides Chm. Harold Chappelle, District Hospital Chm. Theron Quarnberg, VP Ted Butcher, Longview Hospital Chm. Ernie Clark, and Vancouver ER Gene Kuhnhausen.

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News of the State Associations

DONATIONS over the past year will result in presentation of 25 nursing scholarships next year from the Tennessee Elks Association. This report was made during the annual state convention in Kingsport April 4-6. It was also reported that 58 scholarships were awarded as a result of members' contributions to the Foundation.

There were 641 Elks and their ladies present for the session. GER and Mrs. Robert Yothers, PGER and Mrs. Edward McCabe, Doral Irvin, executive director of the National Home, and his wife were among the guests.

From the nine lodges participating in the state ritualistic contest, Paris Lodge was chosen first place winner with Kingsport Lodge runner-up.

L. W. Anderson of Oak Ridge leads the slate of officers elected for the new year as State President. He will be assisted by State President-elect Harold Lane, Elizabethton; Vice Presidents Kermit Purcell, Chattanooga; Harry Mittwede, Nashville; Harry Freeman, Gleason; State Secy. Joseph McCulloch, Nashville, and State Treas. George Farr, Chattanooga.

Cleveland Lodge will host a mid-year meeting of the state association November 8-9. The 1975 annual convention is planned for April 10-12 at Gatlinburg.

DELEGATES to the annual convention of the Missouri Elks Association voted to purchase one mobile dental unit to treat handicapped children at a cost of approximately \$50,000. The Elks were gathered for the convention at St. Louis May 3-5.

Various awards were presented. Trophies went to the winners of the state Elks bowling tournament. The Youth Leadership and Most Valuable Student contest winners received awards. Washington Lodge won the state ritualistic contest.

There were 406 registered guests at the convention. Among the dignitaries present were PGER Glenn Miller,



Among the guests attending the annual convention of Tennessee Elks were then-GER Robert Yothers and his wife Dorothy (center). Also present were PGER and Mrs. Edward McCabe (left) and National Home Executive Director and Mrs. Doral Irvin.

PGER Edward McCabe, Grand Trustee Wayne Swanson, and Grand Est. Loyal Kt. Gerald Powell.

Donald Nemitz of Clayton Lodge will lead Missouri Elks as their State President. Other officers elected were Vice President-at-Large R. Max Frye, St. Joseph; State Treas. Richard Martin, St. Joseph, and State Secy. Leo Meyer, Clayton.

The fall convention will be at Jefferson City from September 13-15. St. Louis will again be the site of the 1975 convention April 18-20.

SUPERIOR LODGE hosted this year's annual convention of the Wisconsin Elks Association May 17-19. A total of 666 persons were in attendance.

The major project report stated a new budget of \$47,500 for cerebral

palsy. A decision was reached by those present to raise the per capita state association dues from 80¢ to \$1.

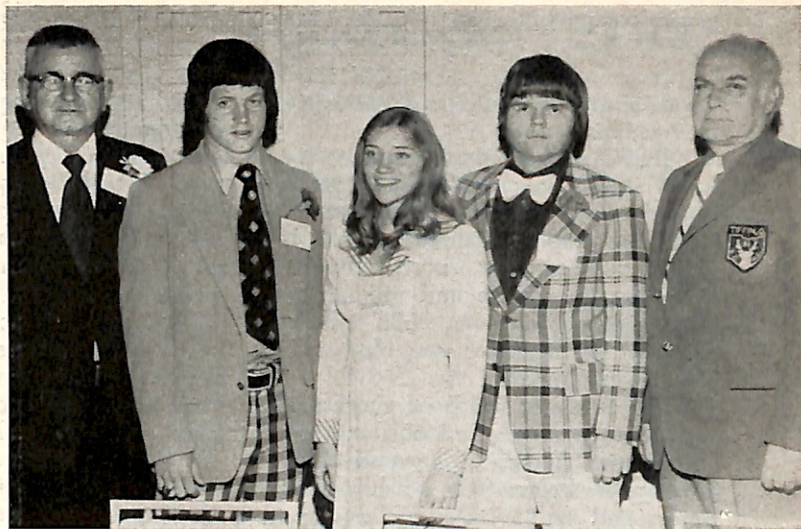
Winner of the state ritualistic contest was Wisconsin Rapids Lodge. Trophies were presented to the individuals as well as to the team.

Wisconsin Elks will be led by new SP Warren Foster of Baraboo. Other elected officers include Vice Presidents George Lella, Wausau; Miles Frederickson, Oshkosh; Joe Schertz, Kenosha; Don Grosnik, Janesville; State Secy. C. F. Katzenmeyer, Beaver Dam, and State Treas. Dale Rudy, Kenosha.

A fall conference is planned in Janesville September 6-8, and a winter conference will be held at Wisconsin Rapids February 8-9. Oshkosh will be the site of the 1975 annual convention May 16-18.



Chris Mullin (second from left), a winner in the Elks National Free Throw Contest, was honored during the annual convention of the New York State Elks Association. Present were (from left) SP Harry Macy, PGER George Hall, PGER Ronald Dunn, PSP William Steinbrecher, and Past Grand Chap. Francis White.



Three students were chosen as Teenagers of the Year in the contest sponsored by the Ohio Elks Association. Receiving their awards at the annual state convention were Steven Sargent (second from left), Suzanne Milburn (center), and Donald Sutton (fourth) of Warren. They were congratulated by Youth Coordinator Nick Kovic (left) and the contest chairman, Leonard Gaydos.

AN AWARD from the Freedoms Foundation went to the Ohio Elks Association for the second consecutive year. The presentation was announced during the state's 76th annual convention in Cincinnati May 2-5.

Approximately 1,100 delegates attended the convention. At a luncheon honoring outstanding students throughout the state, awards and scholarships amounting to \$23,000 were presented. PGER Raymond Dobson was the featured speaker. State Youth Leadership winners were Patti Henry of Berea and John Blebea of Alliance.

Winner of the state ritualistic contest was Dover Lodge. Dick Gallagher of Ironton was named to the Elks Hall of Fame.

It was reported that Ohio Elks raised more than \$60,000 for the major project which is treatment of cerebral palsy patients. More than \$105,000 was spent on youth activities in the past year while \$185,000 was used in community service programs.

Officers of the state association were elected and installed. Among them are SP Sam Fitzsimmons, Van Wert; Vice Presidents Irving Davies, Lakewood; Leonard Nethers, Newark; Eugene Buchy, Greenville, and State Secy. Eugene France.

A fall planning session for the Ohio Elks Association will be held in Dayton on August 23-25.

TWENTY-FIVE YEARS since his ordination as priest were celebrated by



State Finalists in the Most Valuable Student contest were honored during the Ohio Elks annual convention. They are (seated, from left) Michael Heying, Mercer County Lodge; DeWitt May, Zanesville Lodge; Mary Pollock, Coshocton Lodge; Cathy Krupsa, Warren Lodge, and Joyce McKee, Alliance Lodge. On hand to congratulate them were (standing, from left) State Youth Coordinator Nick Kovic, PGER Raymond Dobson, PGER Gene Fournace, SP F. H. Niswonger, and State Chm. Don Peters.

Past Grand Chap. Francis White during the New York State Elks annual convention. He was among the approximately 2,300 Elks and their ladies gathered at Kiamesha Lake May 16-19 for this 62nd convention.

Chris Mullin, a national winner in the Elks Free Throw Contest who was sponsored by Brooklyn Lodge, was also honored at the session. He received a trophy from the state association besides his Grand Lodge trophy.

The major project report showed that 14 mobile units with trained therapists were in operation throughout the state and that over \$150,000 had been raised for cerebral palsy. The Southeast District was recognized for having raised the most money for the major project.

Other reports showed an increase in membership and in the number of

scholarships presented. Huntington Lodge won the ritualistic contest.

Officers elected for the new year include SP Harry Macy, Patchogue; VPs Dale Hartpence, Liverpool; Vernon Allinson, Hicksville; Robert News-holme, Haverstraw; Martin Mihal, Plattsburgh; Sterling Gaebel, Carthage; William Murphy, Hoosick Falls; Anthony Rende, Port Chester; Charles Morgan, Endicott; Fred Bartsch, Lynbrook; Kenneth Gridley, Corning; John Buehler Sr., Bethlehem; William Linker, Hamburg; Carl Jones, Canandaigua; State Secy. Herman Wickel, Huntington, and State Treas. William Petzke, Elmira.

Kiamesha Lake will be the site of both the fall conference September 12 and the 1975 annual convention planned in May.

flood control methods and flood insurance claims.

ERTS-1 aids in monitoring the fresh water supply in many areas, especially those largely dependent on the extent of snow cover and its related runoff. For example, the satellite reports snow cover data for the remote and mountainous regions of the western U.S., which is difficult to measure and observe by conventional means.

ERTS imagery has been successfully applied to a number of oceanographic disciplines. Accurate, up-to-date hydrographic charts of the world's coastal waters and shallow seas are now possible; thus aiding oceanographers in locating underwater features hazardous to navigation. ERTS-1 photos also show a strong correlation between certain radiance levels and schools of fish. Fishermen may soon be able to base plentiful fishing on satellite images—a fantastic development for a hungry world.

The list of ERTS-1 achievements, both stunning and routine, have extended far beyond the experts' dreams of success. “. . . ERTS has produced a wealth of scientific data that have exceeded our most ambitious prelaunch expectations,” commented Daniel J. Fink, vice president of General Electric, builder of the satellite.

What makes this 1965-pound satellite that resembles a monstrous butterfly so successful? A simple answer to the not-so-simple question is meticulous prelaunch planning by professionals and outstanding in-space performance by the ERTS-1 equipment.

The 10-foot-high spacecraft was hurled into a 565-mile-high circular orbit by a Delta rocket in the summer of 1972. Its orbit was designed to provide systematic, repetitive global land coverage under conditions of maximum consistency.

ERTS-1 circles Earth every 103 minutes, completing 14 orbits each day while photographing three strips 115 miles wide in North America and 11 similar strips in the rest of the world. Strips photographed the following day are contiguous to those of the first day, with a planned percentage of overlap coverage.

The satellite passes over any location on the Earth's surface once every 18 days—at the same time of day and with the same lighting conditions. This repetitive coverage allows ERTS-1 to monitor time-dependent changes in surface features.

The nearly polar, sun-oriented path of ERTS-1 causes the satellite to cross the equator at about 9:40 a.m. local time on the north-to-south leg of

orbit. Previous experience with aerial photographs has shown that shadows cast on the ground at this time of day provide the greatest assistance in interpreting various surface features. ERTS imagery, for example, can spot major highways and sometimes smaller streets.

The key to obtaining information on Earth resources from several hundred miles out in space lies in the analysis of (1) sunlight reflected from Earth and (2) radiation emitted from the Earth by virtue of its temperature.

Flying across the United States by plane you see fields, forests, drainage patterns, geological formations, cities and other works of man and nature. If the same plane carried an aerial camera with a telescopic lens, photographic analysis would reveal soil types, crop identities, major mineral deposits and much more. Taking the same flight once more—but with a full complement of instruments that “see” in the infrared, ultraviolet and microwave regions of the spectrum—the panorama enlarges tremendously.

By collecting and correlating this kind of visible and “invisible” information, ERTS-1 can actually take the Earth's pulse *continuously*; therefore helping mankind to assess on one hand the planet's suitability as a habitat and on the other aiding man in his search for ways to improve the environment.

The satellite incorporates several sophisticated systems to take the planet's pulse. The heart of ERTS-1 is a pair of imaging systems called the Return Beam Vidicon (RBV) and the Multispectral Scanner (MSS) that photograph the Earth in the visible and the near-infrared spectrum. The RBV and MSS acquire images of approximately 2.5 million square miles of the Earth's surface every day.

No small feat!

The Return Beam Vidicon is a three-camera arrangement similar in concept to television. The trio of cameras is filtered in such a way that each operates in a different band of the visible spectrum.

The Multispectral Scanner system is a line-scanning device that detects and records solar energy emitted or reflected from Earth in four bands of the electromagnetic spectrum: green, red, near infrared and a second infrared band. Various objects and materials record differently in the four spectrum bands. For example, water is relatively transparent in the green band, but appears black in the infrared. In contrast, vegetation reflects extremely well in the infrared and is as bright in

that wavelength region as snow is in the visible region.

If the satellite is over North America, the RBV and MSS imagery is relayed directly to one of three U.S. ground stations (Goldstone, California; Greenbelt, Maryland; Fairbanks, Alaska) and a Canadian station in Saskatchewan. At other times, the images are stored on magnetic tapes for readout when in range of North American stations. Brazil already has a ground station in operation, while Mexico and Venezuela are currently moving toward establishing their own.

The flow of information from ERTS-1 has been so great that much of it may not be fully analyzed for months or even years. Preliminary results have been so rewarding and much of the data so immediately useful that the scientific community was severely disappointed when the tight NASA budget forced postponement of the second ERTS launching from November, 1973, to the last half of 1974 or early 1975.

The significance of this postponement crystallizes in sharp perspective when it is noted that the design lifetime of ERTS-1 is only one year. Technically, ERTS-1 should have ceased functioning in mid-1973! Similar NIMBUS satellites with the same projected lifespan, however, have continued to “live” for about three years. But if ERTS-1 fails to relay data for almost a full three years, there will be a gap in ERTS coverage. With the importance of ERTS imagery firmly established, the allowing of such a gap—for any reason—seems unjustifiable.

ERTS-1, with its countless string of successes, is a pioneer in the truest sense. It is a pioneer forging the path for future Earth resources technological advances. The satellite's vanguard status has been cited by many people all over the world, such as U.S. Representative James W. Symington from Missouri:

“The deeper significance of the ERTS project lies in the fact that we view it as the first step leading to future operational systems which we are persuaded will help mankind solve some of the most pressing social and economic problems from one end of the Earth to the other. With the success thus far of ERTS-1, the brilliant promise of this new technology becomes clearer.”

The Earth Resources Technology Satellite has scouted the trail man will follow to a more complete understanding of his own world and, eventually, may guide him to solutions of problems that now loom large on the horizon. What greater contribution to mankind could there be? ■

Inquisitors Club (Continued from page 10)

basis to carry it through the thin spots between government contracts.

Thus the longer tours are not the bargain the in-town service is. But they're not overpriced, either. Competitive pressures from tour companies and travel agencies insure that club members get fair value for their travel dollar.

The Inquisitors Club's three general transportation areas serve different segments of its membership. Mini-bus users tend to stay close to home, avoiding longer excursions; the one- to six-day short tours are enjoyed by the greatest number of members, who like the chance to get out of town and see the sights with other like-minded people; the longer, more costly tours, such as the twenty-one-day Fall Foliage Tour to New England and the Eastern Provinces (\$899 single, \$749 twin) appeals to the fewest members. Still, the Fall Foliage Tour in 1973 drew 132 travelers.

Typical one-day outings include trips through the rugged Cascade mountains; a stop at one or more of the colorful fishing villages that dot the shores of Puget Sound; a tour of the Seattle City Light generating plant and

dam in the scenic Skagit Valley; or a weekly trip to a major shopping center. Cost of the one-day trips usually ranges from \$2.00 to \$12.00.

While short tours may last as long as six days, the majority run from two to four days; they cost from around \$30.00 to \$100.00, with a few running as high as \$150.00, depending upon the duration, hotel charges, and other costs. In a recent month, members could choose short tours to the Ashland Shakespearean Festival (five days, \$98.00 including lodging and tickets to four plays); a sight-seeing trip around the Olympic Peninsula (three days, \$49.00); or a night at the ocean beach (two days, \$27.00), from among thirteen offerings.

What does Ferson get out of all this? Not much. At least not much salary compared with executives handling similar responsibilities. His salary is now \$1,000 a month ("I raised my pay to that when I realized I had people working here making more than I was"); in the first year he drew no pay at all. Don and his wife, Elaine, frequently work seven days a week, often fourteen hours a day.

Ferson has no other sources of in-

come and he has no "side money" coming in from any aspect of the club's operation. "A lot of so-called 'non-profit' organizations have separate profit making corporations set up to do business with them," he says. "The officers make money off the non-profit organization through the profit making ones. There's none of that here. I don't collect any commissions, royalties, fees, rentals, or anything from the club in any other capacity. I just work here. But for me it really isn't work. I tell people I've been on vacation the past five years."

What are Ferson's hobbies?

"The Inquisitors Club."

Because the club schedules so many tours and advertises them in its monthly bulletin, a 20-page newspaper called "Odyssey," members tend to get out more often than they would otherwise. "Every month when the paper comes," says one active gray-haired widow, "I go over the list of tours and call a couple friends and we pick the ones we want to go on. I go at least once a week. It's so easy to sit and look at the walls if you don't have something to look forward to."

This woman, and many others like her, have more than a passing interest

(Continued on page 46)

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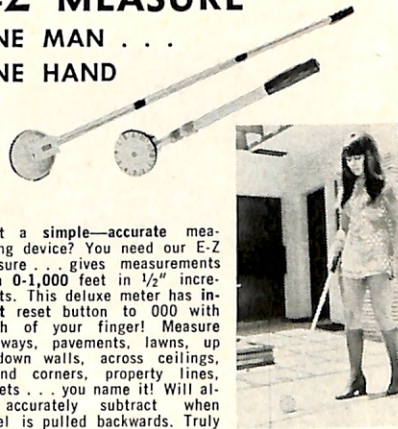


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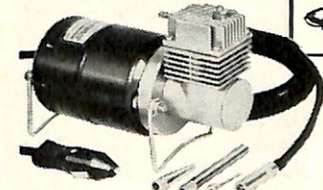


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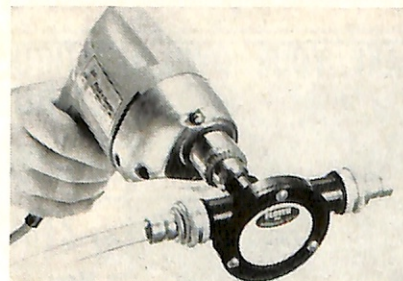
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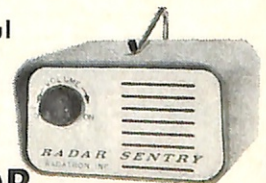
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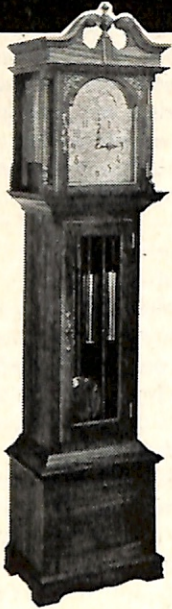
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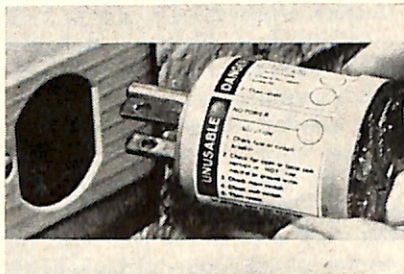
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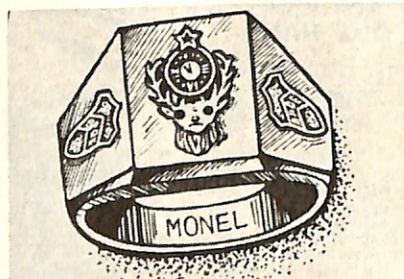
Elks Family SHOPPER



ARE YOUR ELECTRICAL OUTLETS SAFE? New GT-20 Grounded Outlet Tester tells if AC outlets are safely grounded or properly wired. Just plug in; amber lights show if there is power. Reverse polarity, faulty connections or missing ground connections show up red. \$7.95 + 55¢ shpg. J. W. Holst Inc., Dept. EO-8, 1005 E. Bay St., East Tawas, Mich. 48730.



YOU CAN BE A MURAL ARTIST—when you paint-by-number. As easy as 1-2-3 with the complete kit. You choose from 74 basic designs/subjects up to 13 ft. wide and up to 3 color schemes. Every kit has patterns, brushes, paints. From \$2.95 up. Send 25¢ for full color catalog. Double M Marketing, Dept. EM-8E, Box 8500, Fountain Valley, CA. 92708.



CUSTOM-MADE ELKS RING is solid Monel, a platinum-like nickel alloy superior to gold or silver in durability due to its tough, hard, bright, corrosion-resistant qualities. Won't tarnish or discolor finger. Three raised 10 Kt. yellow gold emblems. Sizes 7 through 14 incl. half sizes. \$34.95 ppd. The Cass-Line, Dept. R, Box 85, Gallon, Ohio 44833.

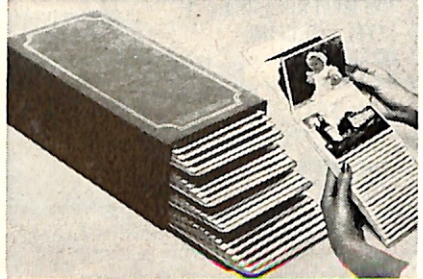


PHOTO MEMORY TREASURE CHEST displays, stores and protects photographs and negatives. This lovely chest holds 200 photographs—Instamatic, Polaroid—any size up to 3 1/2"x5". Contains 4 removable photo display trays that show photos in exact sequence. \$12.95 plus 50¢ shpg. Crown-Castle, Ltd., Dept. PM-21, 51 Bank St., Stamford, Ct. 06901.

FREE ANTIQUE NECKLACE

Shown
Actual
Size



Get
Acquainted
Offer

Free African trading bead—over 200 years old—strung on a 24" leatherette necklace. Bead is a real antique made of mosaic glass. Send 25¢ to cover postage and handling.

Mail to: **JEWELART INC.** Dept. ELA

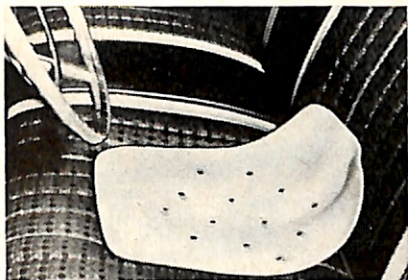
7753 Densmore Ave., Van Nuys, California 91406



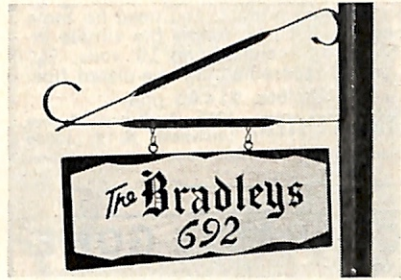
REMEMBER BURMA SHAVE and the signs by the side of the road? Enjoy these amusing, nostalgic verses again in "Verse By The Side of the Road," the story of the Burma Shave sign and collection of all 600 verses (illustrated). A hardbound beauty and handsome gift to delight everyone. \$4.95 ppd. Holiday Gifts, Dept. 708-D, Wheat Ridge, Colo. 80033.



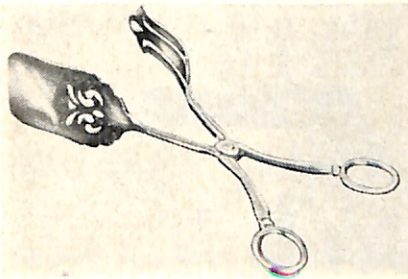
FEET HURT? Tired, aching feet are relieved in minutes by unique Thermoplastic Arch. Molds to shape of your feet, gives personal fit at home. Developed by foot specialist who evaluates each order. Tell him shoe size, width, your weight, male or female. \$9.95 plus 65¢ shpg. Foot Care Products Co., Dept. E-8, Box 1605, Grand Central Sta., N.Y. 10017.



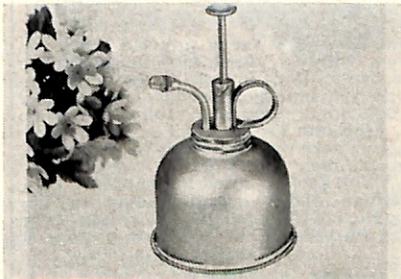
ORTHOPEDIC BUCKET SEAT reduces backache and fatigue by supporting your back, hip and pelvic area. Thin, flexible plastic, contoured seat curves around you. Use Relaxo-Bak on regular car seat, office chair or favorite lounge chair. Neutral black. \$5.99 plus 80¢ shpg. Jay Norris Corp., Dept. EL-874, 25 W. Merrick Rd., Freeport, N.Y. 11520.



FRIENDLY HOUSE SIGN lets everyone know where you live. Weatherworthy wooden sign (15"x6") is lettered on both sides with your name and house number in Old English style—or numbers only in classic German Gothic. Bracket shown with hardware also included for only \$9.95 plus \$1.00 shpg. Countrycraft, Dept. E8, Line Lexington, Pa. 18932.



ELEGANT SILVER-PLATED TONGS for the hostess who cares. Use these beautiful embossed Tongs for your next luncheon party and watch the comments fly. Silver-plated Sandwich Tong (shown) is 8½"; Chicken tong is 7½". \$4.95 each plus 50¢ shpg. Gift-boxed. Order from Wickford Gift Galleries, Dept. EM, 290 Westminster St., Providence, R.I. 02903.



MIST SPRAYER FOR HOUSE PLANTS keeps them thriving. Spray daily with gleaming brass Sprayer's gentle spray and avoid over-watering. Also use for cleaning windows, sprinkling clothes to be ironed. Easy-to-clean nozzle, one-hand operated plunger. \$2.95 plus 50¢ shpg.; 2 for \$5.75 ppd. The Writewell Co., 812 Transit Bldg., Boston, MA. 02115.

**PERSONALIZED!
SOLID
BRASS!**



**ELKS
BELT BUCKLE**

**WITH YOUR NAME AND
LODGE NUMBER ENGRAVED
ON BACK SIDE**

Make this handsome antique finish brass buckle your new badge of honor each day. Snaps on any standard men's or ladies belt. Send your name and lodge number clearly printed for "personalized" identification on reverse side — makes an excellent and thoughtful gift. Satisfaction guaranteed or money back pronto. Shipped prepaid.

\$10 each

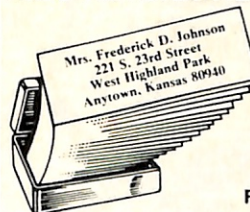
(Calif. res. add 6% tax)

T. J. McDONOUGH CO.

P.O. Box 5560, Dept. EL-7
Santa Monica, Calif. 90405

(E.R. & L.K. write for information on superb fund raising buckle plan)

1000 RETURN ADDRESS LABELS



\$1.00

USE YOUR
"ZIP" CODE

FREE HANDY BOX

Quick and easy way to put your name and return address on letters, checks, books, records, etc. ANY name, address and zip code up to 4 lines beautifully printed in black on crisp white gummed label paper. 1¼" long. Free decorative box for purse or desk. Set of 1000 labels, just \$1 postpaid. Money back if not pleased. Don't know your zip code? We'll look it up for you. **Send for free catalog.**

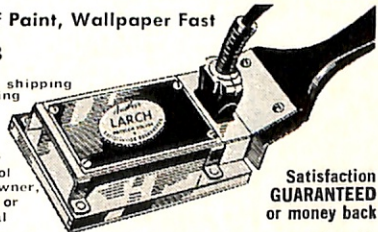
3298 Drake Building
Walter Drake Colo. Springs, Colo. 80940

ELECTRIC PAINT REMOVER

Strips off Paint, Wallpaper Fast

\$14.98

Add \$1.00 shipping and handling



Heavy-duty working tool for home owner, handyman, or professional

Satisfaction GUARANTEED or money back

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

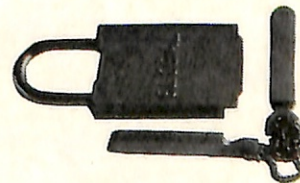
**FIX
THOSE
KNITS**



Repair pulls on polyester knits with this small tool. It's easy to use; makes your favorite garments usable again. Only **\$1.50**. Send to:

CRAFT, Dept. EM
44 Perry St., Newnan, Ga. 30263

NEW MAGNETIC PADLOCK



CAN'T BE PICKED OR MASTER KEYPED.

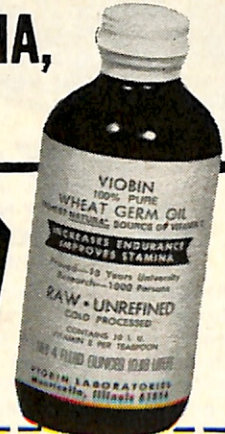
Operates only when coded magnetic "key" placed alongside. Easy to open in dark. Case hardened shackle. Be all safe. Ideal for lockers, campers, garages, trucks, etc. Satisfaction guaranteed. \$7.50 ppd. Bicycle size \$8.25.

SECURE THINGS, P.O. Box 477,
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VIOBIN

Wheat Germ Oil HELPS INCREASE STAMINA, VIGOR

FREE \$1.50 bottle



RICH NATURAL SOURCE OF VITAMIN E

UNIVERSITY FOOD SUPPLEMENTS

Rush my \$1.50 bottle of VIOBIN Wheat Germ Oil as a FREE GIFT, plus your latest natural food supplement and nutrition catalog. Enclosed is 25¢ to help cover shipping and handling. Limit one bottle per family.

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City

State Zip

Mail to: **University Food Supplements**
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Lynchburg, Va. 24505

C-05

Mrs. Kenneth J. Alexander
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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!

W. Yarbrough 5768 Venice Blvd., Dept. L-3
Los Angeles, Calif. 90019
Air Mail Delivery Add 33¢

Clip-On Magnifiers



Clip **MAGNIFIERS** on regular glasses. **SEE CLEARER INSTANTLY.** Read fine print. Do close work. Neat, metal frame. 10 day trial. **SATISFACTION GUARANTEED.** Send age, sex. On arrival pay postman \$4.95 plus C.O.D. or send only \$4.95 and we pay postage. **PRECISION OPTICAL CO., Dept. 41-V, Rochelle, Ill. 61068**

AUTO BODY REPAIRS



Black vinyl and chrome tedlar trim.

Got you down? Cut costs and time with Pro-Teks

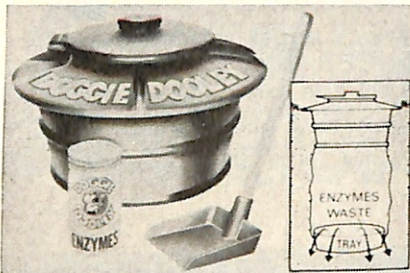
- Professional Protective Molding
- Easy to Apply
 - Self-adhering
 - Permanent

Professional Protective Molding is made of durable vinyl, black, with tarnish-proof chrome tedlar trim. It is self-adhering with a special adhesive so strong it prevents gapping or shifting and holds permanently. Use it to replace damaged molding or to decorate and protect. You need no tools or special skill. Just follow the simple instructions. Kit includes two 19' rolls, 5/8" wide, with 4 tapered all chrome-plated tips.

Complete, \$14.95 ppd.

ELECTRIC CENTER; 1963 A Palmer Avenue
Larchmont, N. Y. 10538

DOG WASTE GONE



DOGGIE DOOLEY® keeps grounds clean, insect-free, sanitary. Rustproof heavy plastic doggie septic tank installs in ground; uses safe, non-poisonous enzyme-bacteria to liquefy pet stools for ground absorption. Shovel up stools, drop into tank, close lid. Enzyme-bacteria action does rest. Harmless to pets, lawns, shrubs. Handles wastes of 1 to 3 dogs. 17 1/2" x 11 1/2" with foot-operated lid, shovel, 6 mos. of enzymes, and moisture holding tray for faster action. \$10.95 plus \$1.85 postage. Extra 12 mos. enzymes \$3.95 plus 60¢ postage.

Send check or M.O.

J. W. HOLST, Inc. Dept. ED-874, 1005 E. Bay St.
East Tawas, Mich. 48730

MODERN STANDARD COLOR TELEPHONES



A Complete Modern Phone. Ready For Instant Use.

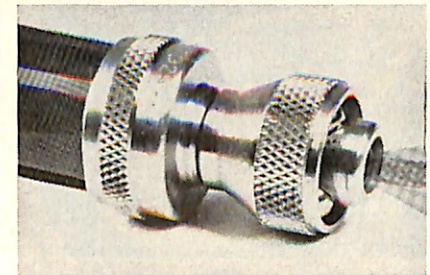
Available in red, white, blue, green, beige, ivory, white, black, or pink. Ideal for step saving extra phone. Complete with regulation line cord and plug and ringer only \$23.95 plus \$1.50 handling charge. (Factory Re-built)

SEND FOR FREE CATALOG

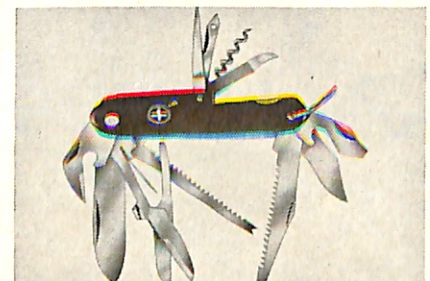
GRAND COM INC., Dept. E8-4
324 5th Ave., N. Y. 10001



SAFETY DEVICE FOR ALUMINUM LADDERS. Ladder Help-Mate attaches anywhere on ladder to let you work with hands free. Many different uses. Singly, it's fire escape, safety harness, work platform, etc. In pairs, it's ladder jacks, horizontal scaffold, etc. Patented. \$19.50 each or \$36.00 per pair ppd. Oak Grove Enterprises, Dept. E, Foristell, Mo. 63348.



ADJUST-A-POWER HOSE NOZZLE gives 50% more power and has a lifetime leakproof guarantee. Precision-made of solid brass with stainless steel ball bearings. Easy fingertip control for adjusting from pin-point to fan spray to solid jet stream—or shut-off. \$2.69 plus 45¢ shpg. Larch, Dept. EL-8, Box 770, Times Square Sta., N.Y. 10036.



LIKE NO OTHER KNIFE . . . Wonder Knife has so many uses, you'll want to take it camping, fishing, to work and to keep it at home for any emergency. Sturdy Swiss Army Type Knife has compact 3 1/2" handle that holds 12 different tools. Blades are stainless steel. \$3.98 plus 35¢ shpg. Cadlyn's, 2077 N.Y. Ave., E8, Huntington Sta., N.Y. 11746.



TELESCOPIC FISHING ROD. Only 18" long when you're carrying it to your favorite fishing spot, this handsome rod extends to 7 feet and you're ready to catch that big one. Convenient and inexpensive. Great for long casting. Guaranteed for 1 year. \$7.95 plus 95¢ shpg. (Dealer inquiries invited.) Andy-Crafts, 942 Capp St., San Francisco, CA. 94110.

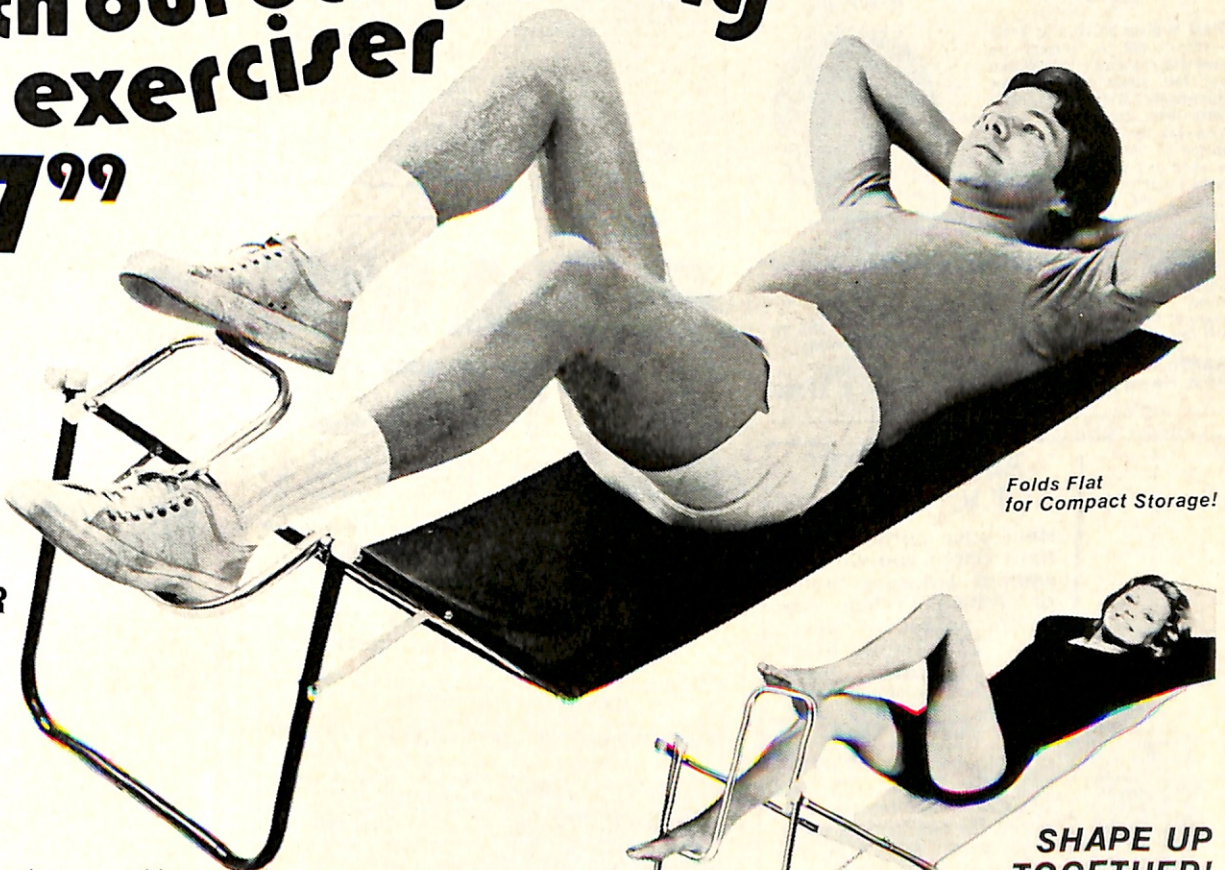
Soft-pedal your fat away!

...with our easy-going
cycle exerciser

**now \$7.99
only**

HELPS...

- TIGHTEN YOUR STOMACH
- ELIMINATE PAUNCH
- FIRM YOUR THIGHS
- TONE YOUR MUSCLES



Folds Flat for Compact Storage!

SHAPE UP TOGETHER!

Give another Cycle Exerciser to your wife or best girl. It will work wonders for her body, just as it will for yours! Think what a shapely couple you'll make, and all the fun you'll have cycling side-by-side! Save when you order two Cycle Exercisers for only \$14.98.

Why perform dull, boring, repetitive calisthenics for a trimmer, more muscle-toned body — when this "pedal while you have fun" way will do the trick a lot more pleasurably... and just as effectively! Our fun-slanted Cycle Exerciser lets you lie down, stretch out, and pedal away that unsightly flab in comfort!

Lie Down... And Shape Up!

Cycle Exerciser makes the job fun... because you don't even have to think about the work you're doing. Just stretch out on the comfortable full-length vinyl mat, and go through the motions — indoors or out — while you catch up on your reading, watch a ball game on TV, brown in the sun, or listen to stereo or radio. A few minutes vigorous pedaling a day helps build up stamina while you tone up muscles and get rid of that "spare tire"! Day by day, you can stretch out your cycling time so that flab melts away even faster. You'll feel healthier, stronger... and have more get-up-and-go! And the more intensely you work it, the better shape you'll be in!

OUR UNCONDITIONAL GUARANTEE!

Use your Cycle Exerciser for 2 weeks, stretching out the time each day. Follow the suggested exercise programs spelled out in your instruction manual. Then if you don't agree that your Cycle Exerciser is really helping you look trimmer, feel stronger and healthier — just return it for your money back! Moving parts are made of rugged chromed steel. It's a breeze to carry, and folds almost flat to a compact 28" x 20" x 1 1/4". Stores easily in a closet, under a bed, behind a door. Fits conveniently in your car trunk, too. Whenever you want to pedal your fat away, Cycle Exerciser is ready to go in an instant! Order today!

Cycle-Exerciser S-79749 only \$7.99

Spencer Gifts

731 Spencer Bldg., Atlantic City, N.J. 08411

START PEDALING FAT AWAY SOON — ORDER NOW!

SPENCER GIFTS, 731 Spencer Bldg., Atlantic City, New Jersey 08411

Please send one Cycle Exerciser (S-79749) @ \$7.99 plus \$1.00 to cover postage and handling.

SAVE \$1.50. Two for only \$14.98 plus \$1.50 postage and handling.

N.J. residents add 5% sales tax.

I enclose check or money order for total \$ _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

© Spencer Gifts, 1974

MAN'S WIG \$7⁹⁵

no need to pay \$50

Stretch Wig Completely Covers All Your Hair and Sideburns



M-105

M-109

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 modacrylic 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. Mention style number and color desired: Black, Off Black, Chestnut, Dark, Medium or Light Brown, Dark Blonde, Grey and Black mixed, Grey and Brown mixed. 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.



M-101

FRANKLIN FASHIONS CORP., Dept. M-388
103 E. Hawthorne Ave., Valley Stream, N.Y. 11580

ADJUSTABLE T.V. POLES

Hold your portable T.V. right where you want it, without awkward tables or stands. Takes any width, up to 14" deep, 17" high. Black decorator pole has spring tension rod to adjust to 7½ to 8½ ft. ceiling heights. Can be set up in Hi or Low position. Hi position is great for reclining watchers! Made in U.S.A. Extension for higher ceiling, add \$2.00.

We ship in 24 hrs.
\$12.95 Plus \$1.00 postage

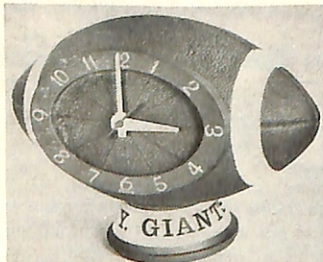
Write for FREE catalog
Holiday Gifts

Dept. 708-A
Wheat Ridge, Colorado 80033

PERSONALIZED DESK FOOTBALL CLOCK

A Gift Sure To Score A Touchdown

The perfect gift for every football fan. The simulated leather makes it look like the real gridiron pigskin. A full 10" long by 7" high. Electric, red sweep secondhand, comes on base. Special pocket conceals extra long cord. Personalize your favorite team on base with kit of self adhesive letters (included).



Desk Model Only \$15.95 plus \$1 P.P. Satisfaction & Pleasure Guar. Send Check or M.O.

CADLYN'S Dept. EL-8

2077 New York Ave., Huntington Sta., N.Y. 11746

Amazing Mini-Vac

PUMP

Pumps Water Out or In by the TON



Gets Rid of Water anywhere, Instantly: Homes, Pools, Boats, Farm, Cabins.

Pumps up to 350 gallons (1½ tons) per hour . . . lifts water 20 feet . . . pushes water 50 feet high. Just plug into any electrical outlet and it's ready to use. It will drain or empty flooded basements, boats, pools, sumps, tanks, silo pits etc. Or in reverse it will water gardens, fill pools, fill a boat's water supply, etc. Everything complete in one kit. Built to commercial professional standards. Instant self-priming pump. Stainless steel wear plates, glass fiber reinforced case, rock rubber impeller. System includes air cooled motor, six-foot heavy-duty ground cord, two suction and discharge hoses, brass retainer, etc. Ten year replacement plan guarantee. **\$39.95** plus \$3.00 pp. and Hdig.

Send CHECK or M.O.

J. W. HOLST, INC. Dept. EP-84, 1005 E. Bay St. East Tawas, Mich. 48730

NAME TIES

His name worked into a neat pattern on this quality tie. Worn, it's a design; turn it sideways and his name can be read. Blue, brown, green or maroon. Specify color or we send blue. PRINT name desired. Only \$4.25 ppd. Dead-line for Christmas orders is Nov. 15. Ties designed for clubs, etc.

ART STYLE CO.

Box 166-K, Arlington, Mass. 02174

ELEVATED TOILET SEAT GIVES COMFORT FOR ELDERLY OR DISABLED PERSONS



Pain of using toilet is eased with new accessory which raises seat level four inches to height most convenient for physically handicapped. Lightweight (3-lbs.) permits most individuals to handle alone. Won't slip, tapered flange holds securely in toilet bowl. One-piece, non-porous polyethylene, easy to clean with household disinfectant and detergents.

Postpaid \$21.00 check or money order. (Washington residents add \$1.11). Satisfaction guaranteed.

PERRY PRODUCTS, Dept. E-1
P.O. Box 113, Mercer Island, Wa. 98040

"THE CLEOPATRA RING"

The Ring of a Nile Queen . . .



These antique styled creations recreate ornaments of power . . . Handcrafted in silver, set with gleaming gemstones, older than civilization.

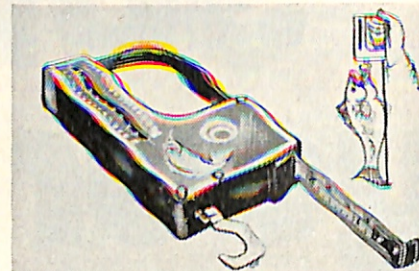
The top of ring opens to reveal a hidden oval compartment ideal place to keep pills, miniature photos, extra money, or a locket of a loved ones hair.

Send \$19.95 each plus \$.75 for postage and handling.

THE KAST

P. O. Box 108 Iselin, N.J. 08830
(N. J. Residents enclose 5% sales tax)

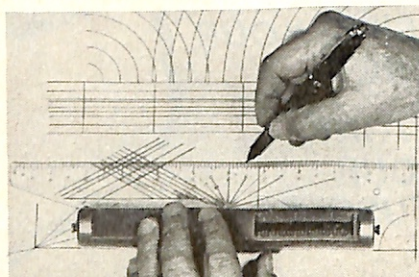
Elks Family Shopper



HOW BIG IS YOUR FISH? Find out instantly with Fish Recorder. It's fish scale and measuring tape all-in-one. Weighs fish up to 28 lbs.; measures up to 40". Rust-proof stainless steel; fits in shirt pocket. Built for years of precision accuracy. \$2.98 plus 50¢ shpg. (N.Y. res. add tax.) M. Harrison, 1380 Riverside Dr., R-7F, N.Y., N.Y. 10033.



IT'S BARBECUE TIME and you'll be ready to cook on the big outdoor grill when you're decked out in this nifty Chef's Hat and Matching Apron. Of heavy cotton, sturdy and durable. Hat extends to 11" or 12½" high. Only \$12.00 for the set, ppd. The Posh Pot. Dept. EK-84, 1604½ Union St., Schenectady, N.Y. 12309.



PRECISION ROL-RULER®—a versatile tool from West Germany. It's triangle, T-square and parallel ruler. You can measure distance, draw vertical, horizontal, angular, parallel lines, arcs, cross-hatching, circles up to 22" in diameter. Only \$5.95 plus 75¢ shpg. from J. W. Holst Inc., Dept. ER-84, 1005 E. Bay, East Tawas, Mich. 48730.

Coupon for advertisement on Inside Front Cover

Jay Norris Corp., 25 W. Merrick Rd., Dept. MD-99, Freeport, N.Y. 11520

Please rush me Famous Scandinavian design Scissors @ \$3.99 plus 60¢ shipping and handling.

SAVE! Order TWO for only \$6.99 plus 80¢ shipping and handling.

SAVE MORE! Order FOUR for only \$12.99 plus \$1.00 shipping and handling. (Sorry, no C.O.D.'s)

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

PRINT NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

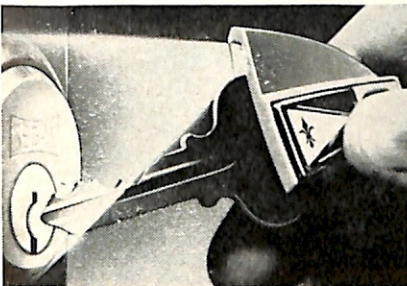
© Jay Norris Corp., 1974



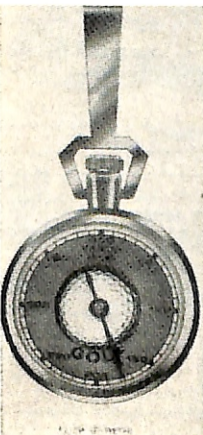
IN THE FRENCH STYLE . . . a phone decorators love for its French elegance and American practicality. The Dutchess with standard cord and plug is ready for instant use in any room. Beautiful ivory with brass fittings. \$79.95 plus \$1.50 shpg. Send for free catalog of handsome phones. Grand Com Inc., Dept. EK-8, 324 Fifth Ave., N.Y. 10001.



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 E8, Avon-By-The-Sea, N.J. 07717.



LIGHT FOR YOUR KEYS. Groping in the dark for house or car keyhole is no fun. Precision Miracle Key Beam clips instantly over any key. Its light is powered by a self-charging silver cell developed for computers. No bulbs or batteries to buy. \$3.95 plus 45¢ shpg. Pa. res. add 6% tax. Jembee Products, 1116 Harding St., Bridgeville, Pa. 15017.



GOLF METER shows how far you drive. Precision-made to watchmaker standards, Golf Meter has a mechanism based on pedometer principle. Dial indicates length of drive in yards. Handy clip for carrying Meter on belt. Every golfer should have one. No. 2085, \$8.88 plus 55¢ shpg. Foster-Trent, Inc., Dept. F512, 2345 Post Road, Larchmont, N.Y. 10538.

KNOW YOUR BLOOD PRESSURE TWICE A DAY! ANYWHERE!

- INSTANT PRESSURE CHECK ANYWHERE, ANY TIME OF DAY OR NIGHT
- SAVES ON MEDICAL BILLS
- SAVES TIME, WORRY, TENSION



EASY TO USE

PROFESSIONAL BLOOD PRESSURE MACHINE PAYS FOR ITSELF MANY TIMES OVER!

Compact unit in zippered case travels where you do! No more waiting for appointments, wasted hours in doctor's office . . . No more exorbitant medical bills to keep tabs on unruly blood pressure! Now, take your own pressure night or day, at home or away, accurately, scientifically. Precision made Aneroid type sphygmomanometer with easy-ready gauge is simple to use. Just wrap Velcro no-slip sleeve around arm and squeeze bulb. Lets you check "warning sign" fluctuations on the spot. PAYS FOR ITSELF IN COST OF JUST TWO DOCTOR VISITS! Comes with compact zippered case. One-year warranty.

Blood Pressure Machine (Z73254) . . . Only \$15.95
If you don't have one, **Professional Stethoscope (Z47258) available for only \$4.95.**

HANOVER HOUSE
Hanover Bldg., Hanover, Penna. 17331

MAIL HANDY COUPON

HANOVER HOUSE, Dept. Z-508
Hanover Bldg., Hanover, Penna. 17331

Kindly rush _____ Blood Pressure Machines (Z73254) for only \$15.95 plus 85¢ to cover postage and handling on full money back guarantee if I am not completely satisfied.

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Penna. & Md. residents add sales tax. Enclosed is \$ _____

CHARGE IT! DINERS CLUB MASTER CHARGE
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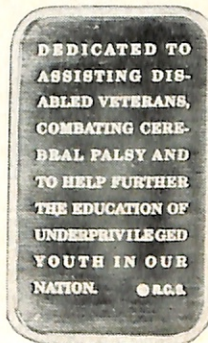
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NAME _____ (PLEASE PRINT)
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Made for D & J by Letcher Mint. Send check or money order to:
D & J — Dept. "A"
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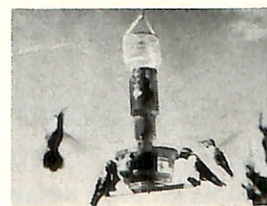


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stands YOU ON YOUR FEET

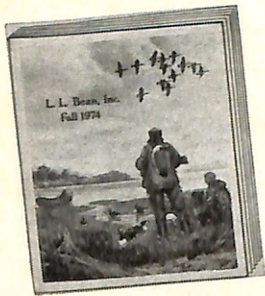
Here's the comfortable recliner with a seat that STANDS YOU ON YOUR FEET, gently... touch a switch, recline and stop in any position; automatically elevating feet and legs as you relax. We take the struggle out of your getting up, and down. Call or write for Burke's "Try Before You Buy Plan" and a free full color catalogue showing the many Styles... the Swivel Rocker... the elevator chair, and the portable Commodes.

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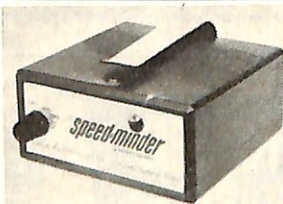
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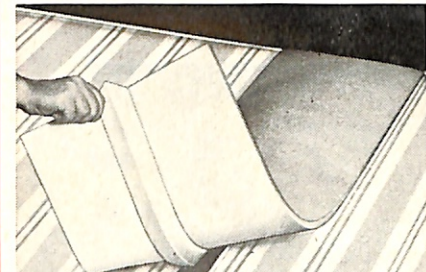
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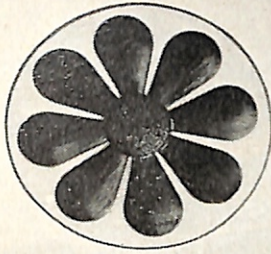
TWIN BEDS TURN INTO A KING-SIZE BED with Span-A-Bed. Polyurethane spanner instantly bridges the gap and fits so snugly and comfortably, you'll never realize it's there. A full 6 feet long and 14 inches wide. Supports the strongest man and rolls up to store. \$5.98 plus 75¢ shpg. Holiday Gifts, Dept. 708-C, Wheat Ridge, Colo. 80033.

See Advertisement on Inside Back Cover

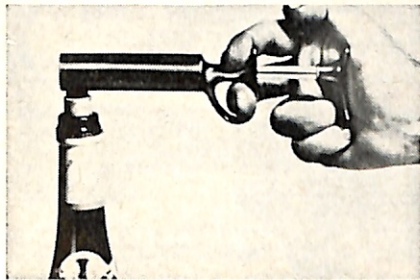
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Gentlemen: Please rush _____ pair Knit Slacks for which I enclose \$_____
GUARANTEE: If I don't want to wear the slacks when I see them, I may return them for full refund of every penny I paid you.
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WAISTS: 29-30-31-32-33-34-35-36-37-38-39-40-41-42-43
44-45-46-47-48-49-50-51-52-53-54.
INSEAMS: 26-27-28-29-30-31-32-33-34.
2 PAIR \$19.95 3 PAIR \$29.70 4 PAIR \$39.20
ALL 5 PAIRS FOR 48.75

COLOR	How Many	Waist	Inseam
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NAVY			
BROWN			
GREEN			
BURGUNDY			



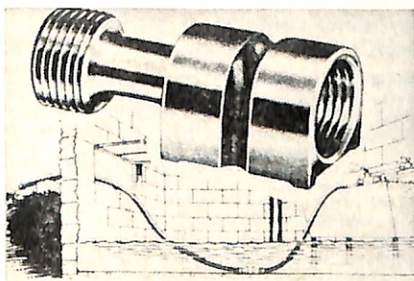
POWERFUL ODOR DESTROYER. Little Daisy Disk destroys odors for a full year—even a skunk's smell. Use in bathrooms, kitchens, pet areas, autos, cellars, etc. Just hang on wall or rest on shelf. Self-activating. No tell-tale cover-up. \$1.99 plus 50¢ shpg. 2 for \$3.50 plus 60¢ shpg. Jay Norris Corp., Dept. EL-874, 25 W. Merrick Rd., Freeport, N.Y. 11520.



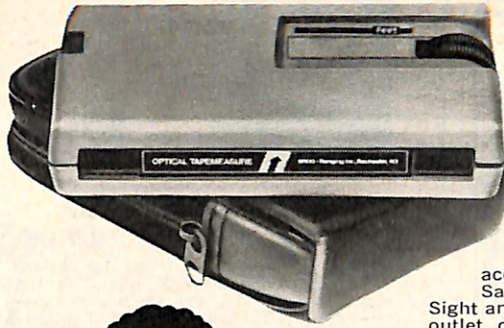
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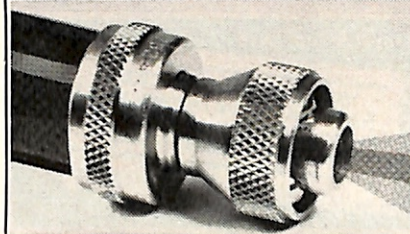
Save time, labor, money and inconvenience. Sight any object—fence post, roof peak or electrical outlet, corners, etc. through viewfinder. By turning dial, two images merge into one and you have the distance on the indicator in feet or inches... just that easy. Ideal for home owners, surveyors, road builders, real estate agents, architects, contractors, estimators, engineers, appraisers, decorators, Insurance firms, handymen, etc. 5 year warranty-size 5"x3"x1" weighs 8 oz. Rugged cycolac and steel construction. Made in U.S.A. In deluxe carry case. Save \$2.00, two for \$39.90 ppd. 10 day money back guarantee. Send check or money order or charge

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NEW! Adjust-A-Power Hose Nozzle

has 50% more power and lifetime leakproof guarantee. The ONLY adjustable nozzle with solid jet stream. Precision made of solid brass with stainless steel ball bearings. Easy fingertip control permits adjustable sprays: pin-point, fan spray, solid jet stream, or complete shut off. No washer needed—ever! Ideal for patio, garden, auto, driveway, or industry. **MONEY BACK GUARANTEE.** Order direct from **LARCH**, Dept. 602-F, Box 770 Times Sq. Sta., New York 10036

269 plus 45¢ shipping & hdlg.



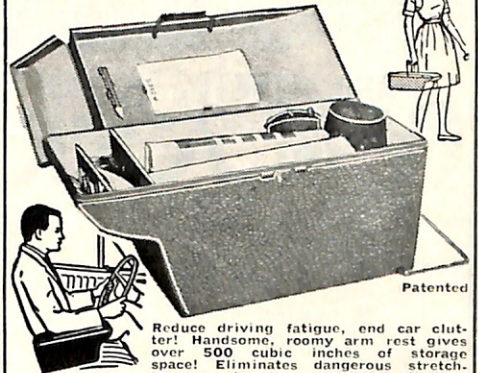
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Holiday Gifts Dept. 708-B
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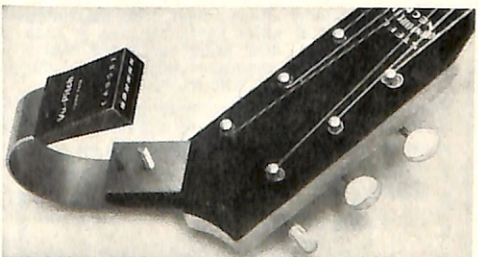


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MERIT HOUSE Dept. EK-84
151-30 34th Ave., Flushing N.Y. 11354 **SAME DAY SHIPMENT**



GREENHOUSES FROM \$129.95. Now you can grow superior flowers and vegetables all year 'round in shatter-resistant Fiberglass and UltraViolet Shielded greenhouses, from \$129.95 (12' model shown above). Easily assembled, extra sturdy, custom features. Nation's lowest prices. Budget plans. Free catalog. Peter Reimuller, Greenhouseman™, Box 2666 L-8, Santa Cruz, Ca. 95063.

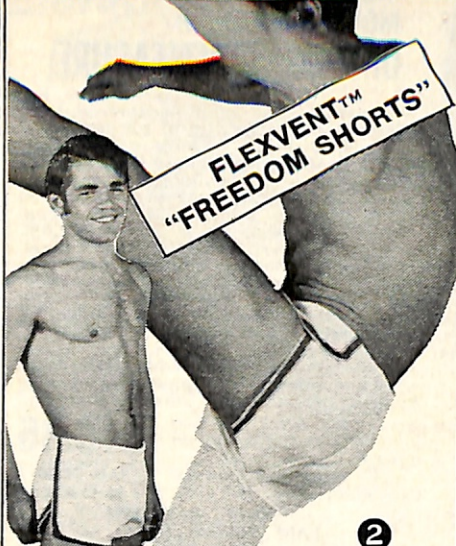


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like a professional! This new invention is ideal for every guitarist—beginner or accomplished musician. Six precision-tuned reeds make exact tuning, a snap. Just clamp this gadget onto your guitar, then pluck and adjust the strings. When the right pitch is reached, the corresponding reed vibrates. Just as simple as that! Only \$5.95 plus 45¢ shipping and handling. Money-back guarantee.

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FREEDOM FOR THE MALE

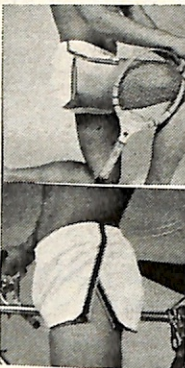


**FLEXVENT™
"FREEDOM SHORTS"**

1 FLEXVENT BOXER

If you prefer boxer shorts you'll appreciate the comfort and clean lines of this new fashion idea. FLEXVENT™ overlap sides eliminate the bag of other boxers. The cut is slimmer but the freedom is total. Front & back move independently with leg movement. Broadcloth Poly-Cotton in colors w/contrast edging. 3/\$11.50. \$4 ea. Even sizes.

FLEXVENT™ SPORT SHORTS



2 "FREEDOM SPORT SHORTS"

Outer trunk shorts for all active sports with FLEXVENT™ overlap sides. In sailcloth. \$10. Even sizes.

AND... THE ALL NEW JOCK SOCK™

the new idea in men's underwear



JOCK SOCK is all new with a fashioned soft knit pouch and striped bands. Tens of thousands of men are turning to JOCK SOCK for that free-feeling comfort no other underwear can give. No seat or leg straps. Ends bind & that "up-tight" pull. Follows the NATURAL lines of the male anatomy. Gives a neat, trim, masculine look to fitted & white pants because it ends showthru seams. Also great for those sports where just a bit of support is desired. 3/\$11.00. \$3.99 ea. S-M-L-Ex. L. Sold by waist size.

sands of men are turning to JOCK SOCK for that free-feeling comfort no other underwear can give. No seat or leg straps. Ends bind & that "up-tight" pull. Follows the NATURAL lines of the male anatomy. Gives a neat, trim, masculine look to fitted & white pants because it ends showthru seams. Also great for those sports where just a bit of support is desired. 3/\$11.00. \$3.99 ea. S-M-L-Ex. L. Sold by waist size.

SEND 50¢ FOR COLOR BROCHURE OF JUMPSUITS, UNDERWEAR, SWIMSUITS AND SAFARI SUITS

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- 1. boxer white blue lime sun
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Waist size _____ How many _____ Brochure
ADD \$1 postg. & handl. Prompt 1st class return

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Watch the minutes tick by on the ceiling! Go back to sleep without turning on a light or counting sheep. A delight to those who like the unusual or "have everything". ONLY electrical clock that shows time on ceiling. Rich Walnut Brass-trimmed case, Copper hands, Lucite face with big numbers. 1 yr. guarantee.

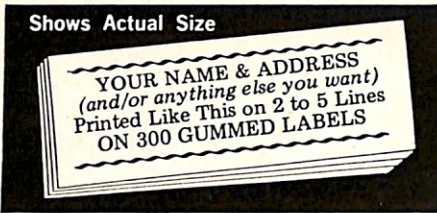
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VX-6 gives new life to old batteries; makes new batteries last longer by breaking down sulphation corrosion. . . cause of 3 out of 4 battery failures.

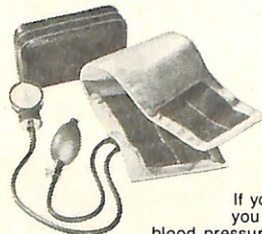
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3-tube pkg. enough for any 6 or 12 volt battery, \$2.98 plus 50¢ postage.

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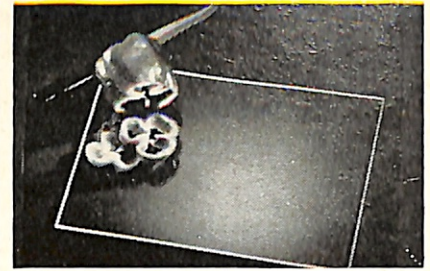
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Know your blood pressure

If your doctor recommends you keep close tab on your blood pressure, here's the perfect instrument. High-quality Aneroid-type with touch and hold sleeve fastener. No slipping. Accurate, easy-to read gauge. Compact zippered case. Unconditional one-year warranty against defects in workmanship or materials. \$18.95 + \$1.00 postage. You'll need a stethoscope and we have an excellent one for \$4.95 + 50¢ postage. Money-back guarantee if returned ppd. within 30 days. Kinlen Co. Dept. EK-84BU
809 Wyandotte Kansas City, Mo. 64105

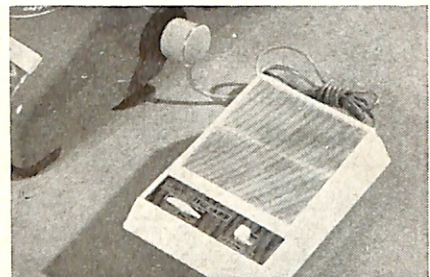
Elks Family Shopper



INVISIBLE CUTTING BOARD. You can slice, chop, carve on this crystal-clear cutting board while pretty table cloth or counter top wood shows through. Unbreakable and heat-resistant. Keep it always handy. 8"x11", \$2.50; 12"x16", \$3.95; 14" round, \$5.98. Ppd. Colonial Garden Kitchens, Dept. E-8, 270 W. Merrick Rd., Valley Stream, N.Y. 11582.



PERSONALIZED REDWOOD NAMEPLATES. Your name is carved in letters 3" high on beautiful redwood with carved edges, protected with clear finish. Average size 3½" wide x 22" long. Choose block or western casual letters. Painted in silver, white, deep brown, red or green. \$9.95+\$1.00 shpg. (Colo. add 3%.) Carved Art, P.O. Box 541, Ft. Collins, Colo. 80521.



"HANDS-FREE" TELEPHONING with Telephone Amplifier. Transistorized amplifier attaches quickly to any phone to let you talk and hear without holding phone. Volume control so you can hear above any din. Great for conference calls. With 9-volt battery. \$12.95 plus \$1.00 shpg. J. W. Holst, Inc., Dept EA-8, 1005 E. Bay, East Tawas, Mich. 48730.

Coupon for Advertisement on Back Cover

Jay Norris Corp., 25 W. Merrick Rd., Dept. MD-94, Freeport, N.Y. 11521

Show me! I'd like to treat my face to the Oster Professional Electric Shaver's barber-close shaves! If it doesn't deliver smoother, faster, closer, more irritation-free shaves than I've ever enjoyed. I understand that I can return my shaver in 30 days for full refund or cancellation of charges (\$19.98, plus \$2.00 postage and handling—total: \$21.98). N.Y. residents add sales tax.

Enclosed is check or money order for \$ _____ . Sorry, no C.O.D.'s.


Name _____ (Please Print)

Address _____

City _____

State _____ Zip _____

© Jay Norris Corp., 1974



The Smoke Sleuths

by Irwin Ross

Quite suddenly, Mr. John Jones (as we shall call him), a well-to-do New Englander, developed an interest in the weather that amounted to an obsession. He was concerned specifically with detecting, well in advance, an approaching Nor'easter—the sort of unruly storm, full of fierce wind and turbulence, which periodically sweeps over New England.

Came the day when Mr. Jones had every reason to feel assured that the Nor'easter he'd been looking for was headed in his direction. But he didn't wait around for it. Instead, he packed his bags, said goodbye to his \$90,000 home in a fashionable Boston suburb, and boarded a train for Chicago.

On his arrival in the Windy City, Mr. Jones checked in at a hotel where he was well known. And there he remained for several days. Remained, in fact, until he received a te'egram that his fine house had, in some mysterious fashion, caught fire and burned to the ground.

Mr. Jones hurried back to Massachusetts and took the necessary steps

to collect the insurance on his flame-wrecked domicile. But, to his annoyance, the underwriters resolutely refused to issue a check until a full investigation of the fire had been completed.

Today's arson detectives are a stubborn, if not congenitally suspicious, lot. And it seemed to make no difference to them that the burned house obviously had been empty. Or that Mr. Jones, the only person who could have profited by the fire, was in Chicago at the time. Yet the insurance was being held up by nothing more than a thin strand of wire which had been found trailing from a branch of a poplar tree near the fire-wrecked house. It wasn't a telephone wire. It wasn't a wire such as tree surgeons use to control or correct growth of trees. Insofar as could be seen, the wire had served no useful purpose.

But the investigators began asking Mr. Jones some questions. Strictly routine, they explained.

"Why did you go to Chicago?"

"Business, of course," he replied impatiently.

"What business?"

"My own. I went to sell merchandise."

"What firms did you call on?"

Mr. Jones named several, which investigators promptly checked. But members of these firms said they were no longer doing any business with him. The detectives confronted Mr. Jones with the fact that he had lied about his business activities in Chicago. Why, they wanted to know, had he lied?

Unable to come up with a plausible explanation, and not being at all sure what else the investigators had learned, John Jones confessed this ingenious scheme:

He had tied a wire to a branch of the poplar tree, run it through a small hole in the roof, and attached it to a spring inside the house. The spring held several matches, with their heads pressed against a sheet of sandpaper. And, exactly as Mr. Jones had figured—when the wind blew, the branch swayed, the wire was activated, the matches scraped against the sandpaper and ignited, setting fire to wood shav-



THE PROCEEDS from the sale of a picture which was painted by Foundation Chm. John Raymond of Roy, Utah, Lodge were donated to the National Foundation.



A DANCE sponsored by Nampa, Idaho, Lodge raised \$681.50 for the fire department rescue unit. (From left) John Hodge and Gary Evans accepted the check on behalf of the department from ER Donald Bowman and Chm. Clint Bentley.



THE MAR VISTA MISFITS collected 106 full banks which were turned in on Piggy Bank Night at Culver City, Calif., Lodge. The money will be used to benefit cerebral palsy, the state major project.



STATE WINNER of the Most Valuable Student contest was Sean Joan Nocerini (seated, center) and second place went to Paul Schmit (standing, fourth from left), both of whom were sponsored by Moscow, Idaho, Lodge. Local winners were Cathy Bennett, Mary Stanley, Curtis Hermann, Andy Mazue, and Mark Gorski. They were all congratulated by ER Raymond Eisinger (left) and Youth Chm. Doug Scoville (right).



INITIATED into Oceanside, Calif., Lodge was Jerry Driscoll (left), who was a prisoner of war in North Vietnam for seven years. Leading the lodge members in welcoming Brother Driscoll were his sponsor, Arnold King, and ER L. Jack Gabrels.



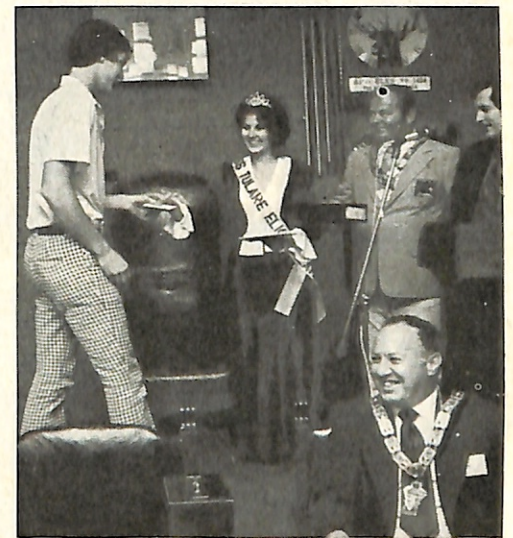
THE 19th ANNIVERSARY of Torrance, Calif., Lodge was celebrated recently. ER Robert Crain (fourth from left) was joined for the occasion by (from left) PERs Anthony Alonge, Herman Sneskin, Marvin Pike, Don Lemen, Robert Ayala, Robert LeBlond, and Harry Knapp.



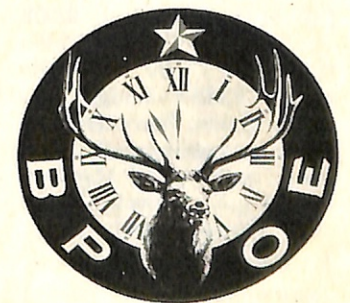
GUESTS at Father and Son Night held at San Rafael, Calif., Lodge were several students from St. Vincent's School for boys. With some of the boys were In. Gd. Sandy Gottschalk (seated, left), ER Joseph Sousa (standing), and Youth Chm. Pete Marshall (seated, right).



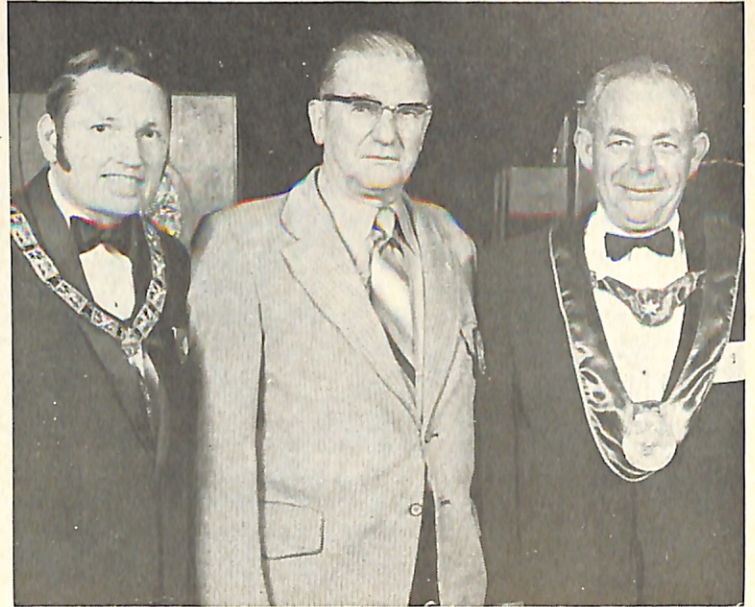
FLAGS AND CERTIFICATES were presented to First Class Girl Scouts and Eagle Boy Scouts by Glendale, Ariz., Lodge. Scouts receiving the awards from Youth Chm. Douglas Godwin (standing, center) and Americanism Chm. John Hook (right) were (seated, from left) Debbie Jackson, Ronnye Langendorf, Virginia Ong, Davita Salter, Malamie Mothershead, and (standing) Robert Brannen, Ronald Goodall, Kevin Brannen, Robert Welzel, William Wood, and Kenneth Kaplan. Scout representatives present were Bob Wood and Frances Freeman.



CERTIFICATES were presented to members of the championship basketball team of Tulare Union High School at a dinner held in their honor by Tulare, Calif., Lodge. Mark Stefl received his certificate from Elks queen Cheryl Kinder while ER Craig Anderson (second from right), Coach Wilbur Smith (right), and Harry Kargenian (seated) observed.

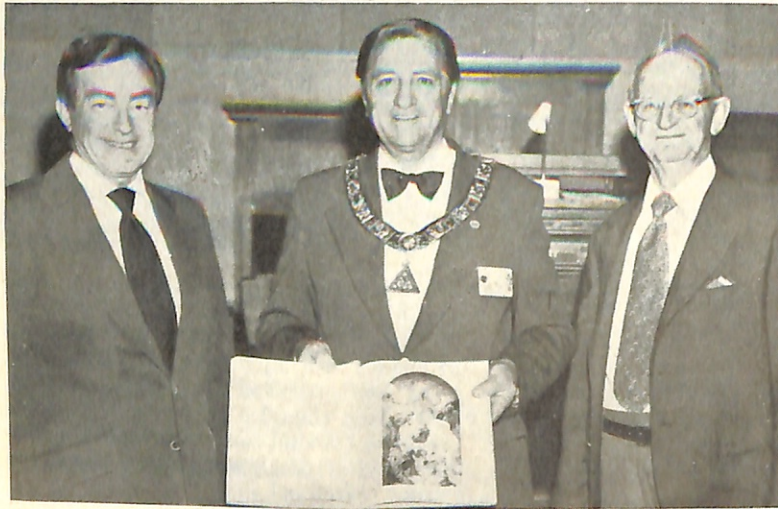


COTTAGE GROVE, Oregon, Elks bestowed "ornery" membership in the Cottage Grove Prospectors Club on SP Bill Flatt and his wife Peg. Brother Flatt was visiting the South Central District lodges at the time.



THE 50th ANNIVERSARY of Kelso, Wash., Lodge was celebrated with the initiation of 94 new members. The Past Exalted Rulers, headed by James McGee (right) and assisted by ER Harold Sessions (left) conducted the ceremony wearing the original jewels. PGER Frank Hise visited the lodge for the occasion.

◀ **SCHOLARSHIP AWARDS** totaling \$7,300 were presented to 33 local students by Auburn, Wash., Lodge. GER Robert Yothers was among those presenting the awards.



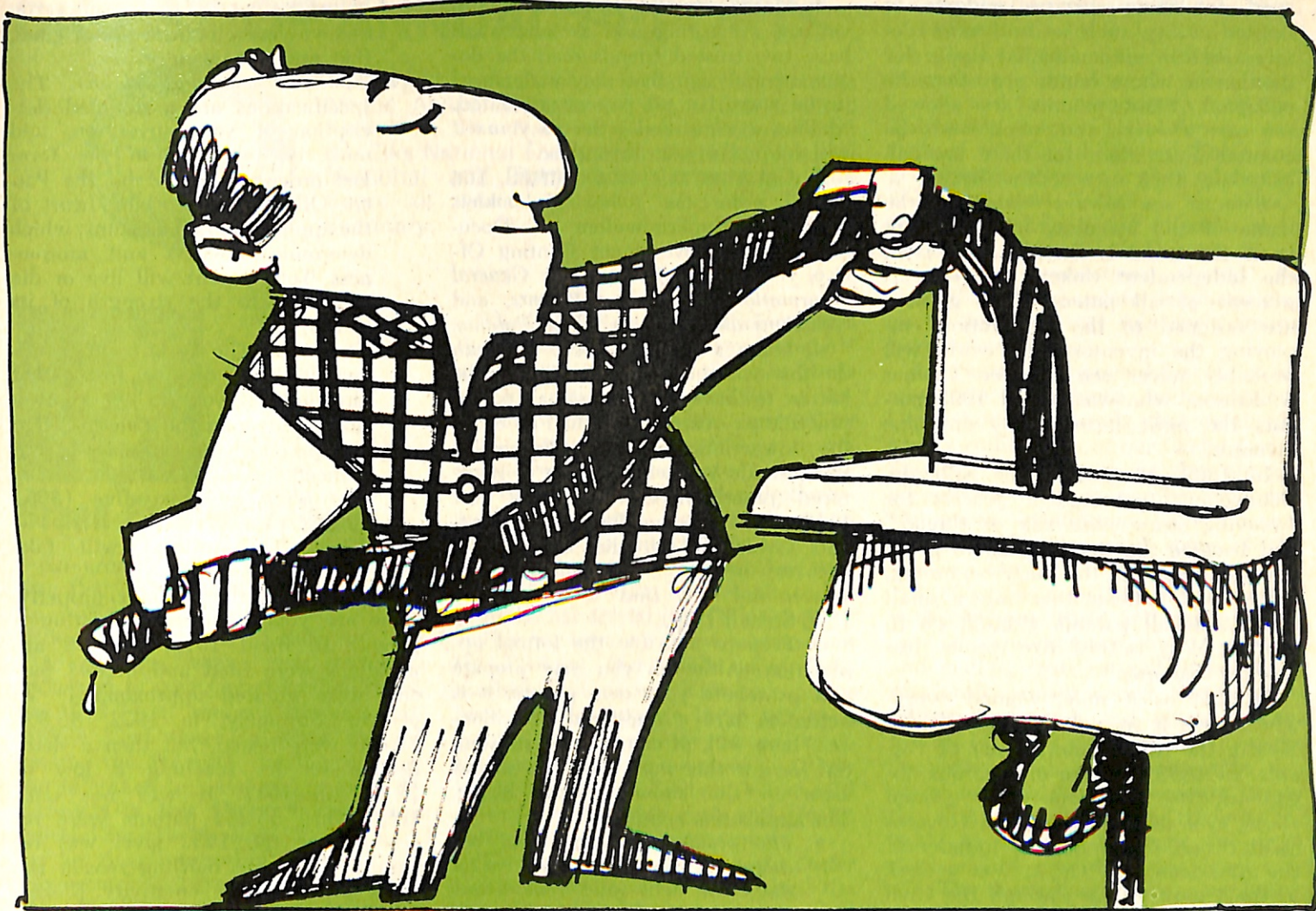
▲ **THE ELKS MEMORIAL BOOK** was given to Brother Eldon Hill (left) by Redondo Beach, Calif., Lodge recognizing him for recruiting four new members. ER Earl Rose (center) and Membership Chm. Lowell Myers made the presentation.



FATHER AND SON SPORTS NIGHT was held recently at Oxnard, Calif., Lodge. Brother Ken McMullin, Los Angeles Dodgers third baseman, autographed gloves for the youngsters.

A MORTGAGE BURNING was held at Sherwood, Ore., Lodge. Participating in the ceremony were (from left) ER Charles Hoar, SP Bill [unclear], Brother Jim Little, D R. H. Gardner, and ER Frank Hise.





Why don't you PATENT THAT?

by Jesse N. Bradley

At one time or another, almost every man has dreamed of inventing an indispensable device, getting a patent on it, and making a million dollars in royalties. For me the dream came easy and was exciting for a few months. My idea for a flexible drain trap made like an automobile radiator hose seemed an inspired and easy answer to a common household problem, namely, cleaning out or replacing a stopped-up sink drain. Surely such an obvious and simple solution had been thought of before. However, a search of current plumbing supply catalogs and a few discreet inquiries revealed no such device. Had I indeed hit on an original and unique idea? Would I be rich? It must be so! On with the patent proceedings.

But alas! Mr. E. F. Hutchins of Toronto, Canada, had been there

before me by nearly a hundred years. On May 30, 1876, he was granted Patent Number 178,059 for a flexible "Stench Trap," a clear and almost eerily exact ancestor of my brainchild. Perhaps there are no more truly original and unique ideas. The Patent Office quite properly rejected my application, sending my million dollar dreams down the drain.

The founding fathers, in the Constitution, gave Congress the authority to secure for a limited time the exclusive right of an inventor to his discovery. In 1790, Congress responded by passing the first patent act, and on July 31 of that year, Samuel Hopkins was granted the first patent for the "making of Pot ash and Pearl ash by a new Apparatus and Process." This historic document was signed by President Washington, Attorney General Randolph, and Secretary of State Jefferson, who was quite an inventor

himself, although he never took out a patent. By 1973, over 3.7 million patents had been issued.

What is a patent? It is a grant to an inventor, by the United States, for the right to "exclude others from making using, or selling" the invention. It is not a license to manufacture, nor a guarantee of commercial market acceptance. The granted protection lasts for seventeen years; after that, anyone may freely use the invention.

Who may get a patent? What subjects can be patented? The words of the statute answer both questions: Any person who "invents or discovers any new or useful process, machine, manufacture, or composition of matter . . ." The key words are "new" and "useful." A patent will not be granted, for example, for a moon rocket powered by rubber bands, or for that old science fiction favorite, the perpetual motion machine. Patents have been is-

sued for many bizarre gadgets of limited utility such as anti-snore devices and an automatic hat tipper for gentlemen whose hands are otherwise occupied. Plant patents are allowed for new flowers and trees, and the colored illustrations for these are collected for their own artistic merit.

Patents are always issued in the name of the inventor; but in recent years the trend is sharply away from the independent tinkerer. Seventy-six percent of all patents now granted are assigned to the corporation employing the inventor. The world will probably never see another Thomas A. Edison, who was issued 1093 patents—the most recorded by any one inventor.

In 1809, Mary Kies, of Killingly, Connecticut, patented a process for "weaving straw with silk or thread," and became the first woman to get a patent. In spite of this early beginning, the records indicate that only a small fraction of all patents granted go to women. Why is this? Are women less creative than men?

Be that as it may, women everywhere owe a special debt to Charles Mason, the fifth Commissioner of Patents. In 1853, in spite of vigorous objections, he hired the first women clerks ever to work in a U.S. Government office. Clara Barton, founder of the American Red Cross, was a clerk in the Patent Office through the Civil War Years.

Can you, the average citizen, get a patent? The answer is "perhaps" if you will follow these steps.

1. Have a new and useful idea. This is the hardest part.

2. Make a record. Describe the invention in writing and sketches, and have two trusted friends read the document and sign that they understand it. Be sure that all papers are dated. Mailing a registered letter to yourself will not protect your invention.

3. Get some reference material. You should order the following booklets from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402: *General Information Concerning Patents, and Questions and Answers About Patents.*

4. Make a patent search. You can do this yourself; however, it may be better to have a professional patent practitioner search for you. For \$2.85 the Superintendent of Documents can provide you with a roster of registered practitioners. My search cost \$110, and turned up three related patents, which I felt did not conflict with my invention. Unfortunately, the search did not find Mr. Hutchins' 1876 Stench Trap.

5. Prepare and file the formal application. Although you may prepare and prosecute your own papers, it is better to hire a registered practitioner. There will, of course, be a substantial fee for this work, and you should ascertain the amount before hiring. The application consists of:

- a. *The petition.* In the quaint but delightful language of an earlier day, you will pray that letters patent may be granted.
- b. *The power of attorney.* This names your patent attorney and authorizes him to prosecute your patent application.
- c. *The oath.* In this, you will swear

before a notary that you verily believe yourself to be the original, first, and sole inventor.

- d. *Specifications and claims.* The specifications are a detailed description of your invention, and must be prepared in the form and order prescribed by the Patent Office. The working heart of the application is the claims, which determine newness and uniqueness. Your patent will live or die according to the strength of its claims.
 - e. *Drawings.* The Patent Office demands high quality for patent drawings. If you do not know a good draftsman the Patent Office will prepare your drawings at \$25 a sheet.
 - f. *The filing fee.* Sixty-five (\$65) dollars, please.
6. Wait. The process will take from one to two years.

If you do all these things properly, what are your chances of getting a patent? In fiscal 1972, 109,480 applications were filed and 86,693 patents were granted—approximately 79 percent. Strangely, in 1932, 56,856 patents were issued, but then a sharp decline set in, reaching a low of 22,423 in 1947. It was not until 1962, when 55,284 patents were recorded that the 1932 level was regained. For some baffling reason the spark of American creativity flickered weakly for a thirty year span—at a time when the country's population was almost doubling.

And incidentally, patent or not, I still think my flexible drain trap is a good idea. ■

Inquisitors Club (Continued from page 29)

in the club. They have a financial interest as well. Starting with just over \$5,000, with tour "profits" going to offset in-town losses, the sources for expansion capital have been limited. So the members themselves have put up money, contributing to what Ferson calls the "Revolving Capital Account," and receiving eight percent interest on their investment. These capital contributions go to make the down payments on new equipment. The contributions are not for any set period, and members are free to withdraw all or part of their money at any time. Ferson does ask for thirty days notice for withdrawals, however.

If the Inquisitors Club's transportation goals were not being reached, it would not have enjoyed the tremendous growth, or the capital investment it has received in its short life. The club doesn't advertise for members, or offer any special incentives either to join or to refer new mem-

bers. Of course, the cost is low—two dollars a year (down from five dollars a year) or seven dollars for a lifetime membership. Word-of-mouth recommendation has been the sole source of new membership.

Nothing as successful as the Inquisitors Club stays small, or local, for long. Ferson says he has been encouraged privately by several Federal officials to expand the club and its concepts nationwide. "They say all kinds of transportation schemes for the elderly or disabled have been proposed and funded, but ours is the only one that hasn't failed. And when we started, we weren't thinking of any government help beyond a non-profit status."

Plans are underway to create "sister clubs" in other areas. These sister clubs would be separate corporate entities, but they would share and support the growing number of tours the club sponsors. Each would be required to qualify as a non-profit ser-

vice organization under articles of incorporation substantially the same as the parent Inquisitors Club.

Sister clubs have recently been formed in nearby Portland, Oregon, and in San Francisco. Others are planned for communities elsewhere in Oregon, as well as Idaho and Washington.

The supply of talented people who care more about service to others than about personal gain is a little thin, but Ferson is confident they are there. He *knows* the need is there. The growth of the Seattle club is proof.

"Our society is based on mobility," says Ferson. "All our lives we live one place, work somewhere else, find entertainment in still another location, and then go away for vacations. Just because you're sixty or seventy or eighty years old doesn't change the need for mobility, even if it's just down to the welfare office for food stamps."

For Ferson, and the Inquisitors Club, providing that mobility for Seattle's senior members has become a full time job. ■

DIGEST OF ANNUAL REPORTS



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



Robert A.
Yothers

Grand Exalted Ruler

No greater honor can come to any man than that of having the opportunity and great privilege of serving our Order as Grand Exalted Ruler.

A year ago, when I was elected to serve you as your Grand Exalted Ruler, for 1973-74, it was my prayer to Almighty God that He grant me the health, the strength, intelligence and the tolerance to serve you and all the members of this Order. I am indeed grateful for His blessings.

I am deeply proud of our Order and the record that you have made this year. In all of our travels of more than 160,000 miles, Dorothy and I have been impressed by the enthusiastic dedication of the members and their lovely ladies, the Subordinate Lodges and the State Associations for the fulfillment of their vow to "Be Part Of Elksdom."

We shall always cherish the memories of the warm hospitality extended to us together with their friendly greetings wherever we have traveled. They shall never be forgotten.

The Golden Antler award program was instituted this year for the purpose of recognizing and rewarding those Elks who became involved—to encourage all members, both old and new, to "Be Part of Elksdom." It was most enthusiastically received.

Grand Secretary Homer Huhn and his staff have rendered invaluable service not only to me, as Grand Exalted Ruler, but the entire Order. There has never been a request made to which the Grand Secretary or his staff failed to respond with assistance. They have rendered invaluable service and advice based upon their vast experience and knowledge of our Order.

It is impossible for me to properly thank this conscientious, devoted and dedicated Grand Secretary for the outstanding service and cooperation extended by him and his office.

The Grand Secretary's office receives thousands of communications, reports and publications during the year. He is charged with the responsibility of answering communications, assembling vital statistics and responding to requests from the Subordinate Lodges. He has discharged these duties diplomatically, efficiently, accurately and promptly. I commend him and congratulate him for an outstanding job. Not only this year, but for the other years he has served this Order.

This has been a year of achievement for Elksdom. Our goals have been reached or surpassed. This success has been attained because there has been greater involvement—greater participation by more of our members and their ladies as a part of Elksdom. We should strive for even higher goals and greater participation of all our members.

Throughout the years past, our Order has benefited from the leadership, the wise counseling, the sound advice and the dedication of our Past Grand Exalted Rulers. This year has been no exception for each of them have given most generously of their guidance and assistance; for this I am grateful.

I shall cherish their advice, their counsel and their good will forever.

And now from the bottom of my heart to all who served this year a simple "Thank You" for a job well done.

RECOMMENDATIONS

1. I recommend that each Subordinate Lodge and State Association establish a Public Relations Program designed to inform the general public of the many outstanding charitable and patriotic works of the Order and of the respective Lodges and State Associations. Martin Karant, our Director of Public Relations, can provide valuable aid, advice and assistance.

2. I recommend that more serious consideration be given to placing Lodges on probation and/or revoking Charters of those Lodges which are not carrying out the basic programs of our Order. Lodges which do not have the respect of their communities because of neglect of their facilities and disregard of their local laws have brought and continue to bring disrespect, discredit and dishonor to our Order. These conditions have been causing irreparable

damage to the image of Elksdom.

3. There should be greater use of the Chair Officers of the Grand Lodge in making visitations to subordinate Lodges and State Associations meetings. This would conserve travel expense and time of the Grand Exalted Ruler and give greater coverage to the Lodges and State Association meetings, in addition to greater meaning and importance to the Grand Lodge Chair Officers.

4. State Associations should be strengthened and greater emphasis given to the important role such groups have in our Order.

5. I, again, recommend that action be taken, in accordance with previous Grand Lodge Proposals, that we should have a codification of our Grand Lodge Statutes. There are many that are apparently conflicting, cumbersome and ambiguous. In addition, there are contradictory Statutes, and some of the opinions are now obsolete.

6. We are duplicating publications with resultant waste and expense, not only of printing costs, but in postage and mailing costs as well. It has been previously recommended that a committee be formed and given the authority to make a study, and to make decisions which would eliminate this waste and reduce this expense or, in the alternative, report its findings for study and action. I concur and urge that something be done this year.

7. The Subordinate Lodges are losing staggering sums because of their club activities. Mere words and manuals have not corrected this situation in many areas. Some State Associations have not appointed a Business Practices Committee as recommended by the State Associations Committee of the Grand Lodge. In other cases, such committees have been appointed, but have not been active. I would recommend that the District Deputy should advise the State President of any Subordinate Lodge having financial problems and, with the advice and consent of the sponsoring Past Grand Exalted Ruler, be authorized and empowered to request that the Business Practices Committee assist such Lodges in resolving their problems. Supervision and assistance is indicated because some Lodges have simply been incapable of managing their finances without such supervision.

8. The ritual for the institution of a Lodge should include a tribute or salute to our flag.

9. The appointment of a mandatory Elks National Foundation Committee in each Subordinate Lodge should be provided for in our Statutes.

10. Our statutory procedure relative to the admission of members by transfer dimit should require the personal appearance before the Lodge's Investigating Committee.



William J. Jernick
Chairman

Elks National Service Commission

The human ability to forget sometimes is a blessing. More often, the inclination to forgetfulness is an unfortunate weakness of human nature.

Forgetfulness of our country's hospitalized veterans would be worse than weakness. It would be downright ungrateful neglect.

In the wise knowledge that the public can, and often does, forget the sick and handicapped defenders of our flag, Grand Lodge made a solemn pledge at the end of World War II. It promised

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

The passage of time dims the importance of our great dependence on our armed forces and the men and women who serve in them . . . yet, the world has not been at peace for over half a century. We have experienced only temporary cease fires. The Armistice of 1918 has never been fully resolved. World War II, the Korean conflict and the Vietnam War were interim repetitions of hostilities, halted only by temporary pacts. The international arms race continues. The manufacture of military hardware and munitions has priority among the major powers. An Armistice is not a peace. Fifty-six years after gunfire died away in Europe, peace is still a hope, rather than a reality.

As always we will have to look to America's youth to bear arms in our defense and make the necessary sacrifices should aggression again endanger us.

We can hardly presume to expect this kind of protection in the future if we now neglect our obligation to the sick and handicapped veterans who answered their country's call in past crises. Ordinary decency requires that their performance of duty deserves some measure of reciprocation. Moreover, hospitalized veterans should not be considered as objects of our charity. They are, in fact, creditors of society. In 1931, President Hoover said, "Veterans in need are and should be a preferred class that a grateful country would be proud to honor with their support . . . the principle that the

nation should give generous care to those veterans who are ill, disabled, in need or in distress, even though these disabilities do not arise from war, has been fully accepted by the nation." The obligation of all Americans and Elks, in particular, is obvious. The motivating force behind our solemn pledge of remembrance is self-evident. Elks should not and will not forget.

The Elks National Service Commission was instituted by Grand Lodge after World War II to implement our pledge. As each new Veterans Administration Hospital was opened, a committee of Elks and their ladies was on hand to cheerfully serve those who served. Many of these dedicated workers are still serving every month of every year since the hospital's first patient was admitted.

From the beginning, the number of patients seems to constantly increase. World War I and II veterans have been joined by their comrades from the Korean and Vietnam wars. Some will be patients perhaps for the rest of their lives, striving to carry on despite crippling illness or loss of limb. There are others who because of the strain encountered in battles, or in the change to the life in the armed forces, suffered damage to mental faculties. These are war wounds that do not heal quickly. While contemplating their handicaps these veterans can surely recall more exciting days where in the prime of youth and virility of health they were proudly hailed everywhere as the brave defenders of their country. This once gratifying recognition is seldom experienced in a hospital. Instead, wheel chairs, crutches and bandages are cruel reminders of wars that were gallantly fought.

To meet the various needs at the hospital, our task was originally assumed by committees from the lodge nearest the hospital. As time went on it became abundantly clear that these committees deserved help. They were serving veterans from the communities of every lodge in their state. The fulfillment of the pledge of remembrance was not intended as the sole responsibility of the lone committee at the hospital. It was meant for all Elks. To correct an apparent inequity Section 134i of the Grand Lodge Statutes was adopted. It mandates that every lodge appoint an active National Service committee to assume its proper share of responsibility.

Elks have discovered many ways to make the dreary day-to-day battle for recovery a little brighter. True to the tradition of the theatrical people who founded our Order, variety shows wherever available are engaged to entertain. Sports nights bring the excitement of the boxing and wrestling

arenas into hospital auditoriums. Ward shows bring talent to the bedside. Bingo games and Monte Carlo nights with prizes for winners are popular. Carnivals, clambakes and cook-outs are featured outdoors in permissible weather. Donated television sets and transistor radios engage the time between visiting hours. Special day room decorations and furniture bring the touch of home. Some lodges adopt whole hospital floors for special attention. Baseball and football games on hospital grounds, and bus loads of patients to nearby stadiums are provided.

In mental hospitals the physically fit enjoy dances, field days, bowling, golf and other participant sports, games and parties plus every other form of activity enjoyed in the world outside.

Although our programs create the appearance of pleasant pastime they have a serious purpose . . . the patient's early return to health and home is our primary objective. Our activities serve to communicate to the veteran that he is not fighting his battle for recovery alone. He is, furthermore, given the confidence that he is appreciated and there is still a place for him when he returns to his family and community. We try to give renewed vigor for the long struggle for health. These have been described as the heart things . . . the home things . . . the kind of treatment that is beyond the scope and time of a busy professional staff. It is known as Companionship Therapy. To give some idea of the number of patients served, there is an average of 890,000 admissions and 865,000 discharges from these hospitals during the year. It is significant to note that the proportion of veteran patients requiring treatment for long-term illness and disabilities increases each year. This will create problems to face in the future.

It can be concluded, therefore, that our seldom publicized Elks National Service program encompasses an area of hidden magnitude and far reaching effects. It does not lend itself to continued public attention and acclaim. Unfortunately good deeds are not considered newsworthy. Once a program is presented at a hospital it is no longer considered "news" and thus does not receive the public attention given to more spectacular one-time events.

Our committees visit 196 Veterans Administration, Military and State hospitals on a regular monthly schedule every year. Funds for essentials are allocated monthly by the Elks National Service Commission to assure no interruption in the long range planning. Through the activities of the new National Service Committees in the State Associations and lodges these funds are generously augmented for "specials." Our wonderful volunteer

committees, like the members of the Elks National Service Commission, receive no salaries or wages. All of them are part of remarkable recoveries and satisfactory rehabilitations.



John L. Walker
Chairman

Elk's National Foundation

Increased contributions, a conservative investment program, and sales of securities have resulted in another record year financially for the Elks National Foundation. The Foundation's annual report for the fiscal year April 1, 1973, through March 31, 1974, reveals contributions totaling \$1,856,149.25 bringing the 46-year cumulative figure to \$22,485,222.01 in donations. Sales during the year brought the cumulative gain on sales of securities to \$2,962,165.43.

During the 1973-1974 fiscal year the Foundation experienced its largest year of contributions by individuals, Lodges and State and District Associations in the history of the Foundation, an indication that the individual member is becoming apprised of the importance of the benevolent agency which has been created in our Order.

The following report of disbursements, made possible through the gifts of members and philanthropic-minded individuals outside our Order, contains no item of expense for administrative purposes. The foundation emphasizes again that as the Order's principal benevolent trust, it makes no deduction from income to defray administrative costs which amounted to \$231,390.09 and were paid by Grand Lodge.

Disbursements from Foundation income in 1973-1974 totaled \$1,097,585.51 and were distributed in the following manner:

State Association Projects—\$275,000.00. Foundation Funds annually assist State Associations with established major projects and those being organized.

Scholarships Allocated to States—\$231,176.00. Scholarship awards to students nominated by State Association scholarship committee judges.

"Most Valuable Student" Awards—\$300,911.29. This program provided scholarship awards ranging from \$700.00 to \$3,000.00 to outstanding students selected by State and National judges.

Emergency Educational Fund—\$198,534.92. This fund makes scholarship assistance available to the children of any Elk in good standing who lost his life or has become totally incapacitated.

Youth Leadership Scholarship Awards distributed in the 1973-74 academic year total \$59,833.30. The Foundation made this sum available to the Grand Lodge for its program awards to youth with outstanding leadership qualities.

"Hoop Shoot" Free Throw Competition—\$25,000.00.

Nathan O. Noah Scholarship Trust Fund—\$3,000.00.

T. L. Bear Fund (Grants for Vocational Training)—\$4,130.00.

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

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



W. Edward Wilson
Chairman

Board of Grand Trustees

Following the close of the Grand Lodge Session and Installation of Officers in Chicago, Illinois, July 19, 1973, the Board of Grand Trustees met, organized and elected W. Edward Wilson as Chairman; Wayne A. Swanson, Vice-Chairman; Gerald Strohm, Secretary; Melville J. Junion, Approving Member; Lewis C. Gerber, Home Member; George B. Klein, Pension Member; Edmund H. Hanlon, Building Applications Member-East; and Alton J. Thompson, Building Applications Member-West.

The Board held meetings during the year as follows: October, 1973, Elks National Home, Bedford, Virginia; February, 1974, San Diego, California; May, 1974, Elks National Home, Bedford, Virginia; and starting July 4, 1974,

at the Fontainbleau Hotel, Miami Beach, Florida. This last meeting will adjourn at the conclusion of the Grand Lodge Session.

By direction of the Grand Lodge in session in Chicago, Illinois, the Board procured and presented suitable testimonials to retiring Grand Exalted Ruler Francis M. Smith and to retiring Chairman of the Board of Grand Trustees, John B. Morey.

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

The Board reviewed the coverage and limits of insurance on the buildings and other property of the Elks National Home and its operations and they have been adjusted to conform with the best judgment of the Board.

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

The Board received and reviewed a number of applications from Subordinate Lodges requesting approval to purchase, sell, erect new buildings, make alterations or additions to existing buildings, purchase new furnishings, and to place mortgages upon their property. Authorization was granted by the Board and concurred in by the Grand Exalted Ruler for all of said applications in an amount totaling \$40,892,633.74.



Wade H. Kepner
Chairman

National Memorial and Publication Commission

In its report to the Grand Lodge Session of 1971, covering surveys made and consideration given, in connection with its authorized responsibilities, the National Headquarters Commission further recommended the following:

"That the sum of \$2,500,000.00 be appropriated for the purpose of purchasing a site and constructing a National Headquarters Building. That in addition thereto, the unexpended balance of the War Relief Fund remaining in the hands of the War Relief Commission be also applied to this said purpose. That

THE ELKS MAGAZINE

(From the salutatory which appeared in the June, 1922 issue)

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

On May 31, 1974, there was concluded the 52nd year of the publication of *The Elks Magazine*. During the year ended on that date there were printed 19,475,800 copies of the Magazine. Total pages in the 12 issues for the period being reported, including covers, totaled 688—an average of approximately 57 pages per copy.

The Elks Magazine was conceived and instituted to be entertaining, as well as instructive. Primarily its purpose is to place in the hands of each one of the more than 1,558,000 Elks comprising the Order a monthly volume of fraternal information that will insure recognition of the Order's beneficent power; a keen appreciation of its uplifting mission; a deeper pride of membership and a constant inspiration to the renewal of fraternal obligations and an incentive to greater fraternal activity.

The present members of the National Memorial and Publication Commission sincerely hope they have adhered consistently to the standards set by the founders of the Magazine.

In 1922, when the first issue was received from the press there were 1,310 Lodges in the Order, with a membership of just over 800,000. As this report goes to the printer, there are 2,191 Lodges, with a membership of 1,558,772.

PUBLICITY

To assist in coverage of the convention, the Thomas Jefferson Public Relations firm, of Miami, FL, has been retained to supplement the efforts of our own PR Department. This is a highly reliable firm with a great deal of background, experience and contacts in the Miami Beach area.

The PR staff was kept very busy handling requests for information on the possibility of a change in the Order's constitution pertaining to membership. The media exhibited great interest in the matter and sent their representatives to do stories on the convention vote results. A press conference was arranged with newly elected Grand Exalted Ruler, Robert A. Yothers. It was heavily attended by all media and the resulting publicity was, by and large, of a favorable nature.

Complete press kits were made up and distributed to the media. The kits included advance copies of the speeches

of outgoing G.E.R. Francis M. Smith and incoming G.E.R. Robert A. Yothers, plus the remarks of all four of the student scholarship winners.

Stories, biographies and pictures are furnished each lodge and state association prior to visitations of the Grand Exalted Ruler. Newspaper clippings received in this office confirm the value of this service.

A favorable story concerning the Order was used by nationally famous newsman-commentator Paul Harvey on his noon newscast of May 28. It concerned charitable donations to the Elks National Foundation and to the Piggy Bank program of the California-Hawaii Elks Association. He pointed out the uses to which income produced from principal as well as direct collection by Elks is distributed in connection with helping others. The program is carried by 600 ABC Radio network stations and by Armed Forces Network.

An improvement has been noted in the over-all type and quality of news items appearing in the media regarding the Order since ratification of the constitutional amendment approved at the 1973 convention in Chicago. The "climate" apparently has improved for us and we should be seeing more favorable news stories than in years past, provided we receive the continuing cooperation of local lodges and state associations.



Homer Huhn, Jr.

Grand Secretary

During the year ended March 31, 1974, our Subordinate Lodges added to their membership rolls 120,675 by initiation, 21,407 by dimit and 12,171 by reinstatement. In the same period 79,167 were dropped from the rolls for non-payment of dues, 68 expelled, 34,265 granted dimits and 23,765 lost by death. The total membership of the Order as of March 31, 1974 is 1,558,772, showing a net increase of 16,988. The total number of Lodges on March 31, 1974, is 2,191.

Membership figures again moved into a new all-time high as of the close of the 1973-74 Subordinate Lodge Year as did the number of existing Lodges. Although our continuing advance in numerical strength is most gratifying it is at least equally as important and satisfying to note that the record shows corresponding advances in our charitable

an appropriate sum be raised by special levies against the Subordinate Lodges, proportionate to the respective membership from time to time as needed, not to exceed \$1.00 per capita in any calendar year."

In that report there also appeared the following:

"It will be remembered that more than 70,000 members of the Order of Elks were in the service of our Country during the World War.

"More than 1,000 of these Brothers made the last supreme sacrifice and laid down their lives in exemplification of their fidelity to the obligation of loyal patriotism and devotion to country which they assumed at our altars."

Thus was born the idea of the National Memorial Building—a war memorial conceived and executed in the mood of a spiritual victory and a bountiful peace that seemed eternal.

While the Building was originally dedicated in July, 1926, as a memorial to the Elks who served in World War I and particularly to those who made the supreme sacrifice in that conflict, 20 years later it was rededicated to include not only those members of the Order who served in World War I but also all members of the Order who served in World War II.

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

During the past year more than 55,000 people visited the Building. Since its erection total visitors number over 3,000,000. Expenses covering maintenance of the Building are paid from the earnings of *The Elks Magazine*.

There have been printed over the years six editions of Memorial Books. Copies of the latest edition "The Story of Elkdom" are currently available at the price of \$3.50 per copy. The book not only reports the accomplishments of the Order, but presents in full color many of its beautiful murals and other artistic embellishments. Orders should be mailed direct to the office of Grand Secretary of Elks, 2750 Lake View Avenue, Chicago, Illinois 60614.

The Fidelity Appraisal Company of Milwaukee, Wisconsin, in its report of March 1, 1973, has appraised the Memorial and Magazine Buildings at a replacement cost of \$10,414,000 and a sound value of \$7,772,000. Appropriate insurance coverage is maintained at all times by the Commission.

and community activities at Grand Lodge, State and local levels. It has been often and truly said that membership is the life's blood of an organization and to a very great extent we have been able to maintain and increase our membership not only because of the good fellowship which exists in our Order but because of the deep pride in membership which comes to all of us as a by product of our efforts in behalf of

those less fortunate than ourselves. Lest we become complacent with the fine overall gain in membership shown during the past year it is well to remind ourselves that it might have been considerably better with a little more effort in the matter of lapsation. Some 79,167 members were dropped from our rolls for non-payment of dues in the twelve-month period ending March 31, 1974, and there is a possibil-

ity that many might have been saved by a systematic and businesslike approach to the problem of dues collection, such as set forth in the "Membership Control Manual." Secretaries and Lapsation Committees are urged to obtain and use this and other aids furnished by Grand Lodge in an even stronger effort in the year ahead to attract new members and to retain those already on the rolls.

NEW LODGES

GRANTED DISPENSATION	NAME AND NUMBER OF LODGE	INSTITUTED
Granted By Grand Exalted Ruler Francis M. Smith		
	Logan, Ohio, No. 2489	6-24-73
	Montgomery, Ala., No. 2490	5-20-73
	Cookeville, Tenn., No. 2493	5-27-73
	Marshfield, Mass., No. 2494	6-3-73
	Sarasota South, Fla., No. 2495	6-30-73
6-18-73	New Orleans West Bank, La., No. 2496	
Granted By Grand Exalted Ruler Robert A. Yothers		
	Gillette, Wyo., No. 2491	9-16-73
	Simi Valley, Cal., No. 2492	9-22-73
	New Orleans West Bank, La., No. 2496	8-5-73
8-6-73	Page, Ariz., No. 2498	9-8-73
8-20-73	Belen, N. Mex., No. 2499	10-7-73
1-4-74	Rio Rancho, N. Mex., No. 2500	3-23-74
1-17-74	Ocean Springs, Miss., No. 2501	2-24-74
2-15-74	Madison, Wis., No. 2502	3-10-74
2-12-74	Crestwood, Mo., No. 2503	3-17-74
2-21-74	Oceano/Five Cities, Cal., No. 2504	3-23-74
3-1-74	Kimberling City, Mo., No. 2505	4-21-74
3-1-74	Homer, N.Y., No. 2506	3-31-74
3-4-74	Esperance, N.Y., No. 2507	4-28-74
3-7-74	Vestal, N.Y., No. 2508	4-28-74
3-13-74	Blue Springs, Mo., No. 2509	3-30-74
3-18-74	Los Banos, Cal., No. 2510	
3-27-74	Paw Paw, Mich., No. 2511	4-20-74
4-8-74	Manassas, Va., No. 2512	4-27-74
4-16-74	Sheboygan, Wis., No. 2513	
4-30-74	Marlton, N.J., No. 2514	
5-7-74	Howell, N.J., No. 2515	
5-7-74	Seminole, Okla., No. 2516	
5-7-74	Lake of Ozarks, Mo., No. 2517	

Note: Champaign, Ill., No. 398 and Urbana, Ill., No. 991 merged, with the resulting name being Champaign-Urbana, Ill., No. 2497.

Charters Revoked and/or Surrendered

Morris, Ill., No. 2207	6-26-73
McRae, Ga., No. 2185	1-24-74
Babylon-Bayshore, N.Y., No. 1998	2-1-74
Abington, Pa., No. 2216	3-4-74
Jacksonville, N.C., No. 2468	4-3-74
Lufkin, Texas, No. 1027	4-18-74

BENEVOLENT ACTIVITIES

Below is a list of Charitable, Educational, Welfare and Patriotic activities in which Subordinate Lodges are engaged, together with total moneys expended for the same during the Lodge year from April 1, 1973, to March 31, 1974:

ACTIVITIES	AMOUNT
Relief of Members, Widows, Orphans, Dependents, Burials, etc.	\$ 769,578.17
Summer Outings, Camps and Health Resorts ..	517,132.55
Cerebral Palsy ..	1,413,827.33
Crippled Children ..	1,382,871.83
Medical Aid and Hospitals ..	644,770.51
Care of Needy Families, including Thanksgiving and Christmas Baskets ..	1,150,445.69
Elks National Foundation ..	762,007.27
Youth Work (except for scholarships, free textbooks, etc.) ..	1,906,235.89
Scholarships, Free Textbooks, etc.	769,485.70
Red Cross, Salvation Army, etc.	237,706.00

Veterans' Relief	318,498.85
Miscellaneous	1,052,217.65
Flag Day, Constitution Day, Fourth of July, etc.	386,493.74
Total	\$11,311,271.18

STATE MEMBERSHIPS, GAINS AND LOSSES—1974

Lodge Year Ended March 31, 1974

State	Gain	Loss
Alabama	319	
Alaska	91	
Arizona	988	
Arkansas	302	
California	150	
Canal Zone		28
Colorado	1484	
Connecticut	738	
Florida	2597	
Georgia		20
Guam	15	
Hawaii	200	
Idaho	54	
Illinois		333
Indiana	206	
Iowa	440	
Kansas		711
Kentucky		50
Louisiana	122	
Maine	231	
Maryland, Delaware, Dist. of Columbia	407	
Massachusetts	1591	
Michigan	1335	
Minnesota		77
Mississippi	111	
Missouri	745	
Montana	350	
Nebraska	1038	
Nevada	155	
New Hampshire	434	
New Jersey	989	
New Mexico	966	
New York	860	
North Carolina		169
North Dakota	1520	
Ohio	861	
Oklahoma	820	
Oregon		1714
Pennsylvania	1108	
Philippine Islands		77
Puerto Rico	2	
Rhode Island	179	
South Carolina		7
South Dakota	747	
Tennessee	333	
Texas		316
Utah	343	
Vermont	168	
Virginia	185	
Washington		4837
West Virginia	280	
Wisconsin	1356	
Wyoming	506	
Gain	25,327	
Loss		8,339
Net Gain	16,988	

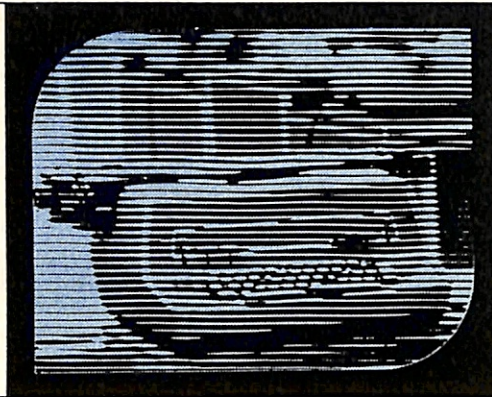
ACTIVITIES BY STATES

The following table shows the amount expended in Charitable and Welfare work by each State and Special Jurisdiction, during the period from April 1, 1973, to March 31, 1974:

State	Amount	State	Amount
Alabama	\$ 130,142.62	Montana	114,777.23
Alaska	110,763.34	Nebraska	139,086.75
Arizona	226,762.12	Nevada	49,632.93
Arkansas	35,720.29	New Hampshire	71,538.56
California	1,629,057.31	New Jersey ..	812,160.81
Canal Zone	24,517.91	New Mexico ..	158,980.83
Colorado	464,921.47	New York	770,277.97
Connecticut	232,515.47	North Carolina	132,144.11
Florida	547,205.51	North Dakota	135,017.82
Georgia	141,602.25	Ohio	306,494.09
Guam	11,111.00	Oklahoma	146,165.09
Hawaii	30,062.73	Oregon	405,135.93
Idaho	129,311.60	Pennsylvania	551,856.69
Illinois	283,227.95	Philippines	1,105.22
Indiana	284,273.68	Puerto Rico ..	3,945.00
Iowa	82,407.33	Rhode Island	90,439.46
Kansas	89,835.71	South Carolina	85,635.90
Kentucky	54,850.59	South Dakota	87,016.21
Louisiana	50,434.66	Tennessee	92,982.32
Maine	66,556.31	Texas	300,801.16
Md., etc.	176,641.87	Utah	114,002.98
Massachusetts	562,196.62	Vermont	65,772.06
Michigan	299,408.09	Virginia	87,989.37
Minnesota	116,099.89	Washington ..	414,161.11
Mississippi	25,060.23	West Virginia	94,566.09
Missouri	126,043.05	Wisconsin	101,587.36
		Wyoming	47,268.53
		Total	\$11,311,271.18



■ The foregoing Digest of Annual Reports was prepared by the staff of *The Elks Magazine* from texts of the official reports involved. Each of the reports was published separately in its entirety. In addition, the Grand Exalted Ruler, the Grand Secretary, and the several Chairmen presented supplementary remarks at Grand Lodge Session held in Miami Beach, Florida, July 7-11. These remarks appear in the printed Proceedings of the Grand Lodge Session.



Read the Danger Signals

Several portions of a recent survey among young people should make many people pause and wonder if we have read the danger signals so clearly implicit in the answers to some key questions.

Social psychologist Daniel Yankelovich and his research organization conducted the poll among college and non-college youth, ages 16 to 25, in 1969 and in 1973 to see if there were significant changes in thinking among the two groups in the five year lapse of time.

The young people were asked about their attitudes toward sexual freedom, abortion, the emphasis on money, reforms in big business and reforms in political parties. Both groups favored more sexual freedom, both agreed that there is no moral wrong in abortions, both wanted less emphasis on money and both groups believe that big businesses and political parties need major reforms.

There were four other questions asked, however, which should make us examine the way we are rearing our youth and to inquire if our institutions of learning are properly steering their thinking.

Among college youth, only 45 percent thought that *living a clean moral life* was a very important value in 1969. That figure dropped to 34 percent five years later! It's incredible to think that only 34 percent of our youth favor a clean, moral life! Think of the alternatives! To the same question, the non-college youth percentage dropped from 77 percent in 1969 to 57 percent in 1973.

Since our colleges exert such a profound influence on our young people, wouldn't it be highly desirable for them to emphasize such important values. And doesn't it indicate that parents are not doing their job?

A parallel result was obtained in answer to the question: "*Is religion an important value?*" Both categories of youth showed a decline. Only 28 percent of college youth today and only 42 percent of the noncollege group feel that religion is important.

Then the pollsters asked if they thought *patriotism is a very important value*. Among college youth, only 35 percent said "yes" in 1969 . . . and that dropped alarmingly to just 19 percent in 1973! Among the noncollege youth, the figure dropped from 60 percent in 1969 to just 40 percent in 1973!

The survey then asked if they believe that *hard work always pays off*. The college youth said "yes" 56 percent of the time in 1969 . . . but dropped to 44 percent in 1973. The noncollege youth said "yes" 79 percent of the time in 1969 but only 56 percent last year!

The Yankelovich report, disturbing as it might be to many, did contain one statement of hope, however: "If America's work, education and political institutions prove to be flexible and responsive—and a sizeable majority of America's youth think our society is indeed flexible enough to handle its challenges—we can look forward to a period of social stability, moderation in politics and perhaps even a resurgence of traditional American optimism about the future."

The danger signals are there . . . are we intelligent enough to recognize them and DO SOMETHING?

The Order of Elks has been working hard for well over a hundred years to further the very points raised in the survey. We cannot afford to relax our efforts to become BETTER ELKS—BETTER AMERICANS!

did you know..



The B.P.O. Elks contributed tremendously to the war efforts of the United States during *World War Two*.

☆☆☆

There were 1,678 Elks killed or who died in service out of over 100,000 who served in the armed forces.

When the Order was asked for assistance in helping to recruit 45,000 men for ground crews in the Air Corps, they responded at once. Efforts were so successful that over 97,000 men were enlisted, according to the Adjutant General of the Army.

☆☆☆

The Veterans Administration also asked the Order for assistance in recruiting hundreds of nurses for hospital work during World War Two. Again, the Order responded with great success.

☆☆☆

To help entertain our men and women in uniform, Elks lodges

throughout the country responded by opening a total of 155 Fraternal Centers. Hundreds of thousands of troops used the facilities where varied programs were provided. The women of Elks members responded by acting as volunteer hostesses.

☆☆☆

Veterans have not been forgotten after they returned home from the wars. Since the end of World War Two, the Order, through its National Service Commission, has served 192 V.A. and military hospitals regularly with programs of many types. It is estimated that close to \$9 million has been spent by Elks on veteran's programs.

35 Minute Wash & Wear

Easy Care
NO IRON
NON-SNAG

KNIT SLACKS

NON SNAG KNITS **2** pairs for only **19⁹⁵**

And take a good kick at Inflation!

Even though the price of 100% Polyester has more than doubled in the last 12 months (polyester is a petroleum derivative), Haband has you protected for this one last 2 for \$19.95 offer.

Deluxe Executive Knit Slacks!

You have seen 100% Polyester knits for over \$20 a pair! This year you'll see them for even more, and wonder who's got the money to afford them. These Haband Slacks might be the answer. They always look fresh, never need ironing. The heavy two-way knit means two-way fit, and that means Double Value. More comfortable full fit in seat, crotch, and thighs but also a trim straight look that never bags or droops.

MACHINE WASHABLE

No tensions or tight spots. No Iron. No Dry Cleaning. A simple spin through the home wash machine is all they need. What you get is top value Two-Way Knit Slacks and FREE

COMFORT LIKE YOU NEVER FELT BEFORE!

Remember, Business Slacks are Haband's Business.

Our experience positively shouts that knits are your best buy. Now our tremendous inventory carry-over makes this one last market scoop still possible:

2 pairs only **19.95**

But please HURRY! Knits are in huge demand

5 COLORS TO CHOOSE FROM

Navy

Brown

Green

Burgundy

Order Direct by Mail!

HABAND'S 100% Polyester

KNITS

2 Pairs Executive Slacks for **19⁹⁵** Haband Pays the Postage

FIND YOUR WAIST & INSEAM HERE

Waists: 29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54

Inseams: 26-27-28-29-30-31-32-33-34

HABAND COMPANY, 265 North 9th St., Paterson, New Jersey 07508

Gentlemen: Please rush me pairs of these polyester Knit Slacks, for which I enclose \$ remittance in full.

COLOR	Waist	Inseam	COLOR	Waist	Inseam
GOLD			GREEN		
NAVY			Burgundy		
BROWN			Special Prices: 3 pairs \$29.70 4 for 39.20 5 for 48.75		

Guarantee If for any reason I do not choose to wear the slacks after I have seen and tried them on, I may return them for full refund of every penny I paid you.
742-04

Name (Please Print) Apt. #
Street
City
State ZIP CODE [] [] [] [] [] []

YOU'LL LIKE THE GOLD!

Use this order form

Note all the FINE TAILORING that KEEPS the GOOD LOOKS!

- 100% Polyester NON-SNAG Knit
- "Ban-Rol®" No Roll Inner Waistband
- No Pucker Flat Fly
- New Unbreakable Nylon Spiral Zipper
- New Long-Wearing "No-Hole" Knit Pockets
- Wide Belt Loops for Today's Wider Belts.
- Hook Top Closure
- Modified Flare Bottoms
- Automatic Machine WASH & WEAR! NO IRONING EVER!
- FAST RELIABLE SERVICE!

HABAND

265 North 9th Street, Paterson, NJ 07508
A conscientious Family Business, established 1925.

SALE! SAVE \$3⁰⁰ THOUSANDS SOLD AT \$22.98 **NOW ONLY \$19⁹⁸** FOR A LIMITED TIME ONLY!

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



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

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

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

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

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

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

Four thousand comb-like perforations trap each whisker right at the skin line. Powerful 120-volt, 60-cycle motor drives the 152 surgical-sharp cutting edges to make the toughest beard

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

Jay Norris Corp., 25 W. Merrick Rd.,
Dept. MD-94, Freeport, N.Y. 11521

Show me! I'd like to treat my face to the Oster Professional Electric Shaver's barber-close shaves! If it doesn't deliver smoother, faster, closer, more irritation-free shaves than I've ever enjoyed. I understand that I can return my shaver in 30 days for full refund or cancellation of charges (\$19.98, plus \$2.00 postage and handling — total: \$21.98). N.Y. residents add sales tax.

Enclosed is check or money order for \$ _____
Sorry, no C.O.D.'s

Name
(Please Print)

Address

City

State Zip

© Jay Norris Corp., 1974

disappear magically—without the slightest irritation to even the most sensitive skin.

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

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

**Separate Trimmer
Other Great Features**

No expense was spared to make the Oster Professional Shaver to rigid, master-barber specifications. Motor-driven trimmer operates independently to trim moustaches and sideburns straight and neat for today's new "styled" look. The high-impact plastic housing is sculpted to fit your hand effortlessly. Removable stainless steel head rinses clean under running water. On-off switch, plus separate switch to operate trimmer. The specially counter-balanced drive gives you a smooth, vibration-free shave, and won't cause radio or TV interference.

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

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

30-DAY FREE TRIAL!

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

JAY NORRIS CORP.

25 W. Merrick Rd., Dept. MD-94, Freeport, N.Y. 11521

Serving Satisfied Customers
for over 25 Years