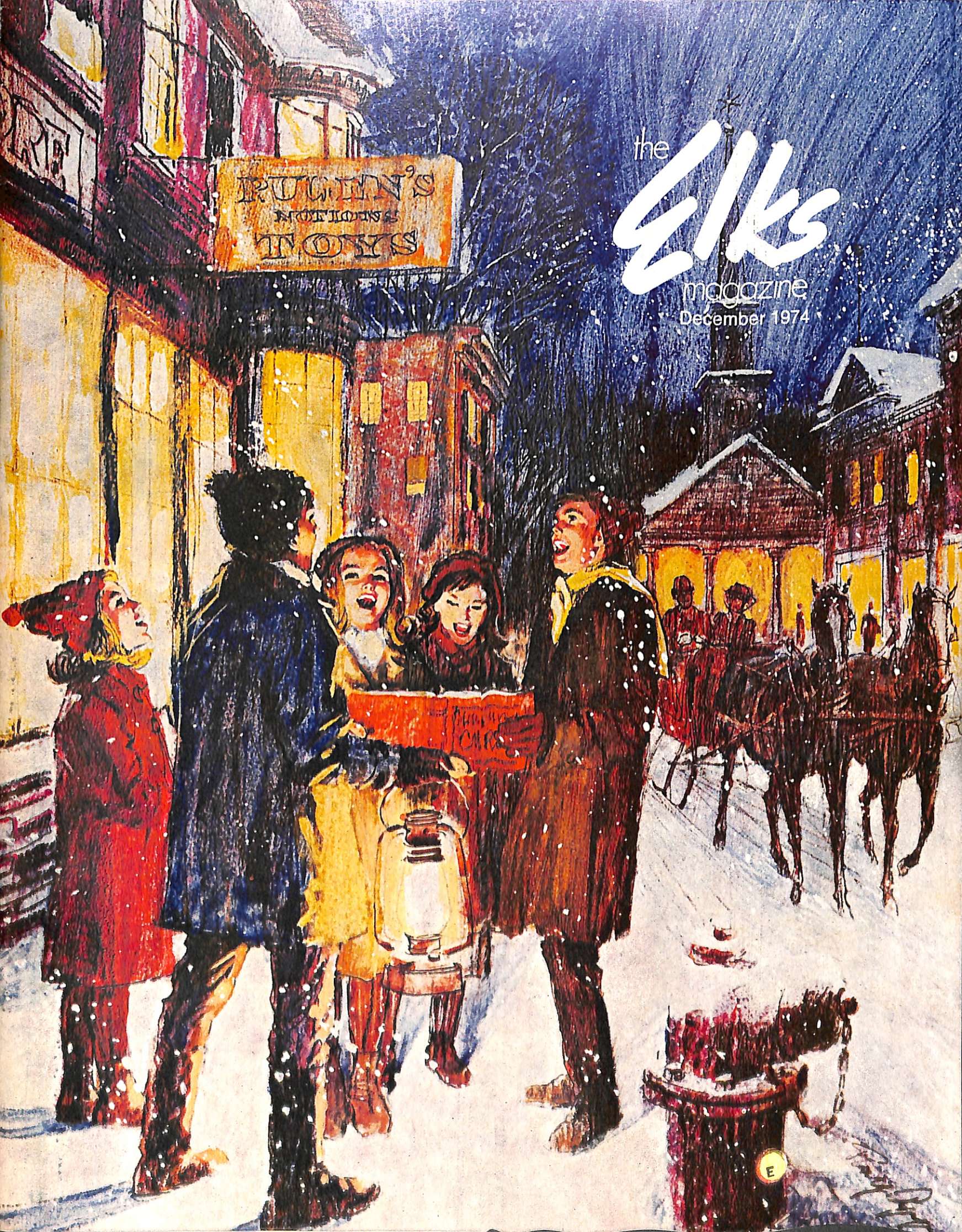


the  
**Elks**

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December 1974



RUGGLEN'S  
NOTIONS &  
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A Message from the Grand Exalted Ruler

## Remember Our Absent Brothers

---

**This is one** of the busiest and most important months of the Elks year. During this month, every subordinate Lodge is required to hold its Memorial Day, on the first Sunday of the month, and most lodges will celebrate the holiday season in many ways, not only by the charitable programs which exist at this time of the year, but by the gathering together for various social occasions.

**The Order of Elks** is unique in many ways, one of which is that it is mandatory, once a year, to remember our Brothers who have died during the year. On this occasion, which is not funereal, we recall the virtues of our absent Brothers as they are written upon the tablets of Love and Memory. This occasion is one to which families should be invited and every Lodge should open its doors to the community. The various faiths that are represented by belief in God can be invited to participate in the service and those attending should be realizing that the Order of Elks never forgets its absent Brothers.

**Many Lodges** will also celebrate this month by charitable activities such as distributing Christmas baskets to the needy. This is a time to remember that there are those not so fortunate as we, and while someone can be hungry in any other month of the year, it does seem that at the Christmas season all of us share the hope that everyone shall have a full larder. For this reason, Elks Lodges throughout the country traditionally have some form of a charitable Christmas venture.

**The month**, of course, will end on a more social note with the New Year's Eve party, traditional in so many Elks Lodges. This is a time to gather friends and family to celebrate the passing of the old into the new.

**The holiday seasons** are a reminder to us of the passing of time, and as officers and committeemen take stock of the turning of the calendar into next year, it must be realized that while this marks the passing of three-fourths of the subordinate Lodge year, one fourth still remains in which records can be made. May all of those who believe in God celebrate in their own way the joyousness of the holiday season at this time of the year.

A handwritten signature in cursive script, which appears to read "Gerald Strohm".

Gerald Strohm  
Grand Exalted Ruler

Better Elks—Better Americans



# man's universal enemy

by G. R. von Kronenberger

**T**his year millions of people throughout the world will live on the edge of starvation while great quantities of crops and food stocks are eaten or spoiled by rats. In addition, hundreds of people will die of plague, and the number who will suffer from rat-borne diseases can only be guessed at. Ever since the first ugly rodent slunk into some caveman's domicile, rats have been man's universal enemy.

The rat is just about the biggest four-legged evil confronting us. For cunning and viciousness, for death-dealing power, for sheer vindictive destructiveness, it is unmatched by anything walking or crawling. Save for man himself, the rat is probably at once the cleverest, most destructive and adaptable animal on the face of the earth. From near the frozen arctic to the blazing desert, this animal, with its remarkable instinct for survival, has not only survived man but at times threatened him with extinction.

The terrible Black Plague of the 14th century in Europe killed more than one out of every four individuals, raising fears that the entire human race would be wiped out. In London alone

in 1665, 100,000 persons died as a result of the same killer. From 1898 to 1923, this plague in India killed almost 11 million. During the past thirty centuries, untold millions of people have died of plague. In one period of three hundred years, between the 11th and 14th centuries, there were 25,000,000 deaths from this disease alone.

Many persons regard the rat-borne disease as "medieval," of historical interest only. It is true that there have been no major plague epidemics in the western hemisphere in nearly three centuries. Health authorities have checked it quickly in each U.S. outbreak: San Francisco, 1907; New Orleans, 1914; Galveston, 1920. But by no means should we think that we have become immune to this disease as relatively recent near epidemics have broken out in Brazil, Peru, Senegal, and other parts of the world.

As recently as 1944 Florida was besieged by a murine typhus epidemic with a reported 483 cases—resulting in 34 deaths. Areas of the state were declared typhus epidemic areas and the state health departments along with the U.S. Public Health Service battled the

rats and the fleas they carried for four years before final control. In March, 1974, a case of murine typhus fever was discovered by health authorities in Virginia.

Of the more than 550 species of rats in different parts of the world, two of them are of major importance in the United States, as far as the diseases they carry are concerned—the Norway rat and the roof rat.

The Norway rat (*Rattus norvegicus*), also called the brown, sewer, wharf, house or barn rat, is generally found through the temperate regions of the world. The Norway rat began its devastating march from its birthplace in Chinese Mongolia, possibly not far from where man himself originated. Savage and blood-thirsty, destined to prey on human life more than any other living creature, the brown rat crossed the Volga River into Europe about 1727, gnawed its way into practically every home, and 50 years later set sail for America.

Somewhere along the route this vicious little beast was given the name "Norway" rat. Popular belief linked the new marauder with timber ships arriving in England from Norway. Hence it is now almost universally known as the Norway rat. It is larger and more ferocious than the roof rat, and drove this species out of many places. It is found commonly throughout the country in great numbers.

The Norway rat lacks the ability to climb to any extent and is therefore found in the lower stories of buildings and in the ground underneath. It will gnaw its way through wooden walls to gain access to food supplies and there are incidents where it has attacked paralyzed, helpless persons and babies. An adult Norway rat weighs about one pound, has a reddish brown coat, blunt muzzle, a tail shorter than its body, and small ears.

The roof rat (*Rattus rattus*), also known as the black, grey or fruit rat, originated in the Arabian deserts and has been known in Europe since the 12th century. After the Crusades, when Christian warriors returned to Europe, African rats stowed away on their ships and soon established outposts in the new land. It was the cause of plague in the middle ages. The roof rat appeared in North America in the 16th century, where it was the common rat among the early settlers. Later it was supplanted to a large degree by the more ferocious, more prolific Norway rat. At the present time, the range of the roof rat in this country is confined to certain areas in the Southern states, where it finds the warmer climate more to its liking. It lives out doors in tree tops, dense vines and lush undergrowth during the warmer months. When cooler weather comes, it invades

attics, false ceilings and walls and enclosed spaces of cabinets.

Unlike the Norway rat, the roof rat is a skilled and nimble climber, and can easily run along pipes, wires, and ropes. His tail serves as a balance so effective that he can jump from one perch to another almost as agilely as a squirrel. He is more delicate in build than the Norway rat, weighs eight to 12 ounces, has fur ranging from black to grayish white, pointed muzzle, tail longer than its body and head, and large ears.

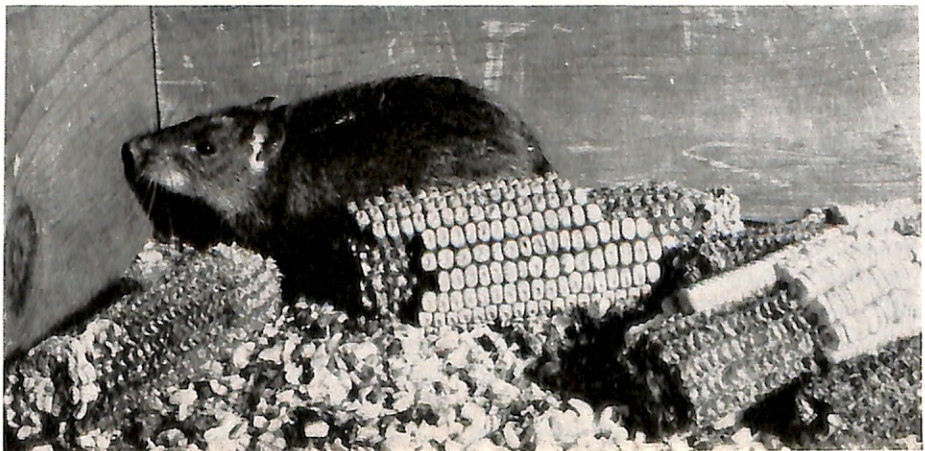
Today, the Norway rat is every-

where, while the more timid roof rat has been driven by its competitor to colonies in port cities.

To be sure, what has happened in the United States has taken place throughout the world, as the Norway rat is common in all cold, temperate, and subtropical areas, while the roof rat prefers tropical regions but also is sparsely settled in local areas of the other climatic zones as well.

Together these two species have caused more deaths from disease than occurred in all the wars in man's history. About 35 different and rather ser-

*Destroying billions of dollars in property every year, the rat looms as a major enemy of human civilization. The number of ratlets in a litter is generally four to nine, but litters as high as 22 have been recorded. A pair of rats can multiply to as many as 900 in 12 months, and make literally colossal inroads into grain stores. Two species of rats, alone, have caused more deaths from disease than occurred in all the wars in mankind's history.*



ious illnesses are borne and spread by these filthy animals, including besides the plague and typhus such debilitators as amoebic dysentery, infectious jaundice, rat-bite fever, and rabies. The diseases are transmitted to people by fleas, lice, mites, and ticks that are infected by rats. Sometimes some diseases are spread directly, as when the rat bites a baby.

Humans aren't the only ones infected either. Many diseases are distributed by rats to livestock, poultry, pets, and other animals. The ailments are transmitted by the rat's feet, fur, excreta, urine, and bite. Among the more contagious ones are distemper, equine influenza, mange, rabies, trichinosis, and tuberculosis.

Men and rats are endowed by nature with powers of adaptability not possessed by other living things. Both have displayed the ability to live and reproduce their kind at almost any place on earth. Rats are omnivorous, ferocious, and completely destructive of natural resources, including all forms of life. In spite of the efforts made toward rat eradication, the population of these rodents keeps pace with that of man. Experts of the U. S. Fish and Wildlife Service estimate the number of rats in the United States to be approximately the same as that of the human population. WHO (World Health Organization/UN) experts believe certain areas of India have some *ten times* the human population, and in the world as a whole there is in excess of 4,000,000,000 rats!

Rats are very prolific, producing an average of five litters annually, of four to nine ratlets each. A rat mother who takes a real interest in progeneration often produces nine litters a year. Maybe not often, but she *can* give birth to 12 litters a year, averaging nine ratlets each—22 at one birth is the continental record—and they in turn can become producers before they are four months old. They far outrace such notoriously rapid multipliers as rabbits and guinea pigs.

Biologists have made sober calculations that the progeny from one pair of rats under optimum conditions would in three years number 359,000,000. Give them two more years and the count would climb to the pinnacle of 945 billion! Fortunately for man rats have a relatively short life span of 15 to 18 months—although they have been known to live more than 3 years.

The rat is in effect a super rodent. It has a highly developed sense of smell. Its taste is less sensitive than man's. The sense of hearing and touch are both very acute. Its agility and excellent sense of balance are remarkable. A rat can jump almost two feet from a running start. In jumping down-

ward, a rat can cover a horizontal distance of 8 feet. He can cover 15 feet by jumping outward from a standstill. By being able to reach 18 inches, they can scale a vertical wall, if toe holds are available at that spacing or closer. They can cross the street on a telephone wire or climb a vertical 3-inch pipe. Falls seldom prove injurious to them. They can squeeze through a 1-inch opening and they will burrow into the ground 5 or 6 feet, to get under the foundations of buildings where food is available, but they seldom go down over 18 inches for shelter or nesting. Sometimes their underground tunnels are several hundred feet long. Bodies of water are no barriers, as rats have been known to swim a half mile in open water. They dive and swim without hesitation.

The intelligence of rats is absolutely clear. On their own hunting grounds rats quickly beat every lethal device aimed at them. Anything new, such as poison bait, is instinctively avoided. After the strange food has been ignored for a while, however, it becomes familiar, and the rat samples it in small amounts. If it is poisoned, the ill effects of a minute dose may be noted without lethal consequences. Whereupon the rat stops feeding completely and may sprinkle the food with his urine or feces to warn other members of the pack.

Rats studied in the laboratory quickly learned to identify a magazine advertisement for ice cream—then selected it from half a dozen assorted ads. They also proved they could select one letter of the alphabet from a row of mixed ones, or pick a given inkblot from a display of several different ones.

Some psychologists assert that rats make better scores on five-way test choices than on two-way ones. This, they think, is because any simple problem quickly bores them and they quit trying.

A story is told of a band of rats that attacked a piece of meat hanging on a hook in a butcher shop. Unable to reach it by ordinary means, they formed a rough pyramid by piling onto one another until the topmost rat could reach the meat and gnaw it loose.

Many other stories of rat intelligence are told, but experts generally feel that the incidents are greatly exaggerated. One such case is the story of a group of rats which formed a chain by grabbing one another by the tail to lower one of the pack into a hole for food that could not be reached otherwise. But experts actually have seen a pair of rats stealing eggs by an odd method. One would wrap its tail around an egg and drag it off, while the other balanced the prize to prevent breakage.

Besides spreading disease, rats are the direct cause of damages in the

United States each year totaling about \$3 billion, and some experts say \$4.5 billion would be closer to the truth. R. E. Dorer, Director of Solid Waste and Vector Control for the Virginia Department of Health, says: "For years the cost resulting from the damage done and the food eaten by one rat was set at \$22.00. I do not know what inflation might do to this figure." The general consensus is that each rat eats two dollars worth of food and does twenty dollars more in damage each year.

Willingness to eat just about anything has been a major factor in the rat's world conquest. Adults eat about 50 pounds of food a year. Their menu consists of almost anything they can cut. Enterprising colonies have cut into the bellies of swine, dug turnips from the ground, even feasted on the hoofs of sleeping cattle and horses.

Most householders know that rats steal food, but few are aware of the extent of their destructiveness. Rats will eat practically anything and will destroy much that has no possible food value. In warehouses, on ships, in trains, they gnaw and destroy gloves, hats, blankets, books, leather, plastic, lead, furniture—nearly every article of commerce. They damage wood foundations and concrete walls. They have gnawed through mail sacks and ripped letters to shreds, caused floods by gouging holes in dams, started fires by gnawing on match heads and electrical insulation. Some of the damage they do is almost unbelievable.

For example, a survey of 39 cities showed that 530 fires were started in one year by rats. Insurance experts say up to 25 percent of fires of undetermined origin are probably caused by rats, which also use flammable materials like oily rags and matches for building nests, allowing spontaneous combustion to occur.

Rats also create short circuits by crossing open switches, and as a result have thrown entire cities into darkness, ruined motors and transformers, and paralyzed telephone and telegraph lines.

Part of this wholesale destruction rests on a biological base. The incisor teeth of the rat appear eight or ten days after birth. Both lowers and uppers keep growing throughout the animal's life. The incisors advance at the rate of about five inches a year. If one is lost from the rat's upper jaw or is knocked out of line, the one below may push up so high that it pierces the brain cavity and causes death.

Total growth of upper and lower cutting teeth in the normal rat's 18 month life amounts to about 14.5 inches. Obviously, if the rodent didn't work constantly at the job of wearing

*(Continued on page 26)*



# The Return of the Family Doctor

by Lynwood Mark Rhodes

A story currently popular in the medical world is the one about the Phoenix doctor who returned a patient's telephone call during a break in his morning appointments. "Who is this?" a female voice at the other end of the line asked. The physician realized that he'd gotten the wrong number, but gave the woman his name just the same. "Are you a medical doctor?" she eagerly inquired before he could hang up. He replied that he was. "Do you make house calls?" "Yes, ma'am, when they're indicated," he admitted. There was a gasp, then a sigh of relief as he heard her anxiously warn, "Wait a minute, let me get a pencil and take your name."

An awfully lot of fellow Americans can sympathize with, if not envy, her unexpected stroke of good fortune. A doctor who has the time to return a telephone call, much less make house visits, is about as rare as an outdoor clothesline. Which, considering our mind-boggling achievements in medicine over the past few decades, is an equally mind-boggling paradox. We live in a world of medical miracles; one by one the once-dreaded scourges of yesteryear are either being contained or conquered outright. There is ever-increasing hope that even such awesome killers as cancer and heart disease will sooner than later go the way of polio and tuberculosis, the twin culprits that not too long ago were high on the nation's statistical death toll list. Yet in spite of such gains, tens of thousands of Americans are faced with a crisis in health care. Why? The answer isn't limited only to ever higher medical costs, though this is undeniably a significant reason. The basic explanation more often than not is simply because they cannot get a family doctor when they need one.

The record speaks for itself. Forty years ago, there was one family doctor for every 1,000 people but today the

ratio is one to 4,000. "This does not mean that our medical education system has not been producing enough doctors," explains Dr. James L. Grobe, past president of the American Academy of Family Physicians. "Rather, the system is producing too many specialists—physicians concerned with making sick people well, not with keeping well people healthy, doctors who cannot in their practice consider the whole person in his environment."

The disconcerting upshot, as many families are discovering time and again, is that when sickness strikes, they must inevitably turn to hospital emergency rooms and outpatient clinics, a necessary but unwanted choice that further complicates the medical picture by adding strain on these already overburdened facilities. More significantly, the periodic checkup which can prevent disease or identify it in a curable stage is becoming a low order of business on the family's medical totem pole. Or, worse yet, is being entirely by-passed by millions with a sort of "what's the use" shrug of the shoulders.

As a result, there is a growing, even vehement feeling among countless numbers of people that American medicine has let them down. That this is only partly true does precious little to de-fuse the resentment felt by so many so often. That a burgeoning demand for medical services has outstripped the capacity of any system to handle them on a short-term basis is mere rhetoric when the primary problem boils down to a simple question: "Why can't I find a doctor?" Nor does the belated admission by segments of the medical profession that America's education system has failed to produce enough of the kind of doctors that people want—family physicians—while it has accelerated the trend toward specialization mean much when a urologist or psychiatrist responds to the query, "Is there a doctor in the house?"

Not that it is actually impossible to find a family doctor nowadays. As Dr. Grobe points out, there are probably 70,000 to 75,000 family doctors in the country—physicians who provide continuous, comprehensive care to an individual and his family—but the distribution isn't always right. Frequently, there just aren't enough family physicians where they are needed most. The lamentable quandary is that we have too many of some kinds of doctors, concentrated in too few places, and not enough "people" doctors to take care of the mass of Americans.

All of which makes the "good old days" of the Thirties and Forties look mighty nostalgic to most of us. Those were the times when an office appointment meant what it said, when waiting rooms didn't have the appearance of library reading rooms, when a house call in the middle of the night was accepted matter-of-factly. Fond remembrances, to be sure—except to the general practitioners who practiced then. For them, those decades were times of frustration and discouragement. They surely enjoyed the esteem and heart-felt thanks of their patients; they believed and rightly so that the medical care they provided was of great importance. The trouble was, they found themselves becoming a lost breed, their numbers dwindling, their status as physicians eroding and—most disturbing—their very necessity being questioned repeatedly by their fellows in the medical marketplace.

An exaggeration? Not at all. Only one of every ten medical students planned to enter general practice in the immediate post-World War II era. The once-beloved American hallmark known as the GP appeared, for all extents and purposes, to be going down the same path as the whooping crane and the white dress shirt. Medical educators unhesitatingly predicted that the family doctor was on his way out. Many

hospital administrators agreed. It wasn't uncommon for GPs even to be denied the essential and indispensable privilege of admitting their patients into hospitals and continuing their supervision there.

The dilemma stemmed from the rapid scientific and clinical advances of the time which gave rise to the belief that no physicians could possibly school himself adequately in all areas of medicine. The standard operating procedure—no pun intended—was specialization, learning all there was to learn about one organ or one field of study rather than trying instead for a broad, basic knowledge of John Doe as an entire person. And it was an argument hard to knock. Specialization brought in tow higher rank, more status, more pay—and the unfortunate assumption by most medical students that to be a GP was somehow to be a lesser doctor, to practice “second-rate” medicine. The annoying outcome for most Americans was that finding an old-fashioned doctor who limited his practice to family medicine was about as easy a chore as sneaking the dawn past a rooster.

But everyone supposedly benefitted from the new turn of events. Physicians could live comfortably on subsidies for graduate medical education under the G.I. Bill while doing their residency work. Hospitals could count on the house staffs they so desperately needed. Patients could receive better, more precise—though admittedly more costly—care. The only man who got the short end of the stick was the bold student opting for general practice. Where could he turn to continue his higher medical

education? The answer was as blunt as it was simple. Nowhere. Oh, it's true that a few graduate programs in general practice cropped up here and there in the mid-Fifties. But it's just as true that they gained little acceptance and enthusiasm. The idea of “specialty” training for a “generalist” sounded incongruous, almost ridiculous, to the medical community at large. It had no status symbol and carried even less weight among young prospective doctors. The programs faltered—and the public, stunned at being shunted to and fro from one specialist to another, at seeing larger and larger medical bills for ailments that “good old Doc” had formerly treated in a single visit to a single office, reluctantly figured that the family doctor was forever a thing of the past.

Well, take heart. He isn't. The recent return of the family doctor is one of the most surprising—and welcome—turnabouts in medical history. An astonishing survey of 1974 graduating medical students by the American Academy of Family Physicians shows that in many medical schools as many as 40 per cent of the students intend to go into family medicine, whereas less than 20 per cent had such intentions a few years ago. In fact, the demand for first-year spaces in family practice residencies now exceeds the number of spaces available by almost two to one. “This increase and future estimates,” says Dr. Robert Graham, assistant director of the AAFP Education Division, “indicates healthy progress toward the Academy's announced goal of having at

least 25 per cent of the nation's medical school graduates enter family practice.”

The startling about-face didn't just happen overnight, of course. It took years of hard work, persuasion and gut fortitude. Much of the credit goes to the American Academy of General Practice (the name was changed to the American Academy of Family Physicians in 1972) which was founded in 1947 to serve as the national spokesman for the rapidly declining number of general practitioners. Membership skyrocketed from zero to 2,000 in the first six months alone for, as an editorial of the time grimly stated, the GP at last realized “that the day when organized medicine was going to do something for him had been too long delayed and there was barely time remaining for him to do something for himself.”

It was an uphill struggle all the way. Specialist colleagues dubiously eyed his qualifications. Much of the American public had all but written him off as a hopelessly extinct species beyond recall. Yet this little publicized battle for recognition turned out to be one of the greatest triumphs ever scored by men determined to overcome a plight that affected their livelihood as much as it did those millions of Americans who yearned for a return to personalized medical care.

The big breakthrough came in 1969 when the AAFP and the American Medical Association established a certifying board which finally made family practice the medical world's twentieth recognized specialty. This long overdue nod of approval by the medical community that a physician can be a specialist in breadth as well as in depth created a “new” kind of doctor—one who “builds his approach to medicine,” says Dr. Vernon Wilson, vice president for academic affairs at the University of Missouri, “on the foundation of yesterday's country doctor and today's general practitioner” to become, literally, a doctor for all seasons.

According to Dr. William R. Wilbard, chairman of the AMA's Council on Medical Education and a key figure in approval of the new certifying board, such recognition is vital to meet the nation's seemingly insatiable demand for medical care. Indeed, he sees “the need to fashion a true specialist in family practice, a new kind of highly competent, comprehensive, primary-care physician, in sufficient numbers to serve the American public, as the basic order of medicine's business today.”

Since certification, family practice programs have blossomed like mustard seeds in a wet summer—approximately half of the nation's 114 medical schools

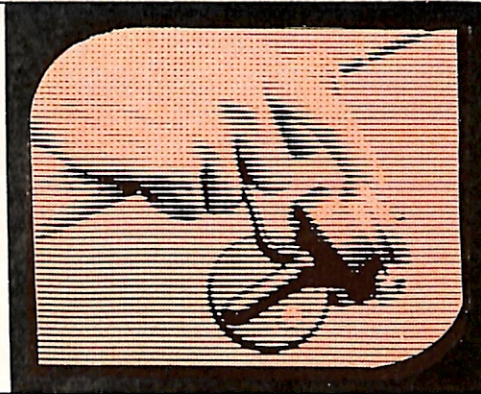
(Continued on page 42)



“Could you hurry? We saw a snowflake on our way in.”

# SPORTS ACTION

by Don Bacue



## GETTING READY

Imagine waking up very early in the morning, slipping into your pants and shoes, pulling a warm knit sweater over your head, and hustling out the door and into your car. Once, twice you turn the key. The third time, the charge cuts through the early morning dampness and the engine surges to life.

You drive down Main Street and pull up after several blocks in front of The Captain's Table restaurant. Here is the place, the sign tells you, that the charter boat captains meet and eat . . . and talk, too, presumably . . . about the coming day out on the water. What type of fish are likely to be hitting today, and where. You overhear bits and pieces—about a 40-pounder brought in on the Lulu Belle yesterday . . . more than 300 pounds total on the Sea Queen. Anxious to get in on the action, you swallow a quick mouthful of coffee, set a dollar on the table, and head for the water.

Is this the New England Coast? The Gulf of Mexico? Or San Francisco Bay? Not at all. It's the very heart of the Midwest—Lake Michigan.

Each and every day—spring through fall—begins just this way in town after town along the northeastern fringe of Wisconsin. It is never ending. It has been this way since ambitious stocking programs were begun a decade ago. The lake waters were cleaned up—there is less sewage and industrial sludge flowing into the lake than at any time in the last three decades. The salmon were introduced. Then the trout. Slowly, they took hold. They grew. They spawned. And the surge was on.

Today, Evinrude Motors rates Lake Michigan as one of the top 10 freshwater fishing spots in the country. It's an ambitious claim, one that I'm not sure I can agree with. But as a native midwesterner whose lake-in-residence keeps calling him back again and again, I've watched the fishing in Lake Michigan go from one horrible joke to terrific. Proof of that lies in the tremendous number of chinook and coho salmon, as well as lake, brown, and rainbow trout, caught this past year. They are pulled out of water ranging from shallowest tributary to more than a hundred feet deep. And when you are in the right spot at the right time, with just the right equipment, well, you'll swear there's never been any fishing like it on earth.

What does it take to hook a five-to-40-pound salmon or lake trout in the big waters of Lake Michigan? Specially designed equipment, of course, to put a myriad of lures down to the depths where the fish are located in an attempt to goad them into striking.

Fishing for these species brings into play a vast array of equipment . . . water temperature meters, downriggers, outriggers, electronic depth and fish locators, and new kinds of lures. Successful fishing takes place within sight of the skylines of towns and cities bordering the entire lake. At times, fish are taken relatively close to shore . . . off a jetty or pier.

Not so long ago, these waters were rarely penetrated by sport fishermen. Today, through the development of a highly successful fisheries program by state and federal agencies, the Great Lakes can be termed "the World's Greatest Fishbowl."

Knowing Great Lakes anglers are aware of the fact that these are big waters, subject to conditions that are inherent in all large bodies of water, Evinrude suggests large, seaworthy outboard boats in the 18-to-24-foot category to fill the requirements for safe fishing. They should be equipped with two motors, either of the same matching horsepower or one large and one smaller, auxiliary motor for trolling.

A popular Great Lakes rig is a 24-foot boat fitted with a pair of 70 h.p. outboards. Once the boat has arrived in the fishing area, one engine is turned off while the other is throttled back for slow speed trolling.

Why are we talking about fishing the Great Lakes in December? Because winter passes fast, and the trout get hungry early. In March and April, things start to happen beneath the surface of Lake Michigan, and the wise angler is going to want to be ready. It's a corny play on a corny phrase, I know. But in the Midwest, it's true. The early angler does indeed get the fish.



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

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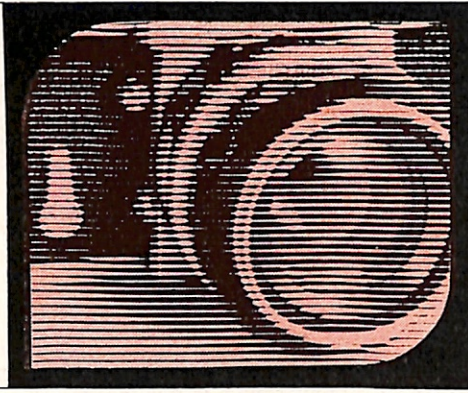
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# NEWS OF THE LODGES



**THREE** Past State Presidents were on hand to greet guests at the annual convention of Alaska Elks in Kodiak. Then-SP Ross Lowder (seated, left) joined PSPs John Gibbons (standing, second from left), Phil Holdsworth (third), and Harold Dunn (fourth) to welcome GL Auditing and Accounting Committeeman Louis Odsather (left), PGER Frank Hise (seated, center), and then-SDGER E. Robert Haag.



**THE ANNUAL BAKE SALE** was sponsored by the ladies of Norwich, Conn., Lodge to benefit physically handicapped and mentally retarded children. The Elks, wives and children participated in the successful event which was under the direction of Barbara Murphy, wife of ER Jerry Murphy.

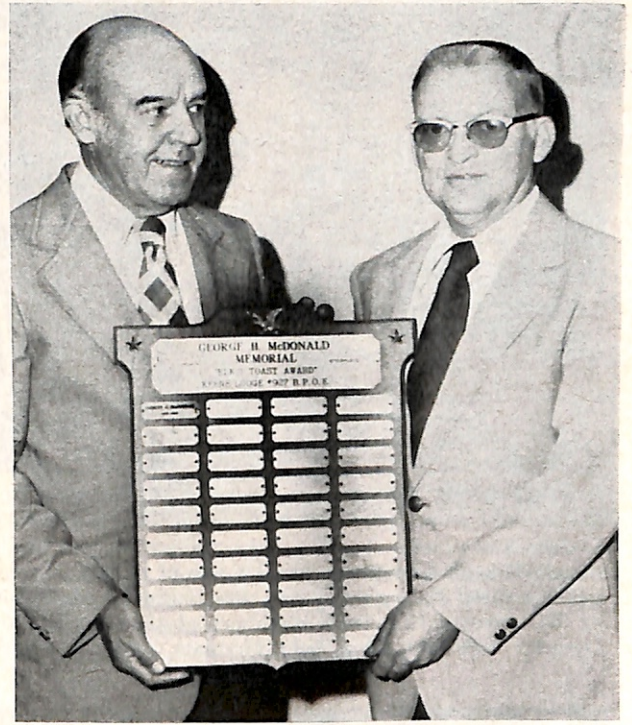


**HELPING** to provide a kidney transplant operation for Spud Williams (right) were Meramec (Arnold), Mo., Elks. A benefit barbecue was held to raise money for the 18-year-old youth who has cancer. Chm. Sarge Ballard and ER Del Weltig presented a check for \$1,172 to Jean Williams, Spud's mother.

**A CHARITY DANCE** sponsored by New Rochelle, N.Y., Lodge raised \$5,000 to help establish a local burn treatment center. ER Robert Tippett (second from left) presented the check to Brother Jack Williams (fourth), a New Rochelle fire fighter, as (from left) dance Chm. Eugene Colombo, Treas. Willet Roode, and PIER Edward Paolucci observed.



**BROTHERS** at the Elks National Home in Bedford, Va. were treated to a Las Vegas party organized by Columbus, Ohio, Lodge members Pat Malone and Eldon Brown. Each Brother received play money totaling \$5,000 for the games. An auction was directed by Brother Malone, who is a professional auctioneer, of items donated by Martinsville, Lynchburg, Roanoke, and Clifton Forge, Va., Lodges and by Columbus Lodge.



**IN MEMORY OF PER** George McDonald, Keene, N. H., Lodge set up the Elk's Toast Award in 1972. The annual award is presented to the Brother who renders the best Elk's toast. Chm. Bob McCurdy (left) and Brother Bob Mackinnon, the first winner, held the plaque which will display all winners' names.



**A PATRIOTIC PROGRAM** was held in Library Park by Monrovia, Calif., Elks. More than 200 persons attended. Tolling the liberty bell at the close of the program were (from left) Mayor Eric Faith, ER John Hudson, Americanism Chm. Clarence Desmond, and VP Woodrow Nite.



**A SOFTBALL GAME** was sponsored by the crippled children's committee of the Northwest District to raise funds for the New Jersey Elks major project. A total of \$7,612 was raised for Elks Camp Moore from the game. Among those participating in the event were District Chm. Ronald Butto and the lodge chairmen.

**WINCHESTER, Massachusetts,** Elks and their friends joined to sponsor the 10th annual party for 26 mentally retarded children from the Wrentham State School. Pony rides, a picnic, and dancing to a local rock band were the activities planned for the children by Chm. Roland Twombly, Co-chm. Michael Penta and Nick Dizio, and ER Royce Bailey.





**A THREE-WHEEL BIKE** was presented to Kathy Cawelti, 9, by the motorcycle stunt and drill team from Huntington Park, Calif., Lodge. Kathy, who was the major project theme child at the California-Hawaii Elks convention, is one of over a thousand patients being treated through the state association's mobile unit program. At the presentation were members of the motorcycle team, ER Douglas Patterson, Chm. John Gramata, and Col. Harry Fisher.



**A PLAQUE** displaying the Eleventh Hour Toast was presented by Hawthorne, N. J., Lodge to PGER William Jernick (center) on the 20th anniversary of his term as Grand Exalted Ruler. He was congratulated by PER Russell Carlisle (left) and ER Paul Bonzkowski (right).



**SEVERAL ELKS** and their ladies from Colonie, N. Y., Lodge have formed a square dance club. Some of the dancers are President Harry Fisher, Treasurer Townsend Plant, Randy Anderson, caller, and Arthur Cox, host for the group.

**A \$2,500 CHECK** was presented by District Secretary-Treasurer George Wagner on behalf of the Pennsylvania West Central District to James Ebersberger, administrator of the cerebral palsy home service program. Watching the exchange were PSP Ronald Wolfe, PDD Herman Ricupero, and VP A. Earl Hopper.

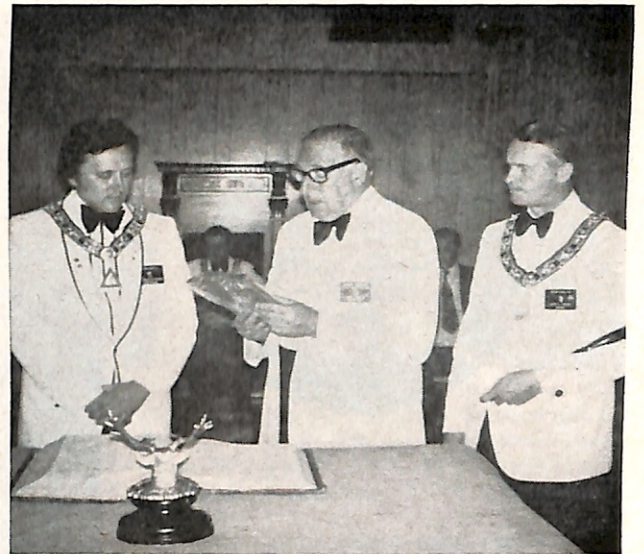


**THE FALL CONFERENCE** of the Ohio Elks Association was held recently in Dayton. It was announced that two additional scholarships totaling \$1,350 will be offered by the Elks to Ohio students. Awards were presented during the session for various lodge programs. Among the 900 representatives present were (from left) SP Sam Fitzsimmons, Indiana SP Stanley Kocur, GL Americanism Chm. William Collisson, and PSP John Quinn.





**HELPING** to burn the mortgage to Hattiesburg, Miss., Lodge was Miss Hattiesburg, Debra Anderson, who is the daughter of lodge member Hop Anderson. At the ceremony were (from left) Chap. Ray Bonones, ER C. W. Hicks, Trustee Henry Henington, Est. Loyal Kt. Henry Linton, Trustee Harold Hays, In. Gd. Charles Anderson, Trustees Ronald Pace, Chm. B. J. Thompson, Louis Schweizer, and Secy. Eldon Thornton.



**AN AWARD** was presented to the vets committee at Boston, Mass., Lodge. VP Harry Sarfaty (center) made the presentation to ER Frederick Cohen (left) as Esq. Kevin Walsh observed.

## LODGE NOTES

**HASBROUCK HEIGHTS, N. J.** Youth Leadership winners Rick Mitchel, Laurie Petersen and Gail Price received their awards from ER Mario Silvestri and Youth Chm. Howard Krollfeifer Jr.

**WILLIAMSBURG, Va.** Hewitt Winkler, an honorary life member, died recently in Virginia Beach. Brother Winkler organized the lodge and was twice named Elk of the Year.

**CARBONDALE, Ill.** The 12th annual golf tournament was sponsored recently by the lodge. Brothers Fred McKissic and Dick Klaine were winners in their respective divisions.

**WAKEFIELD, Mass.** The lodge's own memorial service for Brothers who have died was held recently, under the direction of ER John Bohling.

**BRATTLEBORO, Vt.** Lodge member James Barry was granted life membership recently. Secy. Harry Dean presented the citation.

**LUDLOW, Mass.** The lodge sponsored a series of 12 and four mile road races for women and men of the area. Separate divisions according to age, from over 60 to teenage, were formed, and trophies were presented to winners.

**DENVER, Colo.** Brother Byron Anderson, Past Exalted Ruler of the lodge, died recently. He was Past State President.

**HARRISONBURG, Va.** The lodge donated \$50 to each VA hospital in Richmond and Salem.

**CHARLESTON, S. C.** A donation was made by the Elks' ladies bowling league to the local workshop for the physically handicapped. Then-SP J. W. Johnson accepted the check from the ladies treasurer, Rachel Bullwinkel, at the annual banquet.

**NORTH ADAMS, Mass.** The lodge recently participated in an annual memorial service held at the historic Mohawk Indian monument. Chairman was PER David Shaker of the lodge, and guest speaker was Brig. Gen. William Hurley of Leeds V.A. Hospital in Northampton.

**LANCASTER, Calif.** Recently initiated into the lodge was Ray Gravel, who accompanied ER Bob Herbert to Ridgecrest Lodge on the occasion of VP Mel Miller's visitation.

**HUDSON, Mass.** Past Exalted Ruler William Burke died recently. He was State President in 1962-1963.

**ARLINGTON, Tex.** Honorary life membership was conferred upon Brother Rene Adams recently. He has served as editor of the lodge bulletin and was Chaplain and Trustee for three years each.

**FAIRBURY, Neb.** Both the lodge's Most Valuable Student and Youth Leadership contests were won in the girls' division by Becki Ruhnke.

**HARTFORD, Vt.** Brother Bernard O'Neil, a charter member of the lodge, retired recently after 17 years of service as vets chairman. He was honored at a testimonial held at the lodge.

**OAK PARK, Ill.** Over 60 boys and girls enjoyed a picnic for retarded children sponsored by the lodge recently. Several Brothers and their families attended the event.

**SOUTH SAN FRANCISCO, Calif.** Gary Rosekind was a winner in both the Most Valuable Student and Youth Leadership contests. ER Ferris Brunetti congratulated the recipient.

**WINTER HAVEN, Fla.** The lodge procured an original oil painting of the Elks National Home, which was placed on a wall of one of the lodge's rooms.

**LIMA, Ohio.** The 55th Elks National Bowling Tournament will be hosted by Lima, Ohio, Lodge. All members in good standing can compete for 3,000 cash prizes and trophies starting February 22 through May 11, 1975, excluding Easter weekend, March 30. Interested Elk bowlers should write R. F. Sutton, Secretary-Treasurer, P.O. Box 217, Battle Creek, Michigan 49016, or phone 616-965-5615.

**FROSTBURG, Md.** Arthur Kirby, a Past Exalted Ruler of the lodge, was recently presented with honorary life membership by ER Kenneth O'Rourke.

**WESTBROOK, Conn.** Fifty-nine patients of the West Haven V.A. Hospital enjoyed a clambake given in their honor. Under the direction of Vets Chm. Howard Spencer and Brothers Dave Voss and Vincent Lupone, almost twice the expected number of veterans were brought by buses to Westbrook.



**JERSEY CITY, New Jersey**, Lodge celebrated an 83rd anniversary in a recent outdoor celebration. Admiring a special wreath for the occasion were (from left) ER Stephen Pilewicz, PGER William Jernick, Treas. D. Paul Davis, and Secy. James Dolan.



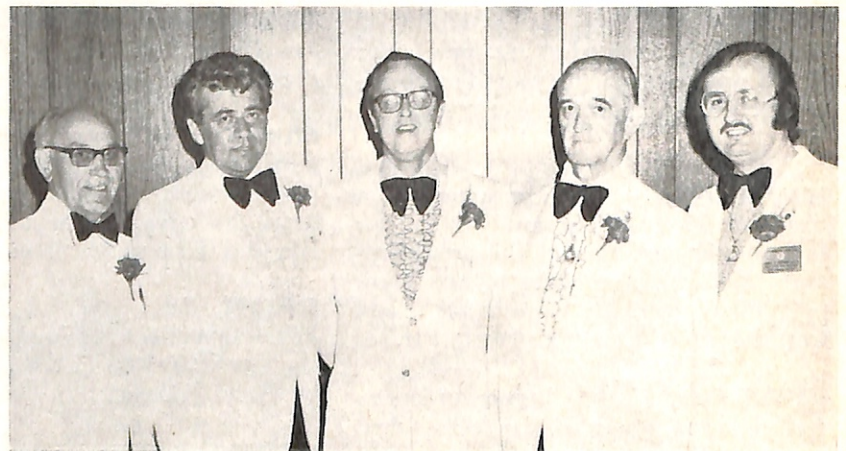
**A WHEELCHAIR** was presented to Liza Navo, a 15-year-old cerebral palsy patient, through a joint effort by Azusa and West Covina, Calif., Lodges. At the presentation were (from left) Azusa Cerebral Palsy Chm. Frank Badoni, West Covina ER Richard Harbert, Project Chm. Jack Holt of Azusa, West Covina Cerebral Palsy Chm. Jim Andert, and Azusa ER Delbert Crandall.



**LIFE MEMBER** William Hughes recently celebrated his 82nd birthday at a party in his honor at Agana, Guam, Lodge. He received an award signed by Gov. Camacho from Ricardo Bordallo, democratic party designate.

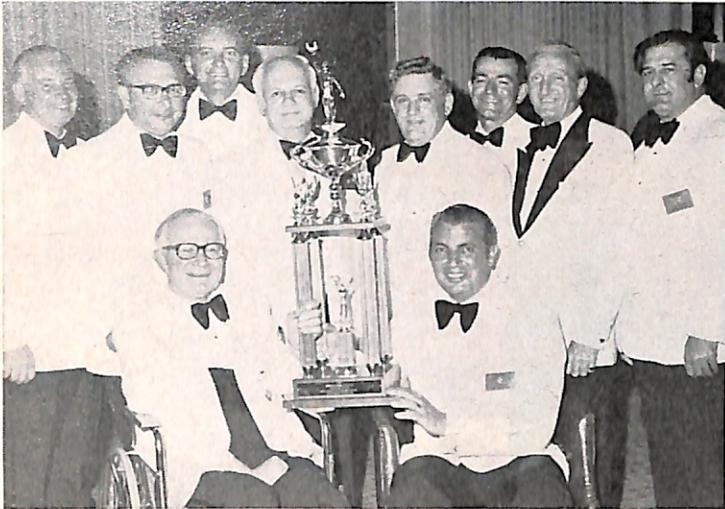


**GATHERED** at the annual convention of the Georgia Elks Association were (from left) now-SP Charles Rowe, State Secy. Tom Brisendine, and then-SP Veran Blackburn. Principal speaker was PGER Robert Pruitt.



**THE 80TH ANNIVERSARY** of Poughkeepsie, N. Y., Lodge was celebrated with an anniversary ball. A class of 70 was named in honor of Brother William Rownan, a member of over 50 years. Present for the celebration were (from left) PSP John Schoonmaker, ER Murwin DeGroot, DDGER Eugene Kosa, Secy. Ernest Tinklepaugh, and PER James Palumbo.





**THE STATE TROPHY** in ritualistic competition was won for the seventh time by Huntington, N.Y., Lodge. PGER Ronald Dunn (seated, left) joined then-ER John Kohout (right) and (standing, from left) In. Gd. Gerald Riddell, Est. Lect. Kt. Robert Vandermark, Chap. Vincent Donovan, PERs William Sayek and George Montalto, coaches, Est. Lead. Kt. Charles Price, Est. Loyal Kt. Alfred Prep, and Esq. Joseph Carmen.



**RETARDED CHILDREN** at the New Jersey Elks Camp Moore were entertained by Woodbridge Lodge and given refreshments by Hasbrouck Heights Lodge. Making the children smile were (from left) ER Norman Nagy, Est. Lect. Kt. James Smith, PER A. Martin Mundy, camp trustee, and Brother Doug Hermansen, of Woodbridge Lodge.

**EIGHTEEN** Past Exalted Rulers were present to celebrate the 50th anniversary of Inglewood, Calif., Lodge. They are (front row, from left) Joe Kenney, Sam Hill, Ray Perry, Scott McKean, PGER R. Leonard Bush, Barney Pelant, Jess. Klein, George Hutchinson, H. D. Stephenson, and (back row) Joe Namnam, Jim Sanders, Bill Kimmerle, Bruce Marsh, Don Fallis, Burt Brooks, Bob Austin, Bill Formeca, and Frank Marsh.



**AS PART OF THE** 50th anniversary celebration at Plymouth, Mass., Lodge, new members were initiated by the Man Behind the Badge ritualistic team. The team is composed of law enforcement officers from lodges throughout the state with the principal duty of initiating other law officers. Team members are (from left) PER Jerry Reagan, ER Edward Volta, PER Albert Giantonio, ER Herbert Kearns, PER Alfred Fitzpatrick, PER Steven Themes, PER Robert Piotti, and Trustee John Curran.



**A PLAQUE** was presented to PGER Robert Boney by Utah Elks' ladies President, Mrs. Karl George, and Mrs. Glen Leatham during the annual convention of the Utah Elks Association. The presentation was made in memory of Brother Boney's wife, Evelyn, who helped start the ladies fund project in 1972-1973 which this year netted over \$7,000 for use in the School for the Blind at Ogden.

(Continued on page 45)



**CARIBBEAN  
HAVEN-    ❁ ❁  
BEAUTIFUL  
HAITI    ❁ ❁ ❁ ❁**

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**Haiti is poor and  
its politics are  
a nightmare, but  
no one can deny  
that it's colorful.**

*by Jerry Hulse*

The earth was soggy from the afternoon rain and the lights of Port-au-Prince blazed in the darkness which comes quickly to Haiti, that mysterious island in the Caribbean. Evening drums echoed in the stillness and fires sputtered along the streets and sidewalks as Haitians prepared their meal over makeshift stoves. The smoke rose, mixing with the sweet scent of tropical blooms and the fumes of ancient, wheezing taxis which rattled between the airport and the mountain resort of Petionville.

Haiti is poor and its politics are a nightmare, but no one can deny that it's colorful. Take Al Seitz, the proprietor of the Grand Hotel Oloffson. "You wanna see a room?" said Seitz. "Well, we don't show rooms, we rent 'em.

Take it or leave it, it's up to you." He adds something about operating a hotel of "international repute" and it was evident that he considered it an insult that anyone even question the reputation of his hotel.

After all, authors Graham Greene, Truman Capote, Irving Stone and James Jones were satisfied, weren't they? The fact is, the Grand Hotel Oloffson was the centerfold of a novel by Graham Greene ("The Comedians") which depicted the terror of Haiti under the late Papa Doc Duvalier. Figuring apparently that I was still unimpressed, Seitz dropped several other names: Barry Goldwater, newscaster David Brinkley, actress Anne Bancroft, attorney Melvin Belli and an assortment

of crown heads and Hollywood celebrities as well as a relative of Lord Snowden.

What the Grand Hotel Oloffson is, it turned out, is a grand old gingerbread pile that brings to mind an antebellum home that's in slight decay. You get the idea the whole thing might topple momentarily. Still, one enthusiastic guest called it "one of the greatest hotels in the world" while another argued that it was "overrated." Temple Fielding's guide described it as a "primitive bivouac." Personally I like to think of it as Tobacco Road with papaya and palms. Someone else was less kind and used the old line about the place collapsing if ever the termites stopped holding hands.

As I walked up the steps I half expected to be met by Dracula. Graham Greene put it this way: "You look for a witch or a maniacal butler. It seems fragile and period and pretty and absurd."

Seitz, who is big and burly and partly bald, looks like some cigar chomping movie mogul about to order the entire set struck. What the "set" consists of are 22 rooms priced from \$18 to \$20 single and \$28 to \$30 double. The rooms are reached by a spiral staircase. A creaky old spiral staircase, I might add, and sort of a spooky one at that.

Overlooking the whole mishmash are spires, cupolas and minarets where you figure the bats come to rest at night. All this gingerbread was a delight to the original owner, an early Haitian king who chose the Oloffson as his summer palace. Later when he lost his head in the 1915 revolution, U.S. Marines occupied the hotel, adding a dozen more rooms. After this it was purchased by an eccentric Norwegian sea captain who amused his guests by placing crocodiles in the swimming pool.

As for proprietor Seitz (an American), he bought the Oloffson in 1960, turning it into a second home for wayward journalists, novelists, actors and nonconformists. Stubbornly independent, he is likely to size up a new arrival and call to him from the terrace, saying: "You won't like it here. Try one of those swell hotels up in Petionville."

Seitz disdains formality. For example, the other day while introducing a prince to a duchess he said: "Schertov meet Rochefecould." Added Seitz: "I can't go along with this prince this-'n'-that and duchess so-'n'-so stuff." At the same time he admitted that a lady somebody-or-other had just stashed a quarter of a million dollars worth of gems in his safe. Although his hotel is filled with characters, Seitz plays second fiddle to none. So it was about eight years ago when he married a



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**The Grand Hotel Oloffson is an old gingerbread pile that brings to mind an antebellum home that's in slight decay. "It seems fragile and period and pretty and absurd."—Graham Greene**

leggy young lady from Bucks County, PA. He showed up at the bar wearing nothing but a bathing suit. As the ceremony progressed and the pastor asked for a ring, Seitz pulled the band from a Havana cigar. It was his way of telling everyone that he, too, is a nonconformist.

The cult which makes the Oloffson its Haitian home gathers on an evening in the comfortable old parlor. The furniture is Early Goodwill and there's a swing held by a rope from the ceiling which in turn is held up by hope. In

attendance are Cesar the barman and C'est Dieu, who's been around as long nearly as the hotel has itself. At dinnertime guests come as they wish. Some wear coat and tie. Others arrive shoeless. The Oloffson, as you may have guessed, is richly unelegant.

Among its coterie of regulars is Aubelin Jolicoeur, who was portrayed as the cane-swinging, free-wheeling newspaperman, Petit Pierre, in Graham Greene's novel, "The Comedians." Twittering like a small bird, Jolicoeur is the ears of Haiti. A columnist for the

local newspaper, he was recently appointed deputy director of tourism for the island nation. Throughout the Caribbean he is known as Haiti's official greeter. Small and bird-like, he is an impeccable dresser, favoring double-breasted suits (white linen), swinging his cane like a five-star general, constantly meeting airplanes and cruise ships.

Nightly, Jolicoeur makes the rounds of resorts and hotels, greeting guests, taking notes for his column and, they say, notes for Baby Doc, the ruling son of the late and notorious dictator, Papa Doc. Jolicoeur moves constantly. "I have all eternity to rest so I live life to the fullest," he said.

It is a different Haiti today. The Tontons Macoute, Papa Doc's not so secret security guard, no longer show themselves on every street corner, although it's said they still exist. As a result, tourists have returned to this black nation with its surprisingly friendly people.

Although Haiti remains this hemisphere's poorest nation, the economy presently is getting a healthy boost from the tourists. With the new money, the Haitians hope to build badly needed roads and schools. "We live with hope," said Jolicoeur. "If we don't eat now we'll eat tomorrow. Little by little, the bird makes his nest."

Poor in pocketbook, perhaps, Haitians nevertheless are rich in culture. With little else to do, they turn to painting and woodcarving, producing exquisite items which are displayed in galleries throughout Port-au-Prince and Petionville.

Beyond the steaming slums of Port-au-Prince, well-heeled tourists vacation in the cool greenness of Petionville where I stopped to visit with Dr. Reindall Assad, the proprietor of Villa Creole, Haiti's charming hillside resort hotel. A physician, Dr. Assad established his hotel 20 years ago to support a cancer clinic for the poor. Starting with five rooms, Villa Creole has grown to 66 rooms which are bid at \$30 to \$40 a day single and \$45 to \$55 double, breakfast and dinner included.

The hotel is perched 2,000 feet above Port-au-Prince, its gardens smothered with great waves of purple bouganvillea. In the morning guests take their breakfast beneath a tree near the swimming pool and at night they return there for cocktails. It is all very romantic. Villa Creole is sinfully clean. Its tiled floors sparkle and murals cover its walls. When day ends the sky ignites a red roof over the valley below—and the crickets begin their chorus beside the pool and beyond in the gardens.

Haiti makes claim of being the cheapest destination in the Caribbean. Like-

wise it is the second oldest republic in the Western Hemisphere. The entire island is a paradox—a nation of deplorable roads, beautiful beaches, a poor telephone system, lovely mountains and native huts.

Although Haiti is desperately poor, it is perfectly safe for the tourists. Indeed, it is probably the safest destination in the entire Western Hemisphere. The tourist may walk the streets without fear, be it noon or midnight, or even 3 o'clock in the morning. This is true throughout Haiti, even in the slum area which, paradoxically, surrounds Haiti's newest luxury resort, Habitation Leclerc, whose owners describe as "elegant, erotic, exotic." Habitation Leclerc is one of those settings in which you half expect to run into Zsa Zsa or maybe even Brigitte Bardot. At Habitation Leclerc the guests immerse themselves in circular marble baths, splash languorously in nearly a dozen swimming pools, dine by candlelight and stroll down cobbled paths among tropical gardens. Lurking in the shadows of the magnolias, palms and breadfruit trees is a retinue of maids, cooks, butlers and chauffeurs who appear genie-like at the snap of a finger.

Habitation Leclerc is the dazzling new fleshpot of entrepreneur Oliver Coquelin, the darling of the jet set and the proprietor of New York's chic discotheque, the Hippopotamus. The original Hippopotamus was dismantled piece by piece and shipped to the Hai-

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**"I have all eternity to rest, so I live life to the fullest."**

---

tian resort where, alas, it has proved to be a monumental flop. In the words of Coquelin, he wants his guests to enjoy "a lascivious and decadent" life. In fact, he gets a trifle carried away with the superlatives, describing Habitation Leclerc as "the most extraordinary, lascivious, decadent spot on earth." As such, it is a haven for the hedonist who exchanges inhibitions for desire.

Says Coquelin, "You may play all day or sleep all day. It doesn't matter. Whatever makes one happy makes us happy." He pauses and in his deep French accent adds: "We are here to make life enjoyable for everyone." Obviously, this sort of high style doesn't come cheap. As a result, what Coquelin is selling is Haiti on \$150 a day. Although the figure is shocking, Coquelin feels it's a bargain nevertheless. "When you compare our prices with the hotels in San Juan which charge \$70 a day for a room with breakfast, it's ridiculously cheap."

For \$150 a day a couple is provided a villa, a maid, a chauffeur and all the

food and liquor they can consume. Not a dime can be spent for anything more. "Sometimes we win, sometimes we lose," says Coquelin, alluding to the drinking habits of his guests.

In the beginning leisure was the selling point at Habitation Leclerc. The brochure pictured beautiful girls on the sundeck, strolling through the gardens and luxuriating beside the swimming pools. Obviously, the jet setters alone couldn't possibly support Habitation Leclerc. There simply aren't that many beautiful people. The result: guests who can afford \$150 a day generally have a bit more gray in the hair and less fire in the heart.

Contrary to Coquelin's claims, Habitation Leclerc is more restful than it is erotic. Strung among its 15 acres are 38 villas (no two alike) and six suites. There are sunken tubs, step-down bedrooms, antique tapestries, round beds, queen-size beds, king-size beds, candleabra and 19th century chandeliers.

"No matter what you've been told, do you see anything decadent?" asks manager Pierre Roellinger.

Still, Habitation Leclerc lacks one important item: air conditioning. The villas are designed for open living with floor-to-ceiling doors and windows that can be flung wide to admit a fresh flow of air while fans spin in the ceiling.

Habitation Leclerc occupies an estate which once belonged to Pauline, the sister of Napoleon Bonaparte. The current owner, Katherine Dunham, leases the property to the new tenants. They in turn have strewn statues of Pauline about the grounds as well as busts of Napoleon. Other statues surrounding the huge pool give the impression that a Roman forum had been whisked off to Haiti and plunked down among the fountains and jungle vines.

Habitation Leclerc's other nine pools are shared by guests occupying a cluster of villas. They may dine in their rooms or take their meals in the resort's restaurant. The membership lists some of the world's most sophisticated gadabouts: Baron Edmond Rothschild, Prince Egon von Furstenburg, George Plimpton, the Duke of Bedford, Mick Jagger, Roger Vadim, etc. To bring Habitation Leclerc to everyone's attention, a party on opening day brought out 4,000 guests, among them Haiti's "president for life" Jean-Claude (Baby Doc) Duvalier. Later Jackie and Ari Onasis arrived with tobacco heiress Doris Duke and an assortment of companions, settling in for nearly a week.

Altogether, 1,200 workmen labored round the clock for 30 months to complete Habitation Leclerc. So it is that the resort remains a small and opulent world on an island known for mystery and intrigue as well as beautiful beaches and sunshine. ■



# CHRISTMAS CHARITIES

## Magic

What it takes—  
 People of all shapes and sizes  
 like clowns and elves and Santa and Elks,  
 those who have and those who need.

What it is—

Love, the quality of mercy.  
 It starts as love of God, but charity  
 is really the magical art of loving others.



Prince Georges County, Md., Lodge



Tacoma, Wash., Lodge



Sioux Falls, S.D., Lodge



Pawtucket, R.I., Lodge

What it makes—  
 Music, and it feels warm  
 and even funny, and it's good to eat,  
 and it puts big smiles in everyone's eyes.



Las Vegas, Nev., Lodge



Birmingham, Ala., Lodge

When it happens—  
 When people know that the need  
 to love creates love, and giving  
 does such happy things.



Salt Lake City, Utah, Lodge



Scranton, Pa., Lodge



Joplin, Mo., Lodge



Newburgh, N.Y., Lodge



Long Beach, Calif., Lodge

Magic—  
 It is a gift,  
 it is alive.  
 The Elks have it.



**THE IMAGE OF ELKDOM** grows throughout our land when Elks express their thoughtfulness in the holiday season by extending the spirit of Christmas to those less fortunate than themselves.

Elks became active in the business of Elkdom, planned, and put forth many hours of effort to spread the joys and fruits of Christmas cheer wherever needed. Reports of 525 lodges about their extensive 1973 Christmas Charities programs showed an expenditure of over \$522,309. There were 41,124 families assisted and entertained and 132,810 persons entertained and helped.

The programs provided a vast amount of unexpected happiness to many, both children and adults, by presenting foods for the needy, gifts to veterans and bedridden children in the hospitals, parties for the handicapped and the underprivileged, toys and games for distribution at the com-

munity service toy shops, assistance to poor family groups, and Santa Claus for the children.

Chairman George Chambers, of the GL Lodge Activities Committee, urgently requests that every lodge conduct a Christmas Charities program and extend the Great Heart of Elkdom into the community. Keep a narrative and submit a report to this committee. A form for this will be mailed to each Exalted Ruler shortly after January 1, 1975. In addition to the report, pictures (8x10 black and white glossies) of the program with written captions should be included. Some of these pictures will be used in *The Elks Magazine* for the 1975 Christmas display.

Send the pictures along with the report to George F. Chambers, Chairman, GL Lodge Activities Committee, 253 Ivy Place, Orinda, California 94563, not later than February 15, 1975.

# LODGE VISITS



## GRAND EXALTED RULER Gerald Strohm



Two members of the Pocatello chiefs organization of the local Chamber of Commerce were on hand to greet GER Strohm upon his arrival for a visit to Pocatello, Idaho, Lodge. (From left) Past Chief Elmer Terry and Chief Lee Fawson presented GER Strohm an Indian headdress and a plaque making him an honorary member of the organization.



Welcoming GER Strohm (sixth from left) and his wife Kay (fifth) to Pocatello, Idaho, Lodge were (from left) GL Youth Committeeman Bob Bybee, Pat Bybee, SP Norm Bauer, Ione Bauer, Betty Hise, PGER Frank Hise, Mabe Walker, DDGER G. Stuart Walker, Mildred Rude, and State Secretary-Treasurer Doug Rude.



An award for the best lodge drug awareness program was presented by GER Strohm to Wheeling, W. Va., Lodge during the annual state convention. At the presentation were (from left) Est. Loyal Kt. John Miller, ER Lester Hess Jr., Brother Strohm, and Thomas Worst, state drug awareness chairman.

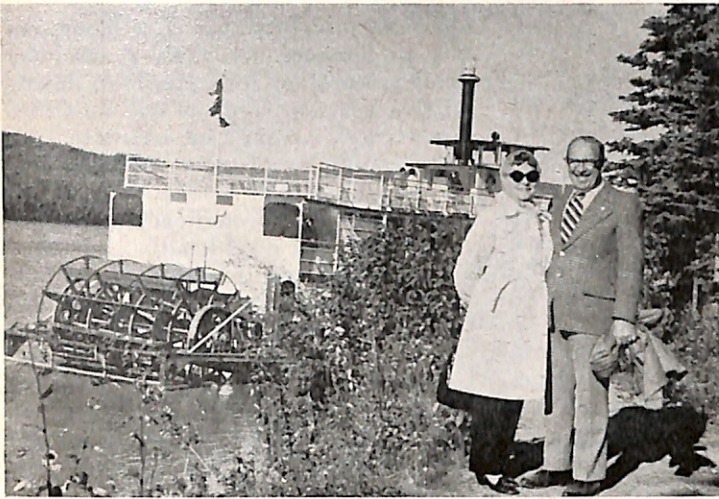


The state convention of Montana Elks was visited by GER Strohm (center). Present were (from left) Grand Forum member Edward Alexander, PGER Raymond Dobson, PDD John Cunningham, and PGER Frank Hise.

Visiting his hometown of Kingman, Arizona was GER Strohm (seated, center). He was greeted at Kingman, Ariz., Lodge by (seated, from left) Grand Trustee Marvin Lewis, PGER Horace Wisely, PGER R. Leonard Bush, GL New Lodge Committeeman Roland Wilpitz, and (standing) Chm. Burton Porter, ER Gordon Hunt, and PDD J. Wesley Allen.







GER Strohm and his wife Kay took an excursion on the Discovery II during their visit to Fairbanks, Alaska, Lodge. The boat took them on the Tanana and China Rivers.



A red sport coat and hat were presented to GER Strohm on his visit to Falls City, Neb., Lodge. ER Edwin Stokes (right) welcomed (from left) SP Vincent Collura, Brother Strohm, and Grand Trustees Chm. George Klein.



A 1925 fire truck highlighted the parade through the streets of Yankton during a visit to Yankton, S.D., Lodge by GER Strohm. (From left) ER Fred Frank, PGER Francis Smith, Brother Strohm, and Pat Smith, fire department chief, were present for the occasion.



GER Strohm and his wife Kay visited with ER Ben Lingle and his wife Bea at Skagway, Alaska, Lodge.

The Idaho Elks Rehabilitation Hospital was one of the stops during GER and Mrs. Strohm's visit to Caldwell Lodge. With them were (from left) ER Gary Morgan, PGER and Mrs. Frank Hise, DDGER George Benjamin, Mrs. Stahl, Brother and Mrs. Strohm, Major Project Chm. Chester Stahl, and Mrs. Benjamin.



Several Elks and ladies gathered at the airport to welcome GER and Mrs. Strohm on their visit to Fairbanks, Alaska, Lodge. Present were (from left) Grand Est. Loyal Kt. Robert Haag, Dorothy and PGER Robert Yothers, DDGER Frank Coletta, Brother and Mrs. Strohm, ER Stephen Thompson, and Betty and PGER Frank Hise.



## Man's Universal Enemy *(continued from page 6)*

down his teeth, they'd soon become so long he'd go around with his mouth permanently propped open.

This factor may account, at least in part, for persistent life-long gnawing and chewing. Observation suggests that the typical individual uses his teeth at least half his waking hours. When he isn't actually eating, he's ripping and cutting—sometimes, it seems, for the sheer fun of it.

Given a few hours in a warehouse, a single rat may tear holes in dozens of sacks of flour, grain, feed, coffee, or even fertilizer. Instead of dining on two whole potatoes or apples, a hungry rat is likely to take random bites from a score of them. Rats have slaughtered as many as 1500 baby chicks and 325 broilers in a single night. In the United States last year, the Food and Drug Administration was forced to destroy over 500,000 pounds of contaminated foods.

Countries that can least afford the loss of food suffer the most. In India rats account for the loss of 10 million tons of grain each year. FAO (Food and Agriculture Organization/UN) experts report, in the city of Bombay alone, the grain consumed by rats each year would provide food for an estimated 1,000,000 people—almost one fifth of the city's population.

Two important provinces in the Philippines in 1952-54 had an outbreak of

rats so great that losses of 90 percent of the rice, 20 to 80 percent of the maize and more than 50 percent of the sugar cane were common. Huge quantities of potatoes, groundnuts, squash, watermelon, mango and cassava were also eaten. As a result, 200,000 people were threatened with starvation.

The rat is not only unpleasant in person—when he departs, he leaves a trail of filth. He drops 25 to 150 pellets of excrement every 24 hours, along with 10 to 20 cubic centimeters or urine, and he is constantly shedding some of his 500,000 hairs. That the rat is socially unacceptable in person is without question.

As they travel and feed this urine and excrement spoils countless tons of foodstuffs once they penetrate storage areas. Filth is carried on the bodies and in the mouths and this is distributed from their sewer homes over their travel routes. As rats move over refuse and garbage, their feet, oily hair, and bodies pick up germs and filth. They feed at open garbage cans and decayed food sticks to their fur, feet, and mouth and drops off as they travel.

Slums are not the only areas infested by these filthy creatures: they are a serious problem on Park Avenue on out to 195th Street—and all points between and beyond.

Although the rat will eat an incredi-

ble variety of food, he does have dietary preferences. Dr. Curt P. Richter, doing research at John Hopkins, devoted five years to study of the rat's dietary choices. Given free access to separate containers of minerals, vitamins, carbohydrates, fats and proteins, laboratory animals selected each in proportions making for good health.

Dr. Richter also found that rats bite people, especially babies, because they like human blood. Rat bites are common occurrence in the United States, with thousands of cases reported each year. And rat bites are serious. All of the 87 cases observed by the doctor during his research had infections or pieces of flesh eaten away. Seven developed rat-bite fever. Most of those bitten were babies under a year old and one child was bitten on eleven different nights.

As one would expect from the seriousness of the problem of rats, many local, state, federal and international agencies are concerned about them. The Defense Department, for example, has done much work on control because of the threat to health of troops and destruction of supplies. Meanwhile, the Department of Agriculture is concerned about food and crop destruction. Department of Health, Education and Welfare, of course, is concerned about health, while the Department of the Interior with a long history of concern about destructive wildlife is interested in general control measures. United Nations organizations, such as WHO and FAO, express these concerns on a worldwide basis.

But so far, all attempts to exterminate the rat have failed miserably. Hundreds of inventors have perfected traps, while scientists formulated more deadly poisons—but none are more than moderately effective. Dogs, cats, ferrets, weasels, and even monitor lizards are still employed to hunt them, but they seldom do more than thin the ranks.

Cleanup campaigns make only temporary dents in the rat population. Even experts, working under ideal conditions, expect no more than 95 percent kill. The few remaining rats multiply so rapidly that within nine months to a year the rat population will replace itself. The only effective campaign is the kind that never stops.

Rats are among the most numerous, adaptable, hardy, and prolific creatures on earth, and yet, they are the most despised and unwanted. No humane society has yet to champion the cause for rats—man's universal enemy!

NOTE: Complete details on rat control may be obtained by readers from the Fish and Wildlife Service, Bureau of Sport Fisheries, Washington, D. C. 20240. ■

## Elk of the Year

TO: Exalted Rulers  
and all lodge members

This year has now passed the half-way mark and by this time, the Exalted Ruler and his committee should be able to select and recognize a Brother for his dedication and loyalty to his lodge.

Only one Brother can be chosen and he cannot be a lodge officer, so the selection of this outstanding Brother must be taken with great care to be certain he is the one that is deserving of a citation as the Elk of the Year. He may be a member that has given of himself for the promotion of Elkdom in his lodge, or he may be a member that has put his talents to use for the community.

Early in February, this member's name should be sent to Grand Secretary Homer Huhn Jr., 2750 Lakeview Avenue, Chicago, Illinois 60614. He will issue a cita-

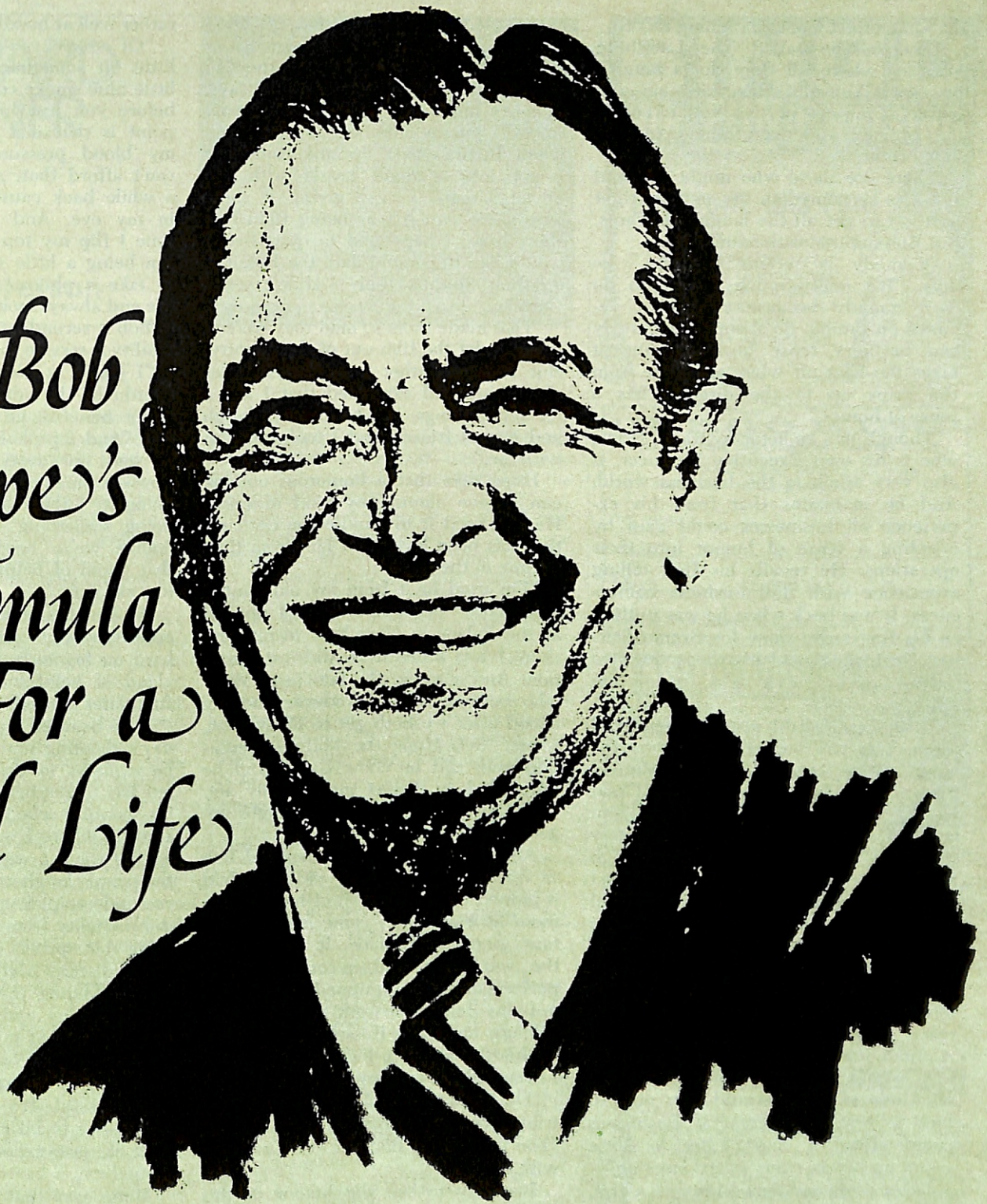
tion that can be presented with appropriate ceremonies during the month of March.

When the citation is received, the Exalted Ruler and his committee should set aside a special night for the presentation and invite the members of the lodge. This meeting could be held on a regular lodge night, or the ladies could be invited with the committee planning social activities such as a dinner or a dance.

Exalted Rulers, get busy and promote this program. Stimulate interest and make it an outstanding event in your year. The Elk of the Year program certainly will show your appreciation to those who are trying to make your lodge one of the best.

Charles E. McGinley, Member  
GL Lodge Activities Committee  
**Do not send any Elk of the Year material to the Magazine.**

# Bob Hope's Formula For a Vital Life



At 70 Bob Hope is still as active and full of energy as he was at the beginning of his long career. In an exclusive interview he listed the four qualities which he has worked to develop and which combined, he says, give him his amazing vitality. They are: 1.) A sense of humor. 2.) Service to others. 3.) A sense of gratitude; and 4.) A sensible physical regimen.

"A person who hasn't cultivated a sense of humor is in real trouble," Hope explains, "Because humor is the best

antidote I know for tension. There's nothing more relaxing than sitting around with a group of friends laughing and joking together."

Bob goes on to explain that he has always gone in for laughter and jokes in big doses. He likes to start the day with them.

"At one time I had a chain of fellows of like mind across the country. We used to call one another up just to tell our latest jokes. It would set the day off right," he says.

Bob admits that the old chain is breaking up but he still doesn't lack for jokes.

"Everybody knows I love them and calls me with new ones and we laugh together. Looking at the funny side of life makes your problems seem smaller," he explains. "The laughs I've had in the past 25 years have kept me going in good shape."

Bob suggests that if you don't have any friends carefree enough to exchange jokes with you, you can get almost

the same effect from a laughing record.

"There's one called The Laughing Magpies where all they do is laugh," he says. "You put this thing on and within a minute or two you're laughing yourself and everything begins to look brighter."

There are those who might say that Bob, as a comedian, is in the right position to get all the laughs he wants. But Bob maintains this isn't true.

"Comedy is serious business," he says. "It's really much harder to do than tragedy because everything depends on timing. So shooting a comedy can be very tense business. And it takes the heat off when everyone from the grips up to the director has a sense of humor."

Though he's an actor by trade, Hope, who is his own Executive Producer, is also very much in the business world. And he maintains that from his experience all businesses could gain by injecting a sense of humor into their operations. He recalls his first telling experience with dull business conferences. It was back when he was putting on his first radio show for Bromo Seltzer. He had to read his show aloud to the agency before it could go on the air.

"Everyone would just sit there and listen dead pan with their eyes on the boss," Hope recalls. "If he laughed then they'd laugh and shout, 'Great scenes! Great scenes.' But he seldom laughed so they just sat there glumly screening the jokes, looking as though they were performing an autopsy. I was never a smash in that room. Fred Allen used to tell me he had the same experience in there. It was like being put in a deep freeze."

"Just a slight sense of humor would have cured them," Bob laughs, "because humor acts as a balance wheel. A small injection of it at board meetings would make the juices flow and all kinds of ideas would pop out. In fact it would be great if businesses could afford a court jester to do a warm up before every board meeting."

Bob pauses and then adds with a grin, "That would be especially useful to the chairman if he was getting ready to dish out a bad announcement—such as they're going broke tomorrow."

Hope maintains that humor should

have a place in diplomacy too.

"I think the heads of foreign countries could get along better if they all had a good laugh together," he says. "There's nothing a little laughter can't smooth out. A number of years ago when Russia's first Sputnik came out I got into a small hassle with the Soviet Union. I was giving a show over there and it was being filmed to show here. I happened to quip that I would like to congratulate the Russians on their Sputniks only I didn't speak German."

"That made them so mad they weren't going to let the film out of the country. But I got together with the Minister of Culture and explained that I kid a lot about things. We had a good laugh and parted friends and I took my film with me."

Hope says that a humorous outlook can relieve almost any kind of crisis. He has used it to handle the criticism that has been leveled at him from time to time in the press.

"I'm used to it from my old vaudeville days," he says. "When I opened at the Palace in New York in my first show I was billed as a Midwest sensation. And a critic, the late Jerry Wald who became a film producer and my friend after we both got to Hollywood, wrote, 'Bob Hope the Midwest sensation—why did he come East?' And he proceeded to dissect me and my act. Wald and I had a lot of laughs together over that review."

Another criticism which amused Bob so much that for many years he had it pinned up on the wall of his dressing room at Paramount came from a militant group of Indians. It was during the war years and in one of Bob's performances he quipped, "Gee, I'm a funny fellow. I work with Dorothy Lamour and Jane Russell and Paulette Goddard and when I go home at night I dream about Indians."

The group sent him a vitriolic diatribe, the substance of which was, "You dirty draft dodger! What's wrong with Indians?"

It's easy to see the humor in this kind of criticism but Hope admits that it's not always so easy to see the humor in some of the nasty barbs that have been directed at him. He has to work to cultivate it and he thinks he's done

rather well at handling such situations.

"Of course you're going to scowl a little bit sometimes," he says. "Let a little blue smoke come out of your nose before you just laugh it off. But the point is that if I let myself get mad my blood pressure goes up. And I can't afford that. A little hypertension a while back caused the hemorrhages in my eye. And I know that every time I flip my top or build up tension I'm being a little silly. So I've learned to take a philosophic attitude toward life and always look for the laughs."

Bob's second rule for keeping his vitality is service to others.

"I know a lot of people think I overdo it," he admits, referring to the many benefits he's crowded into his life. "And I probably should be arrested and put away. Somebody should throw a small sack on me. But I like doing it. I think all of us really enjoy doing something for others once we realize we're needed. We've all got that gland of helpfulness. You just got to wake it up."

At benefits, telethons and personal appearances of various kinds Bob works hard on his audience to stimulate that gland of helpfulness and in so doing stimulates himself.

"I've boarded a plane so tired from a day's shooting that I fall asleep on it," he explains in describing how he often has to sandwich benefits in among his shooting schedules. "But as soon as I got to where I was going and walked on the stage I was jumping. You hear the people laugh and know they're with you and you pick up their vibrations and draw vitality from that. It's a chemical thing that springs up between you and the audience. And if it stimulates you it's stimulating them too. It opens up their thinking and their hearts a little bit. It gets that give valve going. And then you get the sweeter juices flowing."


"That's why benefits and telethons are so successful. It's a subtle thing. You don't have to hit people over the head with it, just expose them. It's contagious."

Hope says that it was that kind of contagion that got him interested enough in the Cerebral Palsy Foundation to become its original national campaign manager though at the time he was sure he was much too busy for the extra chore. But the more he visited different clinics around the country and talked to people everywhere the more dedicated he became.

"There really was a need," he explains. "Parents were hiding kids away in garages because they were so ashamed of them. We had to start educating such people about cerebral palsy if we wanted to help the children."

Bob did a big show at the Holly-  
(Continued on page 38)

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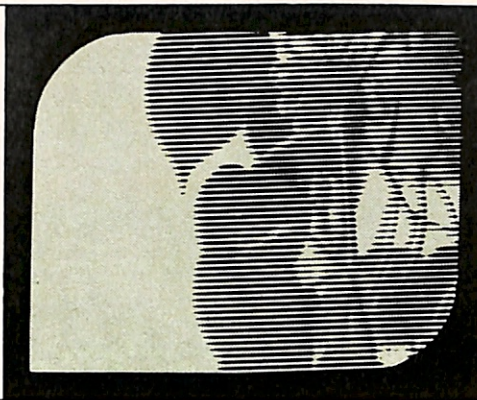
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# BACKYARD GARDENER

by Jon Peterson



## VEGETABLE STORAGE

It's never an easy matter to decide just how much of any variety of vegetable to plant in the spring. Invariably gardeners plant too much of one thing and not enough of the other. Surplus garden vegetables can be safely stored in a number of ways over the winter . . . even in an unheated garage, storage house, or shed for a month or so depending on how low the temperatures fall.

Store only those vegetables which are in good condition. Dig beets, potatoes, turnips, carrots, and rutabagas as late as possible before the ground begins to freeze (though carrots can actually be stored right in the frozen ground and pulled year 'round). Cut off the tops. But don't clean the dirt from them . . . place them in boxes and pack in sand, loam, or sawdust. The temperature should be between 35 and 40 degrees.

The vegetables can also be stored in a basement, in which the temperatures can be kept down and ventilation provided, on racks, shelves, slat bins, or boxes raised off the floor. A concrete floor should be sprinkled every few days and a dirt floor kept somewhat damp.

Pumpkins, squash and sweet potatoes should be stored at temperatures between 55 and 65 degrees.

When storage is required for a longer period than a month, an outdoor storage pit may be made by digging a pit the desired size and deep enough to stand in. But don't wait until mid-February when the ground is frozen solid. The vegetables may be stored in boxes, bins, or on shelves. Lay heavy boards over the pit even with the surface and cover with a mound of earth. A ditch should be dug around the mound to lead surface water away. A door should be fitted to the entrance, preferably two doors with an air space between them to keep out the frost . . . the same principle as thermopane insulating glass.

When the quantity to be stored does not require a very large pit, vegetables may be laid in a box, which is lined and covered with straw, set in a small pit covered with earth. Or a barrel may be used, or a conical mound may be made to cover vegetables piled up like a pyramid.

Do not close outdoor cellars tightly until the temperature inside has dropped close to freezing, or else you'll be seal-

ing in fungus-producing moisture and bacteria. Also, don't cover earth pits until the soil has cooled off thoroughly, or you'll "stew" your vegetables in the damp, warm ground.

If you'd much rather think about canning than burying your excess stock, you can obtain excellent directions by writing to the Bureau of Home Economics, Dept. of Agriculture, Washington, D.C. 20250. Ask for Home and Garden Bulletin No. 8 . . . it's free.

Also, Ball Bros., makers of famed Ball jars, publishes two excellent booklets. Send 50 cents for the Ball Freezer Book or one dollar for the Ball Blue Book (details on canning) to Ball Corporation, Consumer Service Dept., Muncie, Indiana 47302. ■

### A Canning Planning Guide

Home-Grown Vegetables and Fruits	Am't. to Preserve Per Person per Yr.	How to Preserve		Amount to Plant Per Person	
		Preferred Method	Other Methods	Spring	Fall
<b>VEGETABLES</b>					
<b>GROUP 1</b> Tomatoes	30 qt.	Canning	{ Catsup Chilisaucce }	15	Plants
<b>GROUP 2</b> Cabbage	{ 40 lb. 10 lb. }	Pit storage		18	Plants
Lettuce				18	Plants
Spinach	6 pt.	Freezing	Canning	9 ft.	6 ft.
<b>GROUP 3</b> Carrots	30 lb.	Pit storage	Canning	15 ft.	15 ft.
Turnips	15 lb.	Pit storage		10 ft.	15 ft.
Beets	10 lb.	Pit storage	Canning	10 ft.	10 ft.
Parsnips	10 lb.	Dry storage			20 ft.
Onions	12 lb.	Dry storage			20 ft.
<b>GROUP 4</b> String beans	8 qt.	Canning	{ Shelling Freezing }	60	ft.
Asparagus		Freezing	Canning	8	crowns
Broccoli		Freezing		4	plants
Celery				8	plants
<b>GROUP 5</b> Peas	4 pt.	Freezing	{ Canning Drying }	45	ft.
Beans, dried	7 lb.	Drying		105	ft.
Corn	{ 10 pt. 1 lb. }	Canning	{ Drying Salting }	100	ft.
<b>GROUP 6</b> Potatoes, white	3 bu.	Cellar		400	ft.
Potatoes, sweet	1/2 bu.	Dry storage		50	ft.
Squash	10 lb.	Dry storage		1	plant 3 plants
<b>FRUITS</b>					
<b>GROUP 1</b> Apples	2 bu.	{ Cellar Canning }			
Peaches	12 qt.	{ Canning Freezing }	Use also for jelly, marmalade, conserve, jam, butter, spicing		
Pears	9 qt.	Canning			
<b>GROUP 2</b> Cherries	4 qt.	{ Canning Freezing }			
Plums	5 qt.	Canning			
Rhubarb	4 qt.	Canning			
Berries	4 qt.	Freezing			

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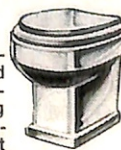


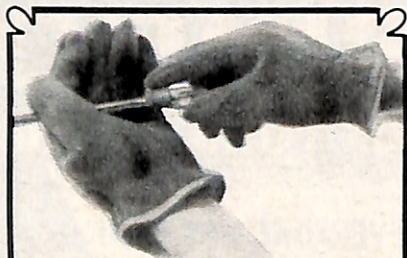
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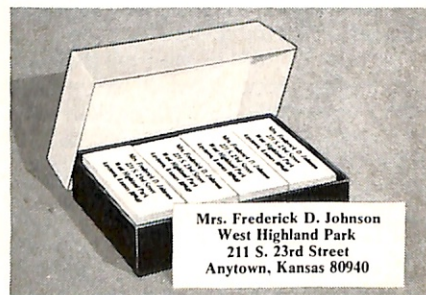
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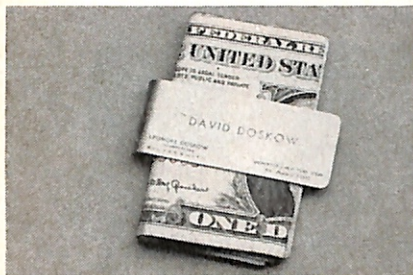


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# Elks Family SHOPPER



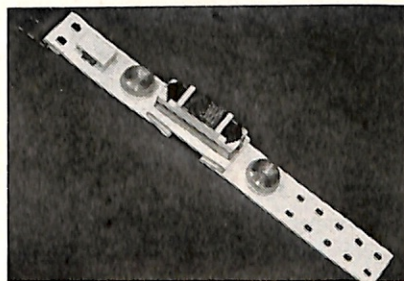
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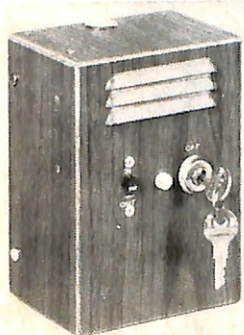
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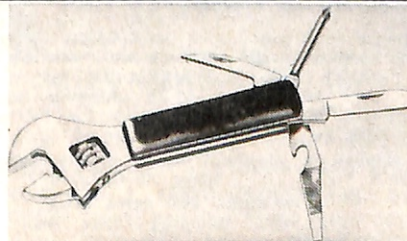


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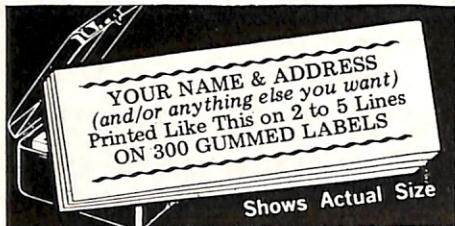


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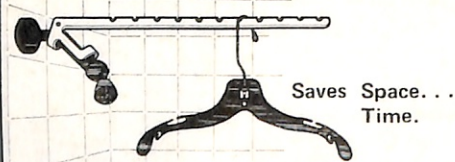
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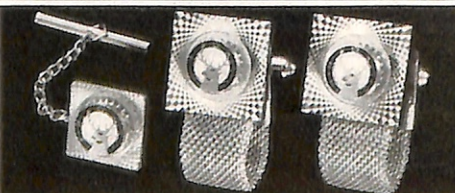
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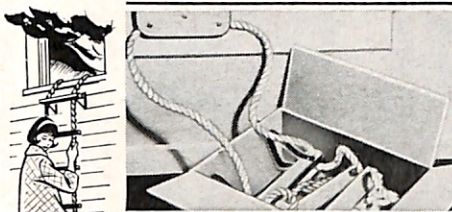
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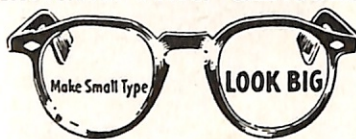
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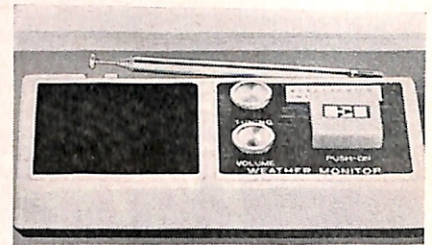
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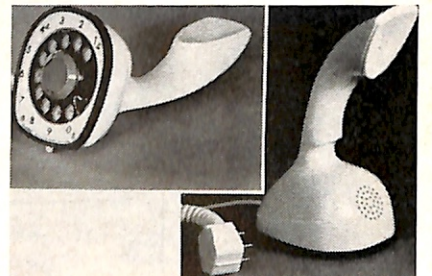
## Elks Family Shopper



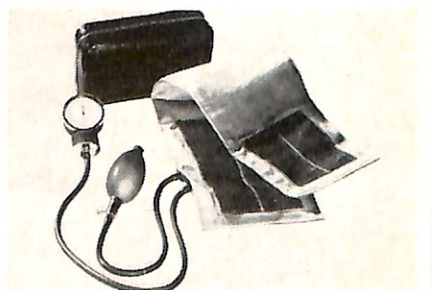
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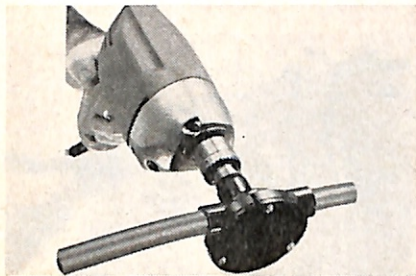


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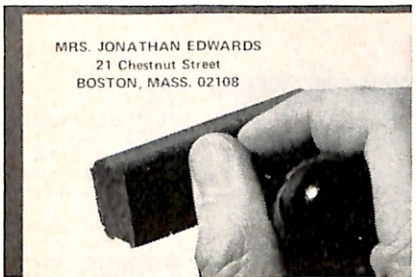




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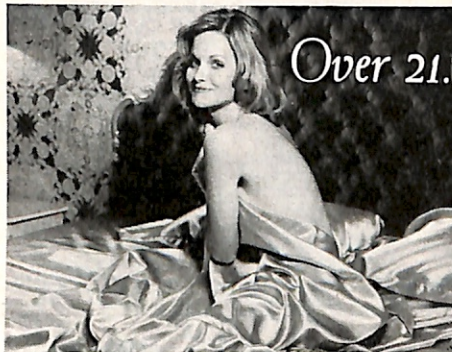
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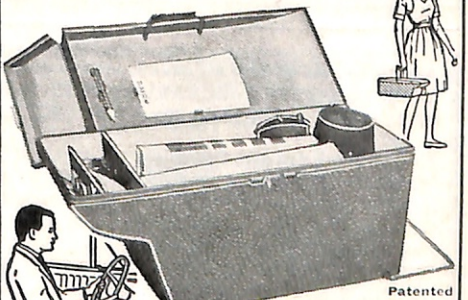


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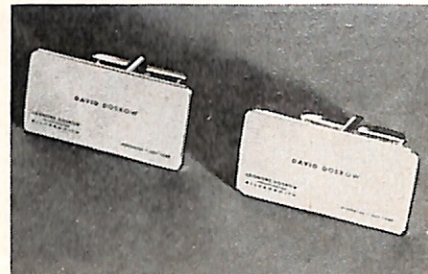
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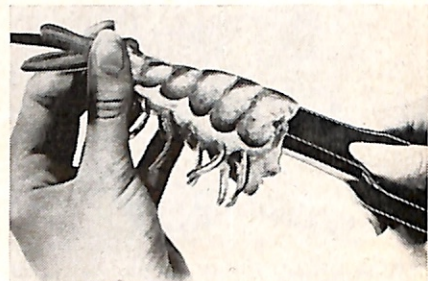


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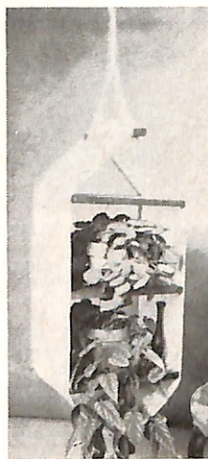
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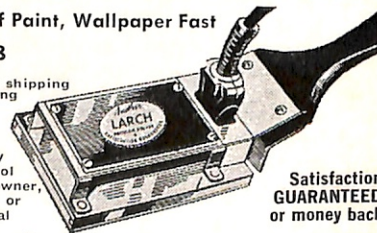
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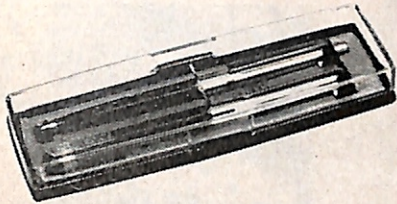
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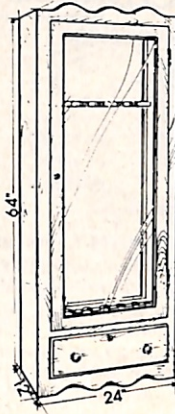
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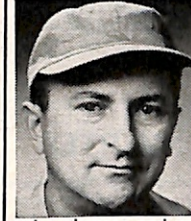
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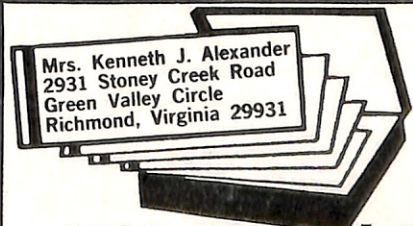


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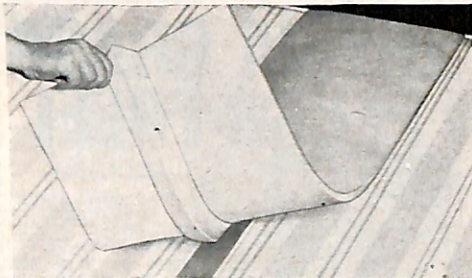
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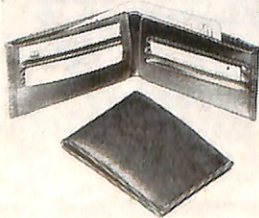
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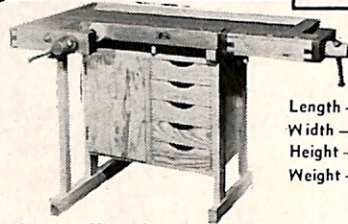
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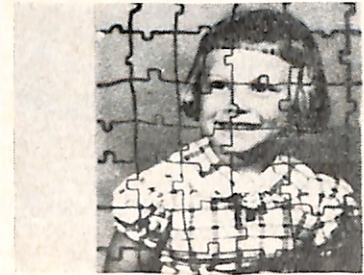


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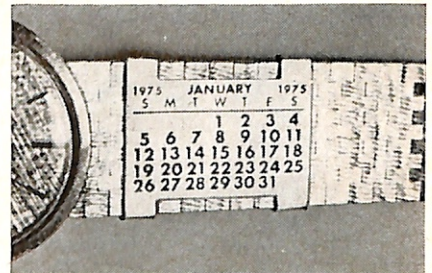
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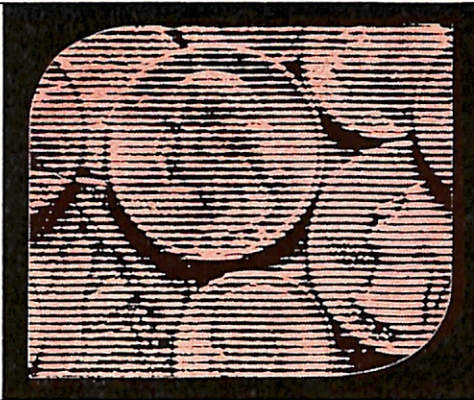
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# IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



## GETTING AND USING FINANCING

The November 3, 1973, issue of *Business Week* carried a very interesting and informative article on "Raising Capital for Small Businesses." It didn't deal with the whole subject of small-business financing—its topic was the kind of financing that's called "venture capital" or "risk capital" financing.

The opening paragraph ran as follows:

"Today less than 1% of businessmen seeking venture capital actually find it. Paradoxically, though, there are now more venture investors than ever before, and they have more money than ever available for new investments. The problem, according to Albert J. Kelley, dean of the Boston College School of Management and co-author of *Venture Capital: A Guide for New Enterprises*, is that the entrepreneurs have very little idea how to put their propositions to all these would-be investors."

The article went on to say that Dean Kelley has warned that from 95% to 97% of the requests submitted to various venture-capital financing sources are turned down flat as soon as they're received.

What are some of the main reasons? Let's see.

### Mistakes of Capital-Seekers

We, ourselves, have seen quite a few instances in which one or more of the following mistakes were made by various small-businessmen or individual entrepreneurs—or small groups of inexperienced entrepreneurs—who were trying to get financing.

**The "No Plan" Mistake.** Tom said to us "I'd like to get some backing to start up some kind of business venture of my own." We replied: "Tom—hold onto your job!" Look at the *vagueness* of Tom's thinking. And what about some small company whose owners say: "Let's think up some new products or something that maybe we could sell to the health field or somewhere?"

**The "Great Expectation" Mistake.** This—if you'll pardon the pun—can raise the very dickens with a venture's prospects. One man we knew—the owner of a successful small business—got the idea of producing a set of recordings that he was sure would have "terrific sales!" So optimistic was he that he put about \$40,000 of his own money into financing their production. Well, *after* he got them produced he found that he couldn't even give them away!

**The "Unbalanced Allocations" Mistake.**

It's just about fatal to bring to some *profesional* sources of financing the kind of proposed budget that says: "Plant, Equipment, Inventory, Production: \$127,508.72 . . . . Other Needs: \$631.04." We've put it that way to emphasize our point. Where is the budget for *marketing*? For *sales building*? For *sales management*? For overall *financial management*? And for all the other things that a professional financing source would *know* had to be provided for?

**The "Premature Commitment" Mistake.** One common form of this error is similar to the "Great Expectations" mistake. It consists in *developing* some product before acquiring any solid evidence that: (a) there's an adequate market for that product; (b) that if there *is* such a market, it can profitably be reached by the company, group, or individual at whose hands that product has been developed. A major danger here is that the company or other developer may have put so much money into that venture that there'll be no real chance of trying a different one if that one fails.

Another form of the "Premature Commitment" mistake consists in making an *amateurish allocation of the rights in some venture*. "Let's see now—we'll cut Ed's brother in for a 10% share . . . and we oughta give maybe 10% of our stock to Carl's mother-in-law if she's going to put up \$200" . . . and so on. A professional financing source might say "That set-up is just too messy for us to want to touch."

**The "Unbalanced Management" Mistake.** One common example of this is the case of the *individual* businessman or entrepreneur who wants to continue operating as an individual and yet wants to get financing for setting up some venture he's undertaking. (We're not talking here about the small sole-proprietorship retail business or the like.) The amateur inventor, the idea-oriented self-employed salesman—those are two typical examples. A professional financing source will usually be unwilling to provide these businessmen with venture-capital financing.

Nor is it likely to wish to give financing even to a *group* of capital-seekers who don't constitute a "functionally balanced" management combination. A group consisting only of sales types isn't likely to have the necessary concern for general management and financial plan-

ning and control. A group consisting only of production types isn't likely to have enough concern for marketing and sales. And so on for other groups that are top-heavy with this or that particular "type." There, of course, have been exceptions. We're talking about the usual kinds of cases.

**The "One-Shot" Mistake.** Professional-caliber venture-capital sources are usually interested in backing enterprises for which there is a *soundly developed plan for continuing growth*. To go to them to get financing just for producing and marketing some single new "framistan" or whatever is likely to prove fruitless. Here again there are exceptions—but they shouldn't be taken as a guide.

### The Professional Approach

When this article was being written (in August), tight-money conditions were still prevailing. These aren't the easy-capital days of the early and middle 1960s. A small business that wants to get some *investment* capital for a venture that has a *lot* of risk is up against the competition being offered by much larger organizations seeking *loan* capital—at high interest rates—that will entail much *smaller* risk. Why should a well-heeled venture-capital company hand out to dubious projects funds that it can simply loan out at high interest rates?

The point we've just made indicates one of the many reasons why it's important to have a balanced modern-management point of view about "financing." Roughly outlined, this involves all of the following objectives: (a) working steadily to build up good-quality assets; (b) pursuing well-conceived programs for the internal generation of capital; (c) establishing and pursuing sound programs for income growth and diversification and for profitability improvement.

None of this is easy. But a small business or a group of entrepreneurs that simply ignores those basic financial-management considerations is quite likely to have difficulty getting professional-caliber financing.

### Use Your "Key Three"!

We mean your *lawyer* and your *accountant* and your *banker*. Instead of rushing off to some distant financing source—some big insurance company or the like—with some proposal you've worked up, have your "Key Three" professional business advisers examine it. They will be able to bring to bear on it a degree of *informed critical objectivity* that you yourself probably wouldn't be able to apply to it. And if they spot remediable weaknesses in your plan, they may be able to suggest ways of fixing it up. (If the project is really just basically unsound—and a great many are—then that's something else again.)

Remember too that your lawyer and your accountant and your banker *know you and your business* and that some distant financing source does *not*!

And finally we come to *this* big idea: Your lawyer and your accountant and your banker *know who and where the "money people" are!* What's more, your banker *is* one of the "money people." ■

## Formula For A Vital Life (Continued from page 28)

wood Bowl for the Foundation. And afterwards a group of dedicated workers began going from door to door asking for subscriptions.

"People everywhere were generous," Bob recalls. "We found that once they knew what it was all about they were eager to do their share. Only a few cats shut their doors in our faces."

Bob says that he's discovered that when you give you always get back a lot more, and in ways you never guess.

"That Biblical statement, 'Cast your bread upon the waters and it will return to you,' is literally true," he says. "I was visiting my family when one of my nieces brought out her four-month-old baby. It was a palsy baby, right in my own family and I never knew it. But what I'd been doing to help other palsy victims would give this baby too a better chance in life."

"I'm not doing it for publicity, but because it gives me great gratification," he says. "And I'm just lucky to be financially able to do charity work on a large scale."

But he points out it's not the amount you give but the sincerity and wholeheartedness behind it that count.

"People get just as much thrill out of giving little things that come from the heart," he says. "I remember the little boy who came up to me while I was doing a benefit at a State Fair. He leaned over a six-foot fence and in front of 18,000 people he handed me a pretty little ornamental box."

"My grandmother made it and wants you to have it," the boy told me."

Bob still cherishes the box because he knows how much loving care went into the making of it by a woman who wanted to express her appreciation for making her laugh. He has a lot of other gifts which he cherishes too—elephant chairs from Thailand; religious medals and even a diamond ring given him by grateful soldiers on the front during World War II; fascist knives; dirks from Italy, Luger guns; Japanese cameras. They are all gifts from people around the world who want to thank him for the humor he's brought into their lives.

One of the things he couldn't keep were the ten lemon pies that awaited him when he went to Bangkok, Thailand, two years ago.

"Word went ahead that my favorite food was lemon pie," he says. "So when I got there I found ten of them from different wellwishers all lined up and waiting for me to pitch in."

But Bob says the gifts that touched him most were several letters he received at the time he had his first eye problem.

"People around the country wrote me offering me one of their own eyes," he explains. "It's hard to believe such generosity, but I have their letters still. I've been paid back ten fold in emotional kicks for anything I've ever done."

The third quality that makes for a vital life, according to Bob, is gratitude.

"With all our worrying and complaining," he says, "we sometimes forget to be grateful for the wonderful things

around us, for our family and home and friends and a job, for our country. I think that everyone in the United States should be counting his blessings for what we have over here.

"I wish all Americans could see the two rows of barbed wire with watch towers and guards with machine guns that they put up around Hungary after her uprising. They'd realize what we enjoy over here. Here we can walk around and think and voice our own opinion and make political jokes. And it's the voice of the people that counts. We have a great thing and we forget about it every once in a while.

"Oh sure, we have our problems. But if you travel as much as I do and meet as many people you'll find that 98 percent in this country are marvelous. Most of us want to do the right things. And deep down everyone of us realizes what a great country and way of life we have, a way of life we've enjoyed for so many years."

Bob who was born in England adds, "Just think of the immigrants like myself who've come over here and made it. You can't do that in other countries. You haven't got the opportunity."

Cultivating a sense of gratitude, according to Bob, also takes away tensions. It's the cynical hardboiled attitude, he points out, that makes for nerves.

The fourth secret to Hope's vitality is a sensible physical regimen.

"I see to it that I keep in good health so I can live the kind of active life I enjoy," he explains. "I don't have any aches or pains. And I wake up every day feeling pretty good . . . My only health problem has been my eye. And it was caused by the hypertension I had until I learned to walk away from trouble instead of blowing my top over it."

"I try to watch the food I eat and get enough rest. I get a massage every night to keep the blood flowing. And I exercise every day. I swim and I walk, usually a couple of miles every night right around my home in North Hollywood. My wife Dolores often walks with me. We enjoy this time together. In fact we've enjoyed the whole of our 40 years of marriage."

"I also play golf a lot. And when I do I forget all about my problems and just concentrate on my game. That's a great relaxer in itself."

Told that his appearance and vitality are the best proof of the success of his formula, Hope responds with one of Dwight Eisenhower's famous remarks:

"The General used to say there's three stages of life—youth, maturity and 'God, you look good.' I seem to have reached the 'God, you look good' age."

---

## RIGHT ON, BOISE

From a letter to the editor, *The Boise Statesman*:

■ When I told a California doctor that I was taking my wife to Boise, Idaho, for medical treatment, he looked at me incredulously, murmuring, "To the boon-docks?"

I discovered that Boiseans themselves fostered this frontier image; for even those who had been away to the great centers of learning and could talk proper grammar if need be, would not think of going to their State Fair without first donning wide belts and hats and pointy-toed cowboy boots.

But Boise has one institution so sophisticated in its advanced equipment and in the skill and knowledge of its personnel that it makes all other western cities look like hick towns by comparison. I refer, of course, to the Elks Rehabilitation Hospital, and I speak from first-hand knowledge.

It took the Elks hospital only five minutes to throw away my wife's tranquilizers and less than a week to cure her of the rash several California medics had pronounced incurable. The Elks "Rehab" forbade nightgowns for daytime wear. Despite her paralyzed right hand and leg, they taught my wife to handle her wheel chair adroitly, to dress and undress, feed herself, go to the toilet unaided, and finally, in one month's time, to walk a considerable distance with only the use of a single crutch. She is now living at home with no nursing aid but that which the Elks taught me.

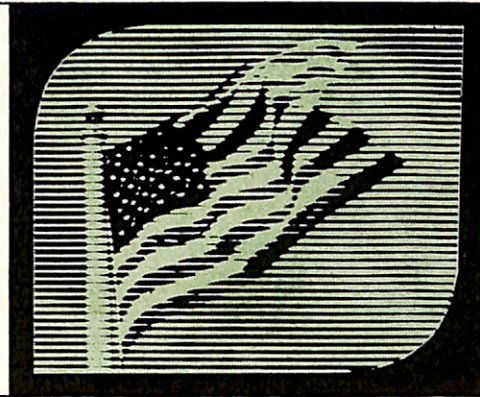
The good people of Boise should be proud of their Elks hospital and support it in every possible way.

—Lawrence E. Watkin,  
Stockton, Calif.

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*That's what we call giving credit where credit is due . . . as The Elks Magazine did in the article, "Idaho Cares" [Oct., 1974]. Keep up the good work, Boise Elks!*

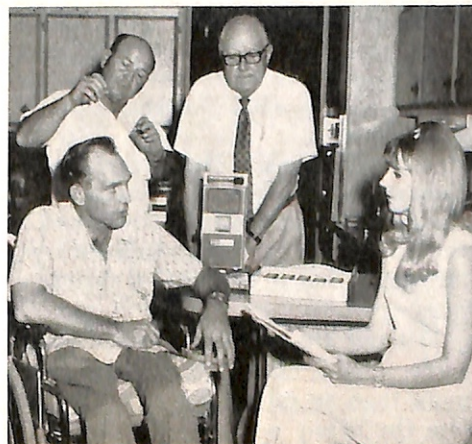
# ELKS NATIONAL SERVICE COMMISSION



An arts and crafts contest was sponsored by Alexandria, La., Lodge for the patients at Alexandria-Pineville VA Hospital. The judges (from left), PER Kenneth Nichols, Vets Chm. Frank Hromadka, and Brother Robert Falcon, displayed the three award-winning entries in the contest.



Searcy, Ark., Elks hosted an outing for 33 veterans from Fort Roots Hospital in North Little Rock. The guests were treated to a cookout and entertained with dancing and games. State Vets Chm. Raymond Fischer, who arranged the outing with the hospital, was also present.



Roswell, N. M., Lodge sponsored lip reading instruction for Ronald Roberson, a veteran who is deaf and paralyzed. Observing a lesson with therapist Caron Crane, who used a speed reader and tapes for college level reading courses, were ER Willie Horton (left) and Past Grand In. Gd. Edward Harbaugh.

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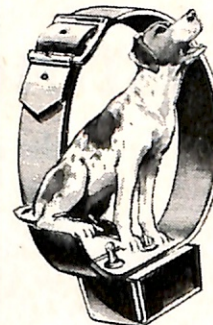
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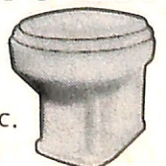
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## Christmas Cards

—as inescapable a part of the season as Kriss Kringle . . . but it wasn't always so.

Christmas without Christmas cards? Impossible. How else would we keep in touch with family, friends, and acquaintances living far away? Yet the custom of exchanging Christmas cards is a youngster—as traditions go—only a little over a century old.

New Year's greeting cards predate Christmas cards by a good four hundred years. And, in fact, they can be traced back in one form or another all the way to the ancient Egyptians and Romans. The first of January was the time to exchange gifts in much of Europe, and thus also the appropriate time to exchange remembrances.

One of the first recorded New Year's cards was an engraving of Jesus as a little boy, designed in 1466. It bore the legend *Ein guot selig ior*—"a good and happy year," in the language of Lower Germany. The same sort of pattern, picturing Jesus with a flower or a bird, was followed by a majority of fifteenth-century New Year's cards.

In the two centuries following the Reformation, the use of New Year's cards waned. But wall calendars—often bearing some advertising—became a popular greeting during the seventeenth

century. Sound familiar?

The first Christmas card proper was designed in 1843 by John Calcott Horsley for Sir Henry Cole. It showed a family toasting an absent friend, with the message "A Merry Christmas and A Happy New Year To You." A greeting hard to beat to this very day.

The card was published in London's Bond Street by Joseph Cundall. It cost one shilling a copy. Cundall wrote at the time "...many copies were sold, but possibly not more than 1,000." Yet, thirty-seven years later, Cole, a prominent figure in the founding of the penny post and postcard, pointed out in his memoirs that the Christmas week mail handled by the Post Office exceeded the normal weekly mail by 11,555,000!

A controversial character at best, Cole was widely and strongly criticized for his "toast to a friend" Christmas card. The most common complaint was, of course, that it encouraged drunkenness!

Without the penny post, Christmas cards would likely never have been more than an interesting footnote. Before the penny post, postal rates were

high and paid by the recipient. Cost depended on distance. William Wordsworth once paid seven pounds (a lot of money then) for letters from admirers—he had to pay for his own fan mail! That being the state of the mail, a message bearing only seasonal greetings would not have been very welcome. Especially since the principle use of Christmas cards is to greet family and friends far away.

Within fifty years Christmas cards had become great status symbols. Not everybody agreed on just what *kind* of status they represented. But, as they appeared in the days before Christmas they were critically reviewed in the press—as if they were paintings.

By the end of the 19th century, Christmas trees were becoming popular card decorations. Soon afterwards, the poinsettia, which now rivals the holly in America as the prime Christmas greenery, first appeared on greeting cards. The poinsettia is not without its legend, either. A poor Mexican boy named Pablo, so the story goes, picked this forest weed to offer the baby Jesus. When he placed it close to the child, its upper leaves miraculously turned a flame red—transforming the simple gift into a dazzling flower.

Flowers and Christmas cards got together to help love along during the strict Victorian era. "The language of flowers" was very important to the Victorians, pointing to the Greeks and Romans as their inspiration. Each flower had a meaning, and in an age when parents strictly censored their children's mail—and behavior—this was like love "finding a way." Thus, at Christmas time young lovers were able to smuggle their sentiments to one another by drawing a flower on the card—or better yet—by enclosing a pressed flower.

Christmas comes each year—good times or hard times—and people continue to celebrate it the best they can. Hard times often bring out the humor in people, since laughing can only ease tense situations. One American card of 1918 satirized Herbert C. Hoover, who was Food Administrator under the Wilson Administration. It was printed on cheap grey cardboard and tied with string, described on the card as "Camouflaged ribbon." Wisps of greenery were labeled "This is holly," and "This is mistletoe." A scrawny critter was designated "bluebird." The rhyme read:

*I've Hooverized on Pork and Beans  
And Butter, Cake and Bread  
I've cut out auto-riding  
And now I walk instead;  
I've Hooverized on Sugar,  
On Coal and Light and Lard,  
And here's my Xmas Greeting  
On a Hoover Xmas Card  
I wish you a very M.C. and H.N.Y.  
Ahh, for the good old days?* ■



# LETTERS

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



• I can foresee great things for the Elks under the leadership of Gerald Strohm, if he is as forthright on other issues as he was in writing "The Fourth Estate!" ["Message from the Grand Exalted Ruler," October, 1974]. I have held these views for a long time, and he has expressed them far better than I. More power to him and I hope all Elks take heed of his words. Also, hopefully his words will reach the upper echelon of media management.

Marshall B. Simms  
Evanston, IL

• I believe that the September edition of *The Elks Magazine* was most descriptive and informative regarding the National Convention in Miami Beach, Florida. A fine layout with foresight.

Ernest E. Kovarik  
Ft. Lauderdale, FL

• As a Veterinary student who knows the agony of trying to gain admission to a Veterinary College, I was interested in the article: "Wanted: Veterinarians," [September, 1974].

I would like to correct one false statement concerning *high school* applications to Veterinary school. One needs at least 3 years of college, preferably 4 years before applying to a Veterinary School. It is no different from Medical or Dental School applications.

I hope your article will trigger more funding of schools.

Eileen Hathaway  
Glenolden, PA

• I am writing to compliment *The Elks Magazine* on the fine story by Earl Clark, commenting on the shortage of veterinarians in the United States.

He did a creditable job of explaining the situation, but undoubtedly, he will raise the ire of many practicing veterinarians with one statement which was contained in the article.

"What most of us don't realize is that modern veterinary medicine is devoted primarily to the prevention of human illness and the protection of human health, through improvement of man's animal environment."

Nothing could be further from the truth. The primary function of veterinary medicine continues to be devoted to the treatment of diseases and conditions affecting large and small animals. The prevention of the human diseases transmissible from animals, and public health

in general, are very important phases of veterinary medicine; however, these remain secondary benefits derived from the general practice of veterinary medicine.

Again, may I compliment Mr. Clark and *The Elks Magazine* for another public service in calling attention to the fact that only the establishment of more accredited veterinary colleges will improve the critical shortage of veterinarians.

Dean E. Flagg, D.V.M.  
Executive Officer and  
State Veterinarian  
State of North Dakota  
Livestock Sanitary Board

• The story entitled "The Devil Winds

And The Mountain Fires," by Ross and Pat Olney [October, 1974], nostalgically intrigues this writer.

Commendations are in order for the authors for having researched and reported authentically on a very important and timely subject. Nostalgically read because I was a "chopper" pilot performing the type of forest service flying described. In fact, the so called "Hover Jumper" is a result of experiments which were conducted in 1957-58 using specially designed and constructed "Dummie Mannequins" dressed for the occasions and dropped in rugged terrain from varied altitudes. We conducted hundreds of experimental drops with specialists from U.S. Forest Service Schools attending from Montana for this purpose. Interesting in itself is the fact that men have been risking their lives for many years, fighting fires in many ways and many areas of the country. Still, this is but one of few articles this writer has seen regarding this important issue.

A little known but important function of helicopters is the "Borate Drop" to extinguish spot fires, carried beneath the 'copter in a huge neoprene bag. It stops thousands of fires from really getting a good start.

Congratulations to the writers and the editors.

Edward R. Cronan  
Santa Ana, CA

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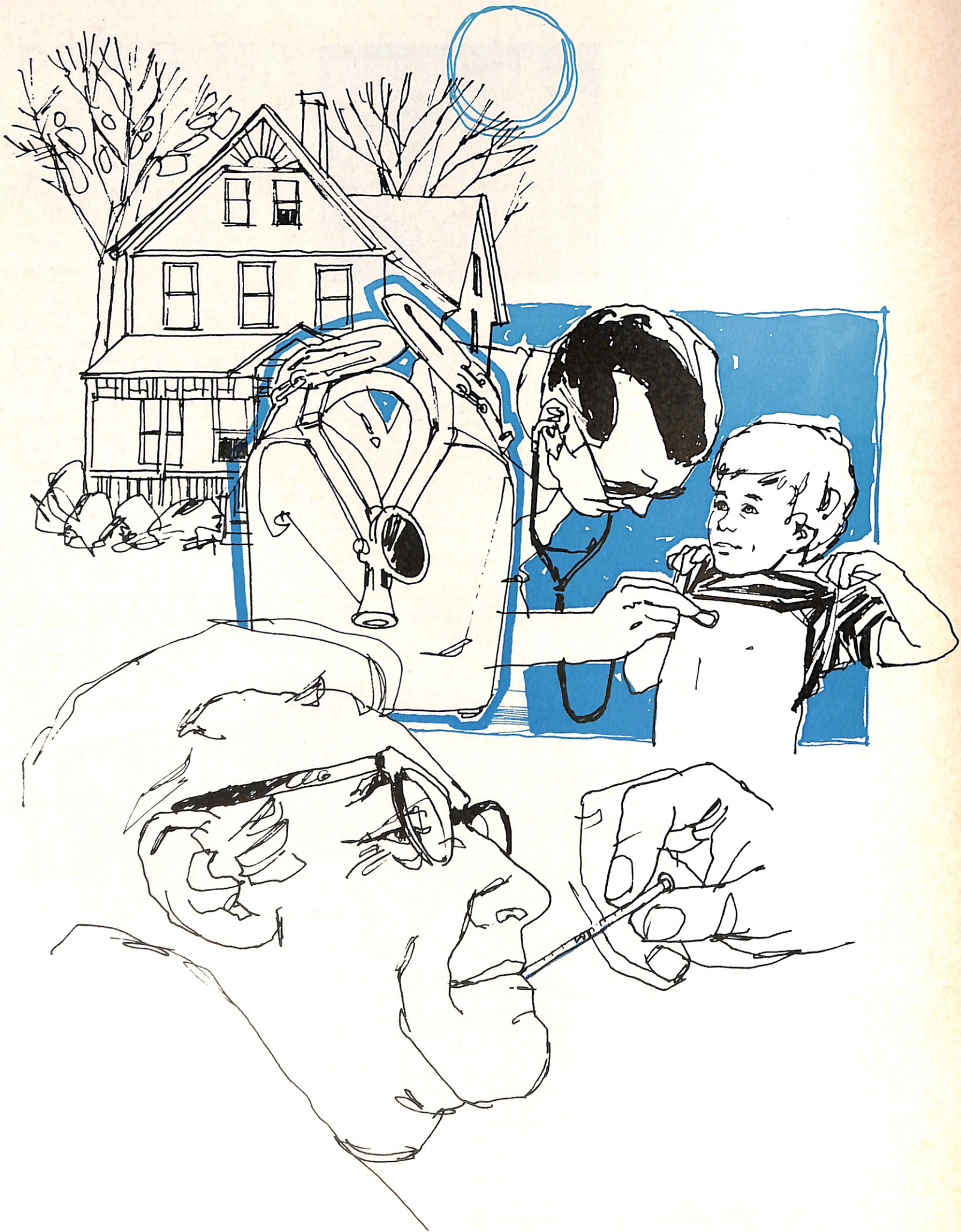
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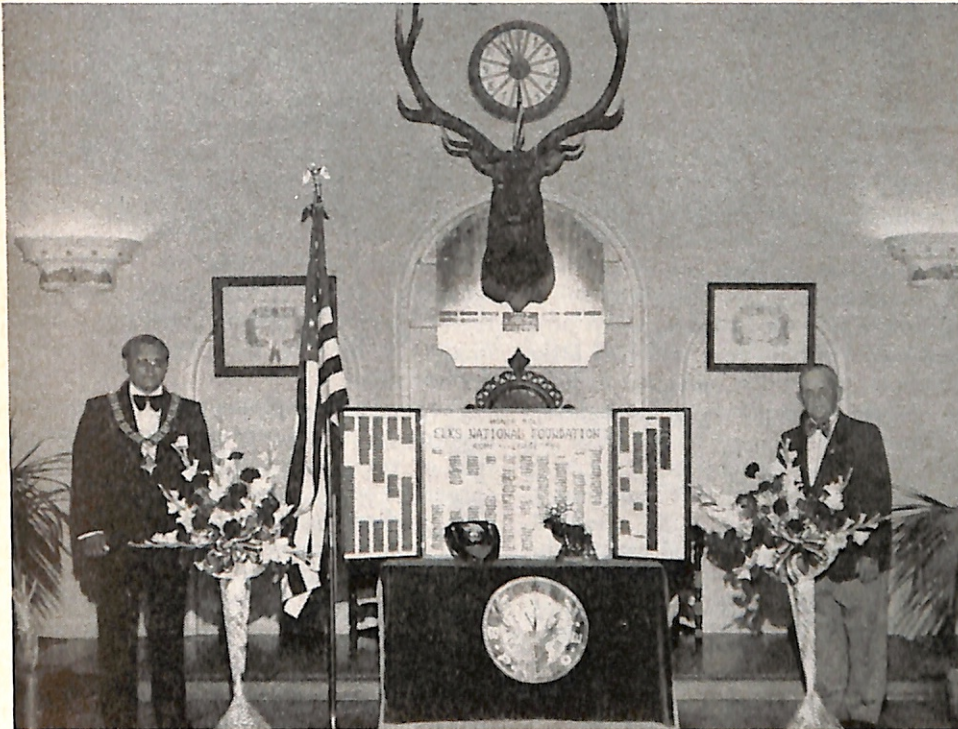
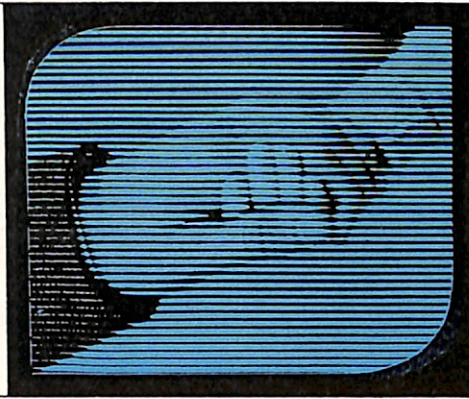
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# THE JOY OF GIVING

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The honor roll of Foundation members from Rome, N. Y., Lodge was displayed by ER Paul Pepper and Foundation Chm. Heinz Quentin. The lodge, which added 85 participating members this year, received an award at the state convention.



Certificates and red heart pins were presented to several members of Inglewood, Calif., Lodge during the lodge's 50th anniversary celebration. Among those receiving the certificates from Foundation Chm. Jean Coulombe were In. Gd. Gerald Rhoden, Brother Gerald Ford, and DDGER Frank Marsh.

Vice President James Vogel (right) received an honorary founder's certificate from ER William Tomlinson at Kerrville, Tex., Lodge. Brother Vogel recently started another \$1,000 pledge to the Foundation.



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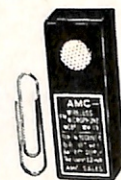
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## Return of the Family Doctor (Continued from page 10)

now offer the specialty—and in January, 1974, more than 190 approved family practice residencies in medical schools and community hospitals were training 1,800 FP residents to be family doctors. The Academy's membership, meanwhile, bloomed to more than 35,000 which now makes it the nation's second largest medical association. For this to have occurred in only five years, one national health care observer marvels, means that family practice—or FP as it is called—is nothing short of being “potentially the most far-reaching reform in medical education in our time.”

Well and good, you say, but haven't we merely added another specialist to the already long list of doctors we must see for everything from a runny nose to a sprained back? Not really. It's actually only a matter of terminology, a shift in semantics that enables this branch of medicine to compete with other disciplines on an equal footing in terms of peer status, that all important rule of thumb of how a doctor “measures up” in the eyes of his professional colleagues. Or, put another way, it boils down to a re-orientation of American medicine away from limited specialism and back toward primary care. Family practice, in short, ushers in the “good new days” for family doctors—and the American public who never doubted the specialty's worth to begin with.

Most people could care less if this so-called “new” doctor is called a “family practice specialist” or a “general practitioner.” They certainly don't worry about the difference between the two, although there are important differences. Whatever his name, his return from the brink of oblivion represents a stay of execution that the vast majority of Americans have sorely desired for years. Having a family doctor is a comfort, a relief, perhaps still a rarity today—but always a Marcus Welby-like father image because of the peace of mind he brings.

As a matter of curiosity, however, just what does this new “people” doctor do that is so different from his former horse-and-buggy counterpart? Basically, says the AAFP, he's a medical ombudsman trained in his residency to approach his patients in terms of their total lives—in their homes, on their jobs, in all their relationships and roles. Yesterday's GP, for instance, often provided only episodic care and had little training in preventive medicine to help him recognize the psychological aspects of illness. The emerging specialist in family practice is being trained not only in a hospital but in what is known as a “model family-practice unit,” medical jargon for a typical general practitioner's office. Here in the first year of training beyond medical school, he is assigned entire families—not just indi-

viduals—whose health becomes his responsibility during his three years of residency training. An emphasis on behavioral sciences in his medical school courses helps him understand people, from babies to elderly folk, and why they react in different ways to pressures and tensions. He learns to view patients as people instead of as “things”—organs, systems, diseases—and, thus, preventive medicine gets as much or more attention as curative medicine.

“All this is far different from the way I got my early medical education,” Dr. Grobe readily concedes. “All my training was in a hospital. The few ambulatory patients I did see were indigents. It wasn't until I set up my own practice that I really started learning across-the-board medicine of the sort I practice now.” Consequently, the student going into family practice these days is being *taught* during his medical training what Grobe and other “good” GPs have been doing for years the hard way by trial and error, learning those person-to-person insights that made the best of the old-time family doctors great.

Perhaps this explains why the revitalized program has captured the imagination of young people bent on medical careers. Family practice demands concern, and today there is no lack of concern among American youth. This appeal undoubtedly provides one answer to youth's quest for involvement, their view of medicine as a total commitment of taking care of sick people and preventing disease. And, in a final analysis, that's really what family medicine is all about.

It's the “bridge” specialty, so to speak, that helps the frightened, bewildered, sick patient to enter the impersonal medical whirl and then guides him and his family through its maze. It allows patients to become more than patients. “They become friends,” Dr. Grobe finds, “not necessarily in the social sense, but I learn about their families, I share their joys and sorrows, I get involved. When you have a family doctor, you want him to become a provider of your health care, but you also want to count on him for information, advice and mutual understanding.”

To assure just that, the AAFP has set up some of the toughest requirements in the medical field for the prospective family practice doctor. The three-year residency program after completion of medical school is only the first step. He must also pass a grueling certifying examination, complete 150 hours of continuing medical education every three years in order to retain membership, and thereafter must meet the added requirement of passing his board of certification exam every six years so

(Continue on page 44)

### Plaque Presented To Honor 100-Year-Old Member



ROBERT A. SCOTT (seated, right) celebrated his 100th birthday recently at the Elks National Home in Bedford, Va. He received a plaque of appreciation from (from left) Grand Trustee Lewis Gerber, Gerald Powell, national director of the hoop shoot contest, Doral Irvin, executive director of the Home, and Brother Robert A. Scott Jr.

More than 100 guests visited the Home to honor Brother Scott on his birthday. His home lodge at Linton, Ind. sent 100 roses.

A 71-year charter member of the lodge, Brother Scott served as Exalted Ruler there and was elected State President in 1916-1917. He served as Home Member of the Board of Grand Trustees from 1922-1927. In 1927, Brother Scott was appointed Superintendent of the Elks National Home, a post he held for 26 years.

Brother Scott and his wife Cora Lee recently celebrated their golden anniversary.

# News of the State Associations



Grand Exalted Ruler Gerald Strohm (third from left) and his wife Kay (fourth) were among the honored guests at the annual convention of the Colorado Elks Association. Then-SP Jim Sterling (standing) and his wife Maxine (right) welcomed them and PGER and Mrs. H. L. Blackledge.

GUEST SPEAKER for the 54th annual convention of North Dakota Elks was PGER Francis Smith of Sioux Falls, S. D., Lodge. He was introduced to the convention by PGER Raymond Dobson.

There were about 2,200 members at the session hosted by Fargo Lodge June 9-11, which elected Carl Elliott of Bismarck Lodge as State President. Other elected officers include Vice President Don Switzer, Minot; State Secretary Ray Greenwood, Jamestown, and State Treasurer Everett Palmer, Williston.

Reports of committees were given. Chm. Kenneth Mullen announced that \$100,000 had been achieved by the Elks for the charitable trust. State Foundation Chm. Bert Olson stated that there was a 35% increase in contributions for the year. It was reported by Ralph Charley, camp director, that 81 children had been accepted for the summer session at Camp Grassick, the state major project.

State Chaplain Felix Andrews, who retired after 22 years of service at that post, was honored at the convention. A resolution was adopted in his honor.

Bismarck Lodge will host the 1975 convention.

ARIZONA ELKS gathered at Phoenix May 9-11 for their annual convention. There were 526 Elks and their ladies present. Among the guests were then-GER Robert Yothers, now-GER Gerald Strohm, and PGERs Horace Wisely and R. Leonard Bush.

Tucson Lodge won the state ritualistic contest. The 1975 annual convention was again scheduled for Phoenix May 8-10.

Robert Roberts of Glendale Lodge was elected State President. He will be assisted by Vice Presidents Michael Deir, Tucson; Guy McMurry, Casa Grande Valley; A. J. Stadelman, Jerome; Lloyd Mendenhall, Tucson; V. E. Bethany, Maryvale, and State Secretary Don Waggoner, Phoenix.

OVER \$100,000 was contributed by Colorado Elks to the major project, Elks Laradon Hall, a school for mentally retarded children. This report was given during the annual convention hosted by Pueblo Lodge September 5-7.

There were 1,545 persons in attendance for the session, including GER and Mrs. Gerald Strohm, PGER and Mrs. H. L. Blackledge, and New Mexico SP and Mrs. George Gaylord.

The John R. Coen Trophy was presented to Greeley Lodge, the winning team in the state ritualistic contest. The all-state team also received trophies.

Heading the slate of new officers are State President Donald Jaynes, Cripple Creek; Vice Presidents Arthur Cline, Longmont; Wayne Patterson, Grand Junction; Edgar McMechen, Lakewood; State Secretary Jim Sterling, Canon City, and State Treasurer LeRoy Giles, Idaho Springs.

Quarterly meetings of the state association are planned for February 1-2 in Colorado Springs and for May 3-4 in Cortez. The 1975 annual convention will be in Boulder September 4-6.

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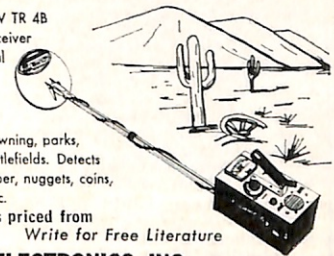
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# Return of the Family Doctor (Continued from page 42)

that he is sure to keep abreast of new discoveries and treatments. And nobody is "grandfathered" into FP. Even present GPs must have been in active family practice for a minimum of six years and show proof of completion of at least 300 approved credit hours of continuing education, as well as take the two-day certifying exam, to garner the title of specialist in family practice.

The challenging regulations are unique among national medical organizations, a fact that has caused certifying boards of other specialties to take a closer look at their own requirements. "Our members have to keep working to stay on top of their profession and we think that's a good thing," an AAFP spokesman proudly explains.

So, the return of the family doctor for health-conscious Americans actually signifies the return of a man whose aim is to broaden his concern, to widen his skill, to accept responsibility and not merely to pass it along, to utilize specialists rather than surrender to them. In other words, family practice is an office-based specialty. Families will generally see the family physician in an "ambulatory situation," medical language for mobile and walking, instead of in the hospital. This, in itself, is a boon to pocketbooks since recent hospital costs are almost out-of-sight for

even the most well-heeled bank account. When necessary, of course, the new family doctor will certainly have his patient hospitalized, but he will do so only when necessary, not begin with hospitalization and work from there as so often happens today. He will also refer a patient to other medical or surgical specialists when he deems it necessary, but again only when necessary. The best news is that the man with an FP degree is trained and competent to care for up to 95 per cent of all health complaints—yet, even when he does refer a patient to a consulting specialist, he does not relinquish responsibility but continues on as the patient's advocate until the consultant returns the patient to his direct care.

The average guy "wants, and should have, someone of high competence and good judgment to take charge of the total situation, someone who can serve as coordinator of all the medical resources that can help to solve the problem," the Millis Commission, a blue-ribbon citizens commission on graduate medical education, reported four years ago. "He wants a company president who will make proper use of the skills and knowledge of the more specialized members of the firm. He wants a quarterback who will diagnose the constantly changing situation, coordinate the

whole team and call on each member for the particular contributions that he is best able to make to the team effort."

The analogies are good ones. Americans not only want family medicine, they need it. It is needed by people who want a continuing relationship with a physician, who want the comfort and security of knowing "their" doctor is a telephone call away when illness or injury occurs, who want to know that their periodic visits to his office protect them from surprise attack by insidious diseases. Family medicine, put simply, is needed and wanted today more than ever before by people in the center city and suburbs, by people in the nation's small cities and towns, by people in rural America.

For after all the statistics and studies are debated and discussed, when all the commissions and committees finally hand in their recommendations, we have to believe that the answer to our continuing and deplorable lack of physicians lies in the return of the family doctor. American medicine has the know-how and the experience to make his return permanent. Young medical students have the inclination and the desire to accept the challenge. "Only connect the prose and the passion," the English novelist E. M. Forster once wrote, "and both shall be exalted."

If we succeed in doing that—and slowly, surely the future gleams brighter—family practice is indeed the connection that holds out the promise that can make American medical "miracles" truly available to all the people of this vast land of ours.

## STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

(Act of August 12, 1970: Section 3685, Title 39, United States Code)

1. Title of Publication: THE ELKS MAGAZINE.
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7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given.)

Benevolent & Protective Order of Elks of the United States of America (a National Fraternal Organization), 2750 Lakeview Avenue, Chicago, Ill. 60614.

8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities (If there are none, so state): None.
9. For optional completion by publishers mailing at the regular rates (Section 132.121, 39 U. S. C. 3626 provides in pertinent part: "No person who would have been entitled to mail matter under former section 4359 of this title shall mail such matter at the rates provided with the Postal Service a written request for permission to mail matter at such rates." In accordance with the provisions of this statute, I hereby request permission to mail the publication named in Item 1 at the reduced postage rates presently authorized by 39 U. S. C. 3626.

10. For completion by nonprofit organizations authorized to mail at special rates (Section 132, non-profit status of this organization and the exempt status for Federal income tax purposes have not changed during preceding 12 months.

### 11. EXTENT AND NATURE OF CIRCULATION

- A. Total No. Copies Printed (Net Press Run).....
- B. Paid Circulation
  1. Sales Through Dealers and Carriers, Street Vendors and Counter Sales.....
  2. Mail Subscriptions.....
- C. Total Paid Circulation.....
- D. Free Distribution by Mail, Carrier or Other Means
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- F. Office Use, Left-over, Unaccounted, Spoiled After Printing.....
- G. Total (Sum of E and F—should equal net press run shown in A).....

	Average No. Copies Each Issue During Preceding 12 Months	Actual Number of Copies of Single Issue Published Nearest to Filing Date
A. Total No. Copies Printed (Net Press Run).....	1,631,812	1,642,890
B. Paid Circulation		
1. Sales Through Dealers and Carriers, Street Vendors and Counter Sales.....	—0—	—0—
2. Mail Subscriptions.....	1,614,041	1,598,060
C. Total Paid Circulation.....	1,614,041	1,598,060
D. Free Distribution by Mail, Carrier or Other Means		
1. Samples, Complimentary, and Other Free Copies.....	3,781	3,795
2. Copies distributed to News Agents, but not sold.....	—0—	—0—
E. Total Distribution (Sum of C and D).....	1,617,822	1,601,855
F. Office Use, Left-over, Unaccounted, Spoiled After Printing.....	13,990	41,035
G. Total (Sum of E and F—should equal net press run shown in A).....	1,631,812	1,642,890

I certify that the statements made by me above are correct and complete.  
Wm. H. Magrath, General Manager

## Obituaries



**PAST GRAND ESTEEMED LEADING KNIGHT** C.P. Hebenstreit of Huntington Park, Calif., Lodge, died October 3, 1974.

Brother Hebenstreit was appointed District Deputy for the South Central District in 1933-1934 and elected State President in 1938-1939. He served as Chairman of the GL Lodge Activities Committee in 1947-1948, again served on the committee in 1952-1953, and was GL Youth Activities Chairman in 1956-1957.

He became Grand Esteemed Leading Knight in 1960-1961.

**PAST DISTRICT DEPUTY** George Borde Jr., a member of Lakeland, Fla., Lodge, died recently.

He served as the lodge's Exalted Ruler, and was appointed District Deputy Grand Exalted Ruler for the West Central District in 1962-1963.

# NEWS OF THE LODGES

(Continued from page 17)



**THE 50th ANNIVERSARY** of the Boy Scout troop sponsored by Sharon, Pa., Lodge was celebrated recently. (From left) Mayor Basil Scott presented a proclamation declaring the day for the Scouts to ER Harvey Dawson, while four charter members of the troop, Brother Mark Petrini, Steve Blaner, James Comstock, and Fred Stem looked on. Scoutmasters Robert Heath and William Furey were also present.



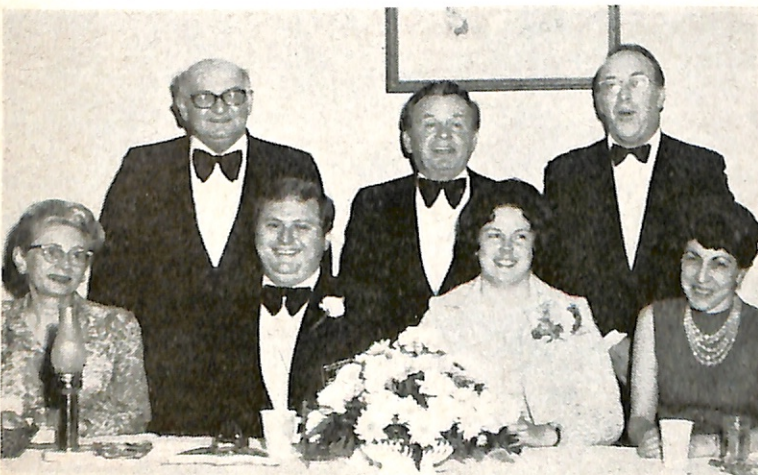
**SPONSORED** by Goldsboro, N. C., Lodge, ten boys went to camp for two weeks recently. Campers were (front row, from left) William Padgett, David Moore, Jay Spurgeon, David Best, Jimmy Tyndall, and (back row) Robert Ryndall, Tim Sasser, Steven Walker, Russell Sasser, and David Hartzog. Camp Chm. E. A. Williams organized their departure.



**THE BASEBALL TEAM** sponsored by Passaic, N. J., Lodge became champions in their league for the fourth time in seven years. Winning players were Gary Goldfarb, Steve Pogorelec, Scott Kovach, John Zellaes, Joe Recht, John Herbert, Keith Hinton, Simon Zarour, Don Whelan, Kevin Schaeffer, Dave Dolack, Rocco Puzzo, Bob Marro, and Joe Urbane. Elk sponsors were ER Joseph Cataffo, Manager John Pavick, Coach Ed Dandy, Bob Marro, and Youth Chm. Michael Kopec.



**AN AMERICAN FLAG** was presented to Enfield, Conn., Lodge by state representative Ella Grasso. PER Frank Newport accepted the flag from Congresswoman Grasso in a recent ceremony.



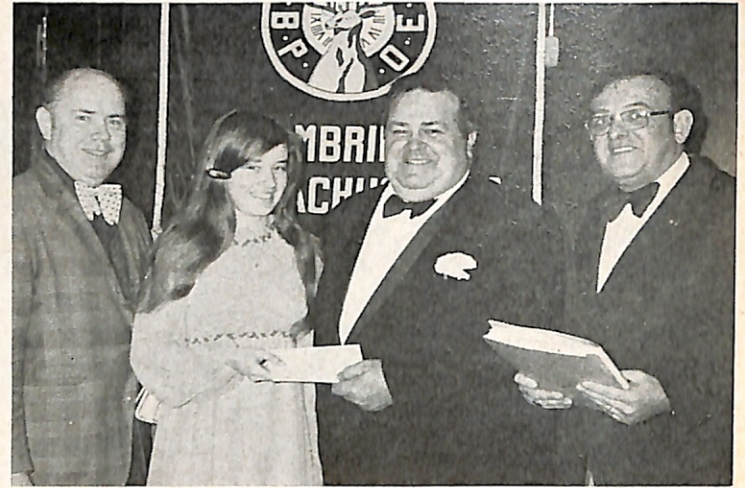
**A TESTIMONIAL DINNER** was given in honor of PER William Scheyer of Point Pleasant, N. J., Lodge who recently completed his term in office. In attendance were (top row, from left) PER Nicholas Kewitt, VP Steve Holowack, dinner Chm. William Roberts, and (bottom row) Mrs. Kewitt, Brother Scheyer, Mrs. Scheyer, and Mrs. Roberts.



**WEST POINT GRADUATE** Donald Harlin Jr. became a member of Beacon, N. Y., Lodge following graduation ceremonies recently. He was sponsored by his father Donald Harlin Sr. (left), and congratulated by ER Vincent Ciancio.



**PAST EXALTED RULER** William Leddy of Attleboro, Mass., Lodge, received a Golden Antler Trophy. At the presentation of the award were PDD Jeremiah Reagan, ER Philip Bell, PSP Alfred Fitzpatrick, and Foundation Chm. Raymond Lyons.



**MARY E. CLARK** was the recipient of the Edward G. Duffy scholarship offered by Cambridge, Mass., Lodge. Brother Vincent Clark (left) stood by his daughter as she accepted the award from then-ER Walter Marchant as Scholarship Chm. Paul Langley watched.



**HIGH SCHOOL GRADUATE** James Ahneman received a \$1,000 scholarship from Mount Kisco, N. Y., Lodge. ER George Machado (left) observed as scholarship Chm. Frank Keiper presented the award to James who is now attending Oneonta College.



**A 140-MILE HIKE** from Cambridge, Mass. to East Hartford, Conn., completed in 1944 by the East Shore Boy Scout troop, was accomplished again by a group of Scouts from the East District Council, as part of East Hartford Lodge's celebration of the nation's Bicentennial. Among reunited past Scouts and Elks who gathered at the lodge were John Gaber, William Sanders, Stan Chapman, Al Perreault, Roger Hurje, and Harry Begor.

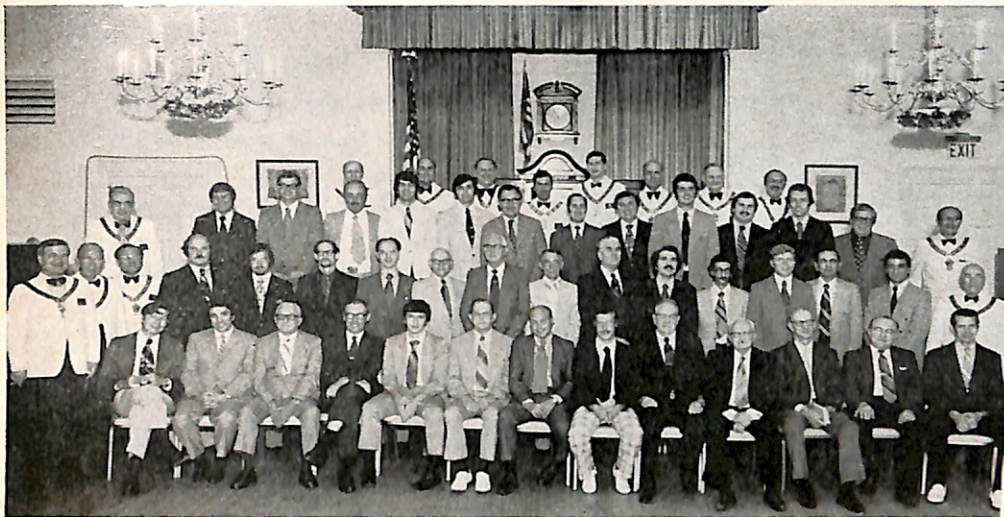


**SCHOLARSHIP WINNERS** Robert West (second from left) and Barbara Ann Daley accepted their awards at Colonie, N. Y., Lodge. ER William Meyer (left) and Chm. Robert Archambault presented the awards during a lodge meeting.

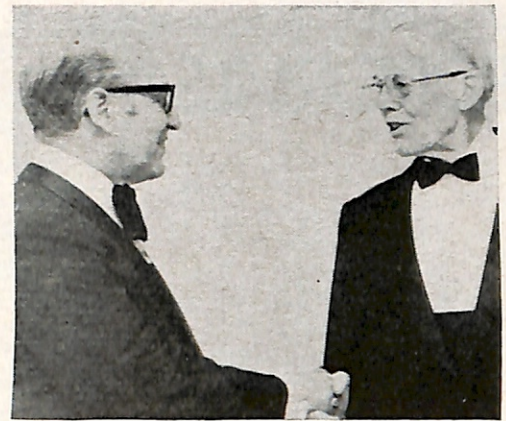


**A SUM OF \$2,127** was donated by West Warwick, R. I., Lodge's fund-raising committee to help send retarded children to camp. The check was given to Richard Blacquiere, of Senior Teens Aid Retarded, by ER Norman Craig and Chm. Henry Smith. Committee members present were Joseph Brochu, Frank McDermott, Bill Loughlin, Louis Diamonte, Archie Nadeau, Henry Guba, Frank Boylan, Fred LaRose, Charles Fratus, and Sam Marinaro.

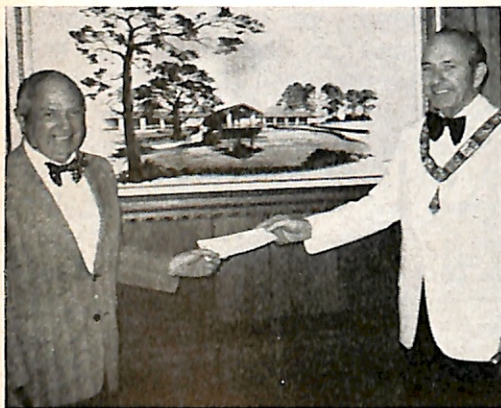




**ONE OF THE LARGEST** classes in several years was initiated into Lancaster, Pa., Lodge recently. Thirty-eight new members were welcomed at initiation ceremonies.



**FORTY-ONE YEARS** of service ended recently with the retirement of Perry Johnson as Secretary of Corning, N. Y., Lodge. At a dinner held in Brother Johnson's honor, Grand Secy. Homer Huhn (left) congratulated the Brother.



**PAST MIDPOINT** in a fund-raising drive for the completion of the Harry-Anna Crippled Children's Hospital, Winter Haven, Fla., Lodge raised \$18,450 of a \$35,000 goal. Fund Chm. Buck Mays gave the check to ER Leonard Horne.



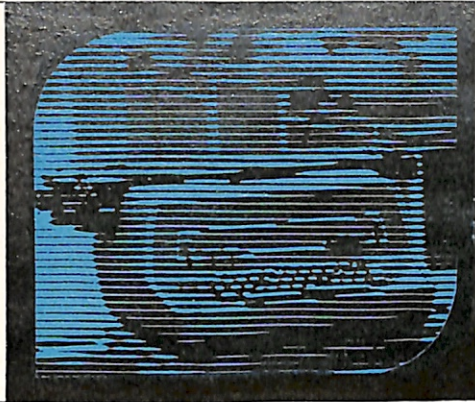
**NINETY-FIVE CANDIDATES** were initiated into Meadville, Pa., Lodge recently. This class followed a group of 123 new members initiated recently at the new lodge home.

◀ **WAKEFIELD, Massachusetts,** Lodge's softball team completed its first season this year with good results. Among players and their sponsors were (back row, from left) Vin Sampson, manager, Joe Ryan, Rick Hurland, John Keating, Bill McTigue, Al Hawkes, ER John Bohling, and (front row) Bill Rice, Steve Hurton, Terry Stewart, Tom Campbell, Ken Alexander, and Phil Amone.



**THE AMERICAN LEGION** Rescue Squad was aided to continue its work by \$1,000 donated by Millville, N. J., Lodge. William Densten (second from left), president of the squad, accepted the check from Crippled Children's Chm. Joseph Corbo in the presence of VP John Eller (left) and ER Donald Soltys.

# EDITORIALS



## An Important Month to Millions

Another year is about to take its place in history . . . and it has certainly been a momentous one! We hope it has been a good one for you and yours and that 1975 will be even better!

December is one of the holiest months in many faiths. It is a time for introspection, forgiveness, gratitude and generosity.

For the Order of Elks, it is the month when we set aside the first Sunday as a mandatory observance in all lodges of our Memorial Day . . . a remembrance of our absent Brothers. It is a beautiful ceremony, worthy of our maximum attention. We hope your lodge exerts every effort to make it a memorable occasion.

It was near the turn of the century that a poet named William Henry Harrison Murray penned these lines:

Ah, friends, dear friends, as years go on and heads get gray, how fast the guests do go!  
Touch hands, touch hands, with those that stay.  
Strong hands to weak, old hands to young, around the Christmas board, touch hands.  
The false forget, the foe forgive, for every guest will go and every fire burn low and the cabin empty stand.  
Forget, forgive, for who may say that Christmas Day may ever come to host or guest again.  
Touch hands!

Murray could easily have been an Elk, judging from the thoughts he expressed. They closely approximate the philosophies of our great Order.

Wouldn't it be a wonderful world if we all lived up to what we talk about?  
Think about it.

—HAPPY HOLIDAYS TO ALL!—

## did you know.



The Order of Elks sponsors the highest percentage of Boy Scout units of any similar organization in the nation. Elks lodges currently sponsor 1,025 Scout units serving an estimated 31,000 young men. This represents 47 percent of all subordinate lodges actively participating in the Boy Scout movement.

☆☆☆  
The Elks National Foundation now offers six four-year college scholar-

ships to the top three girls and top three boys in the annual "Most Valuable Student" competition. Top award is \$3,000 for each of four years, second place wins \$2,500 for each of four years and third place wins \$2,000 for each of four years of college study. Foundation scholarships will no longer be awarded to students already in college. They are limited to members of the graduating class of high schools.

☆☆☆  
New York leads all states in having furnished the Order with Grand Exalted Rulers. There have been 15 from the Empire State. Pennsylvania ranks second with ten.

☆☆☆  
In the early days of the Order, a password was used before one could gain admittance to a lodge.

The practice was continued for many years. At one time it was changed each month; during another period, it was changed once a year. It was dropped completely in 1899.

☆☆☆  
The Order rushed to the aid of San Franciscans when the tragic earthquake and resulting fires struck on April 18-19, 1906, leaving some 452 dead and inflicting some \$350 million in damages. As soon as news of the tragedy broke, Grand Exalted Ruler Robert W. Brown issued a circular asking for contributions. Total contributions came to over \$109,000. Within 12 hours of the disaster, the Elks of Oakland Lodge had equipped a tent city, and hospitals were caring for upwards of 2,000 people. Their provision wagons were the first to enter the city.

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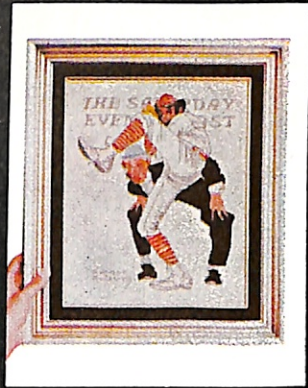
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Please send me the following NORMAN ROCKWELL needlecraft kit(s) at \$8.95 ea. plus 50¢ per kit, postage & handling for Needlepoint or \$5.95 each plus 50¢ per kit postage & handling for Picture Crewel.

ENCLOSED IS MY CHECK or MONEY ORDER IN THE TOTAL AMOUNT OF: \$ \_\_\_\_\_

BANKAMERICARD  MASTER CHARGE  
 DINERS CLUB  AMERICAN EXPRESS

Exp. Date \_\_\_\_\_ Credit Card No. \_\_\_\_\_

Signature \_\_\_\_\_

Write quantity desired in appropriate square below:

**NEEDLEPOINT KITS**

- PUPPY LOVE  
 FOOTBALL  
 BASEBALL  
 ARTIST  
 LITTLE DOCTOR  
 MARBLES

\_\_\_\_ TOTAL KITS

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

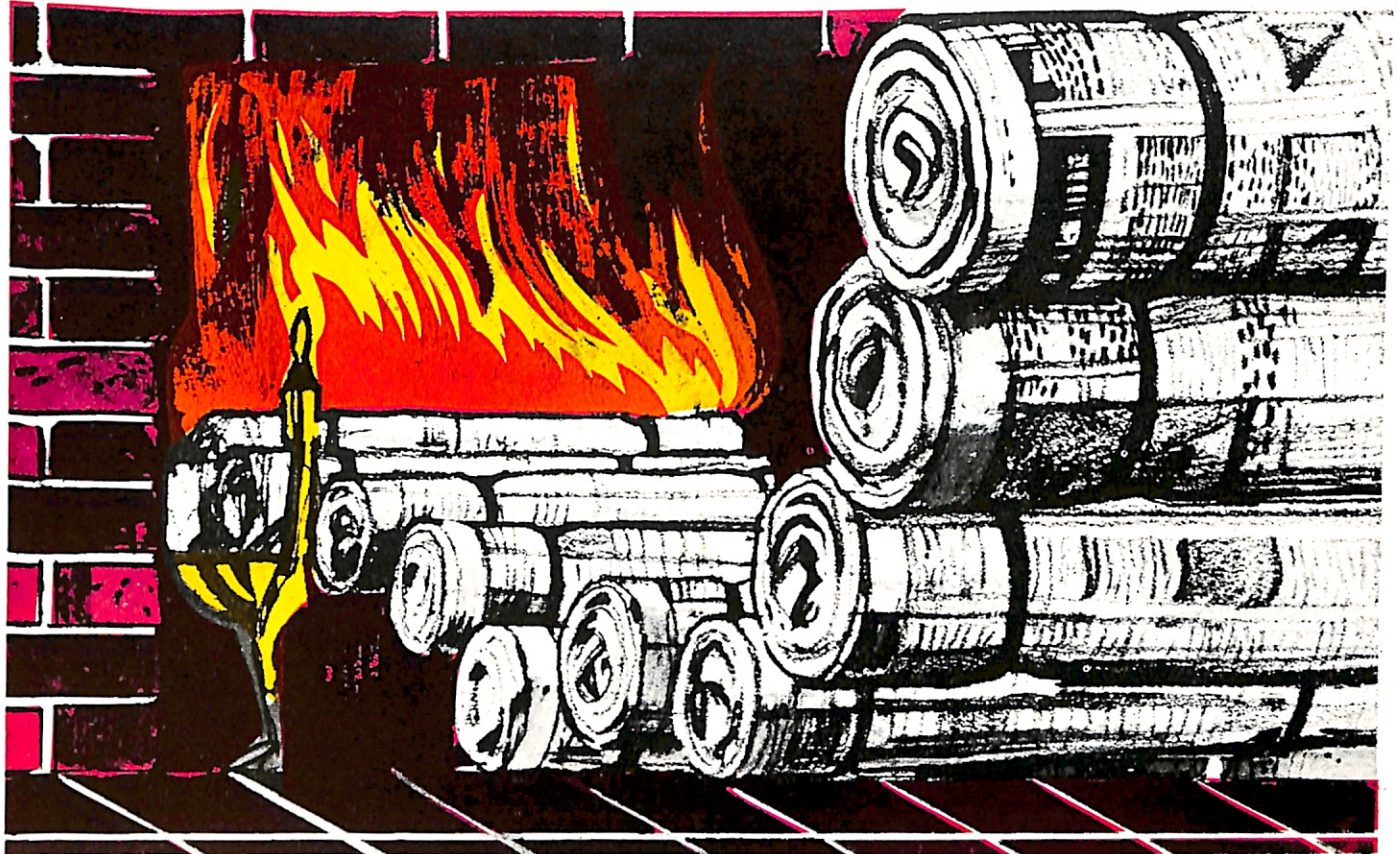
State \_\_\_\_\_ Zip \_\_\_\_\_

**PICTURE CREWEL KITS**

- PUPPY LOVE  
 FOOTBALL  
 BASEBALL  
 ARTIST  
 LITTLE DOC.  
 MARBLES

\_\_\_\_ TOTAL KITS

# Turn ordinary newspapers into flaming log "firewood"



**NOW! BEAT THE HIGH COST OF FIREWOOD!**

Enjoy over 110 hours of fireplace heating for ONLY **\$3<sup>99</sup>**

Now! Stop paying ridiculous prices for firewood! Make over 300 huge fireplace "logs"—to give you over 110 hours of a lovely, even, smokeless fire in your fireplace—for just \$3.99, using only your old newspapers and Mak-A-Log!

Yes, instead of throwing out those outdated newspapers or piling them up in precious storage space . . . you can now put them to real use, by converting them into efficient fireplace fuel in a matter of minutes! Foolproof Mak-A-Log lets you do the trick easily—produces "logs" that are ready for the fire *instantly* . . . with no drying-time needed! Sturdy steel Mak-A-Log roller lets you effortlessly roll papers into a tight log-like bundle, but leaves air passages for proper circulation, easy lighting, and even, smokeless burning! Special covered wire binders hold "logs" . . . for about 1½ hours each! And you don't need smelly kerosene, lighter fluid . . . or even kindling wood. Just light with a match . . . and enjoy a great fire in your fireplace . . . fast!

You not only enjoy the sight-for-sore-eyes pleasure of a luxurious fire in your fireplace; you also get plenty of heat to warm the room and help cut down on your home heating bills! (And with furnace fuel so scarce and expensive . . . that's no mean blessing!) So keep turning your old newspapers into all the fireplace logs you can use! Keep the home fires burning—bright, warmly . . . and most inexpensively—with Mak-A-Log!

MAK-A-LOG KIT (roller, 12 binders, plus 300 extra binders) \$3.99.  
Additional binders available 100—\$1.00.

**ORDER BY MAIL WITH CONFIDENCE—  
30-DAY MONEY-BACK GUARANTEE**

Jay Norris Corp., 25 W. Merrick Rd.  
Dept. MD-106, Freeport, N.Y. 11521

Please rush me \_\_\_\_\_ MAK-A-LOG KIT(S) @ \$3.99 plus 75c shipping and handling.

SAVE! Order TWO MAK-A-LOG KIT, for only \$6.99 plus \$1.25 shipping and handling.

100 Extra Binders @ \$1.00.

Enclosed is  check or  money order for \$\_\_\_\_\_.

(N.Y. residents add sales tax.)

Sorry, no C.O.D.'s

PRINT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

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**JAY NORRIS** CORP. Dept. MD-106 25 W. Merrick Rd., Freeport, N.Y. 11521

Serving Satisfied Customers for over 25 Years

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