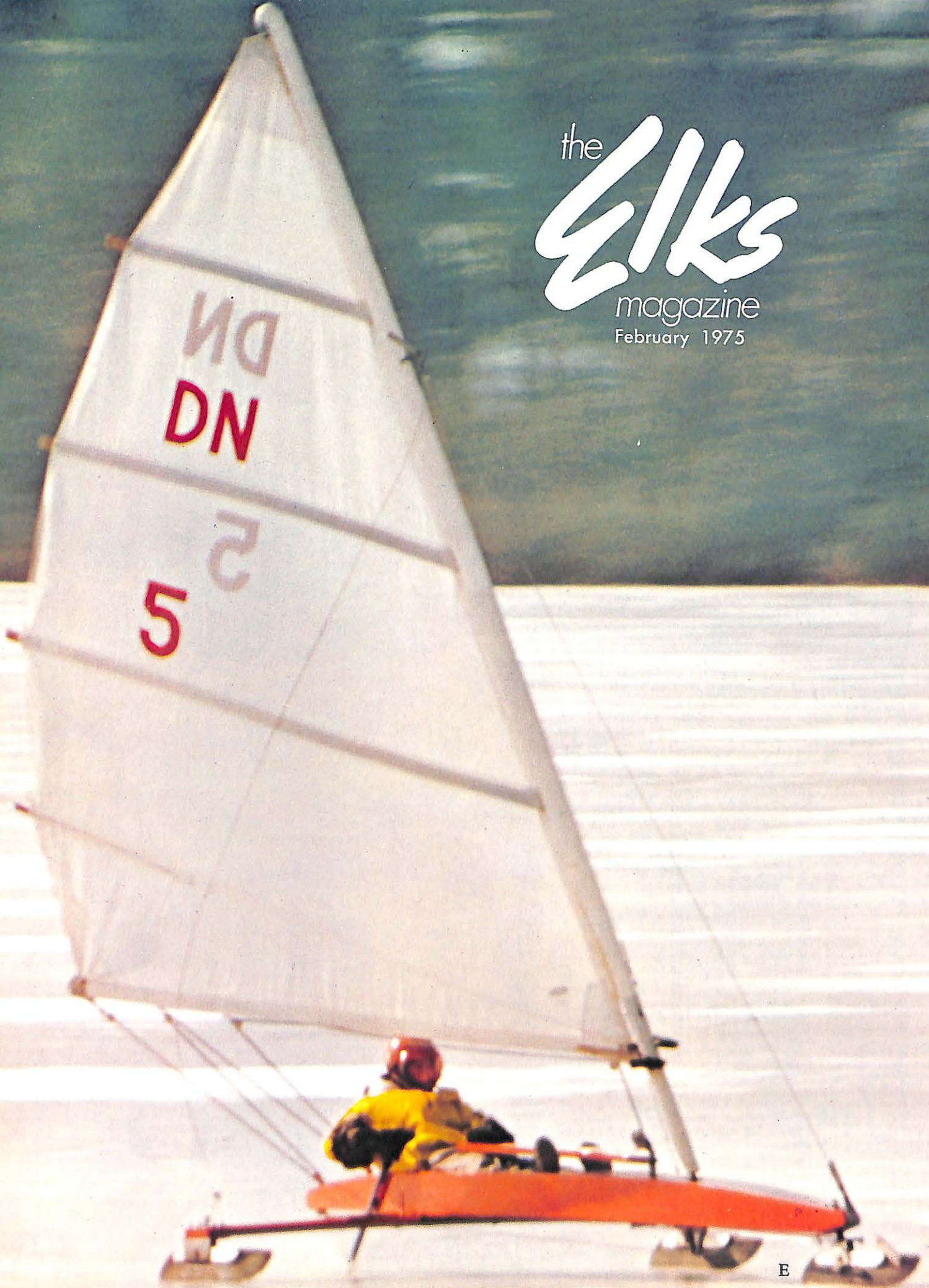


the  
**Elks**

magazine  
February 1975



**WET LOOK!**

**EUROPEAN EXCITEMENT!**  
**Gentlemen's Shoe Styles**  
 man-made in U.S.A., High Gloss Polymeric



Black Loafer



Blue Loafer



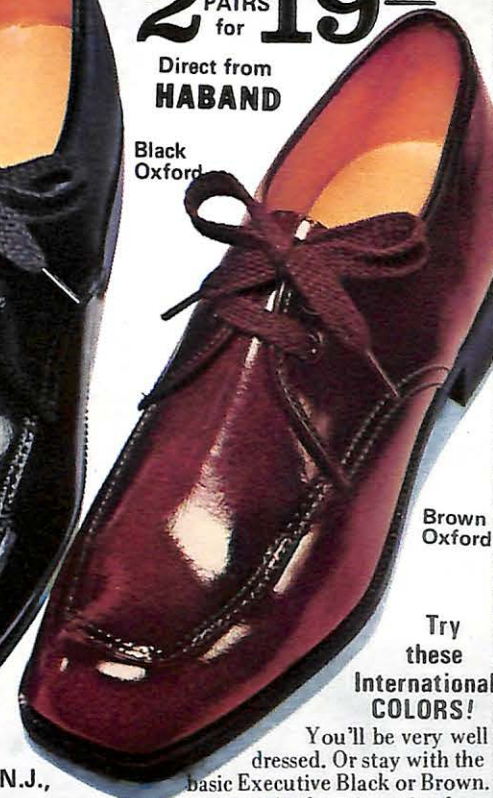
Green Loafer



Burgundy Loafer



Black Oxford



Brown Oxford

All the Slip-On Loafers have hidden elastic gore for better fit! Note Oxford style too, with laces, in easy two-eyelet continental fashion.

**2 PAIRS for 19<sup>95</sup>**

White Loafer



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**"Where did you ever see these shoes before?"**

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**AND NOW WHITE!**

So new in the expensive import high-gloss look that it is hardly off the boat, yet we can send you white or any color you choose **RIGHT NOW.**

Just mail this coupon!

Haband's Imported Look

**GENTLEMEN'S SHOES** **2 PAIRS for 19<sup>95</sup>**  
 3 for 29.90 4 for 39.75

HABAND COMPANY, Direct Service Dept.  
 265 N. 9th St., Paterson, New Jersey 07530

**SHIP AT ONCE!**

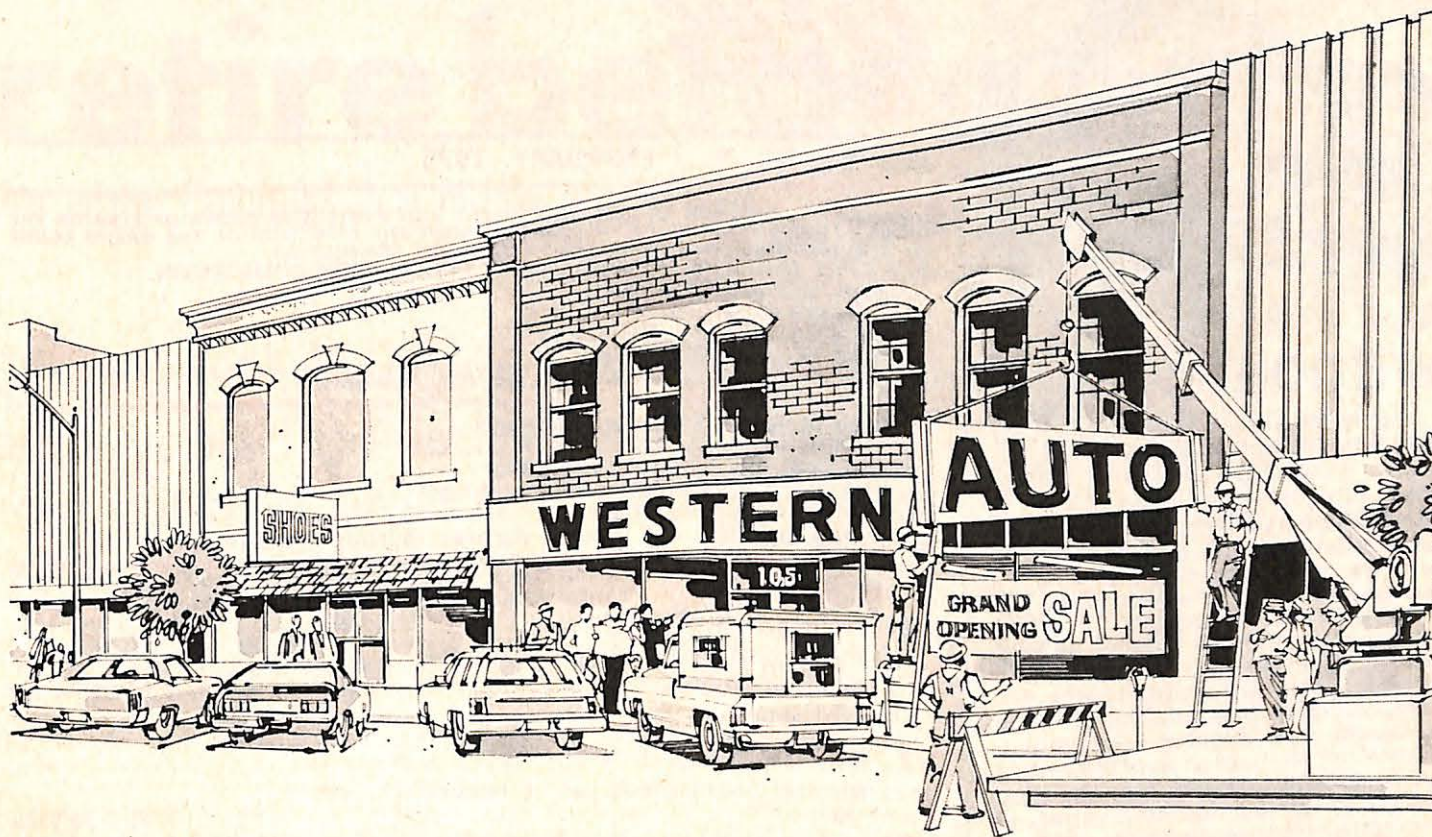
Gentlemen: Please send me the ..... pairs of high-gloss executive shoes as specified hereon, for which I enclose my remittance of \$ ..... herewith.  
**YOUR ABSOLUTE GUARANTEE:** See them. Try them on. Wear them anywhere. If at any time you are not 100% satisfied fire them back at us for full refund of every penny you paid us.  
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IS YOUR SIZE on this CHART?

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A														
B														
C														
D														
E														
EEE														

COLORS	How Many	What Size	What Width
BLACK Oxford			
BROWN Oxford			
BLACK Loafer			
BLUE Loafer			
GREEN Loafer			
Burgundy Loafer			
WHITE Loafer			



There's still an  
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is whatever you make it.

Remember how it was? A man worked hard and built something of his own. It didn't depend on seniority. Or office politics. He was part of the community . . . helped make it thrive and develop. He could go home for lunch. He didn't worry about how his kids were growing up.

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Dept. EK275

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# the ELKS magazine

VOL. 53, NO. 9, / FEBRUARY, 1975

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

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# when I planned to retire before fifty

this is the business that made it possible

a true story by John B. Haikey

Starting with borrowed money, in just eight years I gained financial security, sold out at a profit and retired.



"Not until I was forty did I make up my mind that I was going to retire before ten years had passed. I knew I couldn't do it on a salary, no matter how good. I knew I couldn't do it working for others. It was perfectly obvious to me that I had to start a business of my own. But that posed a problem. What kind of business? Most of my money was tied up. Temporarily I was broke. But, when I found the business I wanted I was able to start it for a small amount of borrowed money.

"To pyramid this investment into retirement in less than ten years seems like magic, but in my opinion any man in good health who has the same ambition and drive that motivated me, could achieve such a goal. Let me give you a little history.

"I finished high school at the age of 18 and got a job as a shipping clerk. My next job was butchering at a plant that processed boneless beef. Couldn't see much future there. Next, I got a job as a Greyhound Bus Driver. The money was good. The work was pleasant, but I couldn't see it as leading to retirement. Finally I took the plunge and went into business for myself.

"I managed to raise enough money with my savings to invest in a combination motel, restaurant, grocery, and service station. It didn't take long to get my eyes opened. In order to keep that business going my wife and I worked from dawn to dusk, 20 hours a day, seven days a week. Putting in all those hours didn't match my idea of independence and it gave me no time for my favorite sport—golf! Finally we both agreed that I should look for something else.

"I found it. Not right away. I investigated a lot of businesses offered as franchises. I felt that I wanted the guidance of an experienced company—wanted to have the benefit of the plans that had brought success to others, plus the benefit of running my own business under an established name that had national recognition.

"Most of the franchises offered were too costly for me. Temporarily all my capital was frozen in the motel. But I found that the Duraclean franchise

offered me exactly what I had been looking for.

"I could start for a small amount. (Today, less than \$1500 starts a Duraclean dealership.) I could work it as a one-man business to start. No salaries to pay. I could operate from my home. No office or shop or other overhead. For transportation, I could use the trunk of my car. (I bought the truck later, out of profits). And best of all, there was no ceiling on my earnings. I could build a business as big as my ambition and energy dictated. I could put on as many men as I needed to cover any volume. I could make a profit on every man working for me. And I could build little by little, or as fast as I wished.

"So, I started. I took the wonderful training furnished by the company. When I was ready I followed the simple plan outlined in the training. During the first period I did all the service work myself. By doing it myself, I could make much more per hour than I had ever made on a salary. Later, I would hire men, train them, pay them well, and still make an hourly profit on their time that made my idea of retirement possible—I had joined the country club and now I could play golf whenever I wished.

"What is this wonderful business? It's Duraclean. And, what is Duraclean? It's an improved, space-age process for cleaning upholstered furniture, rugs, and tacked down carpets. It not only cleans but it enlivens and sparkles up the colors. It does not wear down the fiber or drive part of the dirt into the base of the rug as machine scrubbing of carpeting does. Instead it *lifts out* the dirt by means of an absorbent dry foam.

"Furniture dealers and department stores refer their customers to the Duraclean Specialist. Insurance men say Duraclean can save them money on fire claims. Hotels, motels, specialty shops and big stores make annual contracts for keeping their carpets and furniture

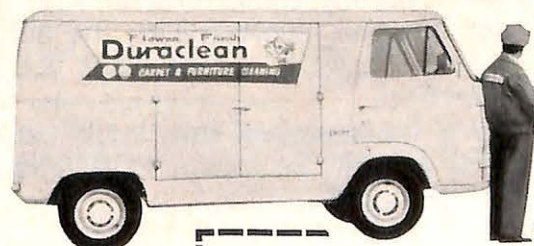
fresh and clean. One Duraclean Specialist signed a contract for over \$40,000 a year for just one hotel.

"Well, that's the business I was able to start with such a small investment. That's the business I built up over a period of eight years. And, that's the business I sold out at a substantial profit before I was fifty."

Would you like to taste the freedom and independence enjoyed by Mr. Haikey? You can. Let us send you the facts. Mail the coupon, and you'll receive all the details, absolutely without obligation. No salesman will ever call on you. When you receive our illustrated booklet, you'll learn how we show you STEP BY STEP how to get customers; and how to have your customers get you more customers from their recommendations.

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WITHOUT OBLIGATION mail letter and 24-page illustrated booklet explaining how I can increase my income and family security with a Duraclean Dealership. No salesman is to call.

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## Be Aware Of Community Leadership

February is the month of Lincoln and Washington. I am certain that if the Order of Elks had existed during the lifetimes of these famous historical figures, they would both have been members of the Benevolent and Protective Order of Elks.

A review of the elected officialdom and the leaders of our communities reveals the fact that the Order of Elks is represented throughout the United States in every official walk of life and through much of the business world.

This truth exists because the Order of Elks is a "people" organization, and good elected officials and good business leaders are also similarly "people" oriented.

Within every community there are things that must be done, and in the smaller communities particularly, the local Lodge is that arena in which the good of the community is perhaps more discussed than anyplace else. So those who are interested in the good of the community should be aware of the fact that community leadership is probably very well represented in the Lodge. If this is not so, then it should be the intent and effort of the officers of the Lodge to call upon the elected officials in all facets of administration to seek their membership.

This is also a time of the year when administration receives the interest of the officers of the Lodge. Those who aspire to further office, and especially to become Exalted Ruler, are now planning the year ahead. For those members of the Lodge who have not so far become involved in the Lodge, this is a good time to volunteer.

Every Elks Lodge has some committee which should appeal to individual members. There are committees that are involved with youth, there are those that are involved with the traditional days of service in the Lodge, there are patriotic duties to perform, there are the veterans' service committees who are in need of help, there are so many different areas in which workers are needed. So for those of you who are readers of this page, but who have not so far become involved with the activities of Elkdom, this is the time to volunteer your services, doing what you want to do and from which you will gain satisfaction.

Many have wished me "luck" during the year. My response is that "luck" is spelled **w-o-r-k**. So again, I call upon all Elks to be "Better Elks" and to work for a "Better America."



*Gerald Strohm*

Gerald Strohm

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

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

**What’s AARP?**

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

**What does it give?**

Primarily it gives you the opportunity for a new kind of life. A way to explore new interests. To save money on medicines, travel, auto and health insurance. To strengthen the voice of older Americans in federal, state and local government. But, most of all, it’s a way to maintain your individuality, and your dignity.

**How does AARP work?**

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

**What kind of benefits or services?**

Well, there’s AARP’s travel service. There’s information about a recommended Life Insurance Plan and an Auto Insurance Plan designed for mature persons. Eligibility for a Group Health Insurance Plan to help supplement Medicare. There’s a home-delivery pharmacy service. There are over 1600 local chapters where you can meet new people and get involved in community programs. There’s Mature Temps, a service to help you get part-time work. You even receive subscriptions to *Modern Maturity* magazine and the *AARP News Bulletin*.



*Irma and Peter McNulty*

**All you have to be is 55 or over.**

We don’t care who you are, where you live, or what you do, if you’re 55 or over you can be a member of AARP. And find the purpose and involvement you’ve been looking for.

So tell us your age. Because joining AARP is the best way we know to start feeling younger.

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

**American Association of Retired Persons**  
1909 K Street, N.W., Washington, D.C. 20006  
Gentlemen: I am 55 or over.  
Please enroll me as a member of AARP. I understand that it makes me eligible for all AARP benefits and privileges.  
Enclosed find:  \$2 (one year dues)  
 \$5 (3 year dues)     Bill me later.

Name \_\_\_\_\_ (Please Print) \_\_\_\_\_ DCZF  
Address \_\_\_\_\_  
City \_\_\_\_\_ Birthdate \_\_\_\_\_  
State \_\_\_\_\_ Zip Code \_\_\_\_\_

One membership entitles both member and spouse to all AARP benefits and privileges.  
(Only one member may vote.)

**PRE-SEASON SALE!**  
**Twice as Lovely!**  
**Twice as Charming!**



**Giant Double PEONIES**

**At 1/2 Price! 5 for \$2.00**

Why are we willing to sacrifice these choice, giant flowering double peony plants at less than 1/2 our catalog price? Now in order to secure new customers, we are offering them at 1/2 the catalog price if you act now. You will receive hand selected root divisions that will produce up to 45 beautiful and giant blooms on a single plant—enough to give you a gorgeous display in your garden and breathtakingly beautiful bouquets and centerpiece in your home. Rich color assortments of our choice: Satin Rose, Blood Red, Crimson, Snow White, Salmon Bright, Red, Pearl Pink. All are choice varieties that normally sell for as much as \$2.50 each. Order now—and order as many as you can while our one-half price sale lasts. **SEND NO MONEY.** On delivery, pay cost plus COD charges and postage. On pre-paid orders, add 50 cents to help postage and handling. If not 100% satisfied, just return the shipping label for refund of purchase price . . . you keep the plants.

**FREE GIFT!**

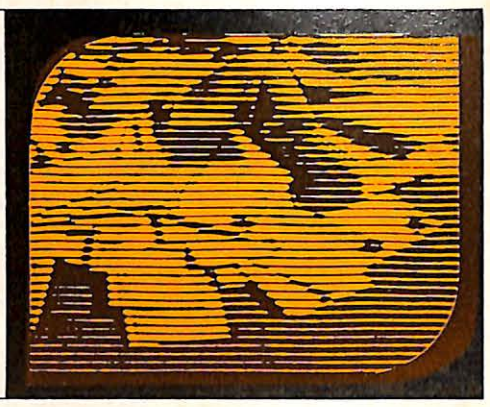
For your immediate order—an amazing Air Plant Leaf! Lives on air—just pin to a curtain—sends out 8 to 12 tiny new plants.



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**LETTERS**

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



• We thoroughly enjoyed the editorial, "We Remember Our Veterans" [November, 1974].

I would greatly appreciate a printed copy of Commander Coffee's speech to read in our Lodge. We would like to pass it on to the American Legion and Veterans of Foreign Wars in our area.

Raymond P. Bender  
 Leesburg, FL

*We have sent you three copies of the speech by Commander Coffee. We also have the speech recorded on either cassette or reel-to-reel tapes. You may order them from this office. The charge is \$3.00 for the cassette or \$3.50 for reel-to-reel tape, postage prepaid. Since our supply is dwindling due to the many orders we have received, we suggest you place your order at once.*

Martin Karant  
 Director of Public Relations

• In your December issue you have an article entitled "Man's Universal Enemy," by G. R. von Kronenberger.

We would like to know more about the author's background and where he obtained his information.

As producers of rodenticides and researchers into many methods of rodent control, we found the contents of this article to be very interesting.

Howard L. Arbaugh  
 The Ar Chem Corp.  
 Portsmouth, OH

*The author, a former project engineer and management consultant, now makes a successful living as a free-lance writer. His magazine articles are on a variety of subjects, but people, animals and the natural sciences are his main interest. Currently living in northern California, Mr. von Kronenberger is a regular contributor to many magazines, and his articles have appeared in publications ranging from Petroleum Independent to Reader's Digest.*

*For additional reading, check your local library or bookstore for the following:*

- \**Rats: A Study in Behaviour*, by S. A. Barnett, Aldine Atherton, Inc. (1972).
- \**The Ecology and Sociology of the Norway Rat*, by John B. Calhoun, Public Health Service Publication No. 1008, U. S. Government Printing Office (1963).
- \**The Conquest of Plague*, by L. F. Hirst, Clarendon Press, Oxford (1953).
- \**A History of Plague in the United States of America*, by V. B. Link, Public Health Service Publication No. 392,

U. S. Government Printing Office (1955).

• The article on rats in *The Elks Magazine* was very interesting. I'll spend a postage stamp to tell of an incident.

In 1915 or 1916 I was watching for rats with a .22 rifle in my grandfather's woodshed, which was not attached to any other building.

A rat came out from somewhere carrying a hen's egg by his lower incisor teeth, which had pierced the small part of the egg.

He carried the egg up the outside of a nine-foot pile of split wood, went over the top and disappeared. I was so dumb-founded I never raised the rifle.

The hen house was about ninety feet from the woodshed. The egg might have been frozen or maybe pierced when first laid!

H. E. Horton  
 Hamburg, NY

• Congratulations on the fine story, "Man's Universal Enemy."

I am an exterminator who has been fighting the rat problem for more than 25 years. It is so true and a very serious problem to mankind. Also, a never ending job.

Joseph A. Schmidt  
 Trenton, NJ

• I would like to express my appreciation for G. R. von Kronenberger's excellent article, "Man's Universal Enemy" [December, 1974]. This article was particularly appropriate since it appeared at a time when health officials throughout the country are attempting to inform citizens about the dangers of rats and the measures needed to control them.

Von Kronenberger's summary of rat biology and control was generally accurate, but it did contain one potentially important oversight. Contrary to von Kronenberger, roof rats are not being restricted to port cities by pressure from Norway rats. In California roof rats are moving out of their earlier haunts in the older port cities and into suburban and wild habitats in the interior of the state. In these new and frequently affluent areas, roof rats eat fruit, nuts and ornamental shrubs in addition to human garbage. The availability of alternate foods in such areas makes control with poisoned baits extremely difficult. In short, the roof rat in California is becoming more, not less, of a problem.

As your magazine pointed out, wherever rat problems exist, effective control



requires concerted action by local agencies and cooperating citizens. Tactics may vary, but whatever the approach, von Kronenberger put it best when he said, "The only effective campaign is the kind that never stops."

George L. Rotramel, Ph.D.  
Coordinator  
Rat Control Project  
State of California—Health and  
Welfare Agency

• I read *The Elks Magazine* from cover to cover and enjoy it very much, particularly Jerry Hulse's travel articles and Jon Peterson's "Backyard Gardener."

The November issue had an interesting article, "Convert," which I also enjoyed. I had been in England the first year of the conversion from the shilling, pence, etc., to the "New Pence." I first saw the denomination, "Guinea," in shop windows and inquired as to its value. The guinea is an obsolete coin issued from 1663 to 1813 and the value is fixed at 21 shillings, not 20 shillings that constitute a pound.

I also saw a typographical error on page 12 . . . the freezing point of water "(2 degrees Fahrenheit)." We all know it is 32 degrees. This reminds me of an old "Polish" proverb, "Look who's calling the pot black." I do not intend to be critical, as I truly enjoy reading our magazine. I wonder how many other club members noticed the errors, too. At least you know the magazine is being read and enjoyed.

Don Countryman  
Fostoria, OH

• Hey!! I'm having enough trouble with the metric system and now your magazine is just trying to confuse me . . . or keep me alert.

In the November issue there is an article titled "Convert!" and it's all about the metric system. On page 11 you have two blue rulers. The ruler on top is labeled "cm" and "inches."

I am assuming the top to mean "centimeters" and according to my metric system 25 mm. is equal to one inch and not 25 cm. Ten centimeters equals 3.937 inches.

Eugene W. Beatty  
Parkersburg, WV

*Whoops! We think you misunderstood. Each of the numerical markings on the "cm" scale (1 through 15) is one centimeter. At the one inch mark, the scale reads slightly more than 2.5 centimeters—or 25 millimeters.*

• I always enjoy the Elks travel articles. I make a little "journey" each month with you! Jerry Hulse's must be a wonderful occupation.

Ralph Martin  
 Fargo, ND

• How pleased I was to pick up my husband's *Elks Magazine* and find the article about the return of the family doctor. I am presently doing some research on the medical education of the physician who will assume this role in the community; and I found the article very timely.

Lydia E. Holmgren  
Orange, CA

# WHY AREN'T YOU RICH?

You've probably asked yourself that question a thousand times. But, how many more times will you ask it before you actually do something about it?

You have brains and ambition. So why do the things you want most in life seem beyond your grasp?

It's a frustrating feeling. I know, because for a long time, I too, wondered what I was doing wrong. I felt trapped . . . a prisoner to my job, trying to barely keep ahead of expenses and relying on the handy excuse of not enough time or money to get ahead.

Now I know better. I discovered a fact you'll find, at first, hard to believe. Yet it's as true as the gospel. *Success is easier to achieve than failure.*

At this point I should tell you that I own and operate a successful management consulting business. I built it from scratch. My clients have ranged from individuals, like you, to firms listed in *Fortune's* prestige "500." And like you, a number of my clients literally started out on a "shoe-string."

## Step-by-step to success.

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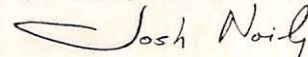
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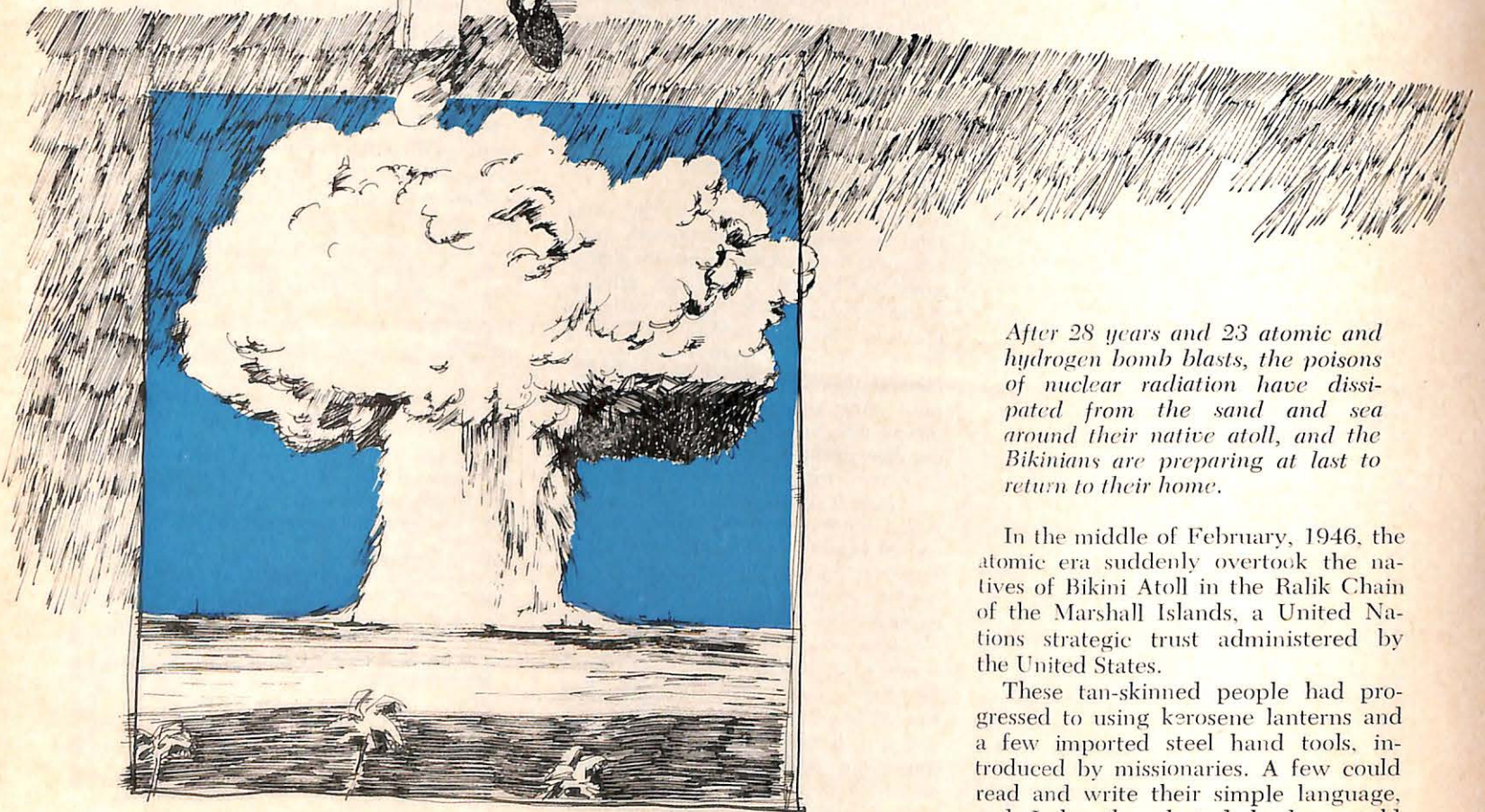
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# Their Long Voyage Home

by G. R. von Kronenberger



*After 28 years and 23 atomic and hydrogen bomb blasts, the poisons of nuclear radiation have dissipated from the sand and sea around their native atoll, and the Bikinians are preparing at last to return to their home.*

In the middle of February, 1946, the atomic era suddenly overtook the natives of Bikini Atoll in the Ralik Chain of the Marshall Islands, a United Nations strategic trust administered by the United States.

These tan-skinned people had progressed to using kerosene lanterns and a few imported steel hand tools, introduced by missionaries. A few could read and write their simple language, and Juda, the elected leader, could

speak and understand a little English. The outside world they knew little about, and cared less.

Then the fourth atomic bomb explosion of all time was to take place and the United States Military and Atomic Energy Commission decided that Bikini Atoll was the most suitable and convenient location for testing current and future atomic weapons. The same kind of atom bomb used against Nagasaki was to be exploded several hundred feet over a fleet of 97 target ships anchored in the small lagoon of their idyllic Marshall atoll.

The first inkling the Bikinians had of this was the arrival of a U. S. Navy negotiating team to gain their consent to the test and to arrange for their evacuation to the safety of another island in the Marshall group. As soon as the Naval team stepped ashore they were met by a calm but friendly crowd of Marshallese. Young men and girls, mothers with infants on each hip, naked children, women in "Mother Hubbards," and small boys pursued by yapping dogs, all converged on the officials, shaking hands and saying, "Yokwe yuk"—"Love to you."

The gentle, uncomplaining people of Bikini did not protest the decision to take their atoll away from them, perhaps forever. When American officials told them of great atomic explosions that would devastate their paradisaical speck of coral, sand and palms, Bikini's Magistrate Jude replied: "If the United States Government needs to use our houses for the goodness of mankind then by the kindness of God we are willing to go."

Living far off the recognized trade routes the Bikinians had developed a close in-group feeling during the years of relative isolation prior to the coming of the white man and found satisfaction and security in their closely knit personal relationship and communal life.

Not only are the Bikinians kind to outsiders, they are unusually kind and considerate to one another. Even though it might mean financial gain, there are no trade secrets. If one person has a special skill, he shares it. When a youngster gets a treat, a piece of bread and jam or some candy, he divides it up on request. In church it makes no difference whose child sets up a howl. The nearest woman or girl quietly accepts the job of calming him or taking him outside. This extraordinary regard for one another is evident even among the very young, and children take care of one another to help keep each from being harmed.

With the exception of the Eniwetok people, the people of Bikini are less sophisticated than the other more ac-

culturated Marshallese, and until their removal from Bikini their lives had been little affected by the outside world. Living on fish and coconuts, with so little of everything, they are joined together in a singular way. They have confidence in themselves. It is apparent both in what they do and in the way they do it. You can hear it in their voices when they sing, and see it in their faces when they talk or pray.

Anthropological evidence and studies indicate that they probably originated in Southeast Asia and Malaysia. Physically Micronesians are characterized by medium stature, brown skin, straight to wavy black hair, relatively little face and body hair, and high cheekbones.

Lacking most of our inhibitions, the people express a love for one another which is not found among more advanced peoples. A child born to an unmarried mother becomes part of the mother's family and enjoys as much prestige as the father possesses. There is no word in the Marshallese for bastard. Regardless if the father has position or wealth any child is a blessed event. The mother's family is proud that the child was born of them and gladly takes the responsibility of rearing it.

The strength of the people is in its men, descendants of the great Marshallese chiefs who sailed forth to conquer the easy-living people to the south. They still build the biggest and fastest canoes and no one in the Marshalls can outsail them.

And so, on March 7, 1946, the friendly, uninhibited 166 inhabitants of Bikini sailed away from their ancestral home aboard the U. S. Navy's LST 1108 to begin their 28 year exile of hardships and heartaches. They carried a few pandanus leaves for thatch, their personal possessions and their bibles. As the LST plowed out of the lagoon and into the open Pacific that day in 1946, the tan-skinned passengers crowded on deck chatting cheerfully. "Kim naj drol ilju," they said in their Micronesian dialect. "We shall return tomorrow." It was a fond hope that faded as the tomorrows grew into years, and the years into decades.

Their unhappy migration took them first to nearby Rongerik Atoll, an island the Bikinians themselves chose because it was nearby. But Rongerik has a dry land area of only 0.65 square miles, scattered over approximately 17 islands. It has a lagoon area of just 55.38 square miles. This is much smaller than the 2.32 square mile land area and the 229.40 square mile lagoon area of Bikini Atoll, with its 36 islands. Rongerik proved to be much too small to support them and two years later the Americans, who had been too pre-occupied with their tests to pay attention, found them near starvation. They were hastily moved to a temporary tent encampment on Kwajalein, until another island could be found.

When the U.S. offered them a



more permanent home on Wotho Atoll, the proud Bikinians declined because they did not want to be under the rule of the small tribe residing there. Instead they chose Kili, an uninhabited 120-acre island 500 miles to the south, where they have scratched out a poverty-stricken existence for the last 28 years.

The trouble with Kili is that, unlike Bikini, it is not an atoll at all but a single island unprotected by reefs. By habit, Bikinians are lagoon fishermen and the habit is a good one, for lagoons are much richer in marine life than the open sea. But Kili has no lagoon—the staff of life to the Marshallese—and offers nothing but treacherous waves that rule out fishing four months of the year.

There are other disadvantages to living on a single island. On Bikini, the islanders took full advantage of the atoll's islets by using the larger ones for living areas, and by setting aside others as coconut nurseries, livestock pens and sanctuaries for succulent sea turtles and nesting birds. But on Kili no such resources exist. Turtles avoid the island because it is inhabited. And because Kili's rainfall is about twice that of Bikini, the island is overgrown and its swamps breed mosquitoes. Living space is confined to a thin strip along the beach. "animals, garbage, insects, all kinds of wastes are concentrated in this small area," reported Todd Jenkins, a Peace Corpsman working with the Bikinians. "Regardless of where the fault lies," wrote Jenkins in a 1966 appeal to the United Nations Trusteeship Council, "the situation exists, and no one likes it."

No one liked it any less than Juda,

the magistrate and long-time leader of the displaced Bikinians. In the fall of 1966, Juda received an encouraging though premature letter from William Norwood, U. S. High Commissioner of the Pacific Trust Territories at that time: "I am very pleased to report," wrote Commissioner Norwood, "that it may be possible to resettle Bikini in the not-too-distant future." Two years later, Juda died of cancer still waiting for the final decision from the U. S. Government.

Finally, on August 12, 1968, a different message was relayed from Washington. Twenty-two years from the time they had left, ten years after the last of a score of atomic explosions had swept scorching fireballs and lethal radioactive wind over their homeland, the exiles learned of President Lyndon B. Johnson's formal decree that radiation on the atoll no longer "offered a significant threat to their health and safety." They were free to go home.

When the news reached them at Kili over their transistor radios (they have no electricity), there was no outburst of excitement. A subdued, tractable people, they have developed over these last unhappy years a skepticism about promises. They waited for official word which was finally brought them by Commissioner Norwood. He was formally received on Kili by Alab Lore, the grave and gentle magistrate of the Bikinians. "When we first heard the news that we could all go back to Bikini," said the magistrate, "we did not believe that we would see your face on this island. But now that your face is here, and we see it here, we know that it is true and we are happy."

The announcement by the President

was the culmination of a prolonged period of radiological and biological surveys by the Atomic Energy Commission and a specific study by the scientists from the University of Washington to determine whether the atoll was safe for human habitation.

The experts found that Bikini Island and Eneu Island, the largest in the atoll, are completely safe for human habitation and exploitation. The other smaller islands can be visited, but are not yet safe for permanent habitation.

Once the clearance was given, the machinery for rehabilitation of the devastated atoll went into operation almost immediately. Top level planning meetings were held in Washington and at the Trust Territory headquarters in Saipan.

A survey visit to Bikini by ship was conducted in late August, 1968, and included the High Commissioner, representatives of the Atomic Energy Commission, Departments of Defense and Interior, and nine headmen chosen by the Bikinians as their representatives.

The nine Bikinians had not seen their island since they had left 22 years before and it was changed now almost beyond recognition. Yet they all had a deep-ingrained memory of their long-ago home, and as they approached they cried out: "Lagoon! Bikini Lagoon!"

While the government officials discussed plans for rejuvenation of the island, the Bikinians searched for remnants of their old homes, the little cluster of pandanus-thatched houses they had left behind, their church and meeting house, the breadfruit and pandanus trees which had given them food and shade, and the tall coconut trees which once grew from virtually every yard of the island down to the highwater mark. But nothing at all of the village remained. "Everything is changed," said Alab Lore. "Everything is gone!"

On the survey group's return voyage to Kili, Commissioner Norwood gently asked Alab Lore how he felt and what his hopes were for the future. Lore, a restrained and reflective man, answered in measured words. "What we have seen on the islands disturbs us deeply," he said. "On some the life in the plants has vanished, on others the bones of the islands have been blown away. Some we have looked for in vain. But it is our home.

"Our lives on Kili have been sad, and I'm sure when we bring the news of what we have seen back to the people there they will feel even sadder. They will say, ask the people responsible in the United States to tell us what you have in mind for us, and what we should do, so that we can go home again to live."

## Earwax: the sneak thief of sound.

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

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

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Following this inspection trip, intensive planning for clean-up and clearing of debris and vegetation was done soon afterwards. Cost estimates were developed and the sum of \$3 million was appropriated to resettle the Bikinians. In February, 1969, the program of the rehabilitation of Bikini Atoll began with the Clean-up Phase. A joint task force composed of military, A.E.C., Trust Territory representatives, and civilian employees of Holmes and Naver, Inc., the contractor hired by the government to assist in the clean-up, landed on Eneu Island, Bikini Atoll, to begin the formidable assignment of preparing the atoll for the return of its former inhabitants.

The prospect was not encouraging. A dense, almost impenetrable jungle-like growth of stunted trees and brush bound together with tangled morning glory vines covered the surface of most of the islands of the atoll. Only a relatively few coconut trees remained on some of the islands. Rusted towers loomed high above the jungle which blanketed lower lying structures, and tons of debris. The dazzling white beaches were littered with large quantities of scrap metal including rusted and deteriorated vehicles, landing craft, and machinery. It was a very depressing scene.

Certain islands had been severely damaged by the testing of nuclear weapons. Some of them had been partially destroyed, with portions missing. A few others had been reduced to sand spits or completely obliterated. The surface of many of the islands had been drastically altered. Land had been blasted away, or removed for the construction of causeways, bunker protection, and berms.

The arduous task of clean-up began

immediately after the construction camp was set up. The grueling work continued through the hot summer with its heavy rains, and was complete in September. The rusted towers and other radioactive or mechanically dangerous structures were removed, with explosives where necessary, and buried at sea. Rusting equipment and other debris were cleared from the islands of the atoll. Large holes and culverts were filled and leveled. More than 200 tons of debris left from the 23 atomic and hydrogen detonations conducted between 1946 and 1958 was dumped from barges into the ocean depths. While some 1200 loads of non-radioactive scrap metal, broken concrete, and earthen fill was dumped into pits and covered by two feet of earth.

The larger islands of Eneu and Bikini were stripped of vegetation in alternate rows in preparation for scientific planting of more than 100,000 coconut trees. Older coconut palms and other shrubs and trees, untended for two decades, were cleared to make room for planting breadfruit, pandanus, coconut and other staple foods. Over 65 miles of these planting lanes, 24 feet wide, were bull-dozed across these two islands.

The old airstrip on Eneu was cleared and prepared for the weekly supply plane which was to service the clean-up group, and for emergency air lifts in the future. The piers, which had badly deteriorated, were refurbished and made servicable. Bunkers and buildings that could be used by the returning islanders were cleaned up and repaired.

A number of the Bikini people, selected by the council on Kili Island, also participated in the clean-up opera-

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"No thanks, I'm stuffed."

tions. They assisted in the work and served in an advisory capacity as well. These leaders expressed satisfaction with the work that had been done, and optimism for the future productivity of Bikini and its desirability as a place in which to live.

The blue-green translucent water of the broad lagoon and adjacent ocean, and extensive reefs of Bikini teem with marine life of many kinds. Seabirds abound, and large turtles frequent the beaches of the large atoll. All of the wildlife of Bikini is safe for human consumption except for the coconut crabs (*Birgus latro*), whose sweet meat the natives had once cherished. The crabs will have to be avoided for they remain highly radioactive because of their practice of eating their own *Strontium 90* shells. The condition of marine life was an important factor in the optimistic attitude of the leaders.

Tiny Kili, as has been pointed out, without a lagoon, and with a very limited reef area, currently provides only small amounts of edible marine life for the islanders.

When the Bikinians return, materials will be provided so that Bikini men can build large sailing canoes, and smaller paddling canoes. They will then be able to exploit the sea, lagoon, and reefs more efficiently in their search for food. They will once again be able to sail the broad waters of Bikini and visit the many islands of the atoll.

The Agriculture Rehabilitation Phase began in November, 1969, just prior to the departure of the Clean-up Task Force. Government agriculturists, assisted by the Bikinians, prepared a large coconut nursery on Eneu Island. Selected seed nuts brought from Jaluit Atoll were planted and nurtured. When

properly sprouted, these were transplanted to the other islands.

The islands of Bikini and Eneu were almost completely planted with coconuts within the following years. This tremendous task, involving thousands of young trees, was completed in late December of 1973. The overwhelming majority of the trees have survived and are thriving.

In addition, subsistence crops were also planted. Out of 200 breadfruit trees planted on Bikini Island 40 have survived. And 60 pandanus plants are alive out of the 100 which were planted. Future plans call for introducing more breadfruit and pandanus plants for Bikini and for Eneu as well. The nearby islands of Aerköj, Aerköj Loll, and Bikidrin also will be planted with coconuts, breadfruit, and pandanus.

The atoll will not be able to support the entire population until the coconut, breadfruit, pandanus, and other plants come into steady production. This means six to eight years for coconut trees from the time of planting, dependent upon rainfall and soil conditions. The breadfruit can be expected to bear from seven to eight years from time of planting. And pandanus will bear from two to three years.

Bikini will not be a very comfortable place to live until the trees have matured to the point where they will provide shade as well as food. In fact, the islands will be very hot, and rather bleak in appearance until that time. Of the 350 Bikinians (the population has more than doubled since 1946), only about 200 have decided to return to their atoll, but 200 persons from other atolls have expressed the desire to join them.

The last phase of the program is

the construction of homes and other facilities on Bikini. This began early in April of 1971 and is continuing to this day. Currently, 40 concrete houses, all alike, line a dusty road beside the blue waters of the lagoon, awaiting the return of the Bikini islanders. In addition, 24 water catchment-storage units, 10 cook houses, and 10 laundry houses have been completed. Another 40 houses with their supporting buildings are under construction.

The houses will be ready for occupancy toward the end of this year. But there are objections being raised to the housing design, though this was originally approved by the islanders. The fact that questions are being raised is seen by some observers as an attempt to gain additional compensation for the difficult years of exile.

In 1956, the Bikini people were paid the sum of \$325,000 in exchange for the use of Bikini Atoll. This was the first cash compensation paid the former inhabitants of Bikini since their removal more than ten years previously. The interest from the Trust Fund into which \$300,000 was placed provides an income of only a few dollars a year for each of the Bikinians. This will become even less significant as the population increases as is inevitable. This inadequacy has been the reason for much of the dissatisfaction and bitterness felt by many of the former Bikini inhabitants today. These feelings and attitudes have been tremendously increased by the *ex gratia* payment of \$1 million to the former Eniwetok people in 1969.

The Bikini exiles feel that they should receive equal treatment inasmuch as they were also removed from their atoll. In March, 1974, three Bikini leaders plus Congress of Micronesia member Ataji Balos went to Washington to petition Department of Defense and Interior officials for an *ex gratia* payment of \$3 million to the Bikini people, similar to the gift given to the Eniwetok people. This request is currently under study by the U.S. Government.

Officials in the Marshall Islands district center of Majuro, however, are confident that through negotiations, the path for their return voyage home can be smoothed out.

Whether the people of Bikini go home this year or early next, the homecoming is bound to be an emotional occasion. Many will not remember the traditional home they were forced to leave 28 years ago, and probably no one will recognize the islands today after the changes brought by nuclear blasts.

But the coconuts and breadfruit trees are growing and the lagoon is again teeming with fish, so life may again resume much of its old pattern. ■

## Citizen of the Year

Every Elks Lodge should be a contributing part of constructive community life. There are many outstanding citizens who have distinguished themselves in your community and deserve recognition. Your lodge can better its public relations and gain a more impressive community image by singling out one of these citizens for recognition through the Citizen of the Year program. Exalted Ruler, as the leader of your lodge it is your responsibility to plan this program for 1975.

Who has served your community by promoting programs for the elderly, for youth, or for the underprivileged? Who in your city or town has succeeded in bringing in new business or in promoting residential development? There is undoubtedly an outstanding local resident who has, through his service to the community, distinguished himself in such a way as to

merit the honor of the Citizen of the Year award from your lodge. This would be a person who, for one reason or another, remains outside of our Order. Select such a person and honor him. Send his name to Grand Secretary Homer Huhn Jr., 2750 Lakeview Avenue, Chicago, Illinois, 60614. He will issue the proper citation and return it to you. Plan the appropriate ceremony to make this award. Plan well and be sure to have the ceremony before March 31, 1975.

As "Better Elks—Better Americans," let us recognize our community leaders. Our cardinal principles and our community service ever enhance the image of Elkdom.

Please do not send your Citizen of the Year nominations to *The Elks Magazine*.

Richard B. Deffenbaugh, Member  
GL Lodge Activities Committee



# Don't Be Your Own Doctor!

by Kate Holliday

□ John had walked down that hall a thousand times. But, that day, for no known reason, he suddenly went down on the bare floor with a crash which shook the walls.

Dazed, he lay limp for a moment, only partly conscious of his wife's fearful cry from another room. He heard her footsteps and then, at last, felt her strong arms lifting his shoulders.

Still shaken, he managed with her

help to get to his bed. A few minutes later, the pain began. A few minutes after that, John became a fool.

Basically, John is what the world would call an intelligent man. In his late fifties, he has won corporate prizes for his salesmanship, lives well, if not luxuriously, prides himself on his knowledge of painting. He and his wife have a portfolio of insurance, which includes not only life but medical and accident policies covering everything from broken glasses to cancer. His bank balance is heartwarming. Yet, for three weeks, John, to his later sorrow,

was a consummate, card-carrying fool.

He refused to see a doctor, even to let his wife call a doctor, after his accident.

"There's nothing wrong with me!" he insisted. "I'm just black-and-blue. I'll be all right in a few days. Just give me some of that pain-killer, so I can get through the night."

He was partly right, at least: He *was* black-and-blue. But, even after the promised "few days" had passed, he still could not put weight on his left leg because of the pain, or turn over, or get to the bathroom alone. He lay flat on his back most of the time, dreading the nights, snapping at the days.

By the middle of the third week, his wife's devoted sympathy had changed

to exasperated concern. For he *wasn't* "all right," yet all her pleadings for medical help were greeted by obstinate refusals.

At last, a friend suggested she ask their physician to send a portable X-ray to the house. And this time she overrode his stubborn protests.

The plates showed he had shattered his left hip. And the weeks of vital time he had wasted "playing doctor" for his own ego had so weakened him that it was another ten days before the necessary surgery could be performed. At this writing, he is enduring the static months of healing before he can—it is hoped—walk normally again.

John was and is an idiot. But, sad to say, he is not the only idiot of either sex around. Tragically, in fact, the ranks of such people are increasing.

Medical men will tell you that to-

day a large percentage of the patients they see have come to them either too late to be returned to health or so belatedly that only partial recovery can be effected. Some specialists—vascular or cancer experts, for instance—put the figure as high as 25% or more. And it is with profound sorrow and professional frustration that they watch these men and women either become needless invalids or die before their time.

Why do these people not only skip a regular yearly check-up but, faced with a physical crisis, insist on being their own doctors? Why do they take their lives in their hands and refuse help?

We all know that medical costs, particularly hospital costs, have gone up. So, too, have insurance premiums and, to a lesser degree, physicians'

fees. And these facts, presumably, are part of the reason to ignore one's bodily danger signals. But that, to say it again, makes one a fool: A wise man realizes that no financial consideration is as important as good health.

Another part of the cause of this stupidity may be that, as we all know, often what *we* think may be a problem is merely transitory evidence of something unimportant, not to be worried about. And it is up to our physician to tell us so. But we must see him first!

On the other side of the coin, we all know, too, that there are a few individuals who camp on a doctor's doorstep, reporting every twinge as if it were a death rattle. They are, for the most part, laughable. But the medics, by and large, prefer them to those they never examine!

People like John are, as I say, on the rise today, perhaps abetted in their egotistic smugness by the extensive medical coverage in the press and television. They "know all about" this disease or that one, for they read that article in *thus-and-so*. So why shell out money to confirm what's already in their heads? And, in this attitude, they belie not only what basic intelligence they were born with but the honest danger signals which demand that they seek aid.

On the off-chance that you or the "Johns" among us might not know what those danger signals are, for this piece I have consulted, among others, an internist, a pulmonary specialist, a vascular surgeon, an orthopedist, a psychiatrist, a nuclear medicine expert, and a gynecologist. Some are on the working/teaching staffs of great universities; some are in private practice. For the sake of professional ethics, I have deliberately not used their names, but I assure they are all top-notch.

To a man, the fundamental law they lay down is this: *Whenever there is a functional or physical change which lasts for more than a few days at the very most, one should seek help.* And, as a corollary to that: *No matter what one's age, any accident which involves force or violence should be investigated as soon as possible...*

Let's go back to John for a moment, and what he *should* have done: First, while he remained on the floor, his wife should have called a doctor for instructions. Then, if limited motion was permitted, he should have been helped into either an ambulance or his own car, and rushed to the nearest X-ray. The machine should have decided the gravity of the situation, not John. The machine should decide the steps you follow, too, whether your child falls from a tree, you are hit by a car, or you slip in your bathroom.

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If you must wait, however, your main criteria are persistent pain, swelling, and diminished function. They *insist* you be examined, for delays can and do cause irreparable damage. Thus, John *should* have learned from a professional whether or not he had broken something and, if not, how to deal with his discomfort. If surgery was indicated, as later it proved to be, it could have been done while the break was fresh and his general strength up to par. *And only a doctor could tell him the truth.*

But persistent pain is always a red-flag danger signal. If it is harsh and sharp or merely an unusual dull ache—at any site—don't wait! Go to your doctor or to a hospital on an emergency basis, even if you appear at the ambulance entrance. Let the experts decide whether you "ate something bad" or, in reality, are having a heart attack, whether that "stitch in your side" is unimportant or evidence of an appendix which is about to perforate. We repeat: **DON'T WAIT!**

Shortness of breath is another sign which, if it continues, should put you on the alert. If this develops suddenly, if the gasping and wheezing you experience after minor exertion does not disappear in a few minutes, it *may* signify that you are merely over-

weight, but it may also be a symptom of a serious pulmonary disease. This, too, may be the case of an unusual and lasting cough, especially if you bring up sputum for the first time.

If you are losing blood from any part of your body—gums, bladder, nose, bowels, or in vomit or by a cough—don't *you* decide what might be wrong. Get to a doctor, fast!

If you have any sort of lump, have it examined. It *may* be merely a fatty, benign tumor, which the physician will leave alone, or, at certain sites, a vascular aneurysm, which must be watched. It also may be early cancer. Don't gamble.

If you are uncommonly fatigued, find it difficult to get up in the morning, ask what might be wrong. The same is the rule for constant paleness, or dizziness when you stand up, or ringing in your ears, or vertigo which causes you to fall or faint. These may be nothing. They may also be signals—of anemia, of arteriosclerosis, of an occluded artery. They must be evaluated.

We repeat: ANY persistent change in your own personal norm should NOT be the cause of self-diagnosis. Leave that to the man who is trained for the job. If you lose weight for no apparent reason, if your glasses need a new prescription sooner than usual,

if you suddenly develop a huge appetite, if you are "always tired," don't think you are wiser than the professional. Let him decide if something is wrong.

And, if someone you love seems to experience a depression or an anxiety he cannot throw off, don't laugh, don't accuse him of gold-bricking, but get him to a doctor. If you hear your husband or wife say, even once, that everyone would be better off without him or her, recognize it as a cry for help—and get it. Suicide is not a pleasant thing to live through. Prevent it, if you can.

Much of what these scientists have told us is just that: *prevention*. And, far from breeding a nation of hypochondriacs, preventative medicine is the kind they would prefer to practice. It is better, they say, to spend a few bucks finding out that nothing is really wrong with someone than to spend thousands trying—and perhaps failing—to correct something which has become critical, or even incurable, through neglect.

The "Johns" of this world are still with us, alas, bringing suffering not only to themselves but those about them. They are not admirable, not stoic. They are stupid. Don't be one of them. ■



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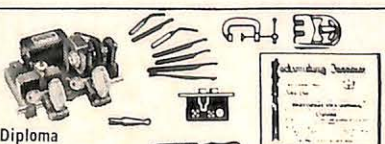

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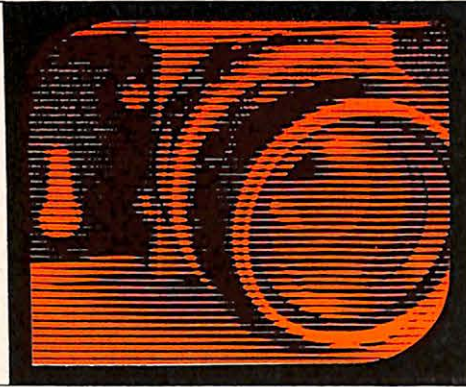



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# NEWS OF THE LODGES



**HONORED** at a special evening celebration was Grand Est. Lect. Kt. A. Lewis Heisey (third from right) of Middletown, Pa., Lodge. (From left) PDD Jacob Yaros, PDD E. S. Grimm, ER Harold Gingrich, and PERs James Harold and Carrol Stotz took part in presenting Brother Heisey with a plaque at the dinner held at the lodge.



**ROBERT YOTHERS**, Past Grand Exalted Ruler, listened to an old-style music machine, circa 1895, which was on display at a recent Old Timers Night held at Vancouver, Wash., Lodge. There were over 150 members in attendance for the evening.



**LACONIA, Pennsylvania**, Lodge was the scene of a ritualistic clinic in which approximately 40 Past Exalted Rulers participated. Among those present were (seated, from left) New Hampshire Ritualistic Chm. Samanto Quain, GL Ritualistic Committeeman Louis Cifarelli, ER Larry Richardson, Past GL Committeeman William Nadon, and (standing, from left) DDGER Ronald Simpson, N. H. Co-Chm. Leighton Washburn, and PER Frank Vault.



**A DRIVE** to raise funds for the Prospect Valley Branch of the American Cancer Society was sponsored by Waltham, Mass., Lodge. Trustees Chm. Thomas Monaghan, Cambridge Mayor Walter Sullivan, ER William Walsh, Waltham Mayor Arthur Clark, and PER Lester Kelly were instrumental in the drive which obtained the money via a three-minute shopping spree at a local supermarket.



**ALABAMA GOVERNOR** George Wallace spoke to a dinner group at the Elks Memorial Center in Montgomery recently for the annual Governor's Day event. With him were State Foundation Chm. Ronald Creel, PGER Robert Pruitt, and SP Lowell Blair.



**A TOTAL** of 129 years of membership in the order is represented by these three Elks members. On his recent visit to Van Nuys, Calif., Lodge, DDGER Bart Gromley (center) was greeted by two Old Timers: Harry Latt (right) from Atlantic City, N. J., Lodge, a member for 55 years, and Dave Dux, a 57-year-member from Monrovia, Calif., Lodge.



**SCHOOL CHILDREN** of the Racine, Wis., area received Elks Safety Stickers as part of the county sheriff's department's Deputy Friendly Program and of the police department's Officer Friendly Program. Racine ER Ted Bidwell (left) and Youth Chm. Robert Toppe Jr. (right) presented the stickers on behalf of the lodge to (from left) Officer Robert Curtis, Deputy Nello Lilla, and Officer Robert Dock.



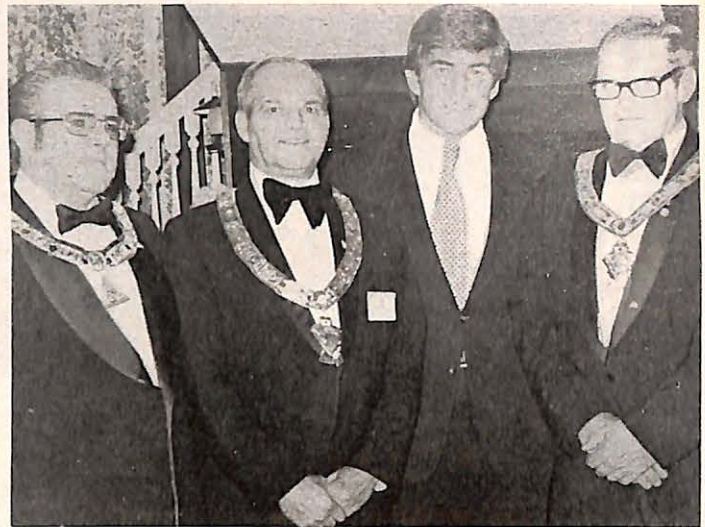
**THE PRESS** and members of Bordentown, N. J., Lodge and area lodges met at a dinner hosted by the lodge. Among those who helped in the process of explaining the aims of the Elks to the news media were state Public Relations Chm. George Frick (seated, second from right), VP Carl Hansen (seated, center), and ER Bernard Giehl (standing, center), who also moderated the discussion.



**A BANQUET** for two Little League teams sponsored by Bellefontaine, Ohio, Lodge was recently held at the lodge. ER Harry Conley (right) presided over the activities.



**A RIBBON CUTTING** at Princeton, N. J., Lodge marked the official dedication of the new lodge building. Participants in the action were (from left) State Secy. Obert Stetter, Township Mayor Nelson Thompson, SP Richard Squires, ER William Wilbur, PGER William Jernick, and DDGER Carlo Perantoni.



**STATE REPRESENTATIVE** Jack Kemp of New York was recently initiated into Hamburg Lodge. With Brother Kemp at the initiation were Amherst ER Lionel Henderson, VP William Linkner, and Earl Bentley.



**THE HOCKEY TEAM** from Hamden, Conn., High School, coached by Louis Astorino (center), was entertained at a banquet given by Hamden Lodge in recognition of their win in this year's state competition. Banquet Chairman was Brother Owen Sanderson, assisted by ER Robert Pannier (left), and Youth Chm. Tom Leonard (right).



**RED LION, Pennsylvania,** Lodge was recently honored with the United Cerebral Palsy of Pennsylvania Humanitarian Service Award. Ada Vanatta, Camp Hill Elks home service nurse, presented the award to ER David Reichard and Project Chm. Charles Poet Jr., after speaking on the home service units at a dinner held at the lodge.



**A BOWLING TOURNAMENT** for victims of cerebral palsy was recently sponsored by Hempstead, N. Y., Lodge. With participants at the event were (from left) Est. Loyal Kt. George Napolitano, PDD Jack Egozcue, Brother Mitchel Sasbon, Chm. Elias Jaghab, Esq. William Matwiow, VP Bucky Allinson, Brother Walter Pelkowski, Brother Frank Caprice, owner of Sheridan Lanes, Brother Francis Borger, PER Frank Meringold, and Brother Frank DiNinno.



**ASSISTANT DIRECTOR** William Kelliher (second from right) of Brockton VA Hospital accepted 100 football tickets from Massachusetts Vets Chm. Bud Gibbons. Hospital Chief of Recreation Michael Matondi, VP Albert Murphy, and VAVS Chm. Karl Cook stood by as the tickets, purchased by donations of district lodge members, were presented. Eighty tickets were also contributed to Chelsea, Mass., Soldiers Home.



**IN APPRECIATION** of services rendered by the Mobile Coronary Unit of the Hanover Fire Department, Commissioner Roy Miller (second from left) was presented a plaque and a \$100 contribution to the unit by Brothers John Luckenbaugh (left), William Niehoff, and ER Ray Swartz of Hanover, Pa., Lodge. The coronary unit came to the aid of Brother David Shildt who suffered a heart attack at a lodge affair.



**AN EMBOSSED ALBUM** was presented to GER Gerald Strohm by Shamokin, Pa., Lodge's Exalted Ruler, Clarence Wensel, as Grand Secy. Homer Huhn (right) observed. PSP Edgar Herwick and SP Alex Brady were among the state officials present to celebrate the visit to the lodge.



**COMMUNITY SERVICE** was the theme for Jamesburg, N. J., Lodge's annual charity ball at which the local police department, fire department, and first aid squad were honored. (From left) VP Ernest Brautigam, DDGER Nicholas Kewitt, ER Joseph Craparotta, Squad Capt. James Tilton, Police Chief Peter Giacomozzi, Fire Chief Robert Sanderson, PDD George Alzin, and Chm. Henry Dobenski Jr. paused a moment at the ball.



**A LOCAL POLICEMAN**, fatally wounded in duty in Yonkers, N. Y., was remembered by members of the lodge with the establishment of a trust fund for his widow and children. ER Richard Alexander (left) looks on as the initial \$500 donation is presented by Police Sgt. Michael Novoyno to Senator John Flynn and Mayor Angelo Martinelli, trustees in the fund.



**CERTIFICATES OF MERIT** from the state association were earned by three members of Spokane, Wash., Lodge. They were (from left) Will Joynes, first place for the Youth Activities booklet, PER Roy Gunderson, second place in the Lodge Bulletin Contest, and Ted Kerl, second place for VA Hospital merit.



**TEENAGER OF THE YEAR** for Ogden, Utah, Lodge Stanley Brown (center) accepted his scholarship award from ER Cecil Brown recently. Observing was Youth Chm. Lew West.

**A POLKA PARTY** dance, sponsored by Ephrata, Pa., Lodge, was recently organized to donate its proceeds to charity. The Jack Walters Band provided the music for the dance.



**A PILOT PROJECT** to curb drug abuse received a grant of \$1,000 from the Kentucky Elks Association. SP Charles Barber (second from left) presented the check to Rev. Bill Garda, Chairman of the Boyd County Alcohol and Drug Education Committee, observed by Ashland ER Thomas Rhodes (right), and R. D. Baughman, Kentucky Elks Drug Abuse Projects Chairman. The grant is directed toward the establishment of a telephone hotline on which trained students advise callers how and where to obtain help for drug-related problems.



**OFFICERS AND MEMBERS** of Park Ridge, N. J., Lodge recently presented Lincoln Park, N. J., Lodge with their old set of jewels. Lincoln Park ER Bob Reder accepted the gift from PDD John Nordham (left), observed by Park Ridge PER Don Wilson.



**TRIMBLE HOUSE**, a recreation center for the elderly, was dedicated recently in Louisiana, Mo. PGER Edward McCabe (second from right) was present, along with (from left) 51-year-member A. B. Holliday, Louisiana ER Gaylord O'Connor, and 54-year-member L. O. Marsh.



**PROCEEDS** from a dinner dance held to raise funds for the National Service Committee at Long Branch, N. J., Lodge were presented by ER Nicholas Alberti (second from left) to District Vets. Chm. Edward Wierzeski. Standing by as the \$1,000 check was offered were Co-chairmen Alex Dombroski (left), and Joseph Camagna.

**CHICAGO (SOUTH) ELKS 1596** **GRAND EXALTED RULER**  
*Welcomes* **Gerald Strohm**  
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**OVER 500** members of Chicago (South), Ill., welcomed GER Strohm at a reception and dinner held in his honor. DDGER Art Steffans, PDD Frank Farrell, Trustee John Tobin, SDGER George Hickey, ER Charles Kahr, Grand Secy. Homer Huhn, GL Committeeman Bob Sabin, and PER Peter Thomas were among those in attendance.



**OKMULGEE, Okla.**, Lodge's Exalted Ruler Bill Heady (right) and Est. Loyal Kt. Charles Wootten (left) presented a check to Oklahoma State Tech Director Wayne Miller. The lodge raised funds totaling \$500 for the purchase of five seats for the school's new auditorium.



**AN AUTOMATIC WHEELCHAIR** was donated by Rahway, N. J., Lodge's Crippled Children's Committee to the Children's Specialized Hospital of Mountainside. (From left) Frank DuBeau of the committee, Associate Administrator Richard Ahlfeld, Chm. James Toner, and committee members Edward Hetem and George Marhak were at the presentation.



**FIRST AID EQUIPMENT** displayed by (standing, from left) Ed Rowan, Mayor Arthur Fowler, and (kneeling, from left) Firemen Jerry Fernandez and Ronald Densberger, was donated by Lake Worth, Fla., Lodge for a new city emergency rescue truck. Value of the equipment was estimated at \$1,000.

**ADOPTED** by 14 lodges of New York's East Central District, 10-year-old Johnny Bennis was the guest of honor at a fund-raising dinner in behalf of the state major project, cerebral palsy. Newburgh ER Paul Capicchioni, Poughkeepsie ER Murwin DeGroot, and SP Harry Macy were among those present at the dinner.



## LODGE NOTES

**BEACON, N. Y.** The lodge's 50th anniversary was celebrated with a parade. PER Sam Affron, the lodge's first Exalted Ruler, rode in an antique car.

**LIMA, Ohio.** ER George Miller presented the Exalted Ruler's Trophy to West-side swim coach Jim Tschour at the annual open swim meet. There were over 100 participants at the event.

**FLORIDA.** Television host Mike Douglas has agreed to serve as honorary chairman of the Harry-Anna Crippled Children's Hospital fund sponsored by the state association. SP Norman O'Brien recently made the announcement, stating that he was "extremely pleased and honored."

**ROCKVILLE, Conn.** A delegation from the lodge made a presentation to Red Sox second baseman Doug Griffin for the Jimmy Fund, which benefits children's cancer research. Present were Brothers Fred Marchitto, Don DeVine, Lloyd Emery, John Lemek, Larry DelBene, and Pete Jaconski.

**LUBBOCK, Tex.** Funeral services were held at the lodge for Brother Jack Woosley, who died recently.

**NEWPORT, Vt.** Area law enforcement personnel were honored at the lodge's police appreciation night. The event was attended by members of the state and local police departments, and county officers.

**MEYERSDALE, Pa.** DDGER Ben Ortman presented trophies to his son Greg, winner of the lodge's junior golf tournament, and to runner-up Robert McNelly.

**WORCESTER, Mass.** A transportation committee to provide the county's Blind Association members with a means to reach the lodge for monthly meetings was recently organized.

**SMITHFIELD, R. I.** A shipment of skins received from California was donated to the VA Hospital in Providence and the R. I. Veterans Home at Bristol. PER Joseph Thibodeau made the deliveries.

**ANDERSON, S. C.** The Scholarship Committee presented seven scholarship checks of \$600 each to student recipients.

**FRONT ROYAL, Va.** At a recent ball, Trustee William Bolion received a certificate from the Elks' ladies in appreciation of his assistance to them.

**SUSANVILLE, Calif.** Steven Thomas Sargent, a charter member of the lodge, died recently.

**ATLANTIC CITY, N. J.** Brother Gus Weinberg and ER Dominick Bianchini presented Capt. Donald Hodson, Atlantic City corps officer, with a donation for the new corps and community center to be constructed.

**EAST HARTFORD, Conn.** The lodge held an awards banquet to honor its Little League team, which placed first in district and second in state competition.

**GRANITE CITY, Ill.** Eighteen foursomes participated in the lodge's annual golf tournament, chaired by Charles Rodell and Joe Buscemi. Proceeds from the hole-in-one contests were contributed to the fund for physically handicapped children.

**LEWISTOWN, Pa.** A testimonial dinner marked 49 years of service for former Secy. Perry Powell. Brother Powell was presented with tokens of appreciation including a special plaque and a gift from the Elks' ladies.

**SALIDA, Colo.** The lodge sponsored the county's annual 4-H Achievement Banquet at which awards were presented to 4-H members for their accomplishments during the past year.

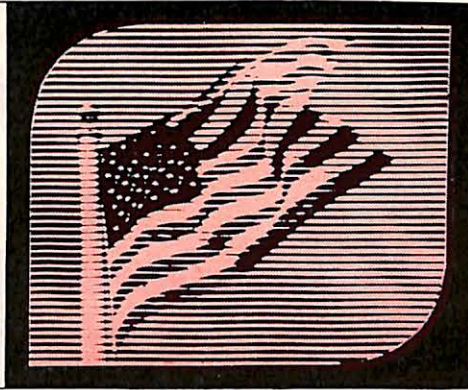
**ERIE, Pa.** An initiation of 30 candidates was held in honor of DDGER Donald Watson's visitation to the lodge. Brother Watson delivered GER Gerald Strohm's program to those present.

**CRISFIELD, Md.** Local youth participated in a recent fishing rodeo held by the lodge. ER Donald Turner congratulated the winners.

**YAKIMA, Wash.** Brother Briton Wallis Sears, a member of the lodge for over 50 years, died recently.



# ELKS NATIONAL SERVICE COMMISSION



On behalf of Cincinnati, Ohio, Lodge, Vets Chm. Oscar Duncan (second from left), and Fred Kessler Jr. (right), vets chairman for the lodge for 18 years, presented 100 pounds of leather to Avery Dotson, occupational therapy director of the VA Hospital. Mr. Dotson, a blind man, was able to identify each grade and color of leather by touch. Looking on were Chap. Tom Adkins and ER Steve Bailey.



Disabled veterans from Buffalo, New York's VA Hospital enjoyed a cruise up the Niagara River conducted by past exalted rulers of North Tonawanda Lodge. District Chm. Howard Haverly, State Chm. Lucian Masur, DDGER Larry Papke, and ER William Hardy were among those who helped organize the cruise for 155 patients.

A quantity of leather was received by the VA Hospital at Albuquerque, N.M., from the New Mexico Elks Association. Helen Smithson, chief occupational therapist, inspected some of the skins donated by Albuquerque Leather Chm. James McCreight (right), and State Vets Chm. Dick Martinez.

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# the top three

by Jerry Hulse

Name your three favorite hotels in all the world, the editors asked. Only three out of dozens? Only three, they insisted. I thought of the Bristol in Paris, the Excelsior in Rome, London's Inn on the Park, the Ritz in Lisbon. I pored over my notes. What of the Sacher in Vienna, the King Frederick in Copenhagen, the Vier Jahreszeiten in Munich, Amsterdam's Krasnapolsky, the Bellevue Palace in Berne, the Arizona Biltmore, California's Beverly Wilshire, the Broadmoor in Colorado Springs, Las Brisas in Acapulco, Laurance Rockefeller's magnificent Mauna Kea Beach Hotel in Hawaii, the Greenbrier in South Carolina?

In the end I chose three. Another professional traveler no doubt would have compiled the list differently. Just as with a woman, not every man succumbs to the same charms. Thus, the hotels which I have chosen were selected from personal experiences. Yes, and because of the impeccable service.

First, there was the Plaza in New York, a landmark, a grand old dowager facing Central Park at 59th and Fifth, horsedrawn victorias curbed at the door. Nostalgia pours through its lobby and hallways and into the Persian Room and the comfortable old Oak Bar, which, with the arrival of the 5 o'clock crowd, is opaque with smoke and deafening with the cacaphony of colliding voices.

At teatime in the Palm Court the sigh of violins mixes pleasantly with the hum of conversation. The strings drip with sugar-coated Welkian-like notes until one half expects to see

the old maestro himself, Lawrence Welk, gliding across the floor, arms securely embracing Constance Bennet, an early Palm Court devotee. In a day of sterile look-alike, high-rise hotels the Plaza remains a graceful granddam.

For more than 60 years the hotel has played host to famous guests the world over: presidents, kings, film stars, composers, writers. Yellowed pages reveal their names: Presidents Truman, Eisenhower, Kennedy, Nixon . . . Mark Twain . . . Billie Burke . . . Oscar Hammerstein . . . Nikita Khrushchev. During the Roaring Twenties the Plaza was the watering hole of F. Scott Fitzgerald, and although once expelled from the Palm Court he returned to soak in its richness.

Other ghosts roam its corridors. At its opening in 1907 the Plaza's first guest was millionaire sportsman Alfred Gwynne Vanderbilt. He signed the register "Mr. and Mrs. Vanderbilt and servant." Others came in horse-drawn carriages: John "bet-a-million" Gates, George Jay Gould, John Wanamaker. Excitement ran through the streets and at the dedication the Plaza was described as America's "finest hotel." The crowds became hysterical with the appearance of Diamond Jim Brady, who arrived twirling a diamond-and-ruby-headed cane, his free arm clutching the waist of the lovely Lillian Russell. From the very beginning it was evident that the Plaza was to be one of the world's grand hotels. It has been called The Last of the Big Splendors and the Dowager Queen of American Hotels, and although its life has been threatened on occasion, it prims and goes on. Several years ago it

was saved by a \$9 million facelift.

Rated as one of the nation's luxury hotels, the 19-story French Renaissance pile continues to attract discriminating guests, with rooms bid anywhere from \$44 to \$585 a day. For \$585 the Plaza obliges with the penthouse suite, complete with four bedrooms, a kitchen, a card room, a billiard room, whirlpool baths, a sauna, laundry room and wine cellar, not to mention a terrace carpeted with ersatz grass.

When the Plaza was younger Eddie Duchin played romantic melodies for guests who return now with gray in their hair and memories in their hearts. Several of the old caged lifts have been replaced with automatic elevators, and those that remain are to be converted at a cost of \$1 million. For years the Plaza resisted the temptation to install a direct dial telephone system, even though the wait for the operator often was maddeningly long. Now pushbutton sets grace the rooms, an extravagance that involved the rewiring of the entire hotel. Still, personal service remains a plus at the Plaza. Maids who slip in to prepare beds leave behind a chocolate mint on each pillow. The candy bill alone costs the Plaza a tidy \$20,000 a year.

If the guests are happy, so it would appear is the help. The majority of the hotel's 1,500 employees have been on the payroll for years and if both guests and help appear content, well, so are the poodles who put up at the Plaza. While other hotels may panic at the thought, Fido is welcomed and warmly. Indeed, there are special menus to keep tails wagging. Break-

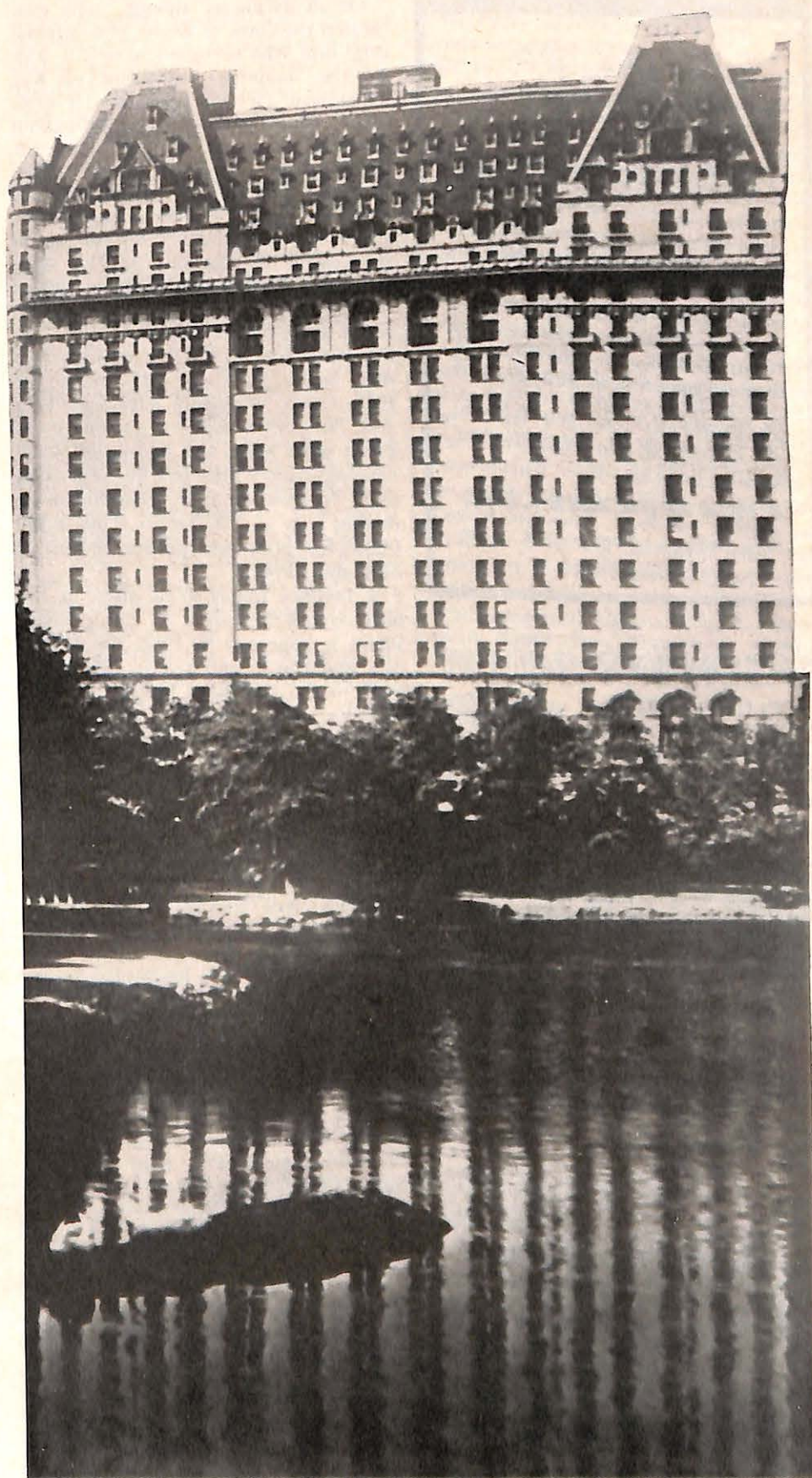
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fast: Milk, cornflakes, egg yolks and cottage cheese. Dinner: Chopped beef, broth, spinach and a bone for desert. One wealthy guest even acquired a private room for his poodle, with bath yet.

Another guest, similarly affluent, moved in the day the hotel opened and remained until the day she died.

The guns of World War I hadn't yet sounded when the Plaza opened. Linens were purchased in Ireland, curtains in Switzerland and glassware in France. Glittering in the halls, the lobby—indeed even in the elevators are the original 1,650 chandeliers which were created especially for the Plaza. Wood for the Oak Lounge, the Plaza's premier dining room, came from the same forest that supplied Westminster Abbey. Over one table a plaque reads: "George M. Cohan—here in this corner he spent many happy hours."

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the daughter of millionaire George Jay Gould, tables were prepared for hundreds of guests, the walls banked with 5,500 lillies of the valley. Grand though it was, the Gould party failed to match the \$70,000 blowout tossed a couple of years ago by a guest who spent \$18,000 on flowers alone.

Of all its guests, though, none ever created the furor of Eloise, the fictional little brat who occupied room No. 934. As the imaginary offspring of Kay Thompson (whose book was a best-seller) Eloise caused havoc throughout the hotel, dumping garbage down the dumbwaiter, screaming for room service and raising hell whenever she couldn't have her own way. Soon Eloise dolls appeared in toy stores throughout the nation. At the same time the Plaza established a special "Eloise room" where pint-sized guests could order from an "Eloise menu." Today a painting of the mischievous imp hangs from a wall facing the Palm Court. Outside a parade of taxis and limousines gathers at the curb. Pretty girls enter the lobby and businessmen hurry off to the Oak Bar, there to seek surcease from the maddening spin of Manhattan. This is the Plaza—the prim and proper matron at 59th and Fifth.

A favorite hotel? Well, there is the beloved old Peninsula in Hong Kong. When it appeared in 1928, the Peninsula was the most modern, up-to-date hotel in the Far East. Only a handful of other rooms existed in all of Hong Kong. To this day its reputation as one of the world's fine hotels continues. Tea along with fresh fruit and flowers are delivered whenever someone checks in. The Peninsula remains the only hotel in the Orient which "keeps a file on soaps preferred by its guests. Whatever one desires is available. "Spaghetti at 3 o'clock in the morning if one wishes," said manager Peter Gautschi. "With or without the meatballs."

Rates range from \$40 to \$300 a day. For \$300 the guest is ensconced in the Marco Polo Suite: two bedrooms, two baths, a sitting room, dining room, services of a valet and a chauffeur-driven Silver Cloud. Altogether, the Peninsula operates a fleet of eight Silver Clouds plus eight maroon Lincoln Continentals. The limousines are used to pick up guests at Kai Tak airport.

At the door to the hotel small boys in slick white uniforms swarm around the car, gathering up the guest's bags. With a staff of nearly 1,000 employees, the hotel smothers everyone with attention. Sixteen white gloved Chinese bellboys react automatically whenever someone approaches the lobby door.

In the years since it first flung open its doors, the Peninsula has attracted a long line of famous figures: royalty, presidents, diplomats, spies. I asked Gautschi if the spies were gone. "Heavens, no," he shrugged. "They're still here. Spies love the Peninsula!" In the old days the spies would gather in the lobby, spying on one another through the potted palms. But when the hotel was remodeled several years ago the palms were removed. Now the spies, along with everyone else, are exposed to all eyes.

Taking tea in the Peninsula's lobby is fashionable to this day. The lobby is also a most remarkable girl-watching post. Eurasian beauties swarm there, along with the spies and ordinary guests who look on breathlessly. The lobby is a gathering place for Chinese, Britishers, Americans, Japanese and turbaned Sikhs. Ernest Gann's novel "Soldier of Fortune" has its opening in the great room. The Peninsula remains a crossroads of the world, and the parade of characters marches constantly by.

Likewise colorful is the famed Raffles in Singapore. This was the scene when I entered last summer: A breeze was blowing through the curtained corridor, sweeping along a verandah that has known the voices of British aristocracy, Malaysian rubber planters, opium smugglers, sultans, kings and queens. It is a corridor which is filled with the ghosts and memories of another time. Gone are Rudyard Kipling, Somerset Maugham, Noel Coward.

The proud day of a far-flung British Empire is at rest, but the legendary Raffles refuses to succumb, either to time or to change. The good smell of age permeates the hotel and flows from its cracks and hallways, penetrating the nostrils with a rich reminder of another age. It is an anachronism set among Singapore's modern skyscrapers, a throwback to a day of elegant living in the Asian city. Named for Sir Stamford Raffles, the founder of Singapore, it has done business for nearly 100 years.

Not far off, in a Malay village, lived the Sultan of Johore, and only steps away pirates gathered to trade stories and swill gin. Singapore was alive and lusty, its alleys and avenues crawling with the very characters who've paraded through dozens of exciting novels and films. They held court in the Raffles, the noble, low slung and rambling "Savoy of Singapore." Horse drawn carriages deposited them at the door where Sikhs in splendid costume guided them to the famous Long Bar and beyond to the Elizabethan Room with its richness and quiet elegance. Britons in starched

linens ordered pink gins and ladies in silk sipped tea and spoke of "home"—England, a country half a world away. Others gathered in the late afternoon on the veranda of the century-old Cricket Club, listening to the wind as it funneled among a grove of palms. They arrived with their steamer trunks and stayed on for months, for this was the pre-jet era of leisure travel, of the grand tour, of proper British ladies and gentlemen whose grace and manner identified them as aristocrats.

It was in the Raffles that Ngiam Yong Boon, a barman, mixed the first Singapore Sling, a drink that has sent many a guest reeling to his room. And it was there one night that the headmaster of the nearby Raffles Institution shot a tiger he discovered crouching beneath a billiard table. During the depression years of the early 30s when other world famous hotels closed their doors, the Raffles held on tenaciously, maintaining its reputation as No. 1 in Singapore. Later when war came to Malaya in 1941, bombs fell on Singapore day and night. Streets were turned to craters and buildings were reduced to heaps of rubble, but the Raffles escaped relatively unscathed.

Even with the nightmare of war, a certain gaiety pervaded the Raffles; the management blacked out the ballroom and the orchestra played and couples danced while explosives dropped on the city. They danced to those sentimental melodies of World War II, right up until the night before Japanese invaded the city. Afterward the Raffles was commandeered by high-ranking Japanese officers who remained until the city was liberated in 1945. With the war over, guests

returned; they've been crowding the hotel ever since.

"One reason everyone continues to return to the Raffles is because of tradition," said manager Roberto Pregarz. "I had an old lady here recently who had visited Singapore as a girl and she came to me, complaining indignantly that someone had removed her mosquito net. I explained that mosquitoes no longer are a problem here and that we did away with the nets long ago, but she refused to listen. 'At the Raffles,' she said, 'one always sleeps beneath a mosquito net and I am not going to bed until you find me one.'" In the spirit of the Raffles, the lady's request was granted as Pregarz dispatched an employee off to secure a net for her.

Others returning to the Raffles complained recently that the ceilings in their rooms had been lowered and the fans eliminated to accommodate the newly installed air conditioning. Pregarz, eager to please, is responding by raising the ceilings again in several rooms and replacing the fans. Myriad fables surround the old hotel. There is the waiter who insists a Dutchman used to arrive for breakfast each morning drink 8 to 10 bottles of gin (they were small bottles) and then stagger out, barely before the luncheon crowd began arriving.

Just off the lobby, the Long Bar is an unelegant, airy room half the size of a warehouse, but a certain atmosphere distinguishes it as unusual. Maybe tacky is the word. If opium smugglers were still about—and perhaps they are—it is where one would expect to bump into them, seated in the old rattan chairs, counting their illicit gain, planning other sorties into the mysterious Asian night.

## did you know..



The official flower of the Order is the forget-me-not, known botanically as *Mysosotis Palustris*.

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The word "elk" is very old and was given by foreign naturalists to an American form of the deer family, and also to the extinct Irish elk, which was not really an elk at all but a giant form of the fallow deer.

The flat-horned elk of the northern United States was named moose by the Indians and the native name became popular and stuck. Our large, round-horned form of deer was spoken of by some Indian tribes as the gray moose and an appropriate Indian name, Wapiti. The name was first used by naturalist John Smith Barton and ever since has officially been recognized as the authentic description of the American fauna we now call the elk.

☆☆☆

Official colors of the Order are white and royal purple. White is the symbol of divinity, wisdom, purity, justice and hope after death. Purple was considered the color of kings and symbolizes jurisdiction, the love of truth and the highest degree of virtue.

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# BIOLOGICAL DE-BUGGING

## by Jon Peterson

Thousands of tall, stately linden trees lining the streets of Berkeley, California, faced the worst peril of their lives. The tiny aphids and oakworms infesting them were mere moles on the back of an elephant. But they were deadly.

First dozens of trees succumbed, then hundreds. Soon, *all* the lindens, valuable not only for their shade but also for the noise and flood control they provided Berkeley residents, were in jeopardy.

In a desperate attempt to save them, the city began investing up to \$7,000 a year on various sprays designed to rid the trees of their pests. But \$7,000 wasn't enough. The sprays simply didn't work.

Finally, a last-ditch attempt brought the city council to the door of Dr. Robert van den Bosch of the University's Division of Biological Control. After serious research, he found what could be the answer. Another insect.

Dr. van den Bosch imported *Trioxys curvicaudus*, a tiny European wasp that laid its eggs among the aphid eggs, destroying them. Before long, the aphids were gone. But the oakworms were another problem.

The biologists decided on a low-scale form of "germ warfare." He introduced an insect disease called *Bacillus thuringiensis* that attacks the caterpillars of the oakworm. Not too much longer than that, Berkeley's lindens were once again growing strong and predator free. And the city's pest-control budget dropped from \$7,000 to \$2,500 a year.

Bolstered by successes like the one at Berkeley, the U. S. D. A. recently granted 19 universities \$500,000 to study six crop systems—cotton, soybeans, alfalfa, fruits, citrus, and pines—to exhume long overlooked biological controls for checking the progress of lifestealing pests. A new concept? Natural approaches to pest control have been around for hundreds of thousands of years . . . long before the advent of man. But man's recent *return* to these natural approaches is more than revolutionary.

There is no doubt there's movement toward natural pest management," says Dr. Everett J. Dietrick, head of Rincon-Vitova Insectaries, Inc., of Rialto, CA, a firm that raises insects for biological control. Rincon-Vitova's gross income rose 25 percent from 1972 to 1973, and 33 percent more people were added to his staff. Organizations like R-V control pests as naturally as possible in stages. First, farmers are urged to practice policies of good cultivation, crop rotation, cleanliness, and biological control. Then, if dam-

age to crops persists, they may draw on pesticides. But in limited applications timed accurately to release as little chemical as possible. More and more farmers are finding that indiscriminate use of wide-ranging or toxic pesticides don't do the job. As pests gradually build up immunities to the chemicals, it may take constantly heavier applications to do the same job from year to year . . . or entirely new pesticides.

"We've been doing this for 15 years, now," says Dietrick. "The backbone of any pest management system has to be the natural enemy complex already available on the land. We augment this, adding other biological controls to help the natural complex, and we often find we don't have to spray."

Orange County, CA, farmer Jack Hubbard agrees. Five years ago, Hubbard couldn't raise peppers because of pepper-hungry, pesticide-resistant aphids attacking his crops.

Last year, Hubbard raised his pepper acreage from 70 to 110 and is now farming them successfully. How did he manage it? First, he stopped spraying, allowing both pests *and* their natural enemies to build up. Dietrick then released lacewing, ladybugs, and trichogramma wasps to augment the aphids' native enemies.

"I've noticed half a dozen other natural parasites in Jack's fields now that he doesn't spray," Dietrick claims, "and migrating predators work their way through his peppers, too."

Understandably, the fewer crop failures farmers face, the greater America's produce supply will be—and the lower the food prices we pay in the market. For the *home* gardener, especially during these times of unprecedented peacetime inflation, reducing crop failures is important, too. How? You can hire a pest management firm, like Rincon-Vitova, or do the job yourself. But, of course, if you tackle it alone, it pays to know what on earth you're doing.

Biological pest control is a two-part street. You can control pests with plants and planting techniques; and you can control them with harmless insects, reptiles, and birds. But you must make sure your "basics" are in order, first.

For example, always plant in good soil. If your soil lacks minerals, if it's too clayey or too sandy, add humus—mulch—and manure, possibly even a good, general fertilizer. Numerous tests have shown the healthier your plants, the more pest resistant they'll be. Nature has a way of eliminating the weak and imbalanced . . . via pests and disease. "Survival of the fittest," it seems, extends clear down to the world of plants.

Next, rotate your crops. Growing the same crops on the same plot of ground year after year both depletes the soil of certain minerals (different crops draw different and varying amounts of minerals from the ground) and allows the unnatural build up of pests that attack those particular crops.

Get into the habit of mulching—building up layers of organic material between the plants in your garden. Such mulching inhibits weed growth, retains valuable moisture, provides nutrients for growing plants, loosens hard, clayey soil, and attracts earthworms. Worms, in turn, feed on the mulch, adding various minerals, then extrude *castings*, a rich, plant-ready food for your flowers and vegetables to absorb through their delicate root systems. As the worms burrow through your garden, they loosen the soil more effectively than man can, leaving tiny passages to conduct water and air deep into the ground so that your plants can grow more effectively.

You can purchase worms by the thousands, if your ground lacks them, from numerous worm farms around the country. But if you release even a *million* of them on poor soil with not enough rotting mulch around to feed them, you're wasting both your time *and* your money. Nothing lives on nothing, and worms are no exception. On the other hand, if the mulch is there, the worms should be there, too. If not, check with your local garden dealer or the telephone directory. You may even want to send a sample of your soil to your county agent for analysis. Could be there are accumulated, toxic substances in the soil that are killing the worms off. It'd be worth a check.

All fine and good, you say? You've plenty of mulch on the ground and worms munching the mulch and crops that you rotate religiously every year, but you *still* can't chase those brocoli-eating aphids from your garden? Aphids find powdered limestone irritating. Sprinkle some on whatever green vegetables these tiny pests are turning into their evening salads. That should make them vanish.

Nearly everyone is troubled by Japanese beetles from time to time. They, like aphids, can take their toll on almost anything they have a taste for. One of the most effective means of repulsing them is to dust your plants with white powder . . . either lime or common flour. This doesn't kill them, of course, merely discourages them from lighting. You'll have to re-dust after each rain. But eventually, they'll tire of your persistence; and you'll have won the battle—if not the war—and spared the crop.

Nematodes, or garden slugs, are similarly supposed to shy away from limestone. Not so. At least not in *this* gardener's garden. I was plagued with them in my strawberry patch and sprinkled regularly with powdered limestone. At best, the slugs hit directly would crawl from one berry plant to another, shaking off most of the powder along the way, and continue munching as before.

Then a friend told me he found common table salt sprinkled on slug-infested plants evaporates the slimy little creatures. So I tried it and found it's true. Since then I've heard too much salt can be toxic to plants, though I never lost any, myself, and really can't say how much "too much" is.

There's another way to repulse slugs. The Connecticut Ag Station discovered common marigolds impart some nearly mystical substance (or so it seems to me) to the soil after a couple of seasons of growth that drives nematodes away. I'm going to try *that* in my berry patch this year, along with some crushed marigold mulch. Quite probably it'll do the job. I've been growing these aromatic little annuals among my tomato plants for years and rarely see slugs nibbling on them.



### 1975 March Of Dimes

Grand Secretary Homer Huhn had the opportunity of meeting nine-year-old Jamie Weaver, the 1975 March of Dimes Poster Child, who came to visit him in Chicago from Spokane, Washington. Jamie must wear artificial eyes since she was born without them, yet she is active in spite of her handicap. The National Foundation—March of Dimes can help thousands of children like her, as it supports research and medical service programs directed at the prevention and treatment of birth defects.

I've heard a lot of people talking about how vicious cutworms are in the garden. They attack such plants as tomatoes and beans, severing them at the ground—then move on to other conquests. If you don't mulch, you're as likely as anyone to suffer from cutworms. To beat them, wrap a paper collar around the stem of each plant, burying half the collar, exposing the rest. Since I keep several inches of mulch pushed tight against all my plants, I've never even *seen* a cutworm at work, though several of my neighbors have. It seems the mulch acts as a *natural* collar that the worms either can't or won't bother crawling through to do their dirty deeds. Basically lazy, I suppose.

If your turnips are bothered by—what else?—aphids, you might want to consider interplanting shallots among them. Start the shallots from seed indoors—or buy cloves—and transplant them outside. Once they're well established, say four to five inches, sprinkle turnip seed among them and cover lightly with topsoil or humus. In rich, well-mulched earth, thin the turnips to three inches; they'll grow aphid free.

Cabbage loopers used to be a big problem for me. Until I interplanted the heads with garlic, which seems to deter them. Use the same procedure as with the turnips.

Companion planting or interplanting, as it is called, works well to discourage *many* types of pests. Insects locate their favorite "targets" by smell. By interplanting your vegetables with other vegetables (especially the aromatics such as shallot, garlic, and chives), flowers (particularly the yellow varieties), and herbs, you confuse their delicate sensory apparatus. A Cornell University study showed insect damage can be *halved* simply by interplanting. In addition, bulb- and root-type vegetables, such as garlic and carrots, work to loosen the subsoil to the benefit of their shallow-rooted companions. A nice bonus.

Something that works quite nicely *above* ground to keep your garden low on pests is the praying mantis. It's an ungainly looking insect with stick-like body sometimes as much as five inches long. It derives (and deserves!) its name from its habit of successfully crouching in prayer-like pose on twig or limb, waiting for an unsuspecting meal to crawl by. The Chinese mantis is the larger and more effective of the mantises available in the U. S. It also has developed a resistance to northern winter cold and, once established in your garden, should perpetuate itself for years.

How do you go about finding these garden workhorses? Many firms—per-

haps your local garden supply shop—sell mantis egg cases, which, when suspended from the branch of a tree or shrub, will send up to 200 tiny, ravenous babies scurrying around in search of aphids, weavils, and other damaging insects each spring.

Other beneficial insects include the common ladybug (or ladybird), which consumes up to 50 aphids, mealybugs, leafhoppers, and other pests a day, ground beetles, green lacewings, and several varieties of wasp.

You can't *buy* them all, of course. But, then again, if your garden is properly balanced, you shouldn't have to. The more "natural" your garden is, with inter-mingled vegetables, flowers, trees, shrubs, even larger stones and pieces of log for the beetles and other helpful insects to hide beneath the more likely you are to have a natural army of predators already on your property . . . just waiting for the pest population to spring out of control.

Of course, your army will never completely obliterate the pests. That's not nature's way. Why should it be? After all, there's a lot of truth in what well-known garden writer Ruth Stout once told a group of friends:

"I've always found in the many years I've been gardening that however generously insects may help themselves to the products of my labor, they always courteously leave quite a bit for me."

More than that, it seems, the home gardener should not ask.



In the event you can't locate the biological control items you want in your vicinity, you may obtain them from the following firms. Write for prices and delivery times.

#### Earthworms

Brazos Worm Farms  
Route 9  
Waco, Texas 76705

Sunada Enterprises  
Box 362  
Parlier, California 93648

Andrew Peoples  
R. D. #1  
Lansdale, Pennsylvania 19445

#### Beneficial Insects

Gothard, Inc. (Trichogramma wasps)  
P. O. Box 370  
Canutillo, Texas 79835

Schooner's Sierra Bug Co. (Ladybugs)  
P. O. Box 114  
Rough and Ready, California 95975

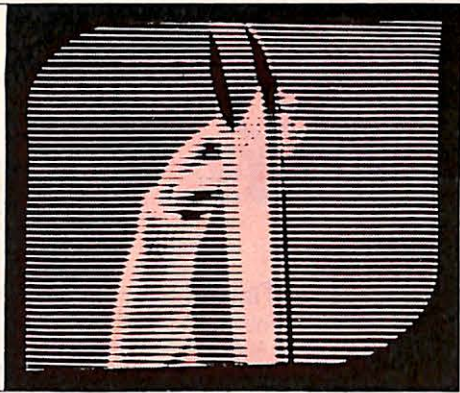
#### Repelling Herbs

Nichols Garden Nursery  
1190 North Pacific Highway  
Albany, Oregon 97321



# SPORTS ACTION

by Don Bacue



## The European Concept

Call it the European Concept. Though it's more than a concept, actually. It's enjoying the greatest number of outdoor sports and activities possible at a single location. That has always been a major distinction between Europeans and ourselves. When winter strikes, they spring into action, while far too many Americans curl up before the fireplace to await the duration. That means a good six months of the year when many of us are lolling around lazily, slowly getting out of shape, while we could be out having the time of our lives . . . and possibly extending our lifetimes, as well.

Winter should be a time for whole families everywhere to enjoy such sports as skiing—downhill or cross country—skating, horseback riding, snowmobiling, snowshoeing, hiking, hunting, fishing, mountain climbing, swimming, and even tennis. There are several resorts across the country where you can escape for a week or a weekend to enjoy some of these activities. But there's only one I know of with the European Concept and *all* these winter activities. It's a place called Tamarron, nestled against the Hermosa Cliffs in southwestern Colorado, built by the people who constructed Florida's famous Innsbrook. That means nothing, I know, except perhaps that Tamarron is here to stay. There is money in the organization. By the time Tamarron is completed later this year, it will have cost between \$40 and \$50 million in construction alone. But the thing that impressed me most when I visited the area earlier was not the buildings or other physical trappings . . . but the people. People assembled from all over the world to help promulgate the European Concept in winter sports. Everyone from vice-president to bellhop knows Tamarron and what it's about, knows the sports in the area inside out. Even their maitre d' (from Paris, where else) can talk to you about skiing, skating, or whatever sport whets your appetite. That's just good business sense, of course, on Tamarron's behalf. But it is also a reflection of what Tamarron is all about. Vice-president Jurgen Moritz said it best: "We have a very simple goal here at Tamarron. We're going to be number one. Nothing else will do."

To be best, of course, will not be easy. In winter sports alone Tamarron faces stiff competition from such already established areas as Vail to the north and Taos to the south. But Tamarron has the edge in two important areas: Purgatory

and Earth. Let me explain.

"Purgatory" is the name of the "hill" just minutes away from Tamarron where the 1972 U. S. Olympic Team practiced . . . and the site of the NCAA skiing championships later this year. It boasts slopes ranging from beginner to expert, as well as a fantastically effective school of 57 instructors, headed by Austrian-born director, Fritz Tatzer. If there's anything he doesn't know about skiing, I would be amazed. I watched him schussing down a hill that scared me to death, all the while poles tucked under one arm and fiddling with a two-way radio. Quite a feat from the eyes of a novice.

The "Earth" is the scenery around Tamarron . . . the most gorgeous in all of Colorado . . . possibly the entire U. S. The views of the various surrounding ranges are stupendous from the top of nearly every slope. In fact, Jean Claude Killy, making his first trip to Tamarron-Purgatory, said, "There is no more fantastic view in all America. The mountains are rivaled in beauty only by the Austrian Alps." Quite a statement. And who is in position to argue.

Adding to the joy of skiing Purgatory is a tow rope on the beginners' hill, a poma lift on the intermediate slope, and three (count 'em) riblet double chair lifts on the big hill. The tow rope is free, while a day on the other lifts runs \$8 (\$6 a half-day). Ski school is comparably priced—\$6 a half-day, \$9 a full day for group lessons, or \$15 an hour for private instruction.

If Purgatory sounds a bit too harsh for a skier of your non-calibre (you certainly wouldn't want to stumble onto its "Lower Haedes" unless you're in the advanced league), Tamarron has some excellent beginner and intermediate slopes and utilizes Purgatory's instructors. In fact, you're likely to see the instructor who taught you to parallel by day working behind the Inn's front desk at night.

I really hope Tamarron catches on . . . I hope its concept of European-style winter sports spreads to areas all over the U. S. Until then, you might consider spending some active winter time in Tamarron, yourself. I can't guarantee you'll run into Jean Claude, but I can guarantee you'll be impressed . . . and invigorated. For more information on skiing, lodging, or other winter sports and activities at this winter haven, write Tamarron, Reservations Dept. E, Box 3131, Durango, Colorado 81301.

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shipment. We will deduct cost of phone call from cost of trainer if requested. Just dial 1-713-682-2728 anytime day or night. To order by mail send check or M.O. for \$29.95 plus \$2.00 shipping (\$31.95 total) to RELCO IND., Dept. H 10, Box 10880, Houston, Tex. 77018.

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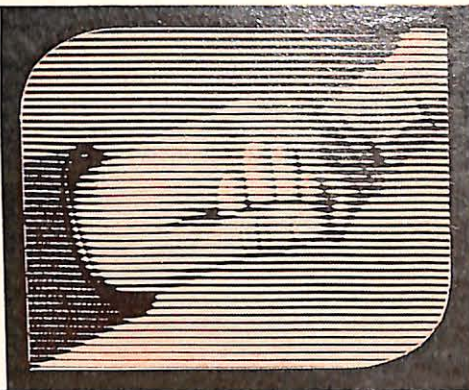
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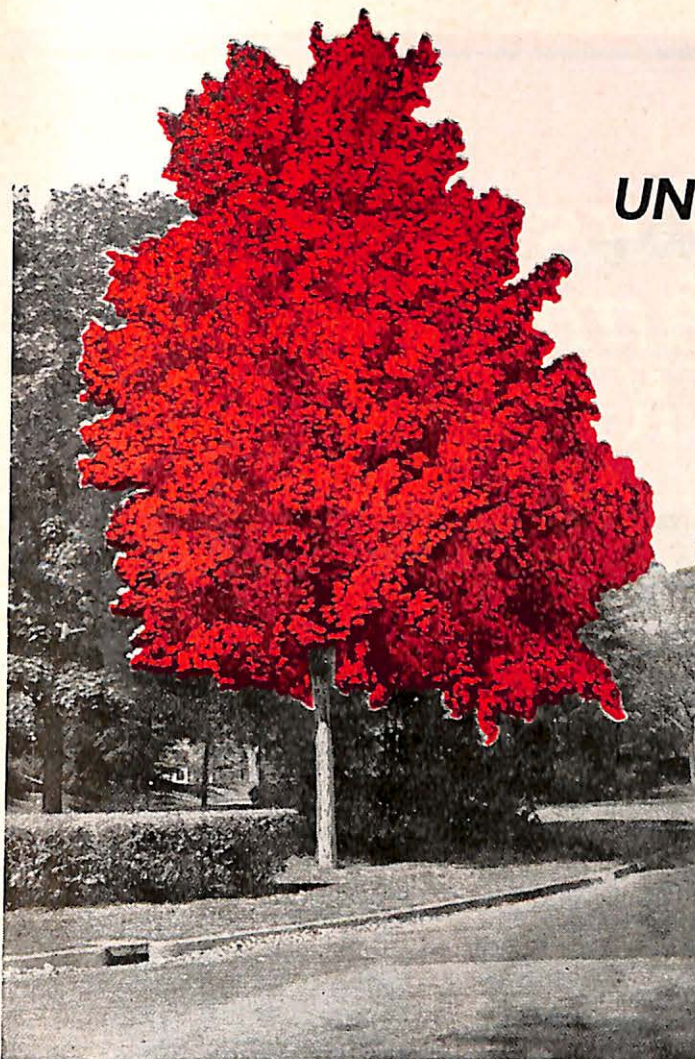
At Lakewood, N. J., Lodge, PER Robert Scott (second from left) was recognized as an honorary founder, and Brothers Henry Nadler (left) and Art Wagner (second from right) accepted participating memberships in the National Foundation. ER Leroy Teeple (right) was present as PDD George Alzin made the official presentation of certificates.



As a token of appreciation for fulfilling his recent \$1,000 pledge to the Foundation, John Streiff (center) accepted a money clip from Foundation Chm. Philip Slade (right) of Milwaukie, Ore., Lodge. ER Bill Howe was on hand to congratulate Brother Streiff, whose current total of contributions is \$2,700.



Esteemed Lecturing Knight Charles Kendrick (left) of Enfield, Conn., Lodge completed his third \$100 pledge to the Foundation. He was congratulated at a recent meeting by Enfield's first Exalted Ruler Samuel Brown.



Actual photograph of a five year scarlet maple.

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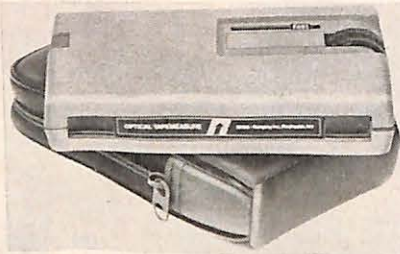
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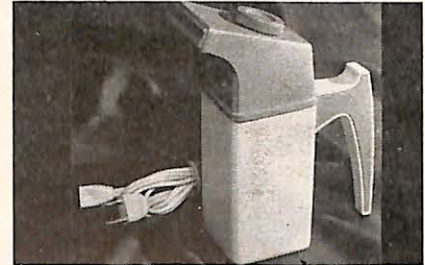
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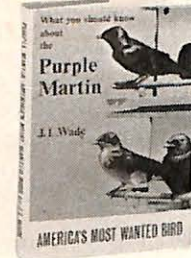
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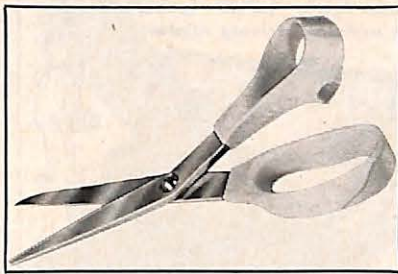
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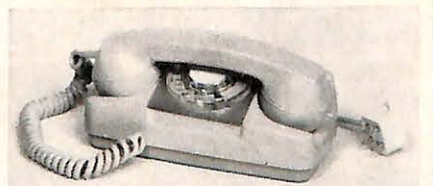
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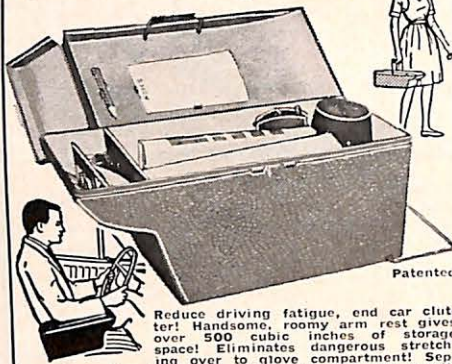
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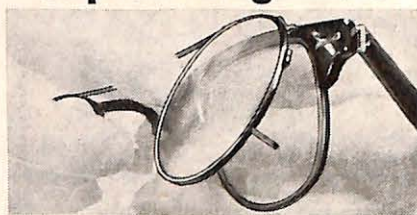
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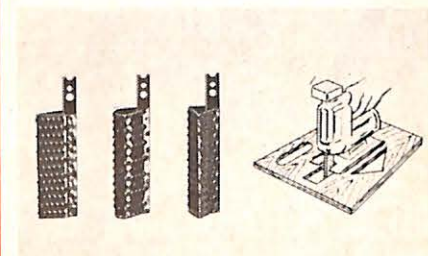
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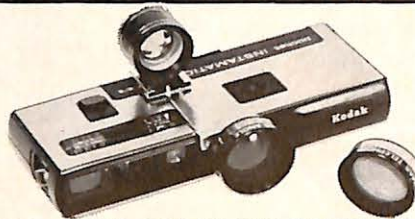
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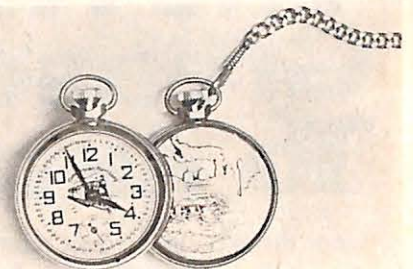
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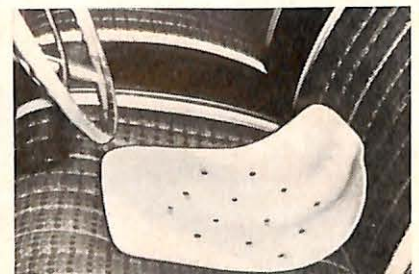
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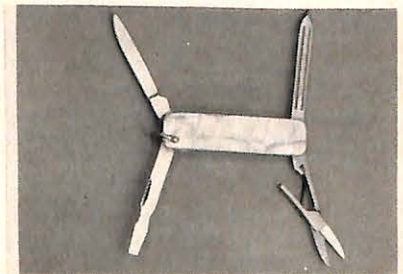
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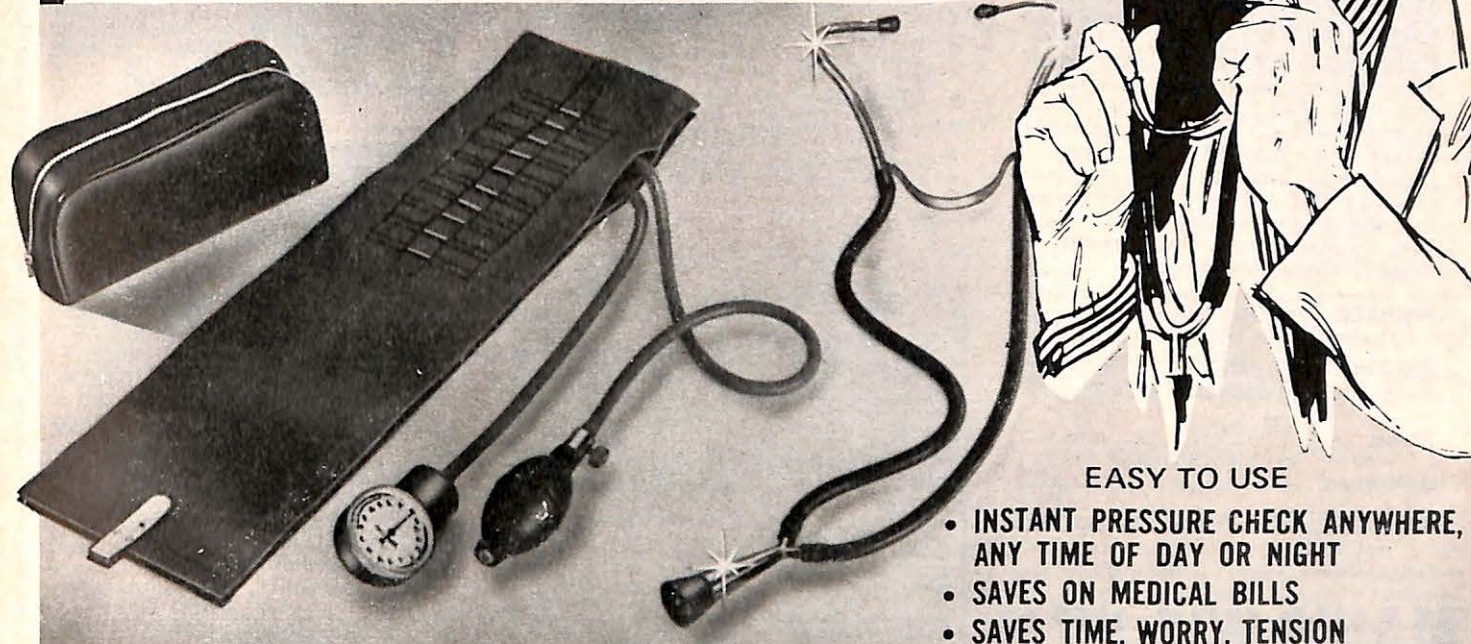
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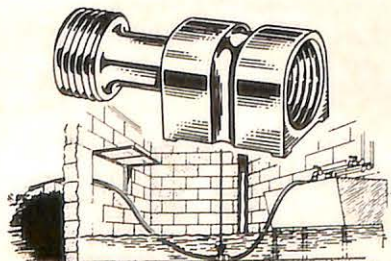
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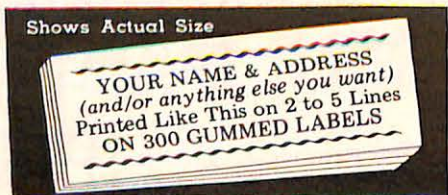
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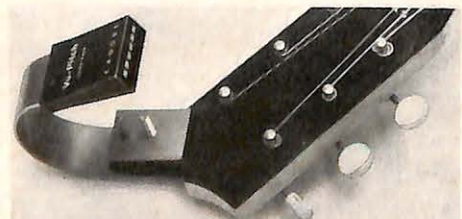
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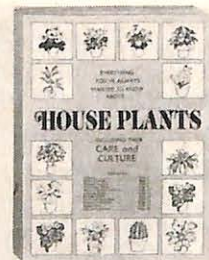
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## ZOYSIA LAWNS SAVE TIME, WORK AND MONEY!



By Mike Senkiw  
Agronomist

Every year I see people pour more and more money into their lawns. They dig, fertilize and lime. They rake it all in. They scatter their seed and roll and water it.

Birds love it! Seeds which aren't washed away by rain

Amazoy is the Trade Mark Registered U. S. Patent Office for our Meyer Z-52 Zoysia Grass.

give them a feast. But some seed grows, and soon it's time to weed, water and mow, . . . until summer comes to burn the lawn into hay, or crabgrass and diseases infest it.

That's what happens to ordinary grass, but not to Zoysia.

### "MOWED IT 2 TIMES," WRITES WOMAN

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

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

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

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

### CUTS YOUR WORK, SAVES YOU MONEY

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

### WEAR RESISTANT

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

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

### CHOKES OUT CRABGRASS

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

### NO NEED TO RIP OUT PRESENT GRASS

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

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

### PERFECT FOR SLOPES

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

### PLUG AMAZOY INTO OLD LAWN, NEW GROUND OR NURSERY AREA

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

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

### Your Own Supply of Plug Transplants

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

### NO SOD, NO SEED

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

### Every Plug Guaranteed to Grow

In Your Area • In Your Soil

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

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

# FREE UP TO 200 PLUGS

JUST FOR ORDERING NOW!

Compare Bonus Plug offers with our reg. nationally advertised prices and see how you save!

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

## Work Less • Worry Less • Spend Less

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

No Need To Rip Out Your Present Grass  
Plug in Amazoy

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ON PATENTED STEP-ON PLUGGER, OR GET IT FREE WITH LARGER

ORDERS OF 600 PLUGS OR MORE.

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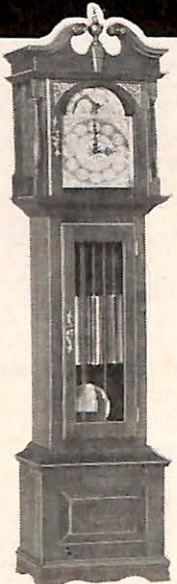
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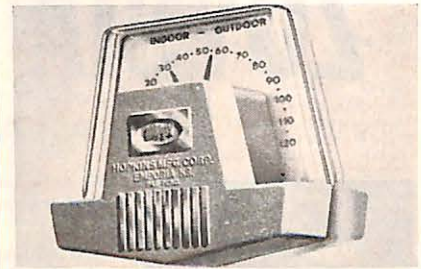
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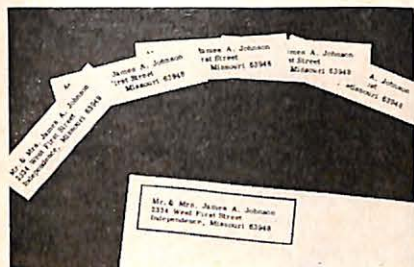
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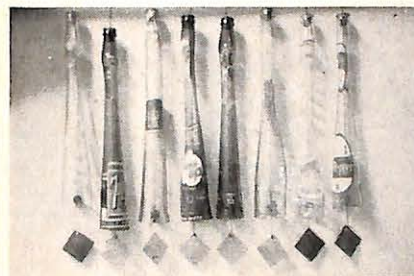
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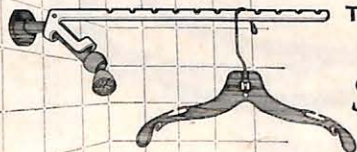
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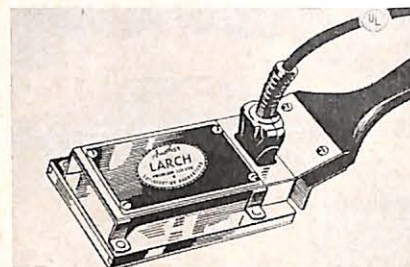
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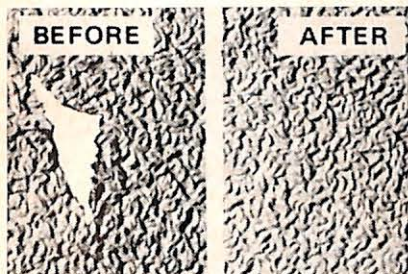
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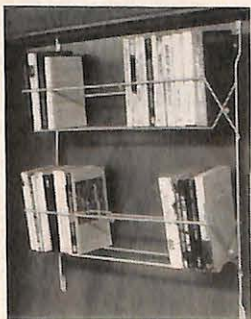
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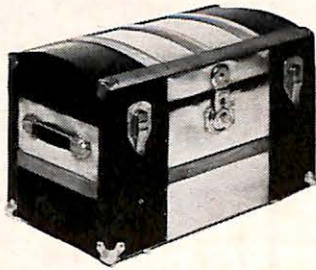
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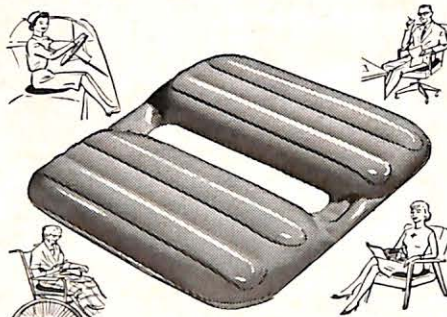
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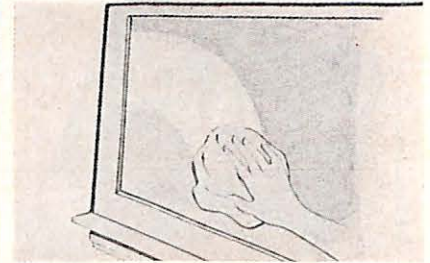


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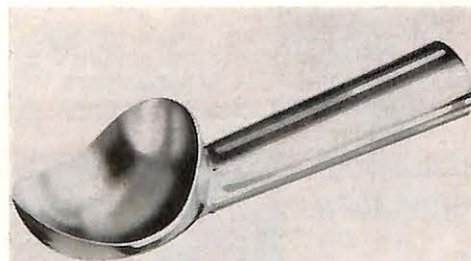
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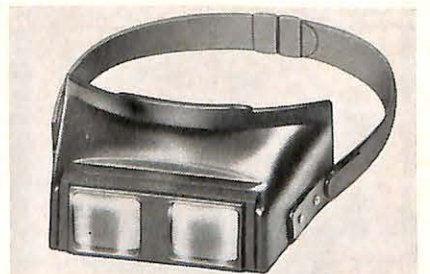


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# LODGE VISITS

GRAND EXALTED RULER **Gerald Strohm**



Mayor Harold Thomas of Shamokin, Pa., presented Brother Strohm with the honor of the key to the city during the Grand Exalted Ruler's visit to the town. ER Clarence Wensel (right) was present for the official welcome.

As GER Strohm and Kay toured Massachusetts, they were greeted at Concord by DDGER William Kerrigan of Hudson Lodge. The Strohm's visit included such historic points as Concord Bridge, the Minuteman Statue, and Walden Pond.



Barre, Vt., welcomed GER Strohm when he and Kay toured New England recently. At a reception and dinner at St. Johnsbury Lodge, (from left) DDGERs Milton Montgomery and Michael Fraher, SDGER Raymond Quesnel, SP Robert Draper, Barre ER Leonard Norkeveck, PER Thomas Salmon, governor of Vermont, SDGER W. Edward Wilson, and PDD Wilfred Fisher, mayor of Barre, were honored guests.



DDGER Bob Joy and Mrs. Joy, ER and Mrs. William Stites, Nebraska SP Vincent Collura and Mrs. Collura, PGER Glenn Miller, Grand Trustees Chm. George Klein and Mrs. Klein, and Omaha ER and Mrs. Jim Friessen formed a party to help Gerald and Kay Strohm feel at home in Nebraska City.



Upon their arrival at the Newark, N.J., airport, GER and Mrs. Strohm were greeted by a delegation of past and present state association members and their ladies. Among those comprising the welcoming committee were PGER William Jernick and SP and Mrs. Richard Squires.

# NEWS OF THE LODGES

(Continued from page 22)



**A CEREMONY** was held at Watervliet, N. Y., Lodge to honor 138 Old Timers. Present were (from left) Chm. Robert Glodich, PDD J. Wilson James, PDD Robert Bender, Joseph Keis, the lodge's first Exalted Ruler, VP John Buehler, ER Francis LeBeau, and DDGER Alex Litster.



**THREE BROTHERS** were part of a Middletown, Pa., Lodge initiation class named for their father, William Campbell Sr. (seated, left). ER Harold Gingrich (right) welcomed new Campbell members (standing, from left) William Jr., Edward, and Richard.



**THE 300th ANNIVERSARY** of the city was the occasion for the initiation of 74 new members at Waterbury, Conn., Lodge. PDD Frank Savage (center) and ER Robert Scannell (sixth from left) were among the officers who took part in the ceremonies.



**THOMAS CONRAN** (center) was guest of honor at Westbrook, Conn., Lodge's testimonial commemorating his 50 years of membership. PER John Lillis and Mrs. Sandy Trahan, who served on the Testimonial Committee, escorted Brother Conran.



**A CLASS** of 18 members was initiated at Union, N. J., Lodge in honor of DDGER George Morris Jr. (seated, third from left). Also present were (seated, from left) Esq. Carmine Ventola, Est. Lect. Kt. Richard Schofield, ER John Farrow, Est. Lead. Kt. Michael Liberto, Est. Loyal Kt. John Dvorsky, Treas. Joseph Anfusio Sr., and (kneeling, from left) Chap. Stanley Drake and Organist Robert Wosniak.



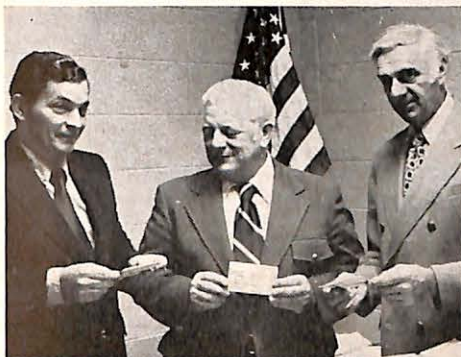
**TAKING THE WHEEL** presented to Gardner, Mass., Lodge following the New England Quarter Deck Regatta on Lake Wampanoag at Camp Collier were ER Ronald Fruit (center) and Ken Flanders, commodore of the Sea Explorer fleet and skipper of the ship sponsored by the lodge. Mary Wright (left), National Explorers' President, took part in the presentation.



**PROCEEDS** from Monongahela, Pa., Lodge's yearly golf tournament were donated to cerebral palsy. With two of the children at the tournament awards dinner were (from left) SP Alex Brady, Nurse Kathy Trimarraco, PSP James Ebersberger, administrator of the state's cerebral palsy program, and Frank Venanzi, chairman of the affair.



**THE VISITATION** of DDGER Alan Lyon (front row, center) to Rockville, Conn., Lodge was the occasion for the initiation of a class of candidates. SDGER Arthur Roy (front row, left) and PER Paul Roshka (right) welcomed the new members.



**IDENTIFICATION GUIDES**, which describe the physical symptoms induced by drugs, were donated to area schools by Jamesburg, N. J., Lodge. PDD George Alzin (left), presented the guides to Supt. Michael Galletta (center) and Principal Milton Mirsky.



**FIFTEEN FIREMEN**, including the five McGuire brothers, were among 39 new members recently initiated at Lawrence, Mass., Lodge in honor of the late PGER John Fenton. DDGER Frederick Moriarty, on his official visit to the lodge, and ER Roland Begley witnessed the initiation.



**TROPHIES** were presented to Alvira Quirk (center) and Diane Hilser of the girls softball league at a recent banquet hosted by Hillside, N.J., Lodge. ER Arthur Cutillo (right) made the presentation while Youth Activities Chm. George MacDonald and Gladys Gelman, recreation commissioner, observed.



**A TESTIMONIAL** was held recently by Erie, Pa., Lodge to honor Brothers Charles Ashe and Clarence Boehm for their many years of service to the order. ER Edward Patrone and PSP Edward Brown were among those who offered their congratulations.



**THE MEMBERS** of Pensacola and Warrington, Fla., Lodges co-sponsored a slow-pitch softball elimination tournament. Pensacola Est. Lead. Kt. Robert Hewitt (left) and Warrington Youth Chm. Mickie Jeffcoat, tallied the receipts, while Warrington and Pensacola members looked on.



**EASTON, Pennsylvania,** Lodge recently dedicated a new flag pole erected in memory of the late Brother Victor Shotko. Mrs. Clara Shotko placed a memorial wreath at the base of the staff, while (from left) Treas. Donald Wentzel, ER Joseph Torony, and Secy. Edwin Reiss stood at attention.



**GOLFERS** of eighteen years of age and under competed in Washington, Pa., Lodge's youth golf tournament, held at Lone Pine Golf Course. Trophies were awarded to the fifteen winners.



**A SCHOLARSHIP** was awarded by Newark, N. J., Lodge to Andrew Prachar Jr. (third from right), son of Mr. and Mrs. Andrew Prachar Sr. (third and fifth from left). Presenting the \$500 award were (from left) Co-chm. and PER John McLaughlin, Chm. Louis Vitiello, and ER Anthony DiViccario.

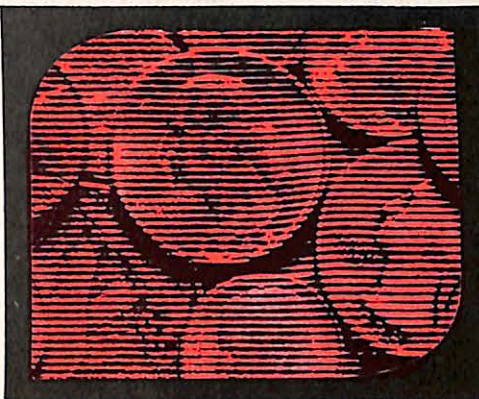


**AWARDS** for sportsmanship and most valuable player went to Jim Doyle (third from left) and Paul Kruppa (fourth) at Torrington, Conn., Lodge's banquet honoring their baseball teams. On hand to congratulate the team members were (from left) Youth Chm. Albert Colangelo, ER Michael Gallicchio, Coach Terry Musselman, Asst. Coach Al Cavagnero, and league officials Ray Poniatoski and Stu Tobin.

**THE FIREMAN** of the Year award was presented to Salvatore Bisognano (center) by ER William Meyer (left) and Warren Carr, chairman of the event, during Colonie, N. Y., Lodge's dinner for local fire companies. The lodge received an award from James Meyer of the Fire Advisory Board, in appreciation of the lodge's support of area fire fighters.

# IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



## Franchising — And Your Money

John Smith lost \$7,000 in a rackets franchise deal—a floor-cleaning services “dealership” that proved valueless. Paul Jones lost \$9,500 to an outfit that sold him a bad lawn-care services franchise. Mr. and Ms. Wilson lost \$4,000 to a shady franchiser of vending-machine routes. Mr. and Ms. Brown lost all the money they had—about \$25,000—when they eagerly signed up for a franchised pet shop in another state.

Those are just a few of the thousands of cases of victims of bad franchising schemes.

There are so many shady franchising operations that one outstandingly good franchising company, McDonald's, doesn't even use the terms “franchising” and “franchisee” in connection with its own operation. Mr. Al Golan, of McDonald's says: “McDonald's feels they are not a part of the franchising industry. They feel there have been a lot of fly-by-nights, especially when celebrities came into it.” An individual who's accepted to run a McDonald's location as a self-employed operator is a “licensee” in that company's view, not a “franchisee.”

It's of course not the *principle* of franchising that McDonald's dislikes. They themselves use that principle. What they and other good franchisers are against are the *abuses* of the franchising principle.

In our next article we'll offer some suggestions about getting into a *good* franchised business. But a man who loses his life savings in a *bad* franchised deal is hardly going to be able to turn around and go into some good one. So in this article we'll give some tips on how to avoid getting caught by a bad franchiser.

### The Single Most Important Rule

We'll call her “Ms. Green.” She's a Baltimore widow who's in her fifties—and is broke because she lost all her money to a fast-buck franchising operator. Her husband had left her \$50,000. Ms. Green paid \$36,000 of it to the franchiser and spent the remaining \$14,000 in a desperate but futile effort to save the rotten franchise deal from becoming a total failure.

So many people have lost *all* their money in bad franchises that we think that the single most important rule for protecting yourself against the shady franchisers is this one: *Never* commit *all* of your financial assets to a franchising venture! Suppose Ms. Green had said to

herself: “No matter *how* promising this or that franchise venture may seem, I'm just not going to put more than \$15,000 into *any* franchise! Then even if I do lose that much in some bad franchise deal, I'll still have \$35,000 to protect me.”

Why is the sensible rule we've just suggested ignored by so many eager would-be franchisees? The “profile” we'll now sketch out gives some indication of the answer.

### Profile of “the Victim”

The typical victim of a bad franchising scheme is likely to have *all* of the following characteristics: (1) little or no business-management experience and little or no experience in selling; (2) no knowledge of economics, law, finance, or accounting; (3) *unrealistic* hopes about “making big money”; (4) an extremely *wrong* overall idea about “franchising”; (5) little understanding of the tricks used by those salesmen who fall into the “smooth-talking” and the “high-pressure” categories; (6) little sales resistance; (7) an inadequate sense of financial risk; (8) a strong reluctance to get *legal* guidance.

Such a person is all too likely to believe that there's some “magic” in franchising. But the cold hard truth is that the *only* “magic” about franchising is the dirty kind used by the fast-buck operators in the franchising field. John Smith really *believed* the franchising come-on ad that said “Earn \$25,000 to \$50,000 Right from the Start! . . . Only a Small Investment Required! . . . No Experience Needed—We Will Train You! . . . Easy, Dignified, Part-Time Executive Work Operating Your Own Dealership!” John Smith was so eager to get into that “Terrific Business Opportunity!” that he *borrowed* \$7,000 from his bank to finance his venture. Well, he soon found he'd been taken in by a certain unscrupulous franchiser. In six months his “dealership” was a total failure. His bright dreams had turned to dust. But Mr. Smith had a family to support, so he had to get a job to provide for them. And he still had his *bank loan* to repay, so poor Mr. Smith had to get a *second* job—as a janitor—to earn money to pay off that loan!

If you are victimized by a bad franchising operation, there is *very little* chance that you'll be able to recover even *part* of your money! That's one major reason why it's so extremely important not to get caught by a bad franchiser in the first place. ■

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That's too much insecurity.

Eliminating energy waste can help over a time (and we're pushing that), but it won't by itself solve America's problem. The only real way to avoid becoming an austere, no-growth country is to develop new supplies of energy right here at home. This requires action by Washington to . . .

- Authorize drilling in the waters off the east and west coasts, where the best prospects for large new oil and gas fields lie. (On an orderly basis, protecting the environment.)
- Clear the way for mining the nation's abundant coal and for more nuclear power plants. (Again, with proper environmental balance.)
- Move closer to a competitive free market for energy. (Excessive controls can cripple incentive to find new supplies.)
- Accelerate federal research into alternate fuels. (Such as oil and gas from coal, and solar energy.)

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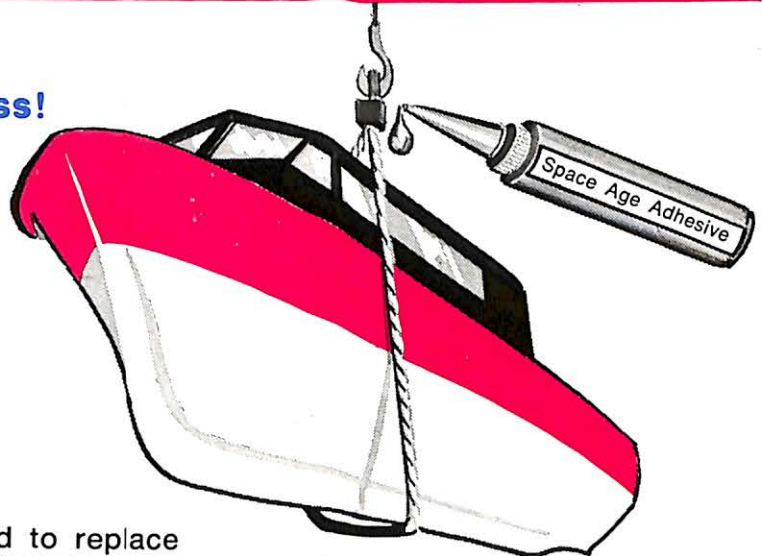
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