

the
ELKS
magazine

MAY 1975

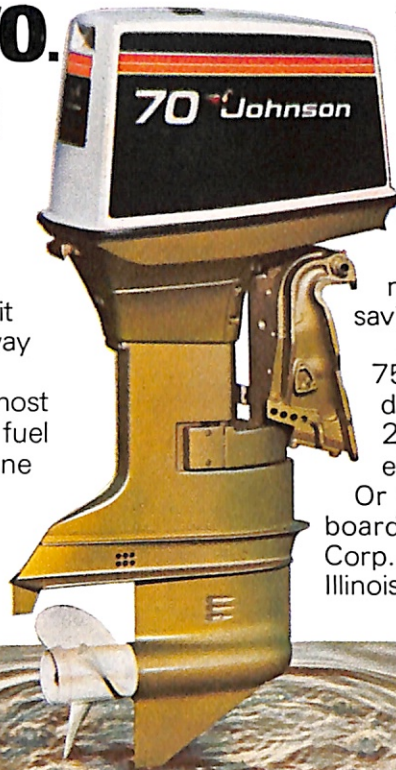
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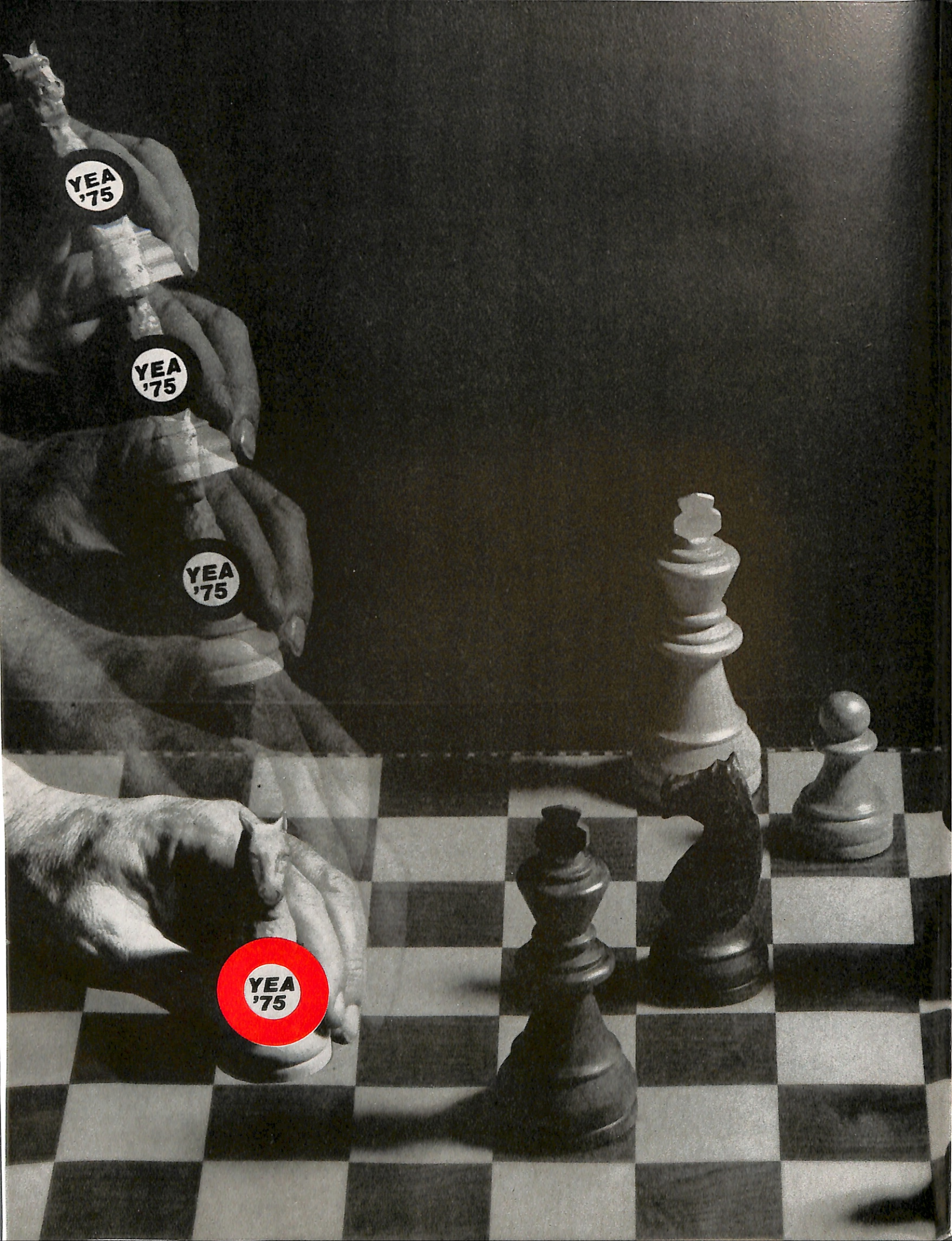
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To tell them your views on what America's energy policies should be. In letters. Telegrams. Phone calls. And face to face.

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When what's really needed is to develop America's plentiful energy resources, and get them into play.

Cutting out energy waste will help some. But conservation alone is not enough. To fuel the economy and provide new jobs, we also need action to find and develop additional supplies.

That means cutting the red tape that's holding back offshore drilling for oil and gas, blocking wider use of coal, and delaying construction of badly needed nuclear power plants.

And it means encouraging investors to put up the hundreds of billions of dollars in risk capital that will be needed. (Certainly not *discouraging* them with punitive legislation.)

We think most people understand this. And believe, as we do, that more energy supplies can be provided within the framework of reasonable environmental protection. (Witness the many polls showing that even residents of coastal communities favor expanded offshore drilling.)

Let your elected representatives know how you feel, so 1975 can become the Year of Energy Action. It's *your* move.

For a free booklet on the energy crisis, including 12 ways in which America can overcome it, write Year of Energy Action, Mobil Oil Corporation, 150 East 42nd Street, New York, N. Y. 10017.

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Remember Our Youth!

MAY is traditionally that month in which we pay tribute to the youth of America. In my statement in the Youth Activities Manual I pointed out that the wealth of America is not so much in its natural resources as

it is in its human resources, our young people who will be our leaders of tomorrow and who will bring the United States to a greater destiny.

*

DURING THIS MONTH OF MAY, as schools are beginning to close for summer vacations, I ask that all Elk Lodges arrange a program for youth recognition. For those Lodges who do not yet have a Boy Scout troop, I ask that they take the necessary steps to institute one in their area, preferably one where youngsters have not had the opportunities that other youngsters have had.

*

AS KAY AND I have travelled around the country to date, we have become prouder as the days went on of the things that are being done by Elk Lodges everywhere for the underprivileged and handicapped young people in our country. We have been aware, too, of the great things being done for youngsters and have been delighted with the success of the Hoop Shoot program. This program involved in excess of three million youngsters across the country and it is anticipated that next year will involve many more than this. For those Lodges who have not participated in the Hoop Shoot program this year, I ask that plans be made now for the ensuing year to include this in the Youth Activities program.

*

WHILE MAY IS TRADITIONALLY the month in which we especially honor our youngsters with National Youth Week, a good youth program will continue throughout the year with such programs as "Teenager of the Month." I ask that the Lodges review their youth programs and that wherever possible they be made more comprehensive. My thanks to all of those who have had a good youth program.

Gerald Strohm

Gerald Strohm

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the **Elks** magazine

VOL. 53, NO. 12/ MAY, 1975

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POSTMASTER: Mail notices of address corrections to:
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 THE ELKS MAGAZINE, Volume 53, No. 12, May, 1975. Published monthly at 425 W. Diversey Pkwy., Chicago, IL, 60614 by the Benevolent and Protective Order of Elks of the United States of America. Second class postage paid at Chicago, IL, and at additional mailing office. Acceptance for mailing at special rate of postage provided for in Section 1103, Act of October 3, 1917, authorized May 20, 1922. Single copy price 25 cents. Subscription price in the United States and its Possessions, for Elks, \$1.25 a year, for non-Elks, \$2.50 a year; for Canadian and Foreign postage, add \$1.00 a year. Subscriptions are payable in advance. Manuscripts must be typewritten and accompanied by sufficient postage for their return via first class mail. They will be handled with care but this magazine assumes no responsibility for their safety.
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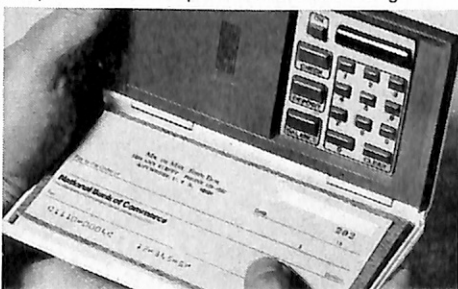
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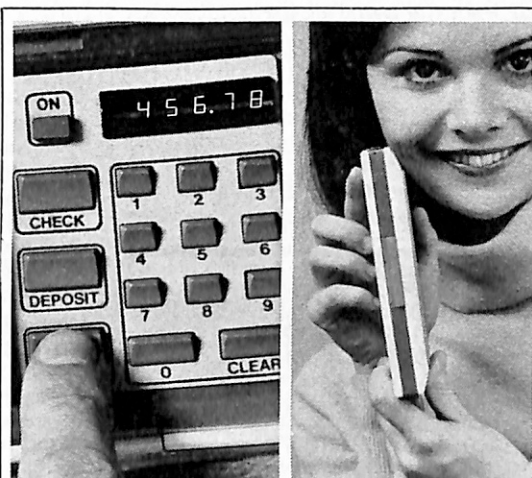
3. Low battery signal The unit's penlight batteries will last one year with average use. A low battery signal on the display will indicate when it's time to replace them.

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5. Safety switch If you forget to turn off your computer, don't worry. Whenever you close your case, your unit shuts off automatically.

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7. Perfect size The CheckMaster's handsome tan and cream-colored case measures 7/8" x 3 5/8" x 6 3/4" and weighs only 8 ounces.



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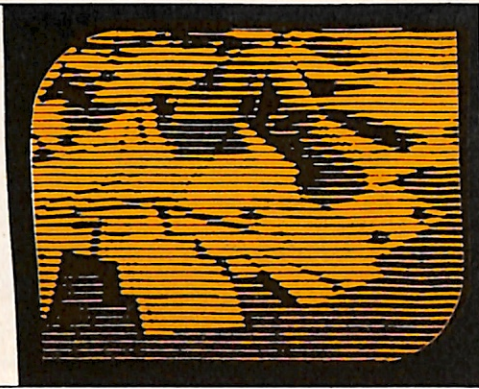
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LETTERS



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

• When I read the article on the top three hotels in the world, ["Travel," February, 1975] I was a little dismayed not to find The Greenbrier, White Sulphur Springs, West Virginia, listed as one of the most elegant. Not only that, I did notice a very small mention of The Greenbrier in South Carolina. Now, that's one I never heard of, or did Jerry Hulse confuse the location of The Greenbrier, as so often happens? It really is very discouraging to we native West Virginians to be given credit for many bad things about our state, which may or may not be true. But, it's downright maddening to have the good and the beautiful in the State attributed to some other area. Mr. Hulse may need to do more thorough research, or, better still, spend a weekend at The Greenbrier in White Sulphur Springs, *West Virginia*, sometime.

Frankie Wilkes
Beckley, WV

Whoops. Pardon our blooper! That just goes to show that mental errors do happen . . . even to two-time Pulitzer Prize nominee Jerry Hulse. Says Jerry, "What can I say? Of course The Greenbrier is in White Sulphur Springs, West Virginia —not South Carolina. And, of course, The Greenbrier is magnificent. It's just one of those mental slip-ups, like the time a travel writer friend of mine told how he stayed in the Holiday Inn in Tahiti. Well, there's not a Holiday Inn within 500 miles of Tahiti. What he meant was that he'd stayed in the Tahiti Travelodge. At least I got the name of the hotel right.

"My apologies, again, to a fine hotel and the people in West Virginia."

• I read the monthly gardening column "Backyard Gardener" and it contains a lot of useful information concerning gardening, food preserving, etc.

I am very much interested in learn-

ing more about gardening, freezing and other methods of preserving foods. I would appreciate your advice on sources for this information. Also the same in regard to the locating, identifying and preparation of natural or "wild" foods.

R. G. DeLoach
Valdosta, GA

In answer to your question about additional gardening sources, I suggest you check the following books:

◦ *Stocking Up* (Rodale Press), written by the editors of *Organic Gardening and Farming* magazine.

◦ *How To Eat Better and Spend Less* (Reston), by Eddy Rice.

◦ *Personal Gardening* (Prentice Hall), by Josephine von Mikios.

*I hope these books help with some of your day-to-day gardening problems. If you're interested in more solid monthly advice, you might want to subscribe to *Organic Gardening and Farming*, which I find to be fact-filled with all sorts of gardening goodies. I think a year's subscription costs something like \$6.85, though you'll have to check with the magazine to be sure.*

Jon Peterson
"BACKYARD GARDENER"

• I just finished reading Jon Peterson's article "Biological De-Bugging," [February, 1975] and I would like to add my two cents to the part on earthworms.

They are also ideal for the compost pile. It has been noted that where there are earthworms, the bacteria count was higher, increasing the speed of decomposition.

The Redworm deposits his castings (worm manure) below the surface of the ground where it is available for the plants' feeder roots. Other earthworms deposit on the surface and the castings have to be turned into the soil to get full advantage.

The earthworms should be placed into the soil in colonies, approximately 100 to every 2 square feet of garden space. The Redworm will double his population every 60 days. He will lay one egg capsule every 7 days and it will hatch out in 14 to 21 days, producing from 2 to 20 young.

You must introduce a large quantity of earthworms if you want to see results this year. The investment might seem high, but if the earthworm is taken care of, you will benefit for years. Remember, as the garden grows, so do the earthworms. Neglect the garden and you lose the worm.

George Dombrowski
(Chief Worm)
'The Worm Firm'
San Bernardino, CA

• The article, "Getting Down to (Monkey) Business," by Joseph Stocker [April, 1975], was very informative.

I've met Jane Goodall, visited Yerkes, and am the vet for Lion Country Safari (who own 40 chimps in 7 families). Thanks for the fine article.

C. W. Kidder, DVM
Belle Glade, FL

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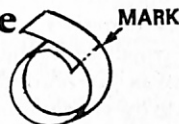
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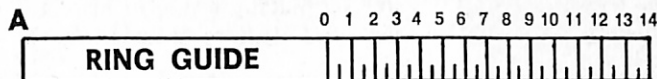
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by Frank A. Aukofer

Cancer, the crab, the dreaded disease, is becoming less dreadful all the time. Although it has been killing man and other creatures from their beginnings (scientists once found a cancerous tumor in the tail bone of a dinosaur), the battle is slowly being won.

That, of course, will provide little comfort to the parents who have lost a child to leukemia, or the husband whose wife succumbed to breast cancer, but the fact of the matter is that the average American's chance of surviving cancer is better now than it ever has been. And the odds for cancer cures are increasing.

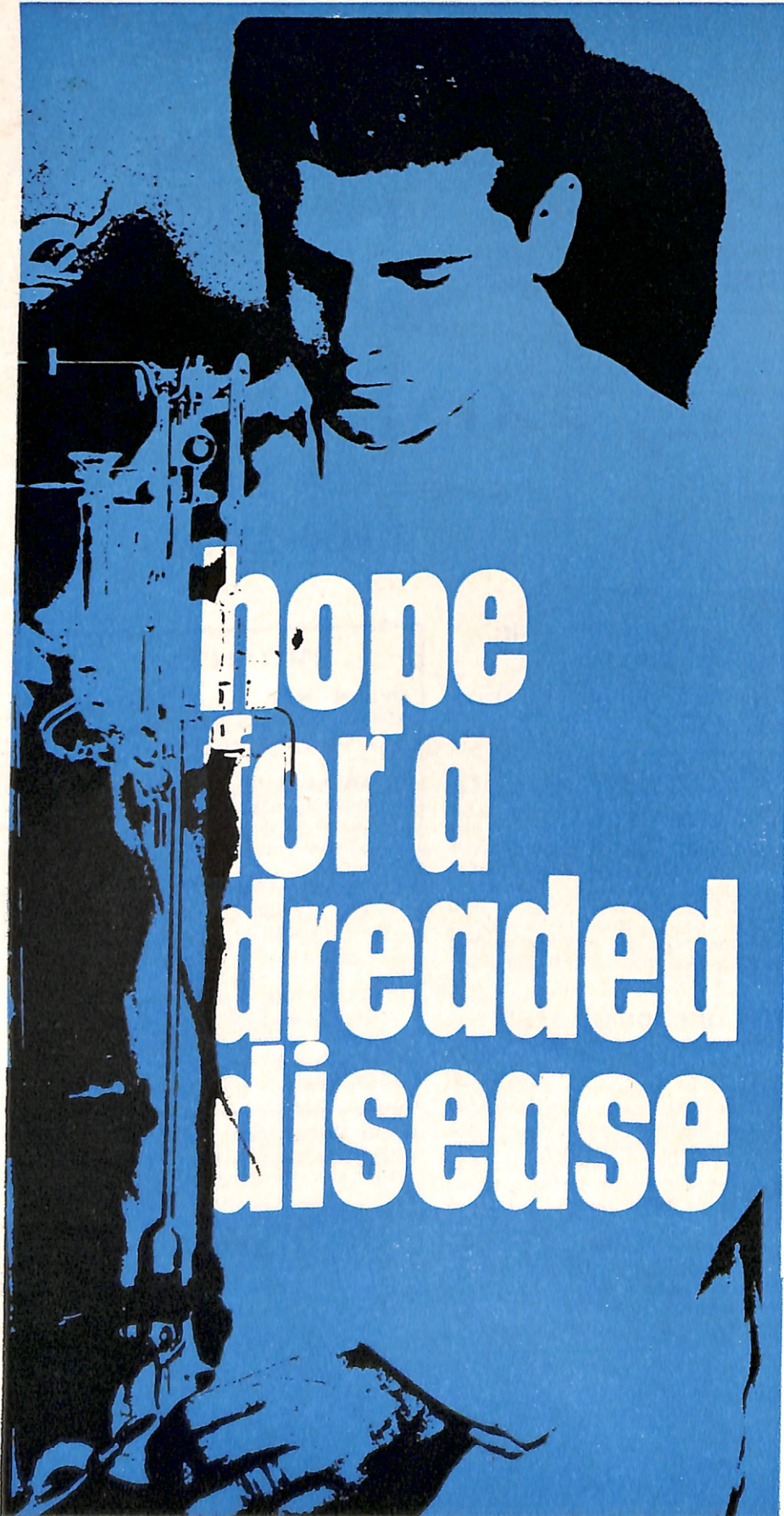
Cancer's name comes from the Greek word for crab, *karkinos*, and the disease was so named because of the way it grows—reaching out all around to kill innocent organs and tissues. But like the restaurateur who immobilizes the lobster by placing a peg in his claw, scientists and doctors are closing the claws of cancer.

It seems as if hardly a month goes by without some new announcement—a better treatment here, a new research finding there. In Paris, scientists report that they may have found one explanation for how cancer cells manage to bypass the body's natural defense mechanisms. In New York, doctors say a new treatment might eliminate the need to amputate the legs of children with bone cancer.

Statistics support the optimistic outlook. In its *Facts and Figures*, 1975, the American Cancer Society reports that the survival rate in cancer now is one in three. Back only two decades ago, only one in four persons who contracted cancer was saved and, in the 1930's, the figure was one in five. The gain to one in three, the society said, means the saving of an additional 55,000 lives a year.

But the situation could be even better. About 665,000 Americans will get cancer during 1975. Of that number, according to the society, about 222,000 will be saved and another 111,000 might be saved through earlier and better treatment but will die for lack of it. If you discount those who could be saved, it means that science and medicine have advanced to the point of providing 50 percent of Americans who get cancer with the opportunity of beating it.

The odds were nowhere near that good for Bill Gray a few years ago. His case was virtually hopeless, but even he beat the disease with the help of new methods of diagnosis and treatment.



hope for a dreaded disease

Today he is an exuberantly healthy man who works to help other cancer victims.

Gray's story is not a pretty one, except in the way it turned out. But to him—and to anyone in similar circumstances—that is what counts. He had Hodgkin's disease—cancer of the lymph system. The malignancy gobbled up his red blood cells, weakened him so that it took him an hour to walk 100 yards, and wasted his body from a robust 190 pounds with a beer belly to an emaciated 119 pounds. He suffered from fever, night sweats, rashes and itching—and despair.

By the time doctors diagnosed Gray's condition, the cancer already was in an advanced stage. Not too many years ago, that would have meant death within a few years—a death of agony from a relentless malignancy that cannot quit until it kills itself by killing the person it feeds upon.

But Gray was lucky. Through a combination of fortunate circumstances—one of them that he had an advanced

case of the disease—he landed in the Clinical Center at the National Institutes of Health in Bethesda, MD, just outside of Washington, D.C. There he came under the care of doctors from the National Cancer Institute, which was established in 1937 and is operated by the U.S. government.

The doctors and nurses at the Center, whose professional lives are devoted to finding cures for cancer, took over Gray's life. After exhaustive tests determined that the Hodgkin's disease had spread to his liver, spleen and spine—putting him in the "most advanced" category—they treated him with a combination of powerful drugs.

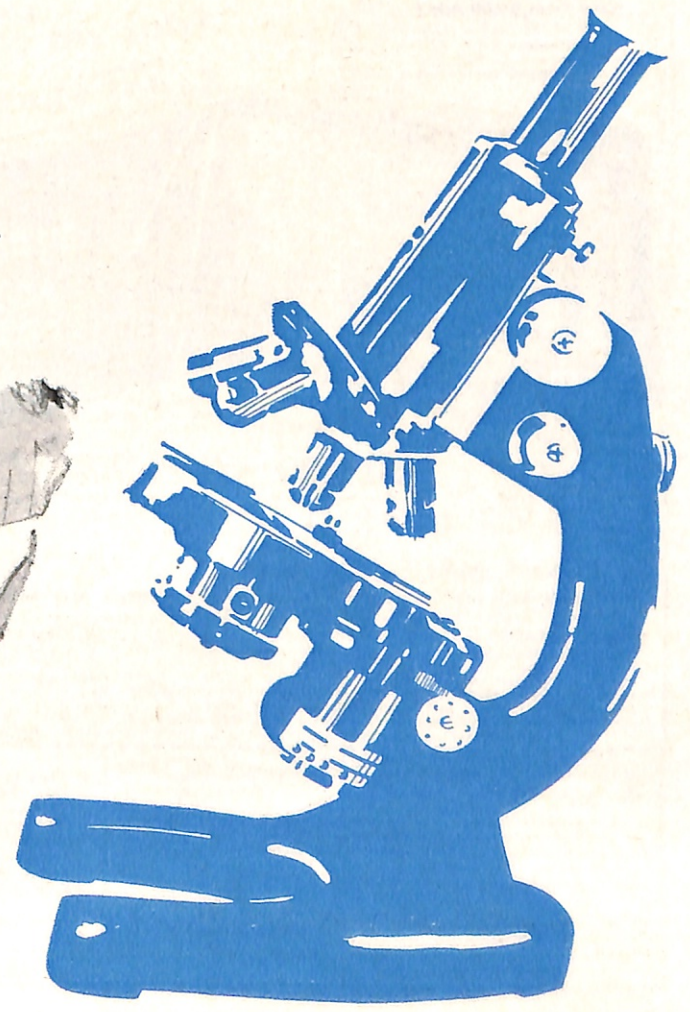
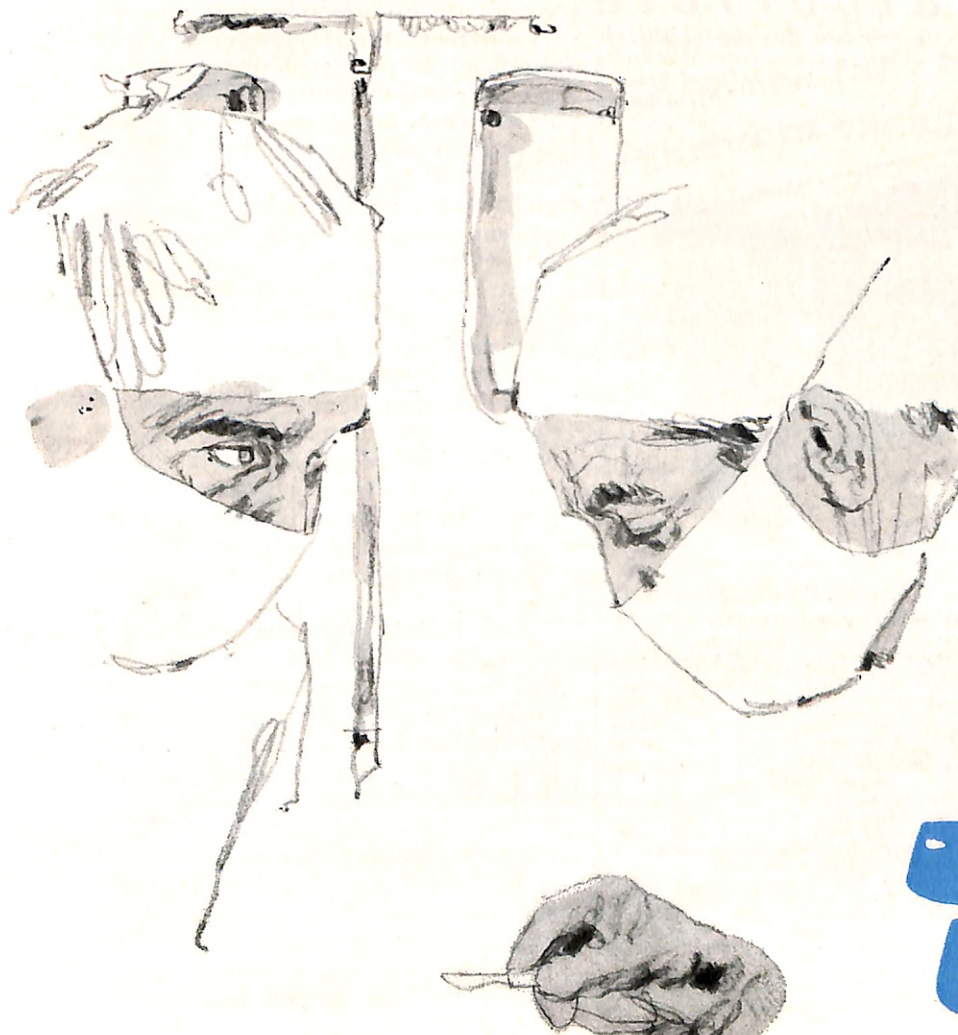
One of them was nitrogen mustard, a derivative of the dreaded mustard gas of World War I. Another was methyldiazine, a variation of a substance also used for rocket fuel. The drugs attacked the cancer cells, but also killed off healthy tissues and produced unpleasant, though temporary, side effects. Gray vomited for hours, his veins turned

bluish black, he had tremendous cramps and gas pains, his hair fell out, he lost control of muscles and feeling, and he bled internally and from his mouth.

But to Gray, whose only alternative was death, these were as nothing. A week later, his fever had disappeared and he went home from the hospital. He had gained five pounds. There were further treatments later, and the Hodgkin's disease disappeared.

Now, more than seven years later, Gray still shows no sign of the disease. But he still is not absolutely certain that he is cured, for such is the insidious nature of many cancers that a person cannot be sure he is cured until years after it disappears. In most cases, including Gray's, there is no magic number.

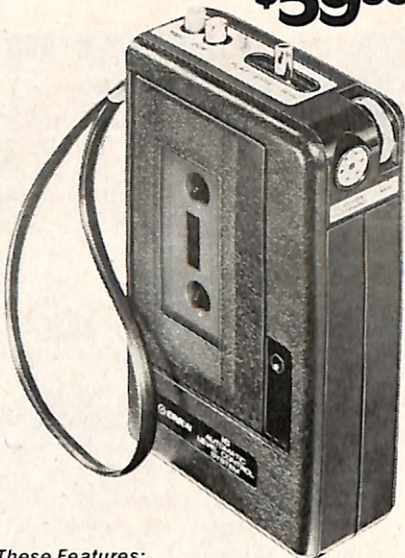
It depends on the cancer, and there are more than 100 different kinds of cancer. With one type—choriocarcinoma of the uterus, for example—a woman who survives a year can be said to be cured. That is because most women



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who survive that long do not have a relapse. It is a statistical thing.

But with other types of cancer, the time period is longer. In some cases, a woman who is treated for breast cancer cannot be sure she is cured even if she lives for more than 10 years without the disease recurring.

"It's got to be expressed over a period of time and it varies with each type of cancer," Dr. Vincent T. De Vita said. "Cancer is 100 different diseases, and the definition of a cure is the absence of any evidence of the tumor expressed over a time period that differs with each type."

Dr. De Vita said many people thought of cancer as one disease, although any organ in the body is susceptible to it—even the heart, although that is rare. The doctor, one of the specialists who treated Gray, is director of the division of cancer treatment at the National Cancer Institute. Gray, formerly a correspondent for a news magazine, has himself joined the institute and now is chief of its educational and technical reports branch.

Gray says flatly that without the care from De Vita and the other doctors at the Clinical Center, he would not be alive today.

Although it is still a stark fact that most people who get cancer die from it, the number of Bill Grays increases every year. For example, there now are 11 different types of cancer, which make up about 25 percent of the total, that can be cured or controlled with drugs. A few years ago, these cancers would have been fatal because they were too widespread for surgery or radiotherapy.

The top three cancer killers are lung cancer, colon and rectal cancers, and breast cancer. Lung cancer also is the main killer of men, while breast cancer continues as the No. 1 killer of women. Colon and rectal cancer is the runnerup among both men and women.

The human body is composed of many billions of cells, which are the building blocks of the various organs, muscles and other components of the body. All of the cells have built-in "switches" which determine what they build and tell them when to start and stop.

This built-in limitation of growth—for example, the fact that the cells that heal a sore "know" when to stop dividing—is what distinguishes normal growth from cancer. In cancer, the cells grow uncontrollably, proliferating and destroying normal tissue.

The most deadly characteristic of cancer is its ability to metastasize—that is, to slip undetected through the body and start a new colony in a distant area. This is one of the reasons Dr. De Vita and other cancer experts caution against believing a "cure" has been accomplish-

ed simply because all of the known cancer cells are removed.

The fact that a doctor moves in with his scalpel and cuts out a tumor—even if he removes a woman's breast and the lymph nodes under her arm in a radical mastectomy, as doctors did to First Lady Betty Ford—does not mean that the patient is cured of cancer. There is no guarantee that the cancer has not sneaked through one of the many pathways in the body and seeded itself elsewhere, where it could pop up again.

There are four main treatments for cancer: surgery, radiotherapy, chemotherapy and immunotherapy. The first two are the most familiar. In surgery, the tumor is cut out. In radiotherapy, the offensive cancer cells are killed by X-rays, radium or other forms of radiation.

Chemotherapy—the method used on Bill Gray—involves the use of powerful drugs to kill cancer cells. These drugs attack cells that divide rapidly, but they do not distinguish between healthy and cancerous cells, which is why they have side effects. In Gray's case, when the drugs attacked his cancer cells, they also wiped out the lining of his stomach and intestines. Fortunately, those cells grow back quickly.

Immunotherapy, the newest and, so far, the least tried method of treatment,

uses the body's own defenses against cancer cells. The task in this treatment is to trigger the body's own immunity mechanisms so they will attack and destroy the cancer cells. It is almost exactly the reverse of what doctors have had to do in heart transplants, where they must neutralize the body's defenses to prevent them from attacking the patient's new heart.

Different types of treatments are used for different cancers. Surgery and radiotherapy are most often used against tumors that are localized, whereas chemotherapy and immunotherapy work against cancer that is widespread, as in leukemia or Hodgkin's disease.

According to the experts at the National Cancer Institute, the most promising new concept in curing cancer is the use of combinations of these treatments.

For example, the standard treatment for a child with bone cancer in the leg is amputation of the afflicted limb. (This is what happened to Sen. Edward M. Kennedy's son, Teddy). But Dr. De Vita says that with a simple amputation, the child's chance of being alive after three years is only about 20 percent.

But with immediate treatments of a high potency drug, methotrexate, the chance of survival after two to three

years is 70 percent to 90 percent, Dr. De Vita said. The idea is to use the drug immediately to catch and kill any cancer cells that might have spread undetected from the primary tumor in the leg to other parts of the body.

Dr. De Vita said that a spherical tumor with the diameter of a dime could contain as many as a billion cells, so it is easy to see why some of them could break away and spread to another area.

Similarly, radiotherapy has been used successfully in conjunction with chemotherapy to treat children with acute lymphocytic leukemia. The disease used to kill children within a couple of months. Then in the 1950's and 1960's, doctors at the National Cancer Institute developed drug combinations which greatly improved survival rates.

But in some cases, some of the leukemia cells would hide in the brain, where the drugs could not reach them. So one of the radiotherapy experts at the institute, experimenting with mice, tried low dosage radiation in conjunction with the drug treatment and found that it killed the cancer cells in the brain. Later, doctors at St. Jude's Hospital in Memphis, TN, tried the combination treatment on children and found they did not get the disease back.

(Continued on page 52)



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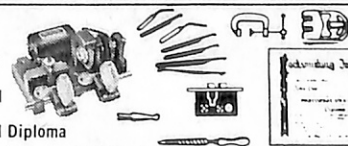
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race on Riverside's twisting nine-turn course roared on.

Bobby Allison, who normally revels in hot weather racing, was pale and dazed in his "Coke Machine" Chevrolet. His insulated water jug was empty, his fuel tank was low, he was weakening, but he was leading. Although Cale Yarborough, in much the same condition in another Chevvie, was near, the race was ending.

Both racers had pitted under a yellow flag with 30 laps to go. Each had taken on fuel and tires. As they left the pits for the final run, they were only five car lengths apart, and the fans were screaming.

Two things, though, were going to be important. One was that Bobby Allison clearly had the faster car to that point. The other was that all of the great stockers had been pitting for fuel about every 30 laps. As Allison began to stretch his lead, the fans began to

more fully understand the drama.

Both cars were marginal finishers without another pit stop, yet a pit stop by either could be very costly. The heat continued to climb as the hazy, burning afternoon sun beat down on the racers and fans.

Allison would thunder around sweeping turn nine and down the short main straightaway past the starting line, then would come Yarborough. But each lap the exhausted, overheated drivers finished, Allison would be a second more ahead. Finally he was nine full seconds in front, and then it happened. With only 20 miles to go in the 400 mile race, Allison knew that he would need a splash of fuel to finish. And so did Yarborough, probably.

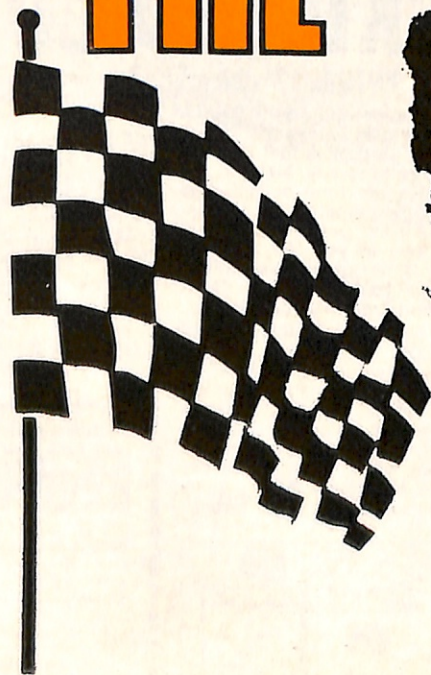
To go on or not? To try a quick pit stop or not? Allison was ahead, so he took the chance. He screamed the mighty Coke Machine out of turn nine and ducked into the pits. The seconds

by Ross Olney

The day was hot, so Southern-California-high-desert-country hot that fans were beyond sweat in the stands and track temperatures at Riverside International Raceway were running over 150 degrees. Inside the bellowing Grand National Stock cars, temperatures soared to 135 degrees and drivers dehydrated.

One by one they faded and pitted, or cars so overheated they just pulled to the side. Follmer dropped out, then Petty, and other NASCAR stars. But the

RALLY PAST THE FLAG



ticked off as frantic pit men dumped a couple of gallons of gas into the racer. Yarborough thundered past on the main stretch. A few seconds later Allison rushed out of the pits and back into the race, a fresh shot of fuel in his tank.

The race became one of the classic chases in history, with Allison closing the gap steadily and Cale Yarborough skating the thin ice between too much speed (and too much gas consumption) and not enough speed (and being caught by Allison). At the end, with both drivers fainting from heat and exhaustion, Yarborough was three seconds ahead.

In Victory Circle he sagged, nearly fainting into the arms of his crew. Oxygen was administered to revive him enough to accept his trophy. In the garage area, Allison was also reeling, and accepting oxygen, after one of the closest, hottest battles in NASCAR history.



The late Peter Revson was a devil-may-care, handsome, intense racing car driver, a man who loved what he was doing and wanted to be the best driver of all. He was by no means a playboy toying with the dangerous game of auto racing, though in every other way including wealth, he fit the playboy image. Fans loved Revson and his skill.

On the track, he was a hard competitor, unwilling to give an inch and perfectly ready to risk everything for a victory. He would stop at nothing, per-

mit no man to interfere, on his way to the checkered flag. One 1971 race at the beautiful Laguna Seca Raceway in Monterey, California, indicated the Revson spirit.

Peter was battling for the coveted CanAm Championship in his low, powerful, orange McClaren racer when, during a pit stop, another racer side-swiped the Revson machine, ripping off a door. Revson streaked back onto the track.

But just ahead a Lola spun, hit the wall, and burst into flames. Revson squeezed by and streaked on without a backward glance.

In his mirrors was ace driver Jackie Stewart, the odd front end of Stewart's car persistently pressuring. Coolly, Peter Revson drove on, unwilling to worry or bend to the increasing anxiety of the Wee Scot.

Then blue smoke began to billow from the back of Revson's racer. Track officials are very concerned about smoke, for smoke might indicate that a car is dumping slippery oil on the track. While officials studied his car and readied the black, compulsory pit stop flag, Revson thundered on.

Finally, in a decision strange to this day, officials waved the black flag at Revson. But he was just beginning his last lap. In the cockpit, Peter calmly considered the waving flag. It was foolish. He would ignore it. Besides, he was already beyond his pit. He raced on, the black smoke boiling out the rear.

Shifting down for the acutely sharp left hand turn nine of the Laguna Seca course, the last turn on the track, he bellowed for the finish line. He expected the checkered flag of victory, but instead he was once again given the black flag. Stewart, following closely behind, was given the checkered flag.

In typical Revson fashion, Peter decided to ignore the entire matter. He finished his "cool down" lap and swept grandly into the victory area. Surprised officials handed him a bottle of champagne, and once again in everybody's area, he shook the bottle and sprayed it through the air. He had won, he was certain, and he was celebrating as he always celebrated. Some called him "Champagne Peter" for this very habit.

Later, nonplussed officials went into a huddle and decided to agree with Peter Revson, and to award the race to him . . . but to fine him \$250 for ignoring an official's signal. Even if it had been given on the final lap.

Peter's face broke into the famous Revson grin. His mechanics had proven to him that he had not dropped oil on the track. He knew the first place was worth more than fifteen thousand dollars.

"Take it out of my prize money," Peter said, to the delight of the fans present.



They don't call him "Dick," or any other nickname. His name is *Richard*.



Just ahead a Lola spun, hit the wall and burst into flames. Peter Revson squeezed by and streaked on without a backward glance. He was battling for the coveted CanAm Championship . . . and he wanted to win.

They call him Richard to his face, and behind his back. Except for those who call him King Richard, and that includes a host of fans. He has won the famous Daytona 500 five times, and many, many other major races. He became the NASCAR Grand National Stock Car Champion four times.

Most drivers never make it once.

A typical Richard Petty Victory was the 1974 Daytona, Florida, race. Favored as always, he still had to consider competition the likes of Foyt, Parsons, the Allison brothers, Bobby and Donnie, Yarborough, and the "Silver Fox," David Pearson.

The race was a fender-banging, tire-popping battle during which the lead changed fifty-nine different times. Still, near the end, it was a tight two-car duel between Richard Petty and Donnie Allison.

At first Petty would draft Allison, and slingshot around, then Allison would draft Petty and slingshot. This is a method of using the lower air pressure inches behind the car in front to pick up extra speed, then shooting out and around. Yarborough was third, Foyt was fourth and Coo Coo Marlin was fifth. Remember Coo Coo.

Suddenly Richard Petty rushed into some bits of metal from a previous accident, and blew a tire. The tire dis-

integrated, though Petty managed to keep his speeding car under control. He eased the racer down pit lane, since the entrance, to his great fortune, was just about where he blew the tire. Quickly his crew slammed on a new tire, and Richard raced back onto the track.

But it appeared that finally the great Petty luck had changed. He was a full half lap behind and the race was nearing the end. Not only that, but he now had Cale Yarborough and A.J. Foyt on his tail, pushing hard. Far ahead, Allison charged on.

Racing, however, can change in the blink of an eye. Ahead of Allison an engine blew, showering bits of metal and debris on the track. Instantly, two of Allison's tires blew apart and he looped into a long skid into the infield. He was beyond the pit entrance, so he was forced to limp all the way around the track (you never go the wrong way on a race track) for repairs.

That quickly, King Richard Petty was again in the lead. So that there would be no further question about the great Petty luck, fate stepped in and hit Yarborough with a blown tire, and Foyt with a blown engine.

Richard Petty took the checkered flag for his fifth Daytona 500 victory.

Racing luck? Allison, who managed to finish far back in the race, had

passed the car which blew its engine fourteen times in that race. This time, just as he was closing to pass, the engine let go, knocking him out of the victory.

And remember Coo Coo Marlin? When Petty dropped out to get a tire, then Coo Coo logically thought he was in first place. Since he crossed the line with Petty, he thought the checkered flag was for him. He slowed down for a cool-down lap, two cars passed him, and only then did he realize that he would have been in second place, one lap down. As it was he finished in fourth place.



Think of 500 long racing miles on an oval track 2½ miles around, a track like Indianapolis, for example. It used to be that the distance between first and second place at the end of such a race was measured in hours, or at least in many, many minutes. Drivers came into the pits, crawled out, and ambled over to the nearest hot dog stand to refresh themselves while their crews serviced the racer.

A few even politely waited in line.

Racing tightened up as cars and drivers improved, and eventually race finishes were being measured in a minute or two, or occasionally even in seconds.

And once, even quicker.

Visualize .58 second. The blink of an eye? The clap of a hand? Whatever, .58 second is quick!

All of the great United States Auto Club drivers were entered in the 1974 California 500 at the swank Ontario Motor Speedway. Andretti, Foyt, both Unsers, Johncock, Rutherford, Ruby, McCluskey, Bettenhausen, everybody. Even Salt Walther, who had spun upside down and thrown great sheets of flame on the straightaway at Indy a few months before, was there with a new car and ready to race.

It was going to be ol' A.J.'s race, though. Everybody said that Foyt was due. His car was sharp and he was ready. Unfortunately, he struck a piece from another car while leading, severing an oil line, and almost immediately pulled into his garage behind the pits. The race was thrown open for anybody with nerve enough to take it.

And so began a fantastic duel to the finish unmatched to this day in racing between two superb drivers in two fine racing cars. One car was number 48, the white Dan Gurney prepared Olsonite Eagle. The other was car number 15, a newly created "Parnelli" under the pit management of former driver Parnelli Jones.

In number 48 was Bobby Unser. In number 15 was Al Unser. Brothers. Sons of a great racing family. Older brother Bobby and "baby" brother Al. In the

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crowd to watch the great duel was "Mom" Unser, the maker of infield chili for the pitmen and chief cheerleader for both of her living sons.

At first Bobby would lead in the race, then Al would lead. They battled hard, they took chances. Pit stops were mechanized ballets as Gurney and his crew, and Jones and his crew, brought the cars in and out in seconds.

The afternoon grew cool, and a haze finally hid the snow-covered mountains behind the track, but the thundering duel continued. Others dropped out, or crashed out, but the Unsers drove at each other lap after lap. The lead changed sixteen different times at the finish line, and other times around the course. Near the end, both pit crews were worried about fuel remaining in the cars, yet neither could bring their own car in without yielding the victory. So the white car and the red car thundered on, by then becoming tired, with tired drivers.

Out of the final turn came Bobby, then out of the final turn came Al. Five hundred long miles were ending, with the finish line a half mile away, then a quarter mile away. The checkered flag snapped down on a white/red blur, but it was Bobby's car over Al's by the blink of an eye, by .58 second.

It was the closest finish in auto racing history.



If fans and other racing experts were asked to name the single greatest racing car driver in history, taking into consideration all forms and types of the sport, there is no question that one single name would appear far more regularly than any other. In no other sport is the title "best of all" or "number one" so clear-cut.

A.J. Foyt has won everything, in every type of racer, against every top name driver in the world. He's won races with big prizes, races where the cars cost millions of dollars to build, races where only the best compete.

But one muddy little race in the mid-west gives perhaps the best indication of the great Foyt competitive spirit. For A.J., also known as "SuperTex," loves racing so much that he has been known to spend more on an airplane ticket to get to a race than he can possibly win in prize money.

This was a sprint car race, one of the most dangerous and difficult of all. The track was muddy after all-night rains, and nobody wanted to be first on the track for qualification runs. Finally Foyt said he would try, and he did. He blasted his way around the muddy track, throwing sheets of dirt from spinning rear wheels. His time was considered to be an official qualification.

Soon other drivers were trying, and unfortunately for A.J., as more and more

wheels turned, the track dried out. Drivers not in the same league with Foyt were setting faster times, and it became obvious that Foyt was going to be bumped from the race. The last car qualified and Foyt was out of the field, for only the fastest cars were allowed to compete according to the rules.

Foyt was angry, and when A.J. gets angry, strong men stay out of his way. He stalked to the last place car in the field, the slowest one to qualify. The car was a home-built job, without a real chance of winning. On the spot, Foyt offered the young driver more than he could ever win by racing to allow Foyt to serve as relief driver, and to drive

the car in the race. The driver agreed.

With a great snarling roar, the sprint cars blasted into the first lap . . . and A.J. Foyt made his move. In a car not even considered to have a chance, he skidded around. Up near the wall, then down near the infield, he aimed his car as he passed other cars.

By the end of the race, Foyt had "lapped" every other car at least once, and he won the race going away.

For money? No, Foyt has all he can possibly use. For pride? He has nothing to prove to anybody anymore. Because he is "number one?" No, probably not.

Then why?

Because he's A.J. Foyt, that's why. ■

Clip and file the pages of your ELKS FAMILY SHOPPER. They'll come in handy when you need gift ideas or just want to do some armchair shopping for interesting items.

Your child must memorize all his multiplication tables to pass in **NEW MATH**



TWO WEEK FREE TRIAL
Just send name—no money!

Musical Multiplication Records

teach all the tables from 2's through 12's as easily as the words of a song!

Help your child do better in arithmetic—especially in the New Math—by getting him these new multiplication records. Modern Math teachers insist on children *memorizing* their tables. Now even children of pre-school age can easily learn all the tables from 2's through 12's *simply by playing these records.*

No urging needed from parents. Children love these records. Each table has its own catchy tune and jingles. And the man on the record *quizzes* your child so the tables stick in his memory. He *must* know his tables to learn long division, fractions and decimals.

Send No Money. Just send coupon and the records will be mailed to you postage prepaid. If returned within two weeks after receipt, you owe nothing. If kept, pay only \$9.95, price in full. Bremner Records, Dept. J-19, Wilmette, Illinois 60091.

School Principal writes: "Your records have a unique teaching approach and a good one. Our pupils are taking new interest in their tables. Excellent as a home-tutoring aid."

A. Blair Owens, Principal, Lewiston Elementary School, Lewiston, Pa.

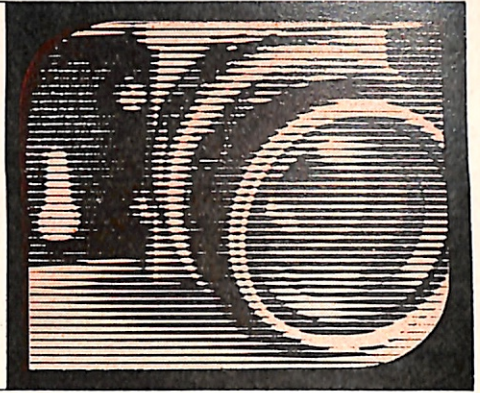
Parent writes: "All three of my children used your records and in 6 weeks had learned all the tables from 2's through 12's. Best investment I ever made."

A. J. Perez, Parsons, Kansas

Bremner Records, Dept. J-19
Wilmette, Illinois 60091
Please mail, postage prepaid, one complete set of the Musical Multiplication Records. I may return them any time within two weeks after I receive them and owe nothing. If I keep them I will honor your invoice for \$9.95 in full.

Name _____
Address _____
City _____
State _____ Zip _____

NEWS OF THE LODGES



PLANS for a new addition to the lodge at Dover, Ohio, were studied by involved members at a recent groundbreaking ceremony. Contractor Ed Pongratz, Trustees Robert Ley and William Evans, Richard Fisher, architect, Trustee David Douth, ER Richard Staley, and Building Committee Chm. Sherman Price were present for the event, which was the start of extensive physical improvements for the building.



RETIREMENT for Brother Vane Wilcox was a memorable event for the steward of Endicott, N. Y., Lodge. Recently, Vane's wife Evelyn and lodge members gave the 54-year-member a testimonial dinner especially in his honor.

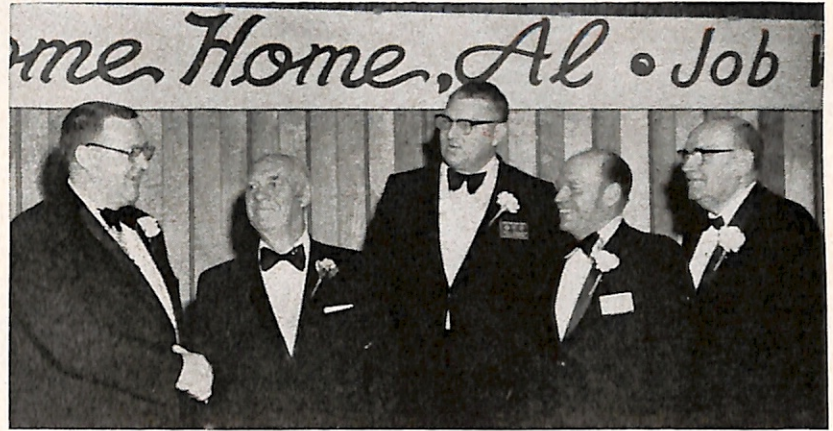


CHARTER MEMBERS of Sumter, S. C., Lodge gathered for a party in their honor recently held at the lodge. ER Gobe McElveen (standing, second from left) greeted (seated) Brothers Mark Reynolds Jr., J. H. Lawson, Wendell Levy, and (standing, from left) H. Q. Heath, Marion Moise, and Harry Ryttenberg.

A CHECK for \$1,000 for the cause of cerebral palsy research and treatment was presented by PER Robert Gregory (left) to VP Vernon Allinson. The contribution to the New York state major project was recently made at Hempstead Lodge.



DES PLAINES, Illinois, Lodge had the opportunity of welcoming local police officer Mary Mundell at its recent evening honoring law and order. (From left) Est. Lead. Kt. Dave Seaholm, Sgt. Ken Fredricks, and Americanism Chm. Bill Laudert presented a resolution to the featured speaker.



HONORED GUEST Grand Est. Lead. Kt. James Gunn (second from left) congratulated DDGER Alexander Litster on occasion of his homecoming to Colonie, N. Y., Lodge. Also present to greet Brother Litster were (from left) VP John Buehler, ER William Meyer, and PSP Robert Bender.



SPORTS NIGHT at Woodland, Calif., Lodge drew participation from representatives of the Oakland Raiders and San Diego State football teams and the Oakland A's baseball team. At the banquet were (from left) ER Bill Southard, Craig Penrose, San Diego quarterback, Oakland A's outfielder Joe Rudi, San Diego head coach Claude Gilbert, Oakland Raider offensive guard George Buehler, John Didion award winner Steve Ceccato, and Cliff Branch of the Oakland Raiders.



STATE WINNER in South Carolina's ritualistic competition was the team from Rock Hill Lodge. (From left) Est. Loyal Kt. Bill Amick Jr., candidate Bruce Neal, Est. Lect. Kt. Buddy Belk, Chap. Lamar King, ER Don Bell, coach Mickey Brackett, Est. Lead. Kt. Don Carter, In. Gd. Huey Stutts, Esq. Boin Shoemaker, and Tiler Virgil Hensley accepted their trophies.

THE IDAHO ELKS welcomed John Snook (right) into their hall of honor. ER William Jakovac of Salmon, Idaho, Lodge, representing the state association, offered the official plaque to Brother Snook, who recently passed away after 74 years of membership in the order.





LADIES PARTICIPATING in the Elks National Foundation were honored with pins and certificates for their accomplishments at Van Nuys, Calif., Lodge. ER Joe Kohler (left) congratulated (from left) France Gappae, Joyce White, and Jean Proudfoot, as Foundation Chm. Lee Faust honored his mother-in-law, Mrs. Henrietta Kilby.



A CHINESE AUCTION held at Fair Lawn, N. J., Lodge resulted in the amount of \$1,598 to be contributed to the Elizabeth General Hospital Cystic Fibrosis Clinic Fund. (Standing, from left) Dr. Harold Grotzky, clinic director, Chm. Edward Sparrow, and David Fletcher, hospital vice-president, stood by as auction organizers Kathleen Connelly and Mary Celeste and their sons Jimmy and Robert discussed the project.



LODGE NOTES

SLIDELL, La. Kay Strohm, wife of GER Gerald Strohm, met and talked with eight-year-old Cynthia Caravallo at the Louisiana Mid-Season Conference held at the lodge. Cynthia is an eye transplant recipient of the Southern Eye Bank of New Orleans, the state major project.

LIMA, Ohio. ER George Miller was one of the five nominees for the Jaycees' Distinguished Service Award.

EVELETH, Minn. Skip James Wainio, winner of the Howard Doheny Memorial Elks Curling Bonspiel, was awarded a trophy by Mrs. Howard Doheny and her son Robert. The recent initiation of a class of candidates brought lodge membership to over 300.

HAWTHORNE, N. J. The Vets Committee, with Anthony Demarco and Jack Walsh serving as co-chairmen, recently sponsored a party for patients at the Veterans Hospital in East Orange.

MONTICELLO, N. Y. Twenty-two brothers each donated a pint of blood during the lodge's recent blood drive, which was chaired by Brother Edward Fink. Brother Anthony Cellini supplied refreshments to the donors.

HILLSIDE, N. J. Recent visitors to the Elks National Home in Bedford, Va., included PERs Henry Goldhor and Walter Reutter, and Past Trustee George McClatchey.

PLANO, Tex. The lodge's National Service Committee collected over 500 books and 50 pounds of leather for patients in the Veterans Hospital at Bonham, Texas.

WINSTON, N. C. ER Jerry Angel recently congratulated PDD J. W. Voss, chairman of the lodge's indoctrination committee, for his successful recruiting of newly initiated members into the National Foundation.

GREENWICH, N. Y. Winner of the \$500 award in the lodge's annual sweepstakes was seven-year-old Karen DeVoe, of Mechanicville, N. Y., who is afflicted with cerebral palsy. The winning ticket was purchased in her name by her grandfather, PER Louis Miranda, of Mechanicville Lodge.

SANTA MONICA, Calif. One hundred and eighty Old Timers took part in the lodge's annual Old Timers Night. Fifty-five-year member Tony Packer was chairman for the evening.

MIDDLETOWN, N. Y. Proceeds from the lodge's annual charity ball exceeded \$4,000. Brothers Tom Dempsey and Dick Pinckney were co-chairmen of the event.

ANGOLA, Ind. The members of Ligonier, Ind., Lodge visited Angola Lodge as part of the state association's program of inter-lodge activities. The occasion was the initiation of 82-year-old Charles Krueger.



STATE PRESIDENT Alfred Mattei, Hudson, Mass., Lodge's ER Carmino Longhi, SDGER W. Edward Wilson, and DDGER William Kerrigan were present for a recent meeting of the Massachusetts State Elks Association. The well-attended meeting was hosted by Hudson Lodge.



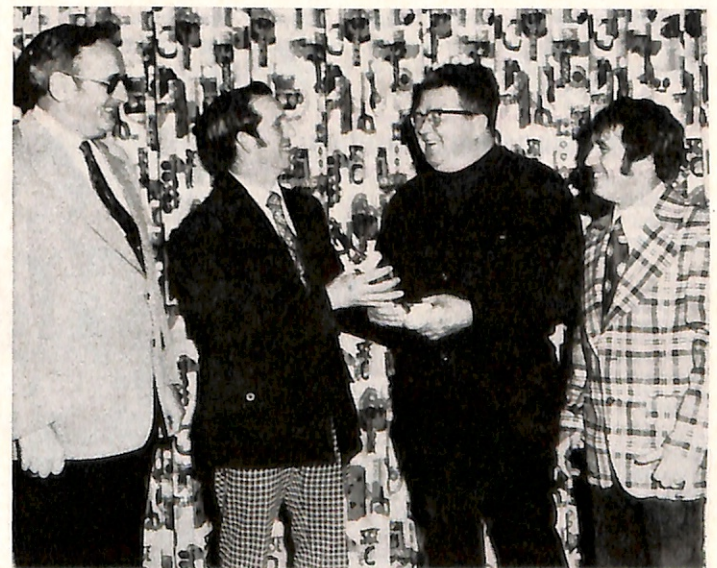
PHYSICAL FITNESS and weight lifting was the subject of a program recently sponsored by Port Washington, N. Y., Lodge for local teenage boys. At an awards banquet, Michael Madura accepted a commendation for his weight lifting efforts, presented to him by (from left) Gary Binkiewicz, program trainer, ER Edward Calapa, and Youth Chm. Lou Ligeri Jr. A special guest at the program was Philip Grippaldi, a national and Olympic weight lifting champion.



WINNERS and runner-ups of the Nevada State Elks Association "Hoop Shoot" Contest received their trophies at a banquet held in their honor at Las Vegas Lodge. Elks officials present were (from left) District Chm. Tom Davison, ER Rex Jensen, Las Vegas Chm. Fred Davison, and State Chm. Don Hayden.



A PILOT PROGRAM to determine whether curvature of the spine is hereditary was undertaken at Cordova, Ala., recently through the financing of the Alaska Elks, who have approved \$31,000 for the project. Dr. Ermold (left) and Dr. Mills of the Elks Scoliosis Clinic in Cordova demonstrated an x-ray machine, which is able to photograph the entire spinal column, for SP Everitt Calhoun and PSP Osky Weeda.



MIDDLETOWN, Pennsylvania, Lodge's Fireman of the Year was chosen at an annual dinner and special program. Raymond Condran (second from right) accepted his award from Charles Myers, as ER Harold Gingrich (left) and Chm. Richard Eagle looked on.



CERTIFICATES AND PINS were presented to National Foundation subscribers of Rockville, Conn., Lodge by DDGER Alan Lyon (third from left) when he recently visited there. (From left) Organist Alexander Gary, Brother Harry Ingram, PER Arthur McFall, Est. Lect. Kt. Donald DeVine, and In. Gd. Carl Farris were among those who welcomed the District Deputy.

BALTIMORE ORIOLES' catcher Elrod Hendricks (second from left) autographed a baseball for 13-year-old David Luckenbaugh, and Tom Shopay (right) signed a ball for Bob Bealing at Hanover, Pa., Lodge's recent Father and Son Night. Andy Bealing (center) received an authentic Oriole helmet from the professional players.



FLORIDA ELKS honored SP Norman P. O'Brien (center) with a dinner-meeting held at North Miami Lodge, which was attended by (from left) PSPs Marvin Kimmel, George Nichols, Chelsie Senerchia, and Frank Holt. A check in Brother O'Brien's name to the Harry-Anna Hospital building fund was presented to him by lodge members.

CRIPPLED CHILDREN stand to benefit from work recently accomplished by the Elks' Ladies of North Tonawanda, N. Y., Lodge as their officers presented a check to ER William Hardy. Fund Chm. Edna Valiquette made the \$250 contribution to the state major project on behalf of the ladies, and observed by President Ruth Hardy.

STATE ASSOCIATION CONVENTIONS

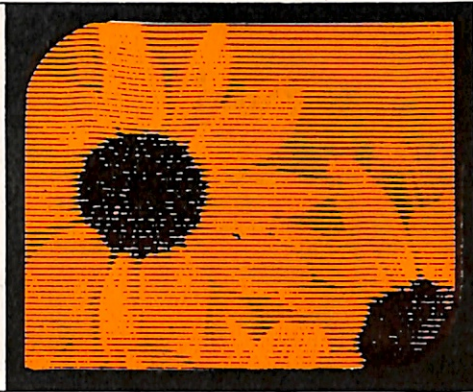
STATE	PLACE	DATE
Mississippi	Biloxi	May 23-24-25
New Hampshire	Waterville Valley	May 30-31, June 1
Indiana	French Lick	June 5-6-7-8
New Jersey	Atlantic City	June 5-6-7-8
South Carolina	Florence	June 5-6-7-8
South Dakota	Watertown	June 5-6-7
North Dakota	Bismarck	June 8-9-10
Georgia	Jekyl Island	June 11-12-13-14
Utah	Salt Lake City	June 13-14-15
Vermont	Bretton Woods, N.H.	June 13-14-15
Virginia	Portsmouth	June 13-14-15
Idaho	Blackfoot	June 19-20-21
Minnesota	Bemidji	June 19-20-21-22
Texas	Lubbock	June 19-20-21
Washington	Spokane	June 19-20-21-22
Maryland, Delaware & District of Columbia	Salisbury, Md.	June 20-21-22
Rhode Island	Galilee	June 21-22
Montana	Miles City	July 23-24-25-26
West Virginia	Morgantown	August 7-8-9



OLD HOME WEEK was a special occasion at Fresno, Calif., Lodge when over 500 Elks gathered to greet GER Strohm. A brigade of clowns surprised the Grand Exalted Ruler and Past Grand Chaplain Monsignor Scott at the festivities.

BACKYARD GARDENER

by Jon Peterson



PUTTING DOWN ROOTS

Nearly everybody knows an African violet leaf can be rooted by inserting the stem into a glass of water and collaring it with a piece of wax paper held to the glass by a rubber band. Roots will form at the base of the leaf and the plantlet may then be repotted. It's an easy matter, too, to take your flowering *Tradescantia* and snip a few sprouts, stick their butts in water or a damp rooting medium, and sit back to await the harvest: little *Tradescantia*. In fact, you can gather so many rootings from just one medium-sized plant, you might consider opening your own *Tradescantia* shop. I don't know how profitable it would be, but I do know you'd have plenty of greenery around to keep you occupied.

If you're not interested in opening a retail plant shop, there's just so much you can do with houseplant rootings. There are just so many places to put new pots, so many windows to stuff full of plants. Isn't it a shame you can't take rootings of outdoor plants . . . the really expensive plants you always seem to need more of.

Most people don't realize there are two ways of doubling or tripling or quadrupling the number of a particular variety of tree or shrub around the house. The expensive way is the traditional way . . . popping over to your local nurseryman and ordering three of these and a half dozen of those. The drawback, though, is that the bill for your purchases resembles the down payment on a farm.

But there's another way, one which I myself prefer for several reasons, not the least of which is it's cheap.

You can take cuttings—four-to-six-inch sprigs—from many types of plants, root them, transplant them, and watch them grow. Just like *Tradescantia*. The price? A little of your time. And an extra year or two's wait for the plant to reach maturity. But from the standpoint of personal achievement, alone, I think it's well worthwhile.

You can, for example, take cuttings from *Neillia sinensis* in mid-May and Lilac at the end of the month . . . right after the flowers have faded. In July, *Azalea*, *Barberry*, *Boxwood*, *Forsythia*, *Daphne*, *Diervilla*, *Hydrangea*, *Tamarisk*, *Spiraea*, and *Viburnum* root well, as do *Chamaecyparis*, *Juniper*, *Mahonia*, *Pieris*, *Rose*, and *Thuja* in August. These are called softwood cuttings, meaning cuttings taken

early in the growing year before growth for the season is ended.

There are other types of cuttings you can make during the winter—November, December, January—called mature wood cuttings . . . cuttings of various evergreens, for example, especially the narrow-leaved evergreens like *Arborvitae* and *Juniper*. I'll bet you never realized you could increase your evergreen stock the same way you do your *Coleus*!

The cuttings you take from existing evergreens should be about five-inch sprigs. You can either snip them clean or pull them off (leaving a "heel," that little extra piece of flesh that pulls off). Often, the use of a root-inducing hormone powder—such as Hormodin or Rootone, available at most garden supply shops—is helpful in establishing roots on your new sprigs more quickly. Take four or five cuttings in one hand, dip the butts in a saucer of water, shake off the excess, and then dip the butts in the powder.

Next, buy or make a flat (a shallow planting tray) and fill it full of sand. With a pencil point, drill as many holes as you have cuttings, insert the sprigs, and firm the sand around each cutting by tamping down with the eraser. Then, give the cuttings a thorough sprinkling to both moisten and help settle the sand further.

Finally, place the flat in a basement, enclosed porch, cold frame, or anywhere the temperature remains in the 45 to 50 degree zone. Keep the sand moist over the remainder of winter; and by May, the cuttings should have well enough developed roots to transplant outside.

If sand is not readily available for rooting purposes in your neck of the woods, you can use various commercially available rooting media, such as vermiculite. Just remember to transplant when ready in a more soil-like medium . . . preferably rich in humus.

Whichever rooting medium you use, taking cuttings is one of the cheapest, most rewarding ways I know of increasing your backyard garden stock. ■

☆☆☆ Garden Tips ☆☆☆

It's time this month, for all but the most frigid areas of the country, to think about setting your tomatoes. Just be sure to keep protective hotcaps or open-bottomed jars on hand for protection in case that *last*, last frost strikes. Bushel baskets or mounds of straw or hay also do the trick. As soon as you're sure the last frost date has passed, you can start planting your cucumbers, melons, pumpkins, and squash. For all areas except those bordering Canada or Mexico, May 1 also means it's time for planting string beans, peas, and corn . . . as well as various greens, such as kale, collards, and turnip greens.

Father Flanagan's

BOYS TOWN CHOIR

Frank Szynskie
Director

"Now Booking"
30th Annual Concert Tour
Fall of 1975

MIDWEST AND EAST

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Father Robert P. Hupp
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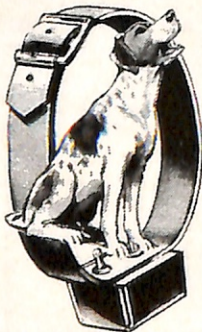
Why Do You Have A Poor Memory?

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

According to this publisher, many people do not realize how much they could influence others simply by remembering accurately everything they see, hear or read. Whether in business, at social functions or even in casual conversations with new acquaintances, there are ways in which you can dominate each situation by your ability to remember.

To acquaint the readers of this publication with the easy-to-follow rules for developing skill in remembering anything you choose to remember, the publishers have printed full details of their self-training method in a new booklet, "Adventures in Memory," which will be mailed free to anyone who requests it. No obligation. Send your name, address, and zip code to: Memory Studies, Dept. 720-53, Sherman Turnpike, Danbury, Conn. 06816. A postcard will do.

End constant BARK, BARK, BARK!

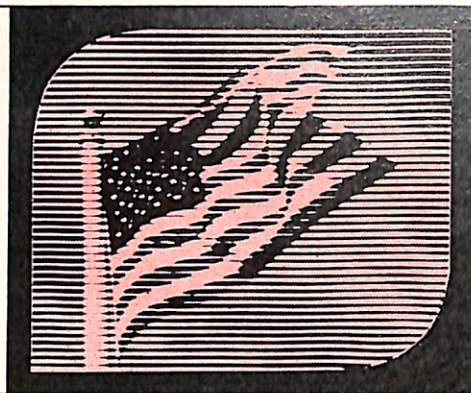


No time wasted in training—attach Bark-Trainer and forget it! Works instantly and automatically while you sleep or go about your duties. Requires no attention, produces long-lasting results. Just let dog wear Bark-Trainer collar a few days until the problem is corrected then take it off. It's that simple! Tiny electronic circuit converts vibrations of dog's bark to harmless but effective shock. He associates his excessive barking with the startling effect it produces. Absolutely safe. Most effective method ever developed. 10 day MONEY BACK GUARANTEE. Must end the problem or return for refund. Works on any size dog. Order by mail or call us for immediate C.O.D. 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. H10, Box 10880, Houston, Tex. 77018.

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ELKS NATIONAL SERVICE COMMISSION



The sum of \$378.30 was contributed to the VA Domiciliary at White City, Ore., on behalf of the members of Klamath Falls Lodge in support of an existing fund for the patients' entertainment. Vets Chm. Willis White (left) and Brother Ted Van (right) presented a check for the amount to Domiciliary Administrative Asst. John Rocatelli.

Visiting veterans from the Albany VA Hospital were welcomed at Monticello, N. Y., Lodge by Vets Chm. Carl Bates, ER Leo Freaney, SP Harry Macy, VP Bob Newsholme, and DDGER Eugene Kosa.



Clawson-Troy, Mich., Lodge played host to a group of veterans from the Allen Park VA Hospital. As part of the day's entertainment, the guests bowled, played billiards, and were served dinner. A color television, presented to Mr. Barnett, hospital supervisory staff member, by ER Charles Beeman (left) and Est. Lead. Kt. George Schwarz (right), was sent home with the veterans along with individual gifts.



**Hamilton, NJ,
Lodge Presents
Thomas F. Rhodes,
Jr., for Grand
Esteemed Leading
Knight**



WHEREAS: Brother Thomas F. Rhodes, Jr., was initiated into the Order of Elks at Trenton, New Jersey, Lodge No. 105 in 1948; and

WHEREAS: This said Brother was one instrumental in the formation of Hamilton Lodge No. 2262 and served as its Charter Exalted Ruler for the year 1962-63; and

WHEREAS: He has also performed outstanding service on behalf of the Grand Lodge of our Order, having held the offices of District Deputy Grand Exalted Ruler in 1964-65, Grand Lodge Americanism Committee in 1965-66 (in which capacity he organized the Parade of State Flags that begins each Session of the Grand Lodge), Justice and Chief Justice of the Grand Forum for the years 1967-72, Brother Rhodes presently serves as a Member of the Grand Lodge Pardon Commission.

NOW THEREFORE BE IT RESOLVED that Hamilton, New Jersey, Lodge No. 2262 proudly presents the name of Thomas F. Rhodes, Jr., for election to the high office of Grand Esteemed Leading Knight of the Benevolent and Protective Order of Elks for the year 1975-76.

Francis J. Patsey, Exalted Ruler
John P. Minar, Secretary



**Lewiston, ID,
Lodge Presents
John Nanninga, Jr.,
for Grand Tiler**

WHEREAS: Brother John Nanninga, Jr., has served Lewiston, ID, Lodge No. 896 in many capacities over the past twenty-seven years, including Exalted Ruler, Chairman, Board of Trustees; and

WHEREAS: In addition, he has served on numerous committees of the Idaho State Elks Association, as a member of the Youth Leadership Committee, as first Chairman of the State Ritual Committee when it was founded, as District and State Ritual Judge, as State Convention Chairman, as Chairman-Resolutions Committee; and

WHEREAS: He has represented Idaho Elks on a Grand Lodge level as District Deputy Grand Exalted Ruler, Grand Lodge Ritual Judge and in various other capacities at National Conventions.

NOW THEREFORE BE IT RESOLVED that Lewiston Lodge No. 896 is honored to present to the Grand Lodge Convention, to be held in Dallas, Texas, in July, 1975, the name of John Nanninga, Jr., as a candidate for Grand Tiler, Benevolent

and Protective Order of Elks of the United States of America, for a term of one year.

Richard L. Devlin, Exalted Ruler
Donald J. Rainville, Secretary

**Delaware, OH,
Lodge Presents
Walter G. Penry
for Grand
Esteemed Loyal
Knight**



WHEREAS: Brother Walter G. Penry has served Delaware Lodge No. 76 for the past 50 years in many capacities, including Exalted Ruler and member of Board of Trustees for over 15 years. Brother Penry is an Honorary Life Member; and

WHEREAS: He served the Ohio Elks Association as its President in 1942-43. He is Senior member of the Ohio Elks' Association's major project, the Cerebral Palsy Board; and

WHEREAS: Brother Penry has served the Grand Lodge as a member of the Grand Lodge Activities Committee on two different occasions; and

WHEREAS: In all his activities, he has served the Order of Elks with dedication and distinction, and with continued devotion to the Order.

NOW THEREFORE BE IT RESOLVED that Delaware Lodge No. 76 is honored to present to the Grand Lodge Convention to be held in Dallas, Texas, in July, 1975, the name of Walter G. Penry as a candidate for Grand Esteemed Loyal Knight of the Benevolent and Protective Order of Elks of the United States of America, for a term of one year.

O. David Easterday, Exalted Ruler
David R. Thomas, Secretary

**Falls City, NE,
Lodge Presents
Lowell M. Lewis
for Grand Inner
Guard**



WHEREAS: Brother Lowell M. Lewis has served Falls City, Nebraska, Lodge No. 963 for the past 29 years in many capacities including Exalted Ruler, present Secretary, and present Youth Week Chairman of a program which is a perennial national champion; and

WHEREAS: Brother Lewis has been an Honorary Life Member of Falls City Lodge No. 963 since 1972; and

WHEREAS: He served the Nebraska State Elks Association as its President in 1971 and on its Youth Committee, and on its Benevolent Commission; and

WHEREAS: He served as District Deputy Grand Exalted Ruler of East District of the State of Nebraska under the Past Grand Exalted Ruler Robert E. Boney; and

WHEREAS: In his community he is considered an educational leader as its Junior High School Principal; and

WHEREAS: In all his activities, he has consistently demonstrated leadership and continued devotion to the Order of Elks.

NOW THEREFORE BE IT RESOLVED that Falls City Lodge No. 963 is honored to present to the Grand Lodge Convention to be held in Dallas, Texas, in July, 1975, the name of Lowell M. Lewis as a candidate for Grand Inner Guard of the Benevolent and Protective Order of Elks of the United States of America, for a term of one year.

Edwin Stokes, Exalted Ruler

**Vallejo, CA,
Lodge Presents
Charles T. Reynolds
for Grand
Esteemed Lecturing
Knight**



WHEREAS: Charles T. Reynolds has, in 39 years of membership in the Benevolent and Protective Order of Elks, served with distinction in many capacities, rendering outstanding service to Vallejo Lodge No. 559, the California-Hawaii Elks Association and the Grand Lodge; and

WHEREAS: Charles T. Reynolds has held the offices of Exalted Ruler, and Trustee in his Lodge and is now one of a very few Honorary Life Members; and

WHEREAS: He is a Past President of the California-Hawaii Elks Association, a member of its Board of Trustees, serving as its chairman for 4 years; and

WHEREAS: He served on the Board of Trustees of the California-Hawaii Elks Association Major Project for the total years permissible under their by-laws, the last 4 years as its chairman; and

WHEREAS: He has served as District Deputy Grand Exalted Ruler, Lodge Advisor and as a district Leader; and

WHEREAS: He is now Vice-Chairman of the Advisory Board of the California-Hawaii Elks Association; and

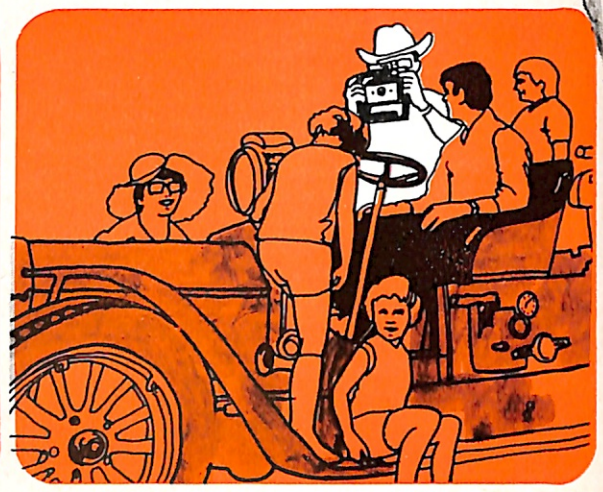
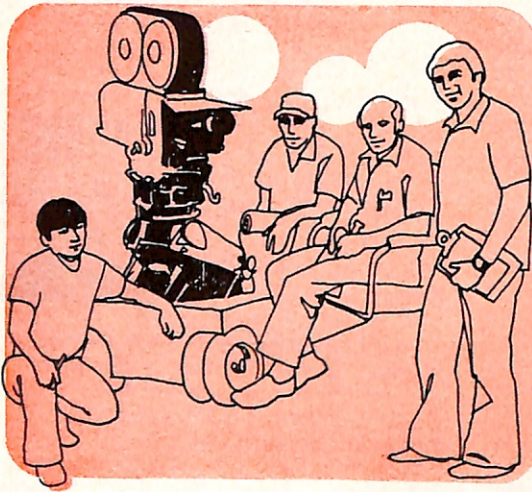
WHEREAS: He has served his community through his activity in many civic advisory boards and committees, business associations, and serving as President of the Vallejo Chamber of Commerce; and

WHEREAS: In all his activities he has demonstrated, consistently, outstanding leadership and exemplary devotion to the Order.

NOW THEREFORE BE IT RESOLVED that Vallejo Lodge No. 559 is honored and privileged to present to the Grand Lodge Convention to be held in Dallas, Texas, in July, 1975, the name of Charles T. Reynolds as a candidate for election to the office of Grand Esteemed Lecturing Knight of the Benevolent and Protective Order of Elks of the United States of America.

Charles E. Martin, Exalted Ruler
Bernard J. Klotz, Secretary

STEP RIGHT UP FOLKS AND TAKE A TOUR OF DREAMLAND!



By Jerry Hulse

A curious phenomenon has occurred in Hollywood: Dreamland is opening its eyes. After decades of entertaining the rest of the world, Hollywood has taken a long look at Hollywood. Cigar-chomping movie moguls got the bright idea a few years ago of focusing their lenses on the celluloid city. Until then, Hollywood really wasn't particularly fascinating; outside of a couple of uninspiring boulevards—namely Hollywood and Vine—it offered very little. There were the footprints at Grauman's Chinese Theater, the Brown Derby Restaurant and the television shows. That was about all.

Even in its heyday, Hollywood wasn't much of a visitor attraction; it hardly rated single-star status. But then one day Universal Studio chiefs got a bright idea: let's entertain the tourists, they said. Until then one's chances of peering inside a film studio ranked right alongside a date with Jack Lemmon or Jacqueline Bisset. But in 1964 they opened the flood gates and the public poured through.

Just the other day I dropped by

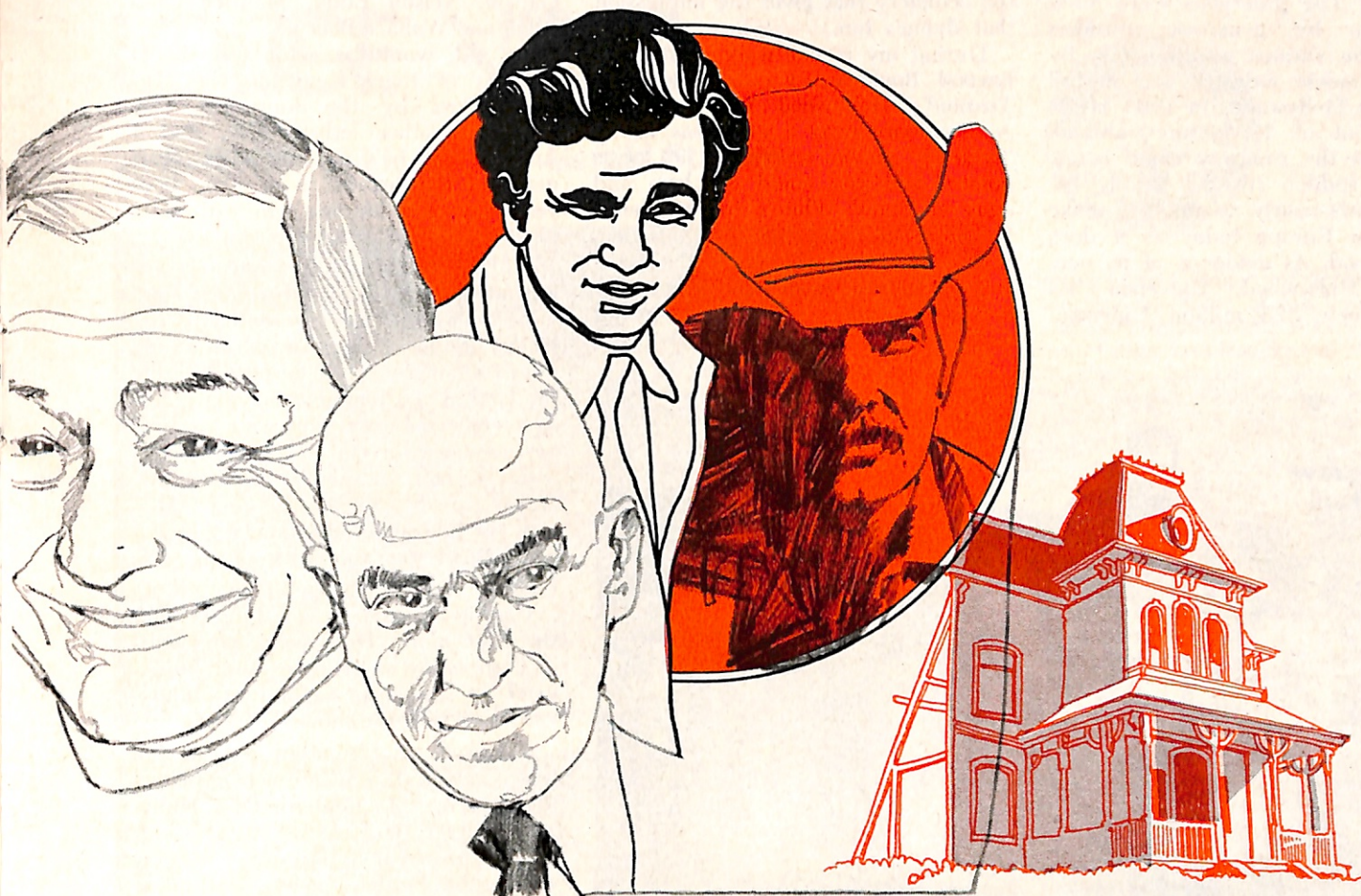
Universal and in the course of a single day I traveled around the world to Italy and France, England, Thailand, New York, New Caledonia; we crossed the Yugoslav border 1 hour and 20 minutes after moving off on our journey; we watched workmen spreading snow in a "sub-zero" European village (earlier the same location had been used for the filming of a scene in "Thailand"). Visitors at Universal ride Glamor Trams across the 410-acre lot (it's the world's biggest film studio) and they snap pictures with cameras lent by Universal. They become actors and actresses, filming one another at Universal's Prop Plaza aboard stage coaches crossing the prairie or else riding Model-T Fords along some country road. Strolling the sets with them are Frankenstein's monster, the Phantom of the Opera and Wolf Man, and before them the cameras grind out "Columbo," "McCloud," "Marcus Welby," "The \$6 Million Man," and "Kojak" as well as high-budget feature-length films.

During the tour there are "rock slides" and "flash floods" and there's the "Parting of the Red Sea." It's all special effects gimmickry that seems dramatically real. No one

guarantees you'll see a film or TV star, but the odds are in your favor.

During prehistoric times, Hollywood was the home of the saber-tooth tiger and the mammoth bison. Eons later came the Caheunga Indian, the drugstore cowboy and some dreamy-eyed, would-be starlet looking for fame. More often than not these aspiring actresses hail from places like Sioux City or Twin Falls. Seldom are they home-grown. Occasionally someone sets their name in bright lights. Not always. Just occasionally. Ask me how I know the secrets of these film-land intrigues and I will tell you it's because I've lived all my life in this stardust world.

Although lately the town has changed considerably, in some respects it remains the same. Just the other day I strolled down Hollywood Boulevard: there were the old scenes I recall from childhood, years ago, when I sold the Saturday Evening Post along this world-famous avenue. The Hollywood of my growing up days was seen through the lens of an apartment-house window overlooking Sunset Boulevard. It looked down on Jim's Nickel Spot, a five-stool lunch counter, and I marveled at what a wonderful place the town was. To



show you how long ago this was, everything at Jim's cost five cents. (The coffee was free.) Customers were mostly drugstore cowboys from Gower Gulch, a concrete canyon sandwiched in between Jim's and Vine Street just behind Columbia Pictures. They rode the range in vintage V8s and slurped chocolate malts prepared by Jim, a dark-eyed little guy with a pencil thin mustache. If he hadn't been so busy frying hamburgers he might have made the movies himself.

The cowboys were characters like Dalton and Rube Dalroy. Rube kept getting elected mayor of Gower Gulch on a platform calling for a 12-ounce schooner of beer for every man and the right-of-way for stage coaches along Sunset Boulevard. Never mind that the stages were all corraled on the studio back lots. Tumbleweed Thompson led the Hard Liquor Liberals. But each time Rube Dalroy won. And he kept right on winning till one day in 1954 when he fell to the pavement of his beloved Sunset Boulevard and died, like in the movies, with his boots on. The drugstore cowboys wore ten-gallon hats and called one another Tex and played poker

in a saloon at the corner of Sunset & Gower, behind Columbia Pictures, while waiting for a part. When they got hungry they'd fill up on nickel hamburgers across the street at Jim's.

I'd look down on it all from my window. Sometimes I'd see them shooting movies right in the street. This was before everything was hidden behind studio walls. These were the wonderful days of C.B. DeMille's marvelous hour-long Lux Radio Theater. Remember? Kay Kyser was doing business in his old College of Musical Knowledge. Tourists went to see Jack Benny, Fibber McGee and Molly, George Burns and Gracie Allen.

Today the radio shows are mostly passe; it's all TV now. You may write for tickets to CBS, 7800 Beverly Boulevard, Hollywood 90036; NBC, 3000 West Alameda Ave., Burbank 91523; ABC, 4151 Prospect Ave., Hollywood 90027, and for the Merv Griffin Show, c/o Merv Griffin, 1735 North Vine St., Hollywood 90028 (be sure to write "tickets" on the outside of your envelopes).

Did I say Hollywood is changing? Yes, in so many ways it has. Each morning I drive through my old bed-

room at 55 m.p.h. on the way to my office. You see, after Sunset Boulevard, we moved to a snug old duplex across from the Hollywood Bowl—right where the Hollywood Freeway leaps south toward Los Angeles. It took our house, and so today I drive where I used to sleep. Hollywood is still pictured on post cards as an orange-tree-infested paradise. But take it from me, if you can find a single orange tree it is only because the bulldozers plowing up space for still more freeways have overlooked it.

Hollywood's still a get-rich-quick place populated by dolls from Des Moines and an array of 4,000 press agents. Like Humpty Dumpty the town suffered a great fall after World War II. Anti-trust suits forced major studios to divorce themselves from ownership of theaters across America. (In its heyday Hollywood turned out 700 pictures a year.) After this producers ran off to make their pictures in Europe. Hollywood was too expensive. Cobwebs replaced curtains on sound stages. Hundreds of theatres in America closed as war-time attendance dropped from 90 million a week to 40 million. Everyone was home watching television,

remember? The producers were lured to Europe by generous subsidies paid by the various governments. By 1960 the movie industry was in full flight from Hollywood. In 1962 MGM shot 17 out of 25 pictures abroad. But at last the runaway came home. Why the sudden switch? Simply because it costs nearly as much to make a movie in Europe today as it does in Hollywood. As evidence of its new faith in Hollywood, Universal has built the new \$25 million Universal City Plaza.

the cemetery that gives the impression that dying's fun.)

During my recent walk down Hollywood Boulevard I passed Madame Tussaud's Hollywood Wax Museum. A few doors away a store was selling "original" movie scripts for 99 cents apiece, and you could get ham and eggs at Snow White's for 89 cents. Not bad in these times of inflation. Still, Grauman's Chinese is the boulevard's hottest attraction. The other day movie goers were lined up for nearly a block to see "Earthquake"

Garson, Nelson Eddy, Maurice Chevalier and Wallace Beery.

An old, would-be actor still shoots pictures of tourists outside the theater. "Pose by the footprints," he calls out rather lethargically, and I suspect that he's earning more than many of the "extras" who came here yesterday or a lifetime ago with stars in their eyes.

Still as I said, Hollywood is coming alive with its studio tours and other ideas that are presently in the works. It's even courting culture these days. No longer can Easterners describe the land of sunshine and waving palms as a cultural desert. There's a marvelous new art museum and \$32.5 million Music Center for the Performing Arts; record crowds spill into the Greek Theater, the Pilgrimage Play and the Hollywood Bowl. Yes, the old town has matured.

Can it be so long ago that I sold the *Post* along Hollywood Boulevard . . . so many years since I sat wide-eyed in theaters on Sunset Boulevard, watching the shows?

I looked up the other day at the new Holiday Inn which has replaced the quaint and wonderful old Hollywood Hotel; it's one of those modern high-rise buildings crowned by a snug bar with a view all the way to the Pacific Ocean. Guests sit there of an evening, sipping gin and Scotch and staring off at the harbor lights 20 miles away. Jets wink in the darkness, filled with passengers who are anxious to see Hollywood. Occasionally they deposit some dreamy-eyed kid from Des Moines—eager, young and with stars in her eyes. Another Julie Christie, maybe? Who knows. Anything's possible in this make believe town. ■



It isn't just a sudden coming home of the movie industry that's sparked new life in Hollywood. On the contrary, it's the monster that sent it away—TV. For at last Hollywood has come to grips with TV. The Los Angeles Times' Cecil Smith says, "If Hollywood is coming home it's because TV has given it a home to come to." He adds: "It seems ridiculous that it took so long for the movie industry to accept TV as its eager young bride." And a Universal Studios spokesman states flatly: "We could not function as a studio without TV. The movie industry today is a selective business for a specialized audience; it entails such enormous facilities (to produce pictures) that we could not maintain the studios without the dual utilization of the two divisions producing for both television and the movies."

But we were speaking of the tourists. Before Hollywood decided to turn on the glamour, the visitor had to satisfy himself with trips out to Disneyland or Marineland (both of which are outside the celluloid city), watching a Dodger game at Chavez Ravine, lunching at the Farmer's Market or spending the day at Forest Lawn, billed as "the world's most beautiful memorial park." (This is

and the foyer was packed with others who were studying the stars' footprints in cement.

I remember as a child attending premieres and asking for the autographs of these very same actors and actresses: Clark Gable, Bing Crosby, John Wayne, Mary Pickford, Sonja Henie, Bette Davis, Roy Rogers, Tom Mix, Al Jolson, Jack Benny, Greer



Flag Day, 1975



On June 14, 1975, every Elks lodge throughout the Order will have the opportunity to demonstrate to its community that the members of this order are patriotic Americans, glad to express their love for God, country, and flag. The observance of Flag Day, 1975, mandatory for all lodges, provides this opportunity to honor the flag of the United States of America.

Our program gives the history of each official national banner since the first 13-star design by Betsy Ross. It is an interesting story—educational, colorful, and dramatic. Make the most of it at your lodge, and draw a crowd to celebrate Old Glory.

Never in the history of the county has a patriotic demonstration of love and re-

spect been needed more than at the present time. So, Exalted Rulers, prepare a program which will get your entire community involved, with your lodge members as leaders.

Suggestions for Flag Day observance may be found on page 11 of the Americanism Program for the current year. The Flag Day Brochure Contest, however, is sponsored by the GL Activities Committee. Get involved, and let's see if we can make it the best contest ever. Remember—Flag Day is everyone's chance to show love of country, and it was the Elks who started it!

William H. Collisson, Chairman
GL Americanism Committee

LODGE VISITS

GRAND EXALTED RULER **Gerald Strohm**

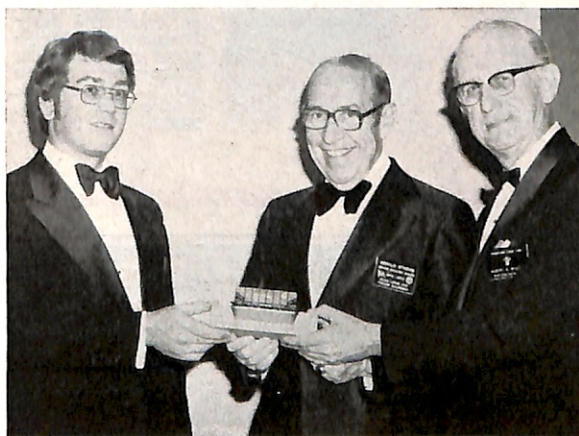


Brothers Eddie Coogan and Charles Bougmont are members of the first class of candidates initiated into Redondo Beach, Calif., Lodge, and Ray Cota is the last living charter member. These Old Timers and Brother Strohm paused a moment to admire the lodge's 55th anniversary celebration cake.

A special guest present with Grand Exalted Ruler Strohm for a meeting of the North Carolina State Elks Association at Raleigh Lodge was PGER John Walker (right). SP David Cockman and his son Reese welcomed the Elks officials to the meeting, at which \$7,291 was put towards the state goal for the National Foundation.



The 80th anniversary of Bakersfield, Calif., Lodge was the scene of a celebration attended by Gerald and Kay Strohm recently. Gathered with the couple at a leisurely moment during the evening were PGER Horace Wisely (third from right) and his wife Kay (second from left), ER Roy Hamilton (right), and the lodge's officers and their ladies.



A replica of a railroad freight car, which symbolizes a major industry of Johnstown, Pa., was offered to GER Strohm as a token of appreciation on occasion of his recent visit to the lodge. ER Stuart Johnson (left) and PER Albert Wilcox took part in this aspect of the lodge's welcoming preparations.



City Mayor Ray Lepire (second from left) presented Brother Strohm with a commemorative statue representing the goddess of Pomona during the Grand Exalted Ruler's visit to Pomona, Calif., Lodge recently. Looking on were (from left) PGER Horace Wisely, ER Jack Gebel, and PGER R. Leonard Bush.



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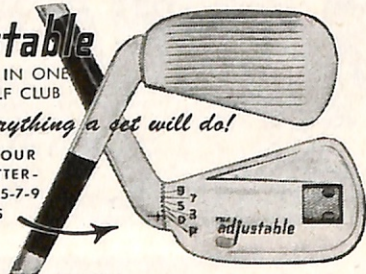
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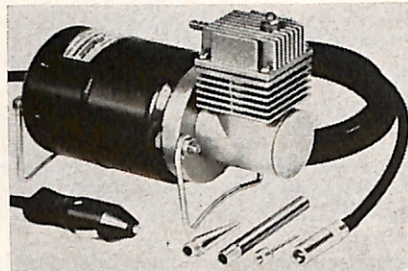
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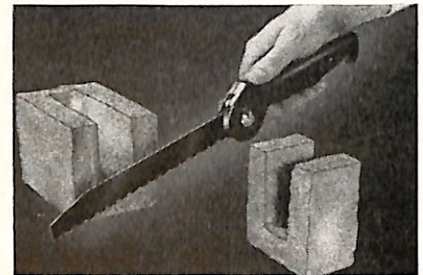
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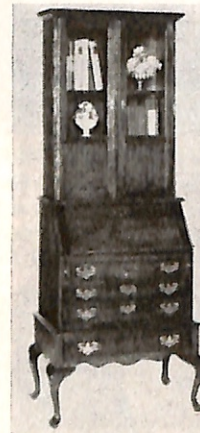
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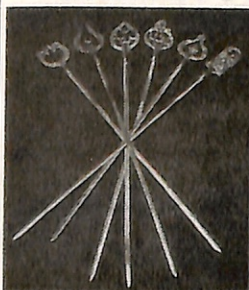


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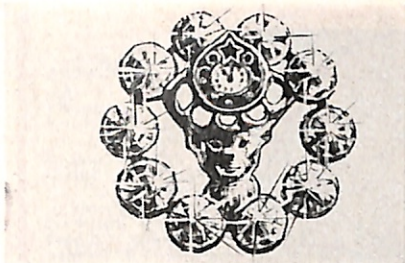
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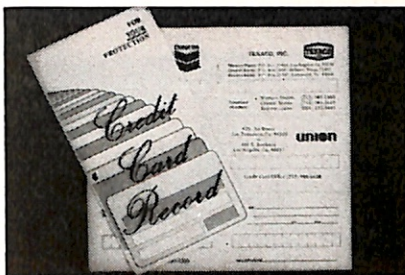
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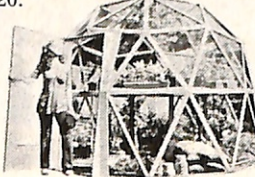
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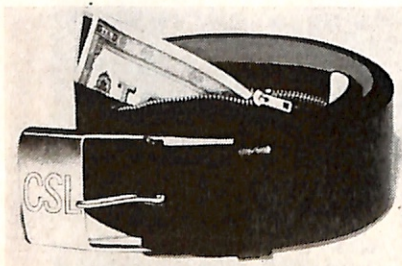
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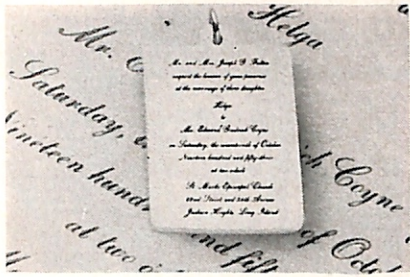
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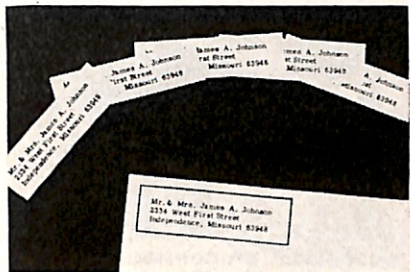
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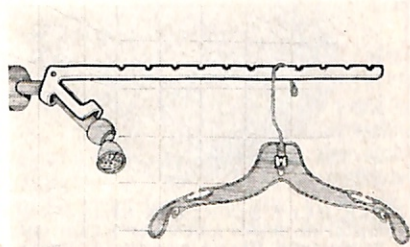
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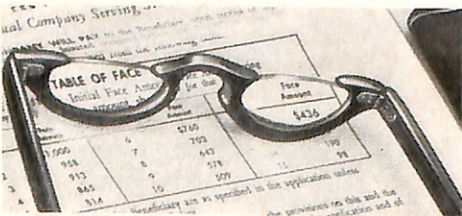
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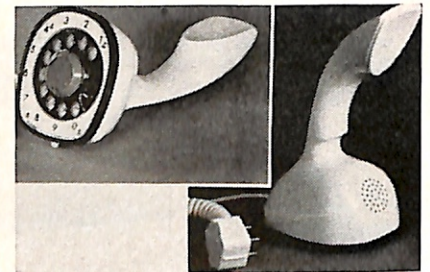
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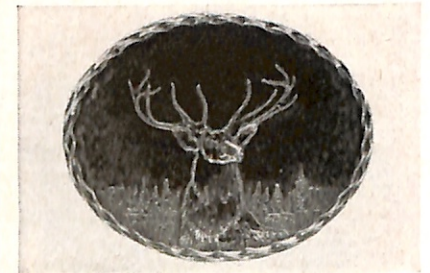
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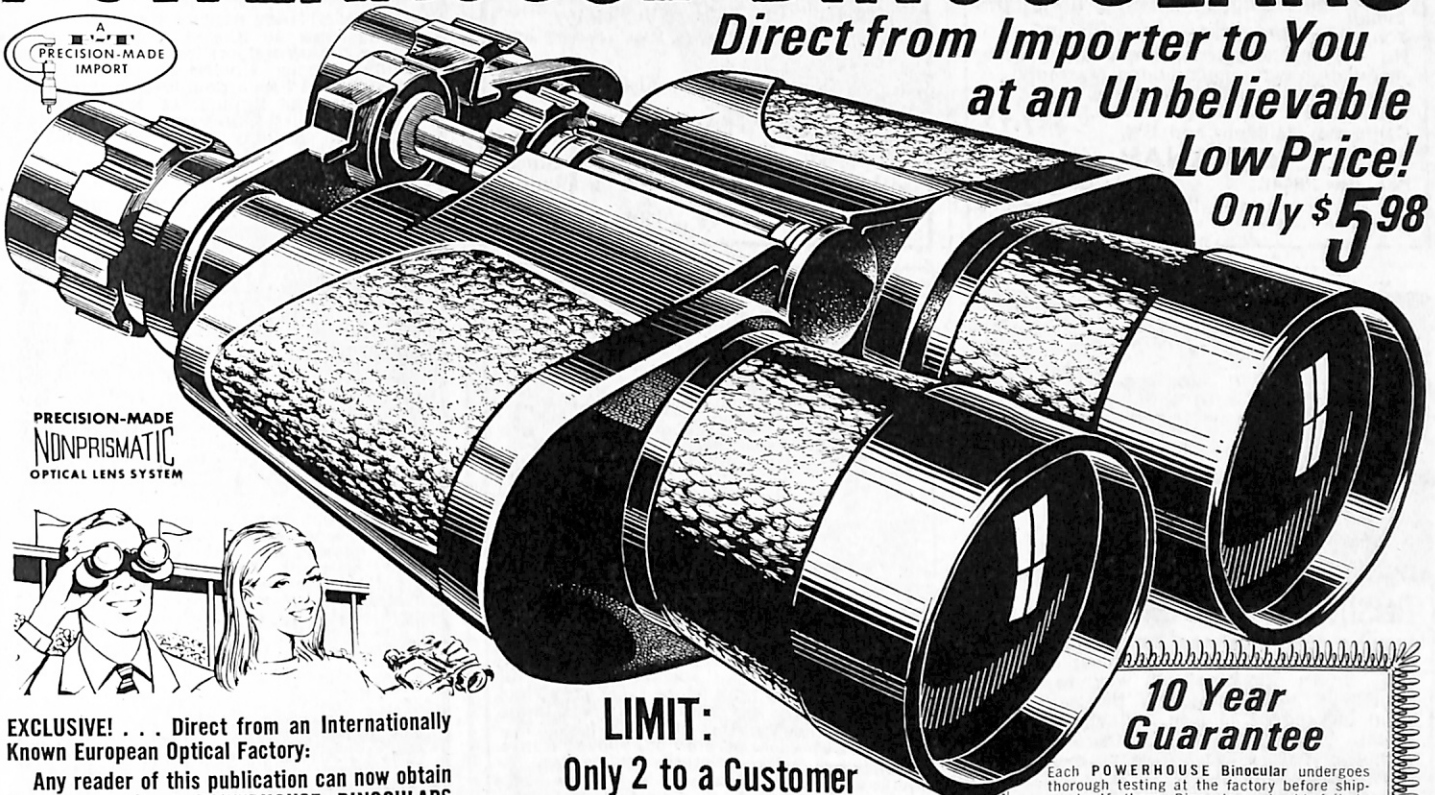
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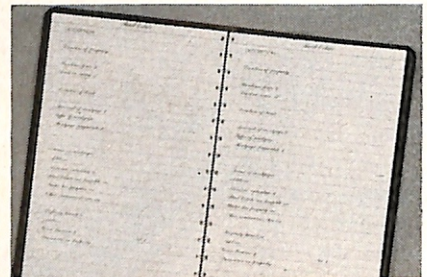
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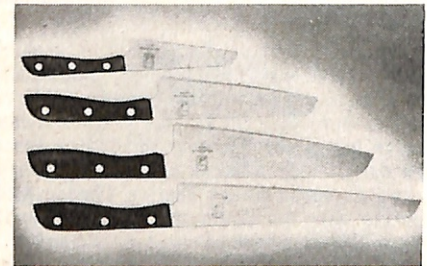
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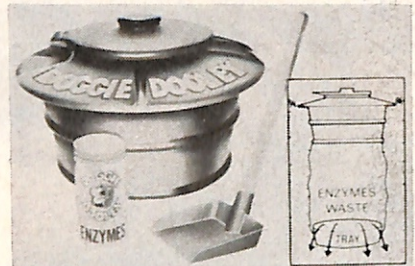
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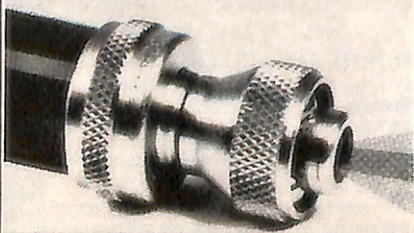
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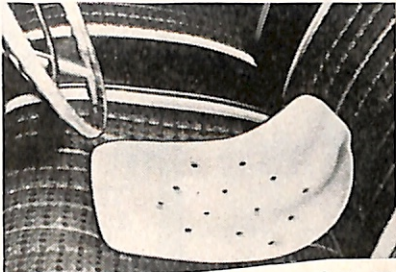
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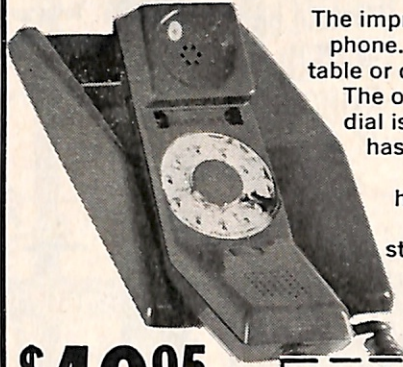


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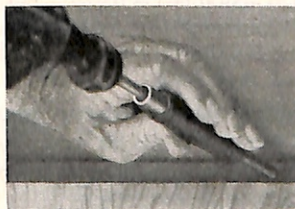
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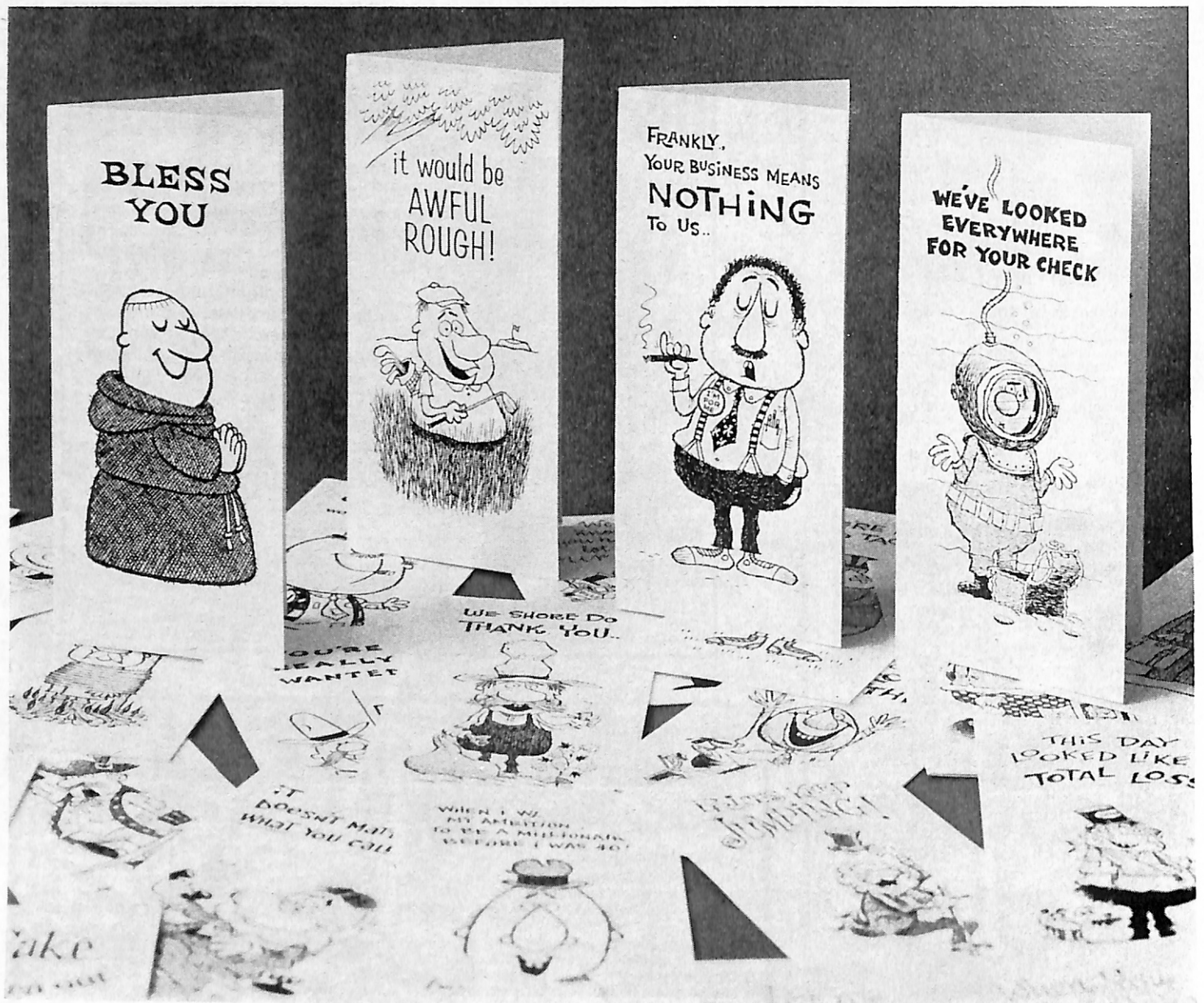


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These unique "Customer Cards" are guaranteed to increase your business, or they cost you nothing!

Here is what you can count on

When you mail "Customer Cards" to your own list of prospects and customers:

1. Your sales will increase!
 2. Your collections will increase!
 3. Customer relations will improve!
- Or you get all of your money back!

Thousands of satisfied customers

More than 100,000 business and sales executives have ordered "Customer Cards" with this same guarantee, and only a handful have asked for a refund. The others said: "Great results!" "Best mail campaign ever!" "Cards are terrific!"

Enthusiastic reports

From all over the country we receive hundreds of comments like these:

from Virginia — "Fantastic! We have increased sales by \$20,000 per month, and collections are up 15% just by using your cards!"

from Florida — "Thanks for your great cards! I have just been promoted to National Sales Manager of my company, and I attribute a portion of this success to your "Customer Cards"!"

from Minnesota — "Ordering your cards for the third time and feel they are worth their weight in gold!"

Used by nation's leading firms

Many outstanding firms regularly use these cards, here are just a few of them: American Airlines, General Electric Co., The Hertz Corp., U. S. Steel Corp., Xerox Corp., J. C. Penney Co., Nationwide Ins. Co., Holiday Inns, Motorola Inc., 3M Co., Bell & Howell, Westinghouse Electric Corp.

Complete line of business greetings

"Customer Cards" offer you the most complete line of business greetings available anywhere! Hundreds of humorous cards to choose from, designed for mass mailings and for individual

use. Cards for sales, collections, announcements, appointments, thank you cards, birthday, congratulations and Christmas Cards, plus many others.

You can save 50% or more

Cards of this type sold in stores cost 35¢ or more, but as the publisher we can sell directly to you for half this price or less. All cards are in good taste, carefully printed and the size to fit a business envelope. If you wish, we will print your name and address inside each card.

Free catalog sent on request

Let us send our Free Catalog and sample cards. there is no obligation, and no salesman will call. Fill in your mailing address on the coupon, and your catalog will be mailed promptly.



Harrison Publishing Co.
Box 3079 • Asheville, N. C. 28802

507 BLESS YOU  For those heavenly orders!	589 <i>it would be AWFUL ROUGH!</i>  Without good customers like you!	532 FRANKLY. YOUR BUSINESS MEANS NOTHING TO US..  Nothing but food, clothing & shelter! Many thanks!	701 WE'VE LOOKED EVERYWHERE FOR YOUR CHECK  Could it still be in your checkbook?	1008 <i>this is No BULL..</i>  We're really grateful for every order!	508 THANK YOU  For giving me a warm reception!	576 IT DOESN'T MATTER WHAT YOU CALL US..  But do call us! We need your business!
525 AWFUL PROUD!  To land your account!	588 WE DO NOT NEED YOUR BUSINESS IN THE FUTURE...  We need it right now!	580 <i>it's always a pleasure..</i>  Serving you!	1050 IF I DON'T HAVE ANY PROBLEMS..  I'll be riding into your territory soon!	531 I DON'T WANT TO MISS YOU  When I call on _____!	510 THANKS  For throwing your business my way!	1031 WHEN YOU NEED A PRO..  We're always ready to help!
523 DON'T FORGET US!  We're still in business at the same old stand!	578 THIS IS A LIST OF THE PEOPLE WE APPRECIATE MOST OF ALL...  You're on here eleven times!	567 WE SHORE DO THANK YOU..  For your cotton-pickin' business!	1046 IF YOU'RE NOT GETTING GOOD RESULTS...  Why don't you try our line!	707 MAY I HAVE YOUR AUTOGRAPH  On a check!	810 The Cake didn't turn out so well  But we hope your birthday does!	301 You're in The news  Congratulations!

For the fastest results, send a trial order today!

Choose from the 21 best-selling cards shown above. Circle your choice(s) on the Order Form and mail it today.

Send no money, we will bill you later. Your cards will be delivered promptly, and you must be completely satisfied or cards may be returned at our expense.

CARDS AND ENVELOPES	PRICE LIST	
	WITHOUT IMPRINT	IMPRINTED WITH NAME & ADDRESS
100	\$ 15.00	\$ 17.50
200	29.00	33.50
300	42.75	48.75
400	56.00	63.00
500	68.75	76.25
1,000	125.00	140.00

Price based on total quantity ordered.

Minimum order 100 cards. May include 25 each of 4 designs.

ORDER FORM

Send no money. We will bill you later for cards and shipping.

Send only your Free Catalog. I may order later.

Please rush the card numbers and quantities I have circled below.

507	589	532	701	1008	508	576
525	588	580	1050	531	510	1031
523	578	567	1046	707	810	301

I am ordering 25 ea. 50 ea. 100 ea. 200 ea. Total order is _____ cards.

SHIP CARDS TO THIS ADDRESS — PREPAID

IMPRINT THIS NAME & ADDRESS INSIDE CARDS

Harrison Publishing Co. Dept. AE • Box 3079 • Asheville, N. C. 28802

A Great New Idea!

*patent pending

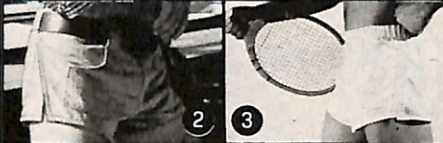
FLEXVENT

ALL ACTION SPORT SHORTS

The FLEXVENT® concept came from athletes who ripped open the sides of their shorts for more leg freedom. But we overlapped the side vents of the short to flex open and close to end pull and tug. Gives you total freedom of movement for any activity. And FLEXVENT shorts fit trimmer too because they give freedom without the baggy look of ordinary shorts.

ALL ORDERS FILLED PROMPTLY. ADD \$1 FOR POSTAGE & HANDLING.

Send \$5 for our catalog.



- 1 SPORT SHORT cotton/poly \$9
- 2 WALKING SHORT corduroy, 4 pockets, zip fly \$14
- 3 TENNIS WORKOUT SHORT cotton/poly twill \$9

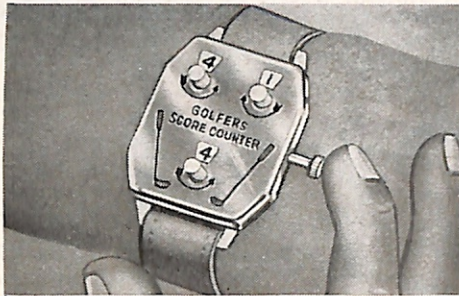
INTERNATIONAL MALE

702 STATE STREET, SAN DIEGO, CA 92101 Dept. EL55

How Many _____ Waist Size _____ Enclosed _____

- SPORT SHORT Blue White Red
- WALKING SHORT Blue Green Cork
- TENNIS WORKOUT SHORT White/contrast trim

Name _____
 Address _____
 City/State _____
 Zip _____ No CODs please.



GOLF SCORER . . .

keeps track of your golf score easily, automatically. Wear like a watch. No need to carry a pencil and tally card. Automatically counts strokes and scores total. Three different windows. In beautiful gold-tone, tarnish-proof metal case with sturdy leather strap. A much appreciated gift for any golfer on your list.—Golf Scorer \$3.98 plus 50c postage.

HOLIDAY GIFTS

Dept. 705-D, Wheat Ridge, Colorado 80033



TIGHT FIT? He blames the laundry for shrinking his collars, but you suspect he's expanded a bit! You can give him a perfect fit with every shirt he owns with Wonder Button. It expands shirt collars one-half size. Button is stainless steel and rustproof aluminum with a nylon stretch limiter. Slip the loop over the collar button, button the other end as usual. Only \$1.00 postpaid. Send to SCHAFFER PRODUCTS CO., BOX 335, COLD-WATER, MICHIGAN 49036



Place spring loop over button on shirt collar.



Button shirt collar to Wonder Button.



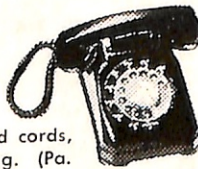
GLASSES REPAIR KIT \$1

Have you ever lost the screws from your glasses or had them work loose? Be ready for these emergencies when traveling, at office or home. Consists of a professional optical screwdriver, assortment of 12 standard frame screws and nuts, and instructions. Ideal for working on small merchandise. Recommended by leading consumer research magazines. \$1 ppd. Calif. res. add 6¢ tax.

COLUMBIA CO., Dept. K-41
 528 Mutual Savings Bldg., 301 E. Colorado Blvd.
 Pasadena, Calif. 91101

Always send check or money order
 —not cash—
 with your orders

SPECIAL Modern Type Dial PHONE



Complete with standard cords, dial, ringer and plug. (Pa. residents add Sales tax)

BLACK . . . \$18.95 - COLORED . . . \$22.95

Above prices include shipping and handling charges anywhere in continental U.S.A. IF this ad is included with order. Send check or M.O. to

SURPLUS SAVING CENTER

Box 177, Dept. EFS-55, Waymart, Pa. 18472



TITANIA

the Gem stone you read about in The READER'S DIGEST
MORE BRILLIANT DIAMONDS
 More Beautiful than

Unset "Titania" gems, 1 to 5 carats, for your own rings, brooches, etc. Per Carat ONLY . . . \$15*



1 carat "Titania" Solitaire set in a beautiful 14 kt. gold mounting. Complete ONLY . . . \$5600

1 carat "Titania" set in a Masculine box style 14 kt. mounting. Complete ONLY . . . \$9000

Write for FREE HANDY RING SIZE CHART & 120 PAGE FULL COLOR JEWELRY CATALOG our 29th year

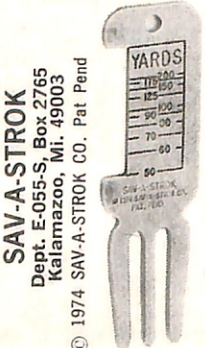


REGENT LAPIDARY CO.

10 Day Money-Back Guarantee
 Dept. EL-5, 511 East 12 St., New York, N.Y. 10009

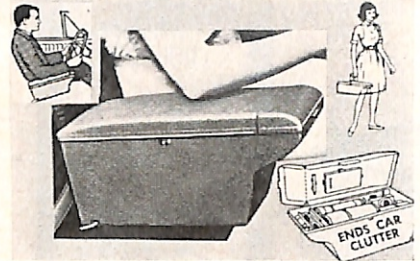
LOWER GOLF SCORES!!!

SAVE STROKES!!!
 Lower scores are a sure thing with SAV-A-STROK. In actual tests, Pros described it "as amazingly accurate and easy to use." Simply sight the flag, read the yards at glance, select the right club for those game-winning shots to the green. Stainless steel, gift-boxed, simple instructions and 3 tools in 1—ranger, finder, repairs ball marks and cleat cleaner. An ideal gift, \$5.50 ea. Satisfaction guaranteed. Available in quantity prices and with advertising imprint. Mail to

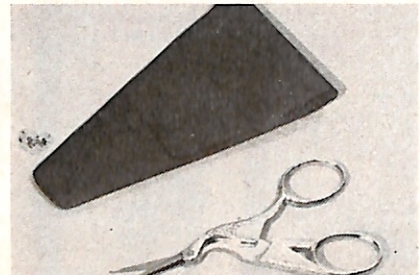


SAV-A-STROK
 Dept. E-055-S, Box 2765
 Kalamazoo, Mi. 49003
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Elks Family Shopper



CAR CADDY/ARM REST brings comfort to the driver by providing an arm rest with a handy 3-compartment caddy underneath the lid. Holds glasses, tissues, maps, change, etc. 15"x6"x7", fits front or back. No tools needed to install. Black Morocco finish. \$7.70; 2 for \$14.00. Ppd. Merit House, Dept. EK-55, 151-30 34th Ave., Flushing, N.Y. 11354.



STORK SCISSORS, just like the ones your mother used, have pointed slim blades ideal for the most delicate embroidery work. These gilded scissors are crafted in Italy of the finest carbon steel. 3 1/2" long in a vinyl case. \$4.98 ppd. Send for 48-page Homesewing Catalog, 25¢. The Sewing Corner, Dept. EE, White-stone, New York 11357.



TWIN BEDS BECOME A KING-SIZE BED with Span-A-Bed to bridge the gap. Polyurethane spanner fits between the two beds so snugly, you'll never realize it's there. It's a full 6 feet long and 14 inches wide. Supports the strongest man, rolls up to store. \$6.98 plus 75¢ shpg. Holiday Gifts, Dept. 705-H, Wheat Ridge, Colo. 80033.

LOW COST!

BLOW YOURSELF UP®



FULL COLOR PHOTO POSTER

Brilliant, full color photographic posters from any color photo. Great room decoration, gift idea.
 1 1/2 x 2 ft. 1 x 1 1/2 ft. 2 x 3 ft.
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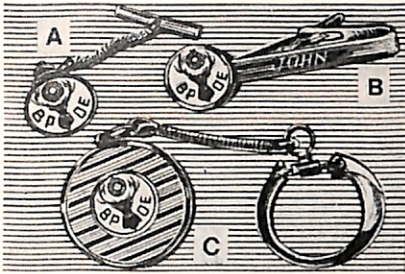
BLACK-AND-WHITE POSTERS From any b&w or color photo, Polaroid, or illustration.

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\$2.00 SPECIAL! B&W duplicates—1 1/2 x 2 or 2x3 ft. only \$2.00 ea. with original b&w or color order.

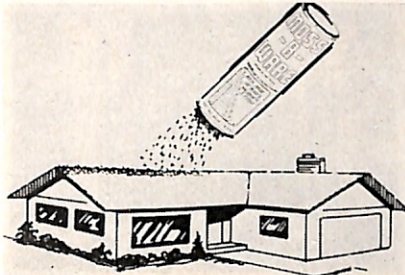
RUSH SERVICE! Shipped 1st class in 1 day. Addit. \$2 per poster. B&W only.

If ordering from slide or neg. add \$1.00 per poster. Your original returned. Add 50¢ pstg & hdg for EA ITEM ordered. N.Y. res. add tax. Send check, cash or MO. No COD's.

PHOTO POSTER, Dept. EK55, 210 E. 23 St. NYC 10010



IDENTIFY YOURSELF AS AN ELK with The Pin or Lapel Button (A), \$2.98; Tie Bar with any initials or first name (B), \$3.98; Key Ring (C), \$2.98. All are electro gold-plated. Any engraving on back: name, address, phone or slogan, 10¢ per letter or number. Stadri Inc., Dept. EL-55, 147-47 6th Ave., White-stone, L.I., N.Y. 11357.



DID YOU KNOW MOSS IS DESTRUC-TIVE to a roof? Shake on Moss-B-Ware to kill moss. On most ridged roofs, treat only the ridges; rains do the rest. Will not injure roofing, aluminum or galvanized gutters. Registered with E.P.A. 2 Shaker Cans to cover 1200 sq. ft., \$16.00; 4 cans, \$30. Ppd. Retta Mfg. Co., P.O. Box 2523, Eugene, Oregon 97402.



NO TAPE TO MEASURE. Just use Optical Tapemeasure to measure distance without using a tape or moving an inch. You sight an object through viewfinder, turn dial until 2 images merge and read distance on scale. Measures from 6 ft. to 100 ft. 5"x3"x1". 8 oz. With case, \$22.50 ppd. J. W. Holst, Inc., Dept. EOT-55, 1864 E. US-23, East Tawas, Mich. 48730.



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NEW 8 HP SUPER BRONC

Model VT-812 with knob tires

THE BIG BIKE FOR ALL SEASONS

Model VT-8 Kit
Price —
\$299.95

HEALD'S "SUPER BRONC"
Model VT-8 has a new 8 HP 306 cc Tecumseh engine. Torque Converter drive, big air cushion tires, front and rear shocks, large padded seat, chrome fenders, #40 chain and chain tightener. Optional features include 21" x 12" wide, knob tires both front and rear, electric start, lights, aux. 5 qt. gas tank, front ski and quiet spark arrester muffler. Super Bronc comes in money saving easy-to-build semi-kit form. Kit price Model VT-8 — \$299.95. Ideal for farm or recreational use.

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FREE CATALOG

FIX LAWN MOWERS

FOR FUN & PROFIT! Fascinating new Handbook by F. Peterson gives you the knowledge skilled mechanics learn. **OVER 125 ILLUSTRATIONS** show how to trouble shoot, repair carburetors, engines, balance and sharpen blades, etc. Exploded drawings are extensively used. **INSTRUCTIONS COVER** reel, rotary and rider mowers, preventive and routine maintenance, how to identify brand names, where to obtain replacement parts. How to buy and use a lawnmower.

TRY the **HANDBOOK OF LAWN MOWER REPAIR.**
Rush only \$6.95 plus 50¢ handling on 10-day money-back guarantee.
EMERSON BOOKS, INC., Dept. 256B, Buchana, N.Y. 10511

HOW TO LURE HUMMERS:

Hang one or more Hummy-Bird Bars™ in your garden. It's a delight to watch them sip from the original four-at-a-time feeder. Beeproof; no drip or rust; glass bottle. Instructions. Guaranteed. \$3.50 plus 50¢ ea. hndlg & pstg. Add 21¢ tax in Calif. No COD's.

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ON 300 GUMMED LABELS

NO BETTER GIFT AT ANY PRICE

Labels of De Luxe Quality! Large & readable. Print (not typewriter) type. Centered lines. Rich blue ink. Snow-white gummed paper. Any copy up to five 35-character lines. Sparkling gift box, 300 for \$2.00. Any 3 orders, only \$5.00, 4-wk. del'y. Ppd. & guaranteed.

Writwell Co., 831 Transit Bldg., Boston 02115

A MEMORIAL 1776-1976

★

AND OUR FLAG IS STILL THERE

You'll read it over and over...

And each time you'll find more meaningful thoughts in this Memorial to those who lost their lives to win the struggle for freedom both at home and abroad. This original commemorative plaque in red, white, blue and gold is printed on durable Acrylite. 11" wide, 8½" high and 1/8" thick with attractive easel so it stands upright on coffee table, bookcase or desk. Makes a very thoughtful gift.

ORDER YOURS TODAY!

Please send _____ commemorative plaques @ \$9.95 plus \$1.00 postage and handling each to:

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City _____

State _____ Zip _____

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Card No. _____

Signature _____

Dept. E, MGM SALES, Inc.
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Ohio residents add 45¢ sales tax.



ELKS EMBLEM RING. Handsome onyx ring bears the Elks emblem and is elegantly engraved with two initials. 10 K. Gold-filled and a great gift idea for Elks. Send ring size (6 to 13) and be sure to specify initials. A good buy at only \$12.95 ppd. Gift boxed. Stadri Inc. A-147-47-6 AV—Whitestone, N.Y. 11357.

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"...the SOCK! is the 3rd most wonderful thing in the world after sex & sail-boats!" Mr. Paul H., Akron, Ohio.

"I just finished an 8000 mile trip and have never been so comfortable. The SOCK! is the greatest thing since power steering!" Mr. Bill R., New York

"The SOCK! is the most comfortable underwear I've ever worn." Mr. Dick K., Los Angeles

the new idea in men's underwear

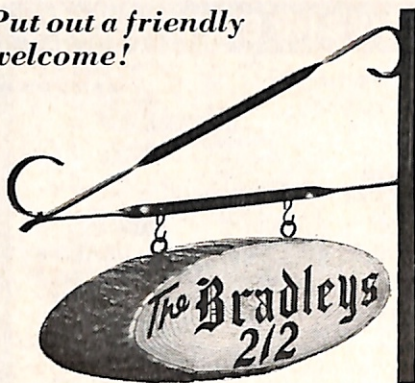
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Hundreds of thousands of men continue to switch to this sensational patented underwear for free-feeling comfort. Not a baggy boxer, binding brief or supporter. THE SOCK! is a totally new concept. No seat or leg straps to chafe & pull. Follows the NATURAL lines of the male anatomy. Great under fitted or white pants for a cool, trim, masculine look. Ends show-thru seat also great for those sports requiring just a bit of support without being "up-tight!"

IN SOFT 4-WAY STRETCH NYLON. SOLD BY WAIST SIZE.
3 for \$11. 6 for \$21. Add \$1. for postage, handling and PROMPT RETURN.

Put out a friendly welcome!



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framed in its own bark
Old English lettering on both sides of beautifully grained ashwood approx. 5x14", weatherproofed for long life. Matte black hanging bracket and hardware included for only \$10.95 + \$1 post. A welcome gift too. Send name and number desired. Money back if not absolutely delighted.

Countrycraft

Dept. E5-5, Line Lexington, Pa. 18932

Amazing Mini-Vac

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Pumps Water Out or In by the TON

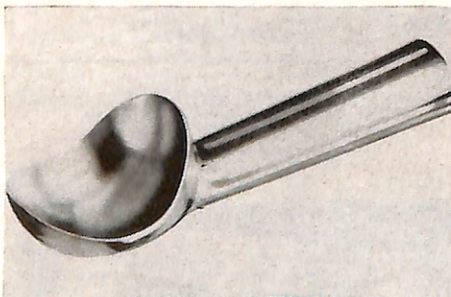


Gets Rid of Water anywhere, Instantly: Homes, Pools, Boats, Farm, Cabins.

Pumps up to 350 gallons (1 1/2 tons) per hour... lifts water 20 feet... pushes water 50 feet high. Just plug into any electrical outlet and it's ready to use. It will drain or empty flooded basements, boats, pools, sumps, tanks, silo pits etc. Or in reverse it will water gardens, fill pools. Fill a boat's water supply, etc. Everything complete in one kit. Built to commercial professional standards. Instant self-priming pump. Stainless steel wear plates, glass fiber reinforced case, rock rubber impeller. System includes air cooled motor, six-foot heavy-duty ground cord, two suction and discharge hoses, brass retainer, etc. Ten year replacement plan guarantee. \$39.95 plus \$3.00 pp. and Htg.

Send CHECK or M.O.
J. W. HOLST, INC. Dept. EP-575, 1864 E. US-23 East Tawas, Mich. 48730

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SUPER SCOOPER

Amazing dipper scoops ice cream like magic! Self-defrosting liquid hermetically sealed in handle lets you scoop hardest ice cream with ease. Cuts through coldest ice cream, gives you uniform attractive scoops. Makes all other ice cream dippers old-fashioned! Lifetime action—never loses it's power, always works. Sanitary, rust-proof. For southpaws too. \$5.95 Ppd.

HOLIDAY GIFTS

Dept. 705-E, Wheat Ridge, Colorado 80033

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See advertisement on Inside Back Cover

HABAND COMPANY, M. Habernickel, Jr., Pres. 265 North 9th Street, Paterson, N. J. 07530

Dear Sir: You may send me.....pairs of your Haband Two-Way Knit Executive Slacks as specified hereon for which I enclose \$.....remittance in full. GUARANTEE: If for any reason I do not choose to wear them when I see them, the slacks may be returned for a full refund of every penny I paid you. 72F-09 98

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State _____ Zip Code _____

AVAILABLE SIZES:
WAISTS: 29-30-31-32-33-34-35-36-37-38-39-40-41-42-43
44-45-46-47-48-49-50-51-52-53-54.
INSEAMS: 26-27-28-29-30-31-32-33-34.
2 PAIR \$19.95 3 PAIR \$29.70 4 PAIRS \$39.20
ALL 5 PAIRS FOR \$48.75

COLORS	How Many	Waist	Inseam
NAVY			
GOLD			
BROWN			
GREEN			
BURGUNDY			

SEND BELT SIZE _____

MAKE YOUR OWN HEALTHFUL, DELICIOUS



Juices
Jellies
Sauces
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Easy
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No Mess

Extracting concentrated juice by gentle steam has been known to Europeans for years. Now you can do it here with the Mehu-Maija Steam Process Juice Extractor. Bottle caps are available for preserving... no need to use valuable freezer space. The triple boiler also can be used to steam vegetables and potatoes. Write for free information and brochure.

Osmo Heila, Importer, Dept. E, Trumansburg, N.Y. 14886

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Your own doctor's prescription will be filled, or your present lenses duplicated. The latest fashions. All types of lenses available. Accuracy and perfect fit absolutely guaranteed.

SEND FOR FREE FAMILY CATALOG. TODAY!

Established 1959

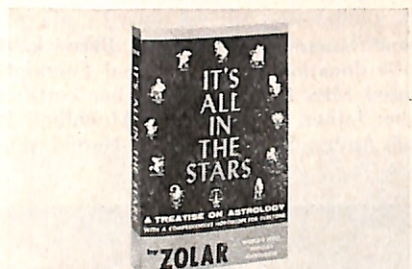
PRISM OPTICAL INC.

Dept. E-114, 135 West 41st St., N.Y., N.Y. 10036

Elks Family Shopper



FAST DISAPPEARING SILVER DOLLARS increase in value as the years go by. Only \$8.98 each in handsome presentation cases. Set of 5 assorted dates (sender's choice), \$43.98; 10 assorted, \$87.50; Add 40¢ per coin for shpg. Official Guidebook, catalog, price lists free with order or 50¢. **Matt Numiss International**, Dept. EK-5, Great Neck, N.Y. 11022.



IF YOU LOOK TO THE STARS and are fascinated by astrology, you will be fascinated by "It's All in The Stars," written by the dean of American Astrology, Zolar. In its 320 pages, you get information available nowhere else incl. a comprehensive horoscope for everyone. \$1.50 ppd.; 2 for \$2.50. Tree-Top House, Dept. E-55, Box 502, Spring Green, Wis. 53588.



UNWANTED HAIR IS EASILY REMOVED by ingenious inexpensive Perma Tweez. While Electrolysis in a salon is expensive, you can permanently remove ugly hair at home. Dermatologists recommend this method. \$16.95 ppd. 14-day money-back guarantee. Write General Medical Co., Dept ELE-10, 5701 W. Adams Blvd., Los Angeles, CA. 90016.

Coupon for Advertisement on Back Cover

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These sale prices good for next 2 weeks.

The Best Time To Save Is Now!

RUSH Your Order Now to:

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Carbondale, Ill. 62901

List items you wish here:

Quantity	Size	Name of Product	Total Price

TOTAL—amount enclosed

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WE PAY ALL POSTAGE

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ADDRESS _____

CITY _____ STATE _____ ZIP _____

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to the rescue!



Only \$39.95
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- Two emergency flares.
- Flashlight and batteries.
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- Handy storage case.
- Adapter for footballs, air mattresses.

Check, money order or credit card number, expiration date and signature from Master Charge or BankAmericard. Include Master Charge four-digit number that appears over your name.



THOMAS
INDUSTRIES INC.

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Sheboygan, Wis.
53082

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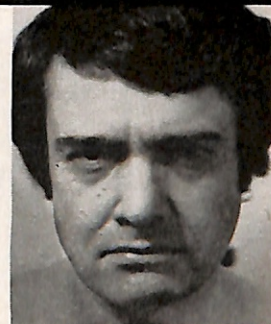
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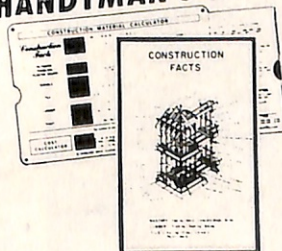
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NEWS OF THE LODGES

(Continued from page 22)



HONORARY FOUNDER'S CERTIFICATES were awarded to Arthur Vuyovich (second from left) and PER Bob Scott (fourth) of Lakewood, N. J., Lodge by PGER William Jernick (third). (From left) ER Roy Teeple, SP Richard Squires, and DDGER Nicholas Kewitt observed the presentation.

MARILYN MUEHLHOF was honored recently at Berwick, Pa., Lodge for making a \$100 donation to the National Foundation. ER Harold Cole presented Miss Muehlhof with her certificate, pin, and charm, while her father, Brother Louis Muehlhof, PER Veryl Lanning, PER Dale Andres Sr., and In. Gd. Harold White-night observed.



PAST GRAND EXALTED RULER William Jernick (front row, center) was honored by the initiation of a class in his name at Millville, N. J., Lodge, which recently observed its 75th anniversary. The officers of Brigantine, N. J., Lodge conducted the initiation ceremonies.



A TRUST FUND dedicated to the late Brother W. Russell Lock has been established by Red Lion, Pa., Lodge to supplement the income of the lodge's student aid program. Aid Comm. Chm. Thomas Taute and committee members William Damuth, Truman Koch, and Joe Stein displayed the first \$1,000 contribution to the fund.



THE ANNUAL TOURNAMENT of the Cape Cod Junior Bowling Association again received the support of Falmouth, Mass., Lodge, which sponsored three local teams. Brother Earl Creemer presented a check for tournament costs to Mrs. Lucille Flynn, the association's secretary-treasurer.

DISTRICT DEPUTY John Flannery (seated, left) and Robert Heffer (right) participated in the initiation of 37 new members at Seneca Falls, N. Y., Lodge. Lodge officers present included ER Edwin Swartz (seated, center) and (standing, from left) Tiler Carl Hibbard, Esq. Ralph Bardo, Treas. Duane Warrick, Est. Lead. Kt. Jon Washburn, In. Gd. Carl McNaney, Secy. Beryl McMillen, Chap. Al Schmalt, Est. Loyal Kt. Albert Werth, and Est. Lect. Kt. Anthony DeDominick.



WEDNESDAY MORNINGS are designated by members of St. Petersburg, Fla., Lodge for the entertaining of veterans. The lodge recently welcomed a group of patients from Bay Pines Veterans Hospital.



A TESTIMONIAL DINNER was held at Kearny, N. J., Lodge for members who have been Elks for fifty years or more. ER Thomas Holzschuh (third from right) and PGER William Jernick (third from left) congratulated the honored brothers.



THE LARGEST CLASS of candidates to join Millinocket, Maine, Lodge was initiated recently in honor of the Grand Exalted Ruler. The 38 new members were welcomed by ER Donald Dow Jr. (front row, center) and the lodge officers.



THE MEALS ON WHEELS Program received a contribution of \$200 from Whitehall, N. Y., Lodge. Pat Gordon, chairman of the program, accepted the check from ER John Millett.



TOKENS OF APPRECIATION were presented by Bloomfield, N. J., Lodge to Barbara Scaniello, donor of more than a gallon of blood. (From left) DDGER Charles Doherty, PER Al Borowicz, and ER John Smith congratulated Miss Scaniello.



CONDUCTING the recent initiation of Peter Simeone (left) and John Fleming (right) at Del-Mont, Pa., Lodge were (from left) ER Stephen Morris, Treas. Oscar Wexlin, PERs Frank Nocitra, Edward Surotchak, William Morningwak, and Gordon Windbeck, and Tiler Frank Weigand. The lodge held the initiation of two additional candidates, William Swinehart and Leonard Brown, during the official visitation of DDGER Elmer Panoc.



HEIDI WONDRA was named Hempstead, N. Y., Lodge's Newscarrrier of the Year and was awarded a \$100 savings bond at a recent meeting. She was congratulated by (from left) her father, two representatives of the paper she sells, State VP Vernon Allinson, and Youth Chm. G. Napolitano.



SENIOR CITIZENS were the honored guests of Union, N. J., Lodge at a recent dinner-dance. PER Peter Christie (left), Mayor Anthony Russo (fourth from left), ER John Farrow (fifth), and Est. Lect. Kt. Dick Schofield (right) saluted (from left) Mr. and Mrs. Harry Kurtz and Mr. and Mrs. Harold Morganwick, the oldest and youngest couples present.



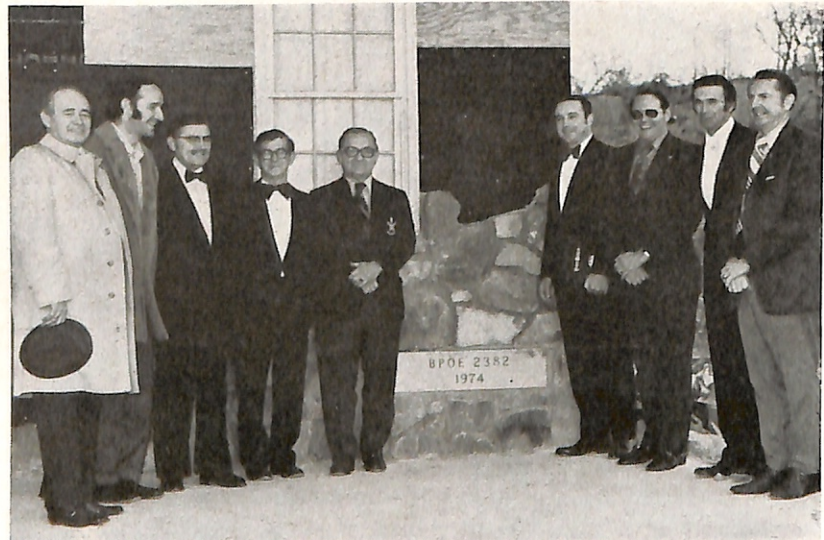
THE INITIATION of 20 candidates in memory of charter member Hank Conway was held at Beacon, N. Y., Lodge during the recent visitation of DDGER Eugene Kosa (seated, fourth from left). ER Vincent Ciancio (seated, center) and State VP Robert Newsholme (fourth from right) took part in the ceremonies.



ELEVEN NEW BROTHERS at Toms River, N. J., Lodge joined the National Foundation on the night of their initiation. On the same occasion PDD and State Chm. Paolo Paone presented fully paid certificates to Karlo Poglianich, PVP Edward Kelkuski, and Phillip Hoeler.



PROCEEDS from Frackville, Pa., Lodge's first annual Cerebral Palsy Ball were donated to the state major project. Chm. Ronald Klemkosky sampled the hors d'oeuvres served by (from left) Mary Anne Klemkosky, Dorothy Meade, and Joan Seasock.



THE CORNERSTONE LAYING of Front Royal, Va., Lodge's new building took place recently. Participating in the ceremonies were (from left) Mayor William Lillard Jr., a member of the lodge, PDD Ronald Gilliam, Brother Ralph Beany, PERs Paul Kelly, Thomas Strickler, and Arnold Williams, DDGER Donald Netschke Jr., the principal speaker for the occasion, ER Richard Boies, and PER Francis Hall.



DEDICATION of Catonsville, Md., Lodge's new home was conducted recently by (seated, from left) SP James Moran, DDGER Raymond Setler, PGER William Jernick, ER William Wright Jr., PER L. Raymond Hoff, VP Hobart Wright, and (standing, from left) PER Charles Renner, PDD Leonard Sickler, PDD Virll Mallonee, Building Chm. Ralph Rimer, PER Robert Smithson, Esq. Theodore Ryland, PER Thomas Doucette, and PSP Hercules Esibill Jr. PGER Jernick was the principal speaker for the occasion.



THE HOME LODGE VISIT of DDGER Jesse Miller (seated, center) to St. Augustine, Fla., Lodge was marked by the initiation of a class of candidates in honor of the District Deputy Grand Exalted Ruler. ER A. J. DuPont Jr. (standing, center) and the lodge officers welcomed Brother Miller and the new members to the lodge.



THE INSTITUTION of Inverness, Fla., Lodge took place recently. Present for the occasion were (from left) DDGERs Glenn Shoopman and Earl Roth, ER Russell Barwick, PGER William Wall, SP Norman O'Brien, PSP Alvin Ehrlich, and DDGER Jesse Miller.

A DISTRICT BANNER, made by Est. Lead. Kt. Jerry Memolo and his wife Lena of Middlesex, N. J., Lodge, was presented by District Parade Chm. Sam DeLario (left) to District VP Joseph Jairdullo (right).



ACCEPTING THE TROPHY awarded to the Hillside High School football team by Hillside, N. J., Lodge were team members Wayne Carragino (third from left), James Winters (fourth), and Scott Seib (fifth). The presentation was made by (from left) Youth Co-chm. Anthony Naples, Secy. Dave Pearce, ER Arthur Cutillo, Est. Lead. Kt. Jerry Padovano, and Youth Co-chm. George MacDonald at the lodge's annual banquet honoring the team.



POINT PLEASANT, New Jersey, Lodge's Crippled Children's Committee recently contributed equipment to the Crippled Children's Committee of newly formed Howell, N. J., Lodge. (From left) DDGER Nicholas Kewitt, Howell ER Ed Sammons, and Point Pleasant PER Thomas McLaughlin (right) observed as Howell Comm. Chm. Carl Faringer (center) accepted a list of the donated equipment from Point Pleasant Comm. Chm. Bob Rawlins.

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Elks National Foundation

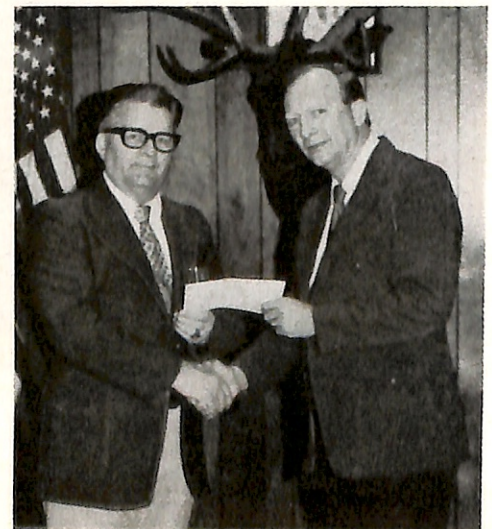
2750 Lakeview Avenue
Chicago, Illinois 60614



Through the efforts of Brother Joseph Gorman (second from right), and his fundraising committee, \$1,000 was raised to be presented to Chm. Joseph Lawler for the Foundation. Trustee James Taylor (left), and ER William Hardy observed the contribution at North Tonawanda, N. Y., Lodge.



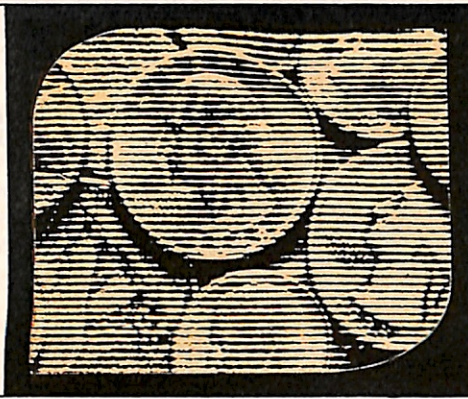
During the past year at Toledo, Ore., Lodge, 42 participating members have enrolled in the National Foundation, including 11 people outside the order. (Front row, from left) Emily Leedle, Shirley Zeek, Janette Tancredi, Dixie Deming, and (back row), Verna Mann, Oletta Jones, Anita Henarie, Dorothy Stanwood, and Mary Brambaugh were congratulated by Foundation Chm. Leonard Lyons (left) and District Chm. Al Jones.



PER Sam Sullivan Jr. of Slidell, La., Lodge accepted his eighth \$100 certificate for his contributions to the Elks National Foundation. PDD George Ketteringham, foundation chairman, congratulated Brother Sullivan on his recent achievement.

IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



LET'S TALK ABOUT SELLING!

We assume that you yourself do not already have a substantial record of successful experience in selling, and by "selling" here we mean going out and making sales, or doing selling in some comparable way. We're not talking about the kind of selling that's involved in operating a retail store. Those two kinds of business activity are different and a record of success in one doesn't guarantee success in the other.

Our second assumption about you is that your financial future isn't so solidly secured that you'll never really have to worry about earning an income.

The Economy—and Your Future

What measure can a man take to protect his financial future? One is to build up his financial net worth through savings and very careful investments. A second way is to increase his range of marketable skills and marketable credentials.

But the development of a marketable skill is difficult and time-consuming.

That fact goes far to explain why so many individuals have been trapped by bad franchising schemes. They thought they could use their money as an effective substitute for experience and skill. All too many of those persons eagerly swallowed such come-on promises as "Make as Much as \$50,000 a Year—Right from the Start! . . . No Sales Experience Needed—Our Products Sell Themselves!" But that kind of franchisee-recruiting ad is addressed to persons who have little or no knowledge of the *realities* involved in operating a business.

It is extremely dangerous to go into some kind of business venture without having *adequate training*. It's true that many franchising outfits promise "We Will Train You!" But it's also true that all too many of them don't live up to that promise.

Generally speaking, any sales experience is better than none at all when it comes to the matter of building protection for your financial future. It provides not only some actual sales experience but also a valuable credential that you can use in trying to get connected with some company or organization that is looking for individuals to do selling for it.

We're talking here mainly about doing selling on some self-employment basis. But what we say goes double for the man who wants to become an employe in the sales field.

Now, we're not saying that a man who has sales experience "doesn't have to worry about bad economic times—he'll always make out." We are saying that—other things being equal—the man who has some sales experience has better overall financial prospects than does the man who has no sales experience.

Are we also saying that every man can become at least moderately successful in selling? No, we're not saying that, just as we wouldn't say that every man is capable of becoming a chef or a tax specialist or a machinist. And that's one of several key reasons why we're emphasizing the idea of getting some sales experience in a safe way.

What about Your Case?

Do you genuinely want to make money by doing selling?

Would you be really persistent in your sales efforts?

If you can truthfully answer "Yes!" to both of those questions, then there probably is some type of sales work that would be the right kind for you.

In offering our suggestions, we'll be placing great emphasis not only on practicality but also on *safety*. We're not going to be proposing any moves that would entail your giving up your present source of income or taking a serious financial risk in some other way.

Who and What Are You?

What is your age? The state of your health? Your educational background? Your work experience? Family status? Present financial position? Credit rating? Your standing and reputation in your community? Your connections with clubs and other organizations? Your interests and activities? Your strong points and your limitations?

Where do you live? In a small town? In or near a large city? Do you drive a car?

How much time and effort are you both able and willing to put into sales work? And how much money would you really want to make from it?

Those are among the many things that sales managers and personnel people want to know about individuals who apply for sales jobs. And good companies that look for persons to represent them as self-employed salespeople are also quite interested in many of those same points.

A Caution

The key rule is this: Do not go into any

venture or arrangement that calls for you to make any really substantial financial commitment or take a serious financial risk in some other way. It definitely should not cost you a lot of money to get some actual experience in selling, though you may need to invest a small amount.

We're assuming that you'll be trying your hand at selling on some self-employment basis—we're not talking about getting a sales job as an employe. And we're supposing that you'll probably be making your venture on a part-time basis and will not be deriving your main financial support from some other source until and unless your sales activities prove successful enough to warrant your engaging in them on a full-time basis.

Obtaining Guidance

Do you know some successful salesmen and perhaps some sales executives? If so, they might be very helpful in advising you about making a start in selling. They might also be able to suggest some outfits you could contact to inquire about doing selling for them.

What Fields Are Open to You?

Broadly speaking, sales work is divided into the "tangibles" and the "intangibles" categories. Ed Smith sells insurance—he's in one of the "intangibles" fields. Bill Wilson sells novelty office items to small-business owners and managers—he's in a "tangibles" field. Some salespeople are effective in both areas, but the majority specialize in the one or in the other.

The typical self-employed salesman is going to be selling novelty products, housewares, small business-use products, certain kinds of books, magazine subscriptions, or some comparable product or service. There are also quite a few self-employed salesmen in such fields as insurance and real-estate, but those aren't fields in which an inexperienced man can begin doing selling right away.

Do you have a pretty good knowledge of some special field? Printing? Auto servicing and repair? Farming? Home construction and maintenance? Pets? If so, you might be able to find a sales work opportunity in which your special knowledge would be useful.

Making Your Move

In looking for outfits to do selling for, consider any possibilities that may exist right in your own area. There may be several small firms—or some successful self-employed salesmen—who would be interested in letting you try doing some selling for them on a straight-commission basis.

Many opportunities for getting into selling are offered in the ads carried in those magazines which are aimed at self-employed people and at people who would like to become self-employed. And a number of such opportunities are offered in the advertisements in this magazine too!

We've offered a few pointers about getting into sales work. But what does it take to be *successful* in selling?

Next month we'll review some of the basics of effective selling as we talk about "How to Make Sales." ■

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1974-1975 BULLETIN WINNERS Showcases For The Order

THE WINNERS of the 1974-1975 Lodge Bulletin Contest were chosen from among seventy-one entries received by GL Lodge Activities Committeeman R. B. Deffenbaugh. The contest has again revealed the excellent editorial talents among the many members of the order in their reporting of local lodge activities.

THE TOP THREE winners in each of the five membership divisions are shown here, and the runner-ups are listed as follows.

- A—Lodges under 301 members**
 1. Alexandria, Louisiana
 2. Carson City, Nevada
 3. Fair Lawn, New Jersey
- B—301 through 600 members**
 1. Freehold, New Jersey
 2. Lakewood, New Jersey
 3. Miami, Oklahoma
- C—601 through 1,000 members**
 1. Hempstead, New York
 2. Glen Burnie, Maryland
 3. Harlingen, Texas
- D—1,001 through 2,000 members**
 1. Garden Grove, California
 2. Royal Oak, Michigan
 3. Honolulu, Hawaii
- E—2,001 or more members**
 1. Tucson, Arizona
 2. Long Beach, California
 3. San Jose, California



A



B



D

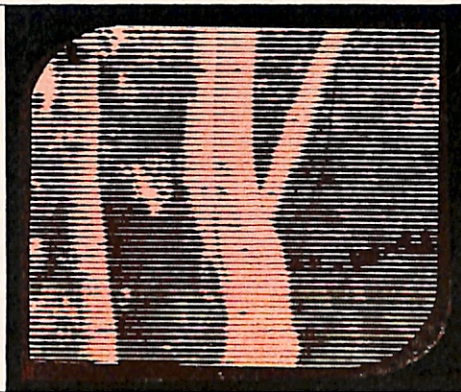


C



E

by Don Bacue



CHEAP THRILLS?

These are not easy times. Everywhere you turn, you're apt to be handed a bill. That's as much true in the area of sports and recreation as in the supermarket. So what's a fellow to do?

Well, you don't have to sit back and take it. There's one way you can get away from the day-to-day business world pressures and satisfy the sportsman in you . . . maybe even satisfy the wife and family, too. And the best part of all is it's free.

A little more than a year ago, Public Law 93-81 went into effect. It specifies that, before charging fees, a national campground must provide access to, or use of, flush restrooms, showers reasonably available, access and circulatory roads, sanitary disposal stations reasonably available, visitor protection control, designated tent or trailer spaces, refuse containers, and potable water. A fee can't be charged in a national forest for boat launching facilities unless mechanical or hydraulic equipment is available.

What does it all mean? Well, prior to passage of this law, user fees had been charged at 2,235 family campgrounds within the national forest system. Since the law's enactment, such fees will be charged at only 37 campgrounds. Previously, fees were charged for launching facilities at 99 boat ramps; now practically all such fees are things of the past. This means the great majority of attractions available within the national forests across the country are free of charge . . . for you and the family to pack up the tent, hitch up the trailer, or prime the motorhome or camper and hit the woods. Let's take a look at what exactly that means.

Currently, there are more than 180 million acres of national forest land in 40 of the contiguous United States, plus Alaska and Puerto Rico. In fact, anywhere on the mainland, you're no more than a day's drive away from one or more forests no matter where you live. How do you decide where you want to go? First, think about what it is you're going to want to do. Nearly all campsites, for example, have tables, fireplaces, toilets, garbage receptacles, and approved drinking water. Most sites are spaced as to leave some trees and brush between campsites to provide privacy.

Hiking? There are over 120,000 miles of foot trails in the national forests. Some take you for a leisurely stroll along

a self-guided trail with interpretive signs or leaflets to acquaint you with the surrounding geography. Others let you wend your way up and down hill, around lakes, anywhere, in fact, your legs can carry you. Along the 2,313-mile-long Pacific Crest Trail stretching from Canada to Mexico, you can cover 19 different national forests.

Is that a little *too* ambitious? Well, maybe you're more up for horseback riding or canoeing. Presently, there are more than 14 million acres designated as Wilderness Areas, where no development, no roads, no mechanized vehicles, no timber cutting or other commercial ventures, except existing grazing allowances, are tolerated. These areas range from desert country to lofty mountain peaks. They contain countless fishing streams, rivers, and lakes . . . as well as wildlife in all manner of species of birds and animals. Outdoorsman Erwin Bauer, an avid national forest ombudsman, says,

"There are some 80,000 miles of streams and 2 $\frac{3}{4}$ million acres of natural and man-made lakes in the national forests. Needless to say, the fisherman willing to put forth the effort to reach a remote lake or stream doesn't have to depend on luck for success. Some such areas are so seldom fished, a strike at every cast is not uncommon. Hunting and fishing regulations are governed by the states in which the forests lie."

You're an equestrian? The combined total of existing and proposed horseback trails in the national forests exceeds 110,000 miles. And the Forest Service has a number of trails for handicapped visitors, including the sightless, who enjoy trails marked in Braille.

Of course, there's also hunting, snowmobiling, motor biking, mountain climbing, skiing, and just about any other outdoor activity you can think of in the national forest system. Of course, while most forests cannot charge general fees, such commercial public-service facilities as resorts, hotels, cabins, ski lifts, stores, gas stations, and similar services cost money and are operated under special use permits.

How do you find out what activities are available in the national forests nearest you? Or, for that matter, where the nearest forests are? You can write for a map showing the location of all national forests by addressing the U.S. Dept. of Agriculture, National Forest Service, Washington, D. C. 20250. When you get it, you'll find, too, a listing of the addresses of all Regional Offices and headquarters for each national forest. Just drop a line to the office nearest you and ask what they recommend for the activities that interest you. You'll be amazed at the facilities available to you right in your own backyard. And—important in these times of shrinking dollars—the price is right. ■



(Continued from page 13)

Now, with the combinations developed at the institute and at St. Jude's, half of the children who receive these latest treatments can expect to be alive and well after five years.

No one knows precisely what causes cancer, but many types are thought to be produced by environmental factors. The biggest killer, lung cancer, shows up more among heavy cigarette smokers and workers who are exposed to certain substances such as asbestos.

Viruses are believed to be a factor in causing cancer. None has yet to be proven as a cancer causing agent in humans, although they have been found to cause cancer in animals.

Some people believe otherwise, but

cancer is not contagious and it is seldom inherited. "For most specific cancers . . . the risk of developing such a cancer by the relatives is no greater than that of the general population," according to Dr. Michael B. Shimkin, a medical scientist and consultant to the National Cancer Institute. "But the daughters and sisters of women with breast cancer, and the children of patients with rectal cancer should be informed of their increased risk, genetic or otherwise, which makes desirable closer medical surveillance."

The idea of "closer medical surveillance" makes sense for the general population as well. One of the insidious things about cancer is that by the time symptoms appear, it may already be

too late. The most curable cancers are those that have not progressed to the stage of producing symptoms.

It is for this reason that cancer experts urge everyone to have regular medical checkups. Some have even gone so far as to suggest that routine cancer tests should be required by law.

Everyone also ought to know the so-called "seven warning signals" of cancer, which are emphasized repeatedly by the American Cancer Society.

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
4. Change in bowel or bladder habits.
5. Hoarseness or cough.
6. Indigestion or difficulty in swallowing.
7. Any change in a wart or mole.

Another axiom to remember is that if one doctor tells you that you have cancer, don't stop there. Get another opinion from a physician or team of physicians who are experts in cancer.

"If I were a lay person and went to the doctor's office and he said, 'You're going to die from cancer,' I wouldn't say, 'Okay.' I'd run down the street and find someone else," Dr. De Vita said.

He said people should also beware of self-fulfilling prophecies. If a person does not believe he can be cured, Dr. De Vita said, the chances are he won't. The best thing to do, he said, is to get as many opinions as possible and, ultimately, "get yourself in the hands of a guy who is aggressive and optimistic."

Cancer experts also caution people to be extremely wary of anyone who promises instant cancer cures, or prescribes home remedies to prevent cancer. It's just not that simple.

If you have cancer, there is the possibility that you can be treated free—as Bill Gray was—at the Clinical Center at the National Institute of Health. But the treatment there is done for research purposes, and the only way one can get in is if he has a type of cancer that currently is being studied.

The war against cancer continues on many fronts. And in spite of the fact that its victims do not always survive, there is much optimism. As Dr. Shimkin put it:

"Cancer is a *solvable* problem, solvable by a human thought and action process that we call scientific research, well within the capabilities of the human intelligence with which man was endowed by his Creator." ■

For more information, write the American Cancer Society, 219 E. 42 St., New York, N. Y. 10017. Check local TV listings for cancer-related programs in the popular medical series, "Consultation."

Obituaries



PAST DISTRICT DEPUTY George L. Olsen, an honorary life member of Lynbrook, N. Y., Lodge, died February 3, 1975.

Having served as Exalted Ruler of the lodge,

Brother Olsen became State President for 1971-1972. He had held the office of District Deputy Grand Exalted Ruler for the Southeast District in 1961-1962.

PAST DISTRICT DEPUTY Frank C. Kaufmann, a member of De Land, Fla., Lodge, died recently.

Brother Kaufmann was appointed District Deputy for the East Central District in 1962-1963.

PAST DISTRICT DEPUTY Austin D. Esler of Pontiac, Mich., Lodge died February 19, 1975.

Brother Esler held the office of Exalted Ruler for the lodge. In 1948-1949 he served as District Deputy Grand Exalted Ruler for the Southeast District.

did you know..



the thought that "The Elks will never pass 26 lodges in point of numbers, if they ever reach that number . . ." and they began to designate the lodges by letters of the alphabet. The practice was discontinued in 1882 and the numbers restored to use as they are today.

★ ★ ★

The first Elks lodge instituted outside the continental 48 states was in Juneau, the capitol city of Alaska. Lodge No. 420 was chartered in 1898. The only other Alaskan lodge for many years was Skagway, No. 431, chartered in 1899. Honolulu, Hawaii, Lodge No. 616 joined the Order in 1901; Manila Lodge No. 761 was taken in in 1902. The Grand Lodge had changed its rules to restrict the institution of lodges to cities of 5,000 population or more, thus preventing many towns from joining the Order. Other lodges outside the continental 48 states are now in Puerto Rico, Guam and the Canal Zone.

★ ★ ★

It was not until 1909 that the official emblem of the Order was approved by Grand Lodge and a patent acquired, but only after a difficult situation was solved with a jewelry manufacturer who had also filed a claim for the design patent.

The man who wrote what the Southerners consider their theme song was an Elk . . . and a Northerner. Daniel Decatur Emmett was the son of a Virginia blacksmith but he was born in Mount Vernon, Ohio, in 1815. He was a fine musician and traveled with circus bands. In 1859, he was asked to write a "walk-around" tune for a minstrel show. It was on a cold, dreary, rainy day when, as he looked out the window he exclaimed, "I wish I was in Dixie Land." With encouragement from his wife, he wrote the song and, at her suggestion, named it "Dixie."

When Emmett died in his hometown in 1904, an Elks graveside service was conducted at his request.

★ ★ ★

In the earliest days of the Order, there were many men with restricted views on the possibility of its expansion. One official even voiced

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