

the
Elks
magazine
JUNE 1975



HOW MUCH WOOD?

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A Message From the Grand Exalted Ruler



"Honor Our Flag."

June 14, Flag Day, gives us an opportunity to show all of America our dedication to the American flag and to things related to Americanism. Flag Day is now a legal holiday, but it was our Order that first had as a requirement the recognition of our flag. As the next year progresses, Elks Lodges everywhere will be participating in the Bicentennial tribute and the Elks' role will be to "Honor Our Flag."

As this year has progressed and as I have traveled this country of ours, I am more thoroughly convinced than ever that America is the greatest of all of the countries in the world. As I stated in my acceptance speech, it does more for all of its people than does any other government in the world. It provides greater opportunities. It offers greater freedoms.

While America may not be perfect, it is certainly a BETTER country than it was when most of us were born. It is a BETTER country than it was in the 40s. It is a BETTER country than it was in the 60s. It is a BETTER country today than it was yesterday and under the leadership of the wonderful people, Elks and non-Elks, whom I have met this year, America is destined to be BETTER tomorrow.

The slogan for the current lodge year is PRIDE IN ELKDOM — PRIDE IN AMERICA. I appeal to all Elks and their families to count our many blessings and to be aware of the many reasons for gratefulness and for PRIDE.

With the recognition of the greatness of our country and the blessings of being Americans, let us, every one, take time on June 14 to pay proper and appropriate tribute to our flag, the symbol of a great people.

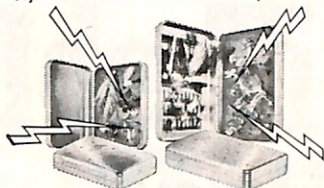
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the **Elks** magazine

VOL. 54, NO. 1/ JUNE, 1975

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

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EDITORIAL OFFICES, 425 W. Diversey Parkway, Chicago, IL 60614

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CHICAGO 60614 425 W. Diversey Parkway (312) 528-4500
NEW YORK 10017 50 East 42nd (212) 661-3043
LOS ANGELES 90036 5909 West 3rd St. (213) 931-1371

POSTMASTER: Mail notices of address corrections to:

THE ELKS MAGAZINE, Circulation Dept., 425 W. Diversey Parkway, Chicago, IL 60614

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THE ELKS MAGAZINE, Volume 54, No. 1, June, 1975. Published monthly at 425 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.

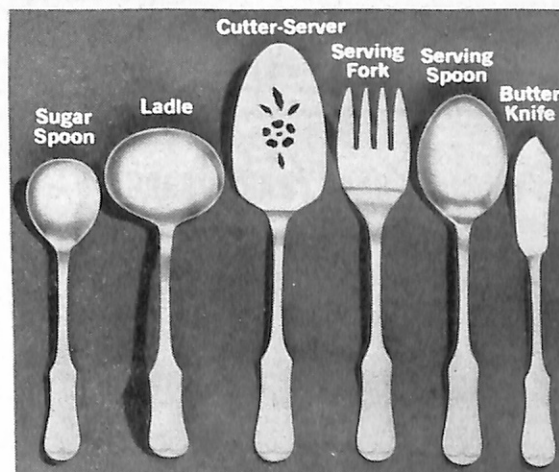
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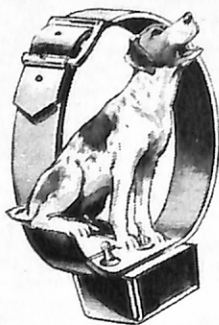
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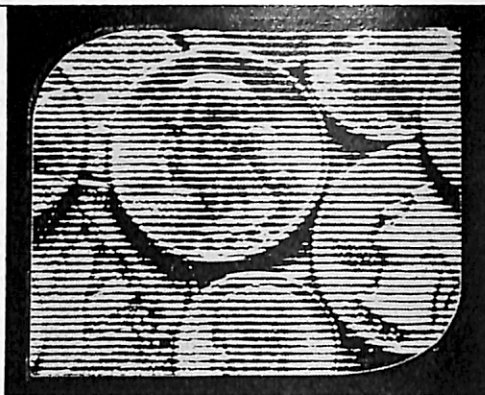
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**IT'S
YOUR
BUSINESS**

by J. L. Slattery/R. Gosswiller



HOW TO MAKE SALES

A relatively small percentage of the total number of salespeople account for a very large percentage of the total number of sales! And one key characteristic of those highly successful salespeople—men and women—is that they are unusually persistent in their sales efforts.

We're not talking about using high-pressure methods or pushing endlessly at some prospect during a sales call. There are many kinds of selling in which such methods can't even be used—the salesman would get tossed out on his ear.

There are many ways in which sales-effort persistence exhibits itself.

"Sure I'm tired—but there are still two homes on this block I haven't called on yet. I'm going to try them before I quit for the day." . . . "No, old Johnson turned me down again—but I'll be back at him again next month. I'll make a sale to him yet!" . . . "I'm still a bit clumsy in my sales talk—but I'm sure going to keep working on it till I get it down *right!*" . . . "I'm doing pretty well with the customers I've got now—but I'm going to go right on pushing hard to get *new* customers too."

Persistence is essential for sales success. But it helps greatly to be persistent in an efficient way.

Organizing Your Sales Efforts

You have only so much time, energy, and money to put into your selling. You want to strive for maximum efficiency in using those resources. This takes planning and it calls for well-organized sales efforts.

A vitally important fact to keep in mind is that you can do actual selling only when you're in contact with a prospect! You can't do any selling while you're traveling to or from a meeting with him.

There are some kinds of sales work that don't entail calling on a large number of prospects. But very few self-employed salespeople work in those fields. The typical independent salesman needs to be able to reach a lot of prospects. So he needs to be efficient in planning his use of his time. Many self-employed salespeople operate mainly by the "cold-call" direct contact method and sell products in the low-price range. To be successful in this kind of selling requires calling on a lot of homes, stores, or small offices in a relatively short space of time. Some other kinds of selling must be done by appointment. And since prospects some-

times don't keep appointments, an efficient salesman will try to have some additional prospects he can contact in whatever area he's made a trip to.

A Checklist for Effective Selling

As a salesman, you should: Present a good appearance . . . Be prompt in meeting appointments . . . Have a supply of business cards with you at all times . . . Be sure that your samples or display materials are always in excellent shape—clean, neat, properly organized, fully functioning.

You should be thoroughly prepared to explain the values of the product or service you're selling. Remember Mehdi's warning: "You've got to know your business. Constantly increase your knowledge."

Through practice and evaluation reviews, work continually to improve the effectiveness of your sales techniques and presentations.

Don't make exaggerated claims or promises for your product or service. Besides being bad for other reasons, those tactics are far more dangerous legally than they used to be.

Study the methods of the successful salesmen you've come in contact with. You're likely to find some ideas or techniques that you can adapt to your own sales efforts.

First, last, and always remember that a prospective customer is interested in his needs and wants and concerns, not in yours.

And now a point that's so important it calls for a section of its own.

Be Sure to ASK FOR THE SALE!

It may surprise you to hear that many sales chances are lost simply because the salesman didn't ask the prospect to buy!

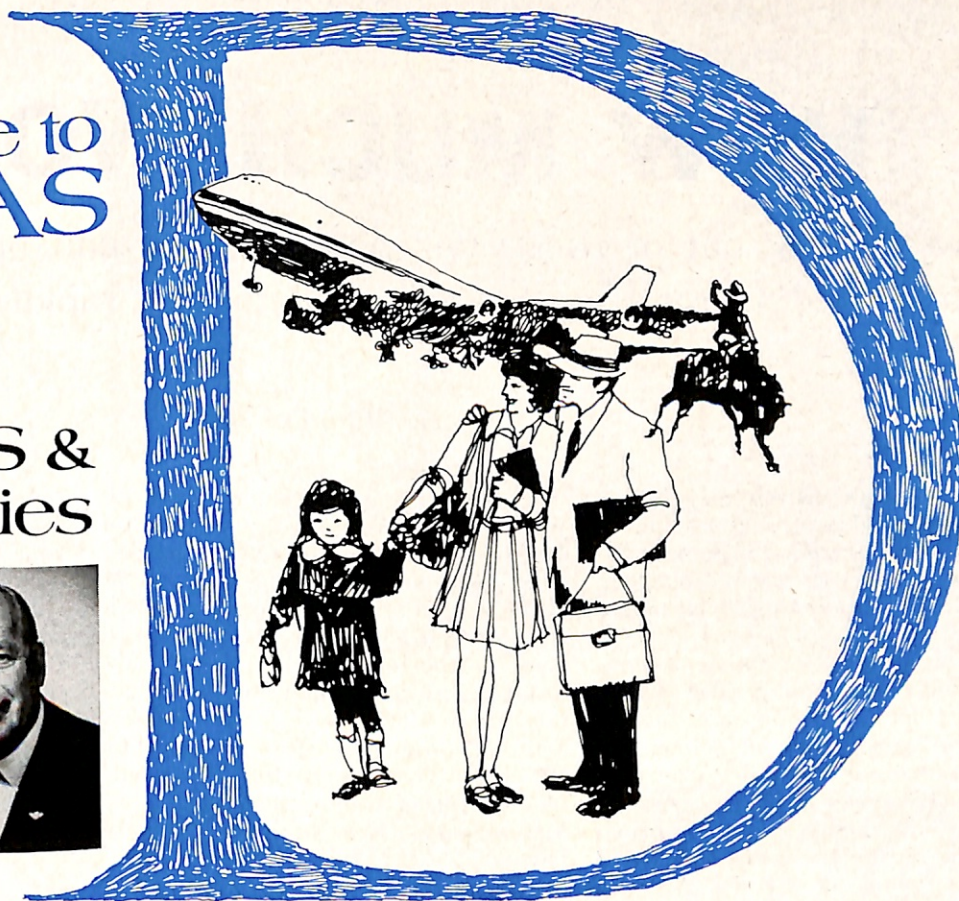
Even some experienced salesmen make that mistake all too often. And many beginners make it. They get carried away with their sales pitch and forget to ask for the sale. Or they're a bit nervous and are afraid of seeming too pushy. Or they know they'll feel discouraged by a flat "No" response, so they just don't come right out and ask for the sale.

Be sure that you don't make this same mistake. Remember to ask the prospect to buy!

And with that, we'll wish you all success in your selling. But we'll be talking further about selling and related topics. ■

Welcome to
DALLAS

**Brother ELKS &
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SPEAKING FOR ALL ELKS in the great State of Texas, it is my happy privilege to extend to all delegates and visitors to our Grand Lodge Convention a warm welcome to a wonderful city in a famous state.

TRUE WESTERN hospitality awaits you. It will be an experience that long will be cherished.

THE LOCAL COMMITTEE has labored long and diligently to prepare for your pleasure and comfort. It is their desire to express the depth of their warm fraternal affection for their visiting Brothers and families.

THEREFORE, come to Dallas prepared to receive a cordial reception for which the Lone Star State is famous.

ENJOY to the fullest the unusual attractions of Dallas and the surrounding beauty of the historical "Old West."

A handwritten signature in black ink that reads "George I. Hall". The signature is written in a cursive, flowing style.

George I. Hall
Past Grand Exalted Ruler

HOW MUCH WOOD?

Are we running out of trees? Will America soon end up a vast wasteland of barren plains? Is there any hope at all for our rapidly diminishing horizon?

by Mike LeFan

□ The old tongue twister asks "How much wood could a woodchuck chuck if a woodchuck could chuck wood?" That woodchuck poses a good question for our forest resources—"How much wood...?"

Like Chicken Little running around crying "The sky is falling! The sky is falling!" a lot of people are racing around the ecology circuit screaming "We're running out of trees! We're running out of trees!" In fact, a recent Gallup Poll reveals that most Americans believe our forests are vanishing.

Are we running out of trees? Will we have to endure future tree shortages and wood crises similar to our famous oil shortage and energy crisis?

Civilization is creeping outward, taking over forested areas—but we still have about 759 million acres of American forestland. That's nearly three-fourths of what was here the day the Pilgrims landed. Nevertheless, you can't deny that our timberlands are shrinking. The Pilgrims built their settlements along river banks and seashores because those were the only unforested lands available. Those forests covered so large an area that it was said a squirrel could travel through the trees from the Atlantic Ocean to the Mississippi River without touching the ground. That's no longer true.

Progress costs more than money, time, and energy. It also takes a toll in trees, and we're paying a high price. We use enough lumber annually in the U.S.—not to mention other wood products such as paper—to build a walkway 20 feet wide, two feet thick, and nearly 240,000 miles long. You could stroll to the moon on that.

Commercial forestlands (areas where tree planting, cultivating, and harvesting are allowed, as opposed to parks and other single-use lands) are being lost to us. Exact figures are hard to get, but estimates reach up to a million acres a year. Strangely, we tend to

react to this in ways that increase the rate of loss. We see our commercial forests shrinking and we respond by setting aside more forest as permanent parks and wilderness areas in which trees are not harvested. This is done to conserve the forests, but it serves only to take more timberland out of production. Since 1900, we've lost 17 million acres of productive forestland in just this way. That's more than the combined areas of Connecticut, Delaware, Massachusetts, New Jersey, and Rhode Island.

"Our number one problem in the supply of wood," says Senator James O. Eastland of Mississippi, second-ranking member of the Senate Committee on Agriculture and Forestry, "is to achieve public understanding of our forest industry, and to achieve cooperation by the public rather than condemnation from people who through ignorance would preserve our forestry resources without conserving their uses."

The American Forest Institute (AFI), advertising and educational arm of America's forest industry, says we're growing about 32 percent more wood a year than we cut. That sounds great, and it is good enough for now, but it's not adequate for our future growth. Today, for example, we have about 2.4 acres of commercial forest for every American. Even without further losses of timberland to spreading civilization, the per capita figure will drop to only two acres by the year 2000 because of population growth—based on the most modest estimates by the Census Bureau.

What's the answer? Grow more trees, faster, on the same amount of land. The forest industry has demonstrated the feasibility of this by producing 30 percent of our raw wood materials on merely 13 percent of our commercial forestland (tracts owned outright by the forest industry).

"This 13 percent of our commercial forestland," says a spokesman for AFI,

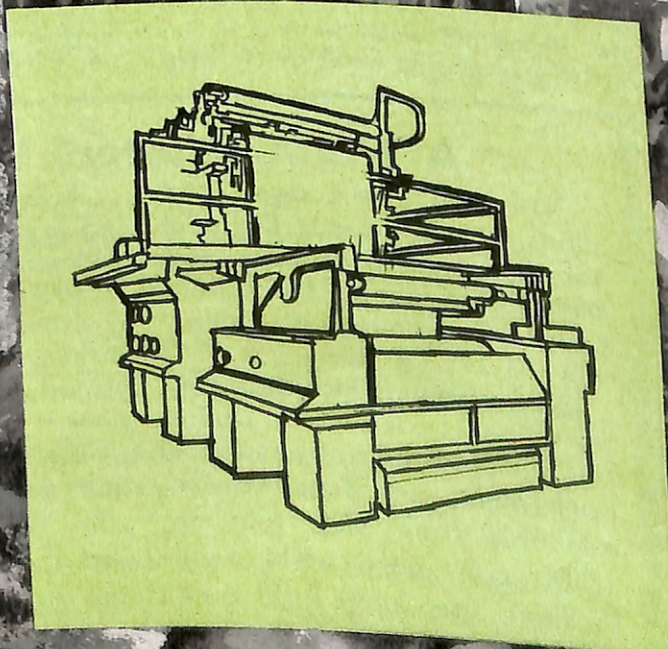
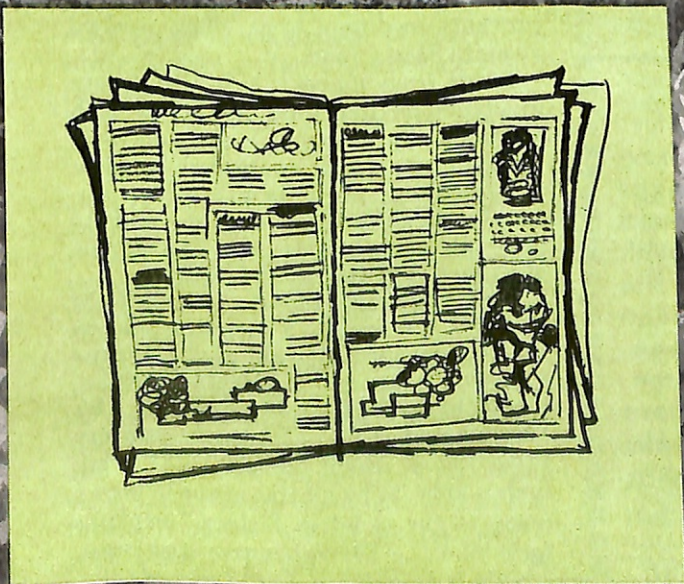
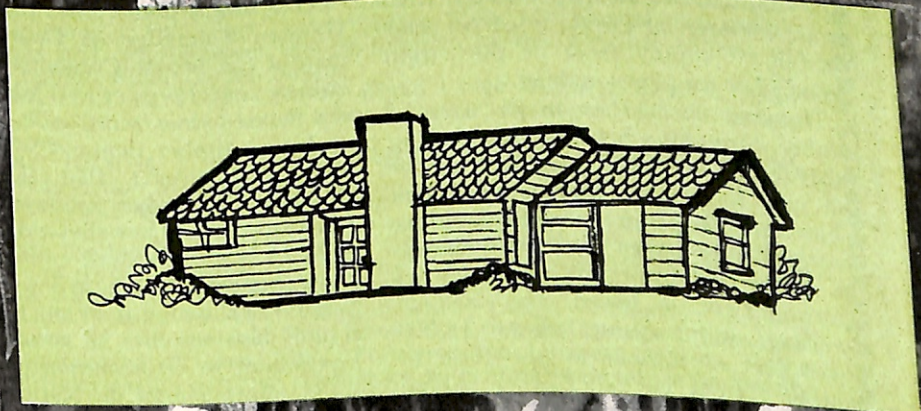
"is more productive because it's meant for nothing but tree production. It's kept in optimum condition and given maximum care." He goes on to say that federal forests are sometimes harvested by private companies on a competitive contract basis, and part of the bid is often for replanting harvested areas for conservation reasons. Forest management techniques as used on commercial lands are not practiced on federal forests, however, because of a lack of funds.

Each year the U.S. Forest Service goes hat-in-hand to Congress with an adequate management budget, but the money is never appropriated and so the public forests must grow in an unmanaged state. All this occurs despite the fact that the Forest Service is about the only branch of our federal government which shows an annual profit. Monies from its timber contracts are placed in the general treasury rather than being plowed into needed forest management programs of the Forest Service.

Senator Eastland seconds this view. "Not only does intensive forest management (on commercial lands) pay, but we're wasting as much timber each year in our national forests as we harvest. This waste," he says, "comes from over-matured timber dying, and from diseased and insect-damaged timber not being harvested. More intensive management would pay off."

Fortunately, Congress has passed a bill requiring the Forest Service to assess our existing timber resources—public and private. Then a long-range plan for managing the national forests, and for research on fuller utilization of our forest resources will be suggested to Congress. Hopefully the day will come when our national forests, like our commercial forests, will be treated to this "expert gardening" so they too will produce superior crops of timber.

In the meantime, by increasing the



yields of its land, the American forest industry has proven that we can literally create our needed wood resources. Unlike coal, metals, oil, or even plastics, wood is a resource not limited to what's already there. Wood supplies can be increased simply by growing more and better trees. It's a good thing, too, because last year every American man, woman, and child used a ton of wood products. You'll use even more next year, and the government predicts our need for forest products will double in the next generation.

Just consider the various wood products you use daily. You use a lot of paper, an average of 575 pounds every year in the form of newsprint, books, magazines, cartons, wrappers, paper towels, stationery, and so on. A recent government list, probably already outdated, described 12,000 kinds of paper and 100,000 uses for them. Almost all paper is made from wood. This includes new wood as well as recycled paper and paper made from the residue from other wood products. But to meet our growing demand for paper goods, trees from commercial forests must continue to fall to supply most of the virgin wood fiber for paper-making.

Housing is another major user of timber. Stretching between our choking inner cities and the clean free air of our cool forests is a vital wooden link—lumber. Building and rebuilding housing units makes constant demands on our wood supply. Whether it's an apartment or a house, the average dwelling unit requires about 14,000 board feet of lumber in one form or another. Yearly we fall further behind in housing units needed to meet projected population needs. Planners suggest that we build housing from plastics, metals, and products yet to be discovered. However, making these materials often creates serious environmental pollution, while wood product manufacturing is relatively clean. Today almost all wood residue is converted into pressed wood panels, pulp,

and paper goods. This wasteless procedure reminds us of the old saying about using everything on the pig except his squeal.

With these demands for wood, these losses of trees, and the limits on forest acreage, what can you expect in the years ahead?

Sidney Weitzman, Southeastern Area Director for the Forest Service in Atlanta, says, "Predictions of population growth and the accompanying increase in demand for forest products will surely cause severe shortages and high prices in the decades ahead if production doesn't increase sharply. This situation," he says, "demands new technology and, more importantly, vigorous application of current knowledge."

Senator Eastland agrees. "We can expect future wood 'crises' due to shortages of wood products. As our population increases and per capita consumption increases, we'll place more stress on the available timber land and shortages will create higher prices," he says.

One bright note comes from Senator Herman Talmadge of Georgia, chairman of the Senate Committee on Agriculture and Forestry. "While the Forest Service does paint a dark picture of future timber demand versus availability, I suspect that new breakthroughs in timber management and fiber use will offset these dire predictions to a great extent even if we resume home building at record rates." Senator Talmadge goes on to say that it will also require "a greater federal investment in reforestation and timber stand improvement on National Forest lands."

We're not doing nothing about meeting our timber needs, however. Forest products companies are conducting massive programs to boost timber growth on the 67.5 million acres of forestland. They're also seeking fuller utilization of the trees harvested. Their programs are designed to help preserve our forests for recreation and to main-

tain the ecological balance which is a life and death matter to us all. An old forest of over-mature and dying trees consumes as much life-sustaining oxygen as it produces and creates no net gain in wood. An average acre of well-managed commercial forest, however, consumes six tons of carbon dioxide a year, gives off four tons of vital oxygen, and produces four tons of new wood. Forests are also part of the earth's humidity and temperature regulating systems. Forest health is important.

The forest industry uses a variety of techniques to guarantee that you'll have all the wood you need now and in the future. To boost forestland productivity, large companies such as Crown Zellerbach of San Francisco and the Weyerhaeuser Corporation of Tacoma, Washington, are experimenting with tree grafting and cross pollination to improve tree quality. Their researchers seek to crossbreed high yield tree types with fast growing varieties in order to achieve the most wood in the shortest growing time. Large tree laboratories search for trees with the wanted characteristics and then the scientists try to improve on that. It used to be that nature took 40 or 50 years to grow a usable tree, but science has shortened the maturation span to 15 or 20 years now.

Forest life can be rough on new seedlings, and left to themselves many will be killed or will die. To give nature a hand, tree companies are annually starting millions of young seedlings in a hothouse atmosphere of intensive care. One such combination of science and technology is in Aurora, Oregon. This tree nursery annually produces 12 million minitrees within its one city block boundaries. When the seedlings reach a stage where they can survive life in the wild, they're transplanted to forest areas. Once planted, trees on Weyerhaeuser lands are being protected with a soil binding agent which prevents seedlings from being washed away by heavy rains.

Seeds from superior hybrid trees are incubated in test tube conditions with electronically controlled moisture and temperature. These controlled fertilization seedlings are able to develop unusually healthy root systems and to grow about twice the size of comparable seedlings left to themselves.

Weyerhaeuser's brand of High Yield Forestry was merely a futuristic science fiction concept a decade ago. Now the company is investing \$100,000,000 annually in its high yield programs. This has created a Weyerhaeuser nursery capacity of about 200,000,000 seedlings a year. Why all this effort? "We've come to the point in history," explains Jack Wolff, a Weyerhaeuser vice presi-

A Warm, Western Welcome

Arlington Elks Lodge 2114 plans to provide entertainment for their visiting Brothers and their ladies during the Grand Lodge Convention in Dallas, July 13-17, 1975.

Arrangements include transportation to and from Dallas and the Lodge, a free dance each night, and food service available from 5:00 p.m. to 10:00 p.m. each night, with facilities open until 2:00 a.m.

Arlington prides itself in having extended a warm Texas welcome each time Grand Lodge has honored Dallas with a visit and suggest you ask the Brothers and their ladies who visited during the past conventions if they enjoyed Arlington.

The theme will be western and a warm welcome awaits you. We'll see you in Dallas and at Arlington Lodge for "fun and frolic."

dent, "when our wood resources will have to be cultivated if we're to have sufficient quantities of this basic material."

Forests owned by private individuals are often unmanaged and overharvested. Good management costs money, and private land owners are usually unwilling to invest the funds required for proper management techniques.

What about our National Forests? Can we have both wood productivity and people uses such as recreation? Russell Daley of the Forest Service in Atlanta says this is required by law: "The Multiple Use-Sustained Yield Act of 1960 says that 'it is the policy of the Congress that the National Forests are established and shall be administered for outdoor recreation, range, timber, watershed, and wildlife and fish purposes.'" The Act goes on to say that these goals must be cultivated "in perpetuity."

"Since its beginning," said Daley, "the Forest Service has managed the National Forests to give the American people both good and amenities from their Forests."

An early Secretary of Agriculture once remarked that where there were conflicting interests in the management of the National Forests the question will always be decided from the standpoint of the greatest good of the greatest number in the long run. "That still is Forest Service policy," said Daley.

Will we have enough wood for ourselves and future generations of Americans? "It's a matter of trade-offs," answers a Forest Institute spokesman. "How much land do we want now for recreation? How much wood and paper do we want? How much forest do we want to preserve for our children and their children?"

Forests are vital. We each use the equivalent of a 100-foot tree annually. Forests shelter hundreds of bird species, and logging areas increase the browse for game animals. Modern forestry protects watersheds to guard nature's water cycle. Forest-related industries provide 1.7 million jobs. Besides, each of us breathes the oxygen production of one tree daily.

Forests supply the raw materials for most of our buildings, paper, and thousands of other wood fiber products. Forests are a major element in our esthetic life, a valued and beautiful part of the life experience. Most important, forests are renewable.

The bounty of our forestlands isn't automatic, however. It requires management, planning, and conservation. But from toothpicks to two-by-fours, and from toilet tissue to ticker tape, we'll have enough wood now and in the future if we're willing to be careful with what we've got. ■

THE DALLAS CONVENTION PROGRAM

111th SESSION GRAND LODGE, B. P. O. ELKS
DALLAS, TEXAS — JULY 13-17, 1975

REGISTRATION

SATURDAY, JULY 12, 9 AM and continuing daily during the Convention. Representatives (Exalted Rulers), Grand Lodge members, visiting Elks and ladies —Dallas Convention Center, 717 South Akard Street. This is the Information Center for delegates, their families and visitors. The first obligation is to register so that all concerned will be properly informed about the Convention and the facilities offered by Dallas, recommended restaurants, ladies' information, sightseeing, tours, etc.

REGISTRATION HOURS

Saturday	—July 12	9 AM to 5 PM
Sunday	—July 13	9 AM to 5 PM
		Dinner interval 8 PM to 10 PM
Monday	—July 14	8 AM to 5 PM
Tuesday	—July 15	9 AM to 5 PM
Wednesday	—July 16	9 AM to 5 PM
Thursday	—July 17	9 AM to 10 AM

GRAND LODGE SESSIONS

All held at the Dallas Convention Center as follows:

SUNDAY, JULY 13, 8:30 PM—Official Grand Lodge Opening Ceremonies. Auditorium. George I. Hall, Past Grand Exalted Ruler will preside. Welcoming addresses and entertainment will be followed by the principal address of Grand Exalted Ruler Gerald Strohm.

MONDAY, JULY 14, 9 AM—Opening Grand Lodge Business Session. Auditorium. Election of Grand Lodge officers for 1975-76. Report of Americanism Committee.

MONDAY, JULY 14, 2 PM—District Deputies-designate—photos as per advance notification and schedule.

TUESDAY, JULY 15, 9 AM—Grand Lodge Business Session. Auditorium. Immediately following business session, Grand Exalted Ruler's personal conference with Exalted Rulers, at which the Grand Exalted Ruler-elect will outline the Grand Lodge program for the coming year. **LUNCHEON—EXALTED RULERS ONLY**—Convention Center Ballroom at noon.

WEDNESDAY, JULY 16—Open Session Grand Lodge. Auditorium. Reports and awards by Elks National Foundation, Elks National Service Commission and Youth Activities Committee. (Following the business session, Grand Exalted Ruler-elect's personal conference with State Association Presidents. Lunch at the Statler Hilton Hotel, 1914 Commerce Street, at 12:30 PM.)

11 AM MEMORIAL SERVICE

Convention Center Auditorium. (Ladies and accompanied guests are urged to attend Wednesday morning session and Memorial Service.)

WEDNESDAY, JULY 16, 9 PM—**GRAND BALL**—Convention Center Ballroom, honoring Grand Exalted Ruler Gerald Strohm and Mrs. Strohm. All Elks, ladies and accompanied guests invited. Admission by badge. Surprise Entertainment. Refreshments available.

THURSDAY, JULY 17—Final Grand Lodge Business Session. Auditorium. Installation of newly elected Grand Lodge officers. Ladies and accompanied guests invited and urged to attend open installation of officers at 11 AM.

FRIDAY, JULY 18, 9 AM to 5 P.M.—Induction of District Deputies-designate, followed by Conference with Grand Exalted Ruler; State Association Presidents invited—Statler Hilton Hotel, 1914 Commerce Street. This session will conclude at approximately 5 PM. Advance return reservations for those involved should be determined by this mandatory schedule.

RITUALISTIC CONTEST

SATURDAY, JULY 12, SUNDAY, JULY 13, MONDAY, JULY 14. Preliminary Contests—Sheraton-Dallas Hotel, Southland Center. Details of schedules will be available upon registration. **WEDNESDAY, JULY 16—FINALS**—Sheraton-Dallas Hotel.

EXHIBITS

Display of activities by Grand Lodge Committees and Commissions, in addition to State Associations and others—Registration Area—Convention Center.

SPECIAL ACTIVITIES FOR ELKS AND LADIES

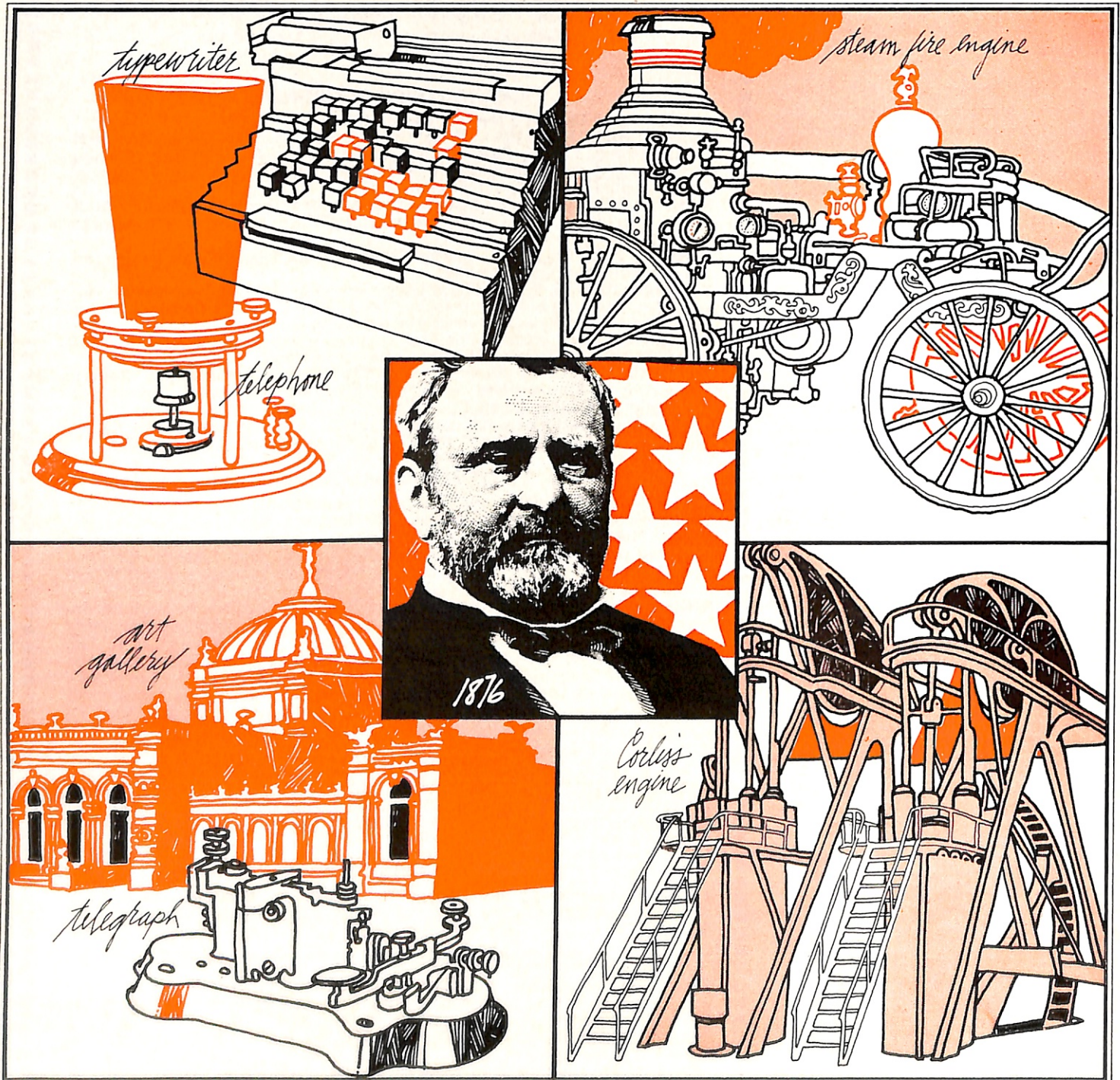
Visitors will be welcome throughout the Convention period to all neighboring Elks Lodges. Special discounts on outstanding sightseeing trips will be available at Information Desk in Registration Area.

MONDAY, JULY 14, 10 AM—Complimentary Fashion Show for ladies. Convention Center Ballroom.

WEDNESDAY, JULY 16—GRAND BALL—9 PM—Convention Center Ballroom.

America's First Centennial

By
Lynwood
Mark
Rhodes



□ By this time next year we will be in the midst of all sorts of patriotic doings, some simple and inexpensive, some quite elaborate, but each a celebration of our 200th birthday as a nation. Indeed, the calendar of events already announced by state and local governments, by bicentennial committees in big cities and small, promises to make the occasion not only a time to look back proudly on our achievements over two centuries, but also to give us pause to consider the meaning of it all on our future.

Which brings up a mighty fascinating question: Did Americans in 1876, just then suffering a severe depression while still recuperating from the agonies of the Civil War, have any inkling of what the future had in store? Let's turn back the clock to the year of our 100th birthday party and see.

It is ten minutes before noon on Wednesday morning, May 10, 1876. President Ulysses S. Grant leans against the railing of the speaker's platform, throws away his cigar, puts on his spectacles, takes a sheet or two of foolscap from a side pocket, and glances in his "shy, modest, half-frightened way" at the sea of faces—more than 150,000 of them—that fill the plaza in Philadelphia's Fairmount Park.

Foot-shuffling men in top hats and Prince Alberts, women in bustles and bonnets edge closer as he shakes hands with his special guest, Emperor Dom Pedro of Brazil. Then he bows slightly to the celebrities on the platform—General William T. Sherman, Henry Wadsworth Longfellow, Admiral David Dixon Porter, J. Pierpont Morgan, Cyrus W. Field, Senator Roscoe Conkling of New York, Secretary of State Hamilton Fish and the other Cabinet members. Finally, in a voice so low that no one more than twenty feet away really hears him, he begins speaking: "One hundred years ago, our country was new and but partially settled." But he has the sense to keep it short. Only 400 words later, as a huge American flag slowly unfurls above the turreted Main Building and flutters in the bright sunshine of noon, he says firmly and a bit louder: "I declare the International Exhibition now open!"

The cheers are deafening. Hats and umbrellas blacken the sky. A 600-voice choir across the plaza crushes the breeze with the mighty first notes of Handel's "Hallelujah Chorus." Chimes peal from Machinery Hall. Church bells ring. Steam whistles shriek on every factory, boat, and train in the city. From George's Hill a half mile away, 100 cannon fire round after round of thun-

dering salvos. Several small boys astride twin bronze statues in front of the park's Memorial Hall almost topple off their perches from the sheer excitement of it all.

The President, quite properly, had used the official name for the celebration that commemorated the 100th anniversary of the Declaration of Independence and our emergence as the United States of America. Most folks, however, proudly called this sixth world's fair in history, the first ever held on this side of the Atlantic, by a simpler name—"the Centennial." Either way, it was "the greatest spectacle ever presented to the vision of the Western world," chortled the Philadelphia *Public Ledger*.

Few quibbled with the superlative. The birthday party had been ten years in the planning, had cost \$11,000,000 to build. The Main Building was temporarily the largest structure in the world. There were four other great exhibition halls, 24 state buildings, 37 foreign pavilions, and half a hundred annexes scattered over 236 acres along the Schuylkill River. "Everything grand, beautiful, useful and ludicrous is there, not only from our own beloved land, but also from every nation I ever heard of and some I have not," said a dazed *Chicago Tribune* reporter. During the 159 days of the Centennial's run—May 10th to November 10th with Sunday closings—some 10,000,000 persons or one out of every five Americans were apparently curious enough to plunk down their 50¢ admission and walk through the turnstiles to check out his promise.

The official guidebook claimed that "the flower and first fruition of the seed planted by patriotism" were behind the exhibition's white picket fence. As it turned out, the flower was made of iron in 1876, and the first fruit was the machine. Here, for the first time, the world saw industrial America on display and it was evident that if technology wasn't the mother of our country, she was surely its nurse. "If you can think of any kind of machine for any purpose, it was pretty sure to be there," an amazed visitor noted, admiring the array of machine-made iron beds, iron lamps, iron rocking chairs and hatracks. There were machines to lift, machines to crush, machines to spin and weave and make decorations, machines to saw logs, pump water and stitch shoes.

Greatest of all was the mighty 700-ton, 2,500-horsepower Corliss steam engine—the biggest and most powerful in the world—which drove all the other

8,000 mechanical marvels strewn across Machinery Hall through a banyan grove of 40-odd miles of slapping belts, 23 miles of shafting, and assorted lengths of pulleys.

The engine's creator, George H. Corliss, greeted President Grant and Emperor Dom Pedro on that first afternoon of the fair in front of his giant engine, "an athlete of steel and iron with not a superfluous ounce of metal on it."

"Are you ready?" he asked the Brazilian. The bewhiskered gentleman nodded that he was, unaware that the exhibition's backers had hoped to have the Prince of Wales as their principal royal guest until Edward chose to go tiger-hunting in India, instead. "Then your Majesty will turn that handle." The stylishly dressed little man grasped the throttle valve in front of him, gave it a twist—and nearly fell off the platform from surprise when a hiss of steam spewed out.

"Now, Mr. President, yours," Corliss told the chief executive. Grant, apparently expecting the worst, braced himself against the platform's railing. Gingerly, almost hesitantly, he turned the second throttle valve and jumped aside before the hiss escaped.

A minute went by. Nothing happened. And another. Still nothing. Then, ever so slowly, at first too imperceptible for the 15,000 fidgeting on-lookers even to notice through the stifling heat of Machinery Hall, the two tremendous walking beams began to move. With sigh and groans, the pistons plunged down, up again, back down. As the concrete base vibrated, as the whole building quivered, the 30-ton cogged flywheel gathered momentum, "revolving with a hoarded power that makes all tremble." It needed, wryly whispered a newspaperman, "but the breath of life to be a creation."

If that sounded blasphemous to many Americans, just as many figured it was feasible. Nothing seemed sacred any longer, certainly not permanent. Ever since 1850, when for the first time the United States led the world in the number of patents issued, technology had touched their lives with increasing regularity, first with this new invention, then that, then with another which replaced both. Indeed, galloping change whirled around Americans with a dizziness that left many Americans breathless, if not bewildered. Why, a *New York Times* reporter had just traveled Coast-to-Coast by train in less than four days' time—and seven years ago there hadn't even been a transcontinental railroad! At sea, steam pot-boil-

ers had replaced God-driven sailing ships. Now, there was talk of some fool up in Rochester, N. Y. trying to perfect a "horseless carriage."

But few Americans really realized at the time that the hums and clatters echoing throughout Machinery Hall tolled the death of the old era of individual handicrafts as surely as they rang in the birth of a new industrial era which would transform the United States within a decade and make men hundred-handed. They merely gawked at the monstrous steam engine. It stood 40 feet high, almost touching the hall's vaulted roof, yet once in motion "without haste, without rest, and with equal pulse" it operated as noiselessly as a watch. "Surely here, and not in literature and art, is the evidence of man's creative power," surmised William Dean Howells, editor of the *Atlantic Monthly*. "Here is Prometheus unbound."

Even fewer noticed the first faint glimmering of mankind's future problems with automation that the engine represented. "In the midst of all this ineffably strong mechanism is a chair where the engineer sits reading his newspaper, as in a peaceful bower," further observed keen-eyed Howells. "Now and then, he lays down his paper and clambers up one of the stairways that cover the framework, and touches some irritated spot on the giant's body with a drop of oil. His slave could crush him past all semblance of humanity with his slightest touch." But, he wondered, would it ever?

Rather than worry about the threat,

less philosophical Americans marveled at the aisles and aisles of technical gadgets. These were proof, said one visitor, "that the newfangled machines could produce as many frilly gewgaws as the most artful craftsmen."

Farmers were impressed by a steam-powered thresher-separator that could thresh and clean from 800 to 1,000 bushels of wheat per day. "The man said it's true," a journalist overheard one Iowa sod-buster tell his friend. City-dwellers gazed in wonderment at Theophile Gramme's arc lamp "which burns electricity instead of gas or oil;" at Singer's new sewing machine powered by a foot-pushed treadle instead of a hand-turned wheel; and at the piano-size, envelope-making apparatus that took flat paper, cut it to shape, gummed and printed the stamp, folded, dried and delivered the finished product in packages of twenty-five.

Long lines waited at the first public display of the "Type-Writer." For anyone willing to fork over 50¢, a pretty girl operator pounded out "a brief note suitable for mailing to the folks back home" on the glossy black enameled machine encrusted with mother-of-pearl. Like a sewing machine, it sat on a grapevine metalwork stand and used a treadle to operate the carriage return. But "it piles an awful stack of words on one page," a pleased Mark Twain reported. He'd bought one of the first models only a few months before for \$125 and had used it to copy his penned draft of *Tom Sawyer* for the printer, thus becoming the first author

to turn out a typewritten manuscript as well as the man who started the double-spaced, one-side-of-the-page trend that has made editors happy ever since.

Some of the Centennial's other exhibits were futuristic curios whose impact on the daily lives of Americans was yet to be imagined. The Otis elevator, for example, was "a wonderful machine that could effortlessly whisk a dozen passengers to the top of a tall building," yet it was still more of a fright than a convenience in the minds of most Americans. One exhibit which interested hardly anyone at first, but which would affect everybody before too long, was Alexander Graham Bell's "talking-box." Even during their courtesy inspection with Dom Pedro, Centennial officials gave more attention to a table of magic tricks on sale nearby. But the Emperor, who knew Bell from visiting his school for deaf mutes, casually placed the receiver to his ear.

"My God, it talks!" he exclaimed, as the inventor quoted a soliloquy from *Hamlet* at the other end of the wire. Before the Centennial ended, only the Corliss engine got more attention than Bell's telephone—and within 25 years there would be 1.356 million phones spread across the United States.

"The Americans mechanize as the old Greeks sculptured and as the Venetians painted," an English reporter frankly conceded, contemplating the acres of inventions and machines. Viewers in the Art Gallery had no doubts about it. Nearly everyone gasped at the shocking paintings of nudes brought over from Italy and France, the first time thousands of Americans had seen a foreign master. After studying "Circe and the Friends of Ulysses," an English painting that depicted the mythical siren sitting on her porch while eighteen hogs wallowed and begged for food beside her, one rustic concluded: "Well, if that ain't the roughest thing on old Grant that ever I see!"

Many fair-goers toured the big show aboard the Western Railway, a narrow-gauge railroad with open-air cars, that circled the grounds with stops at each of the five great exhibition halls. The fare was 5¢ for a ride of any length. Howells thought the train went too fast at eight miles an hour, but at least "it saves time."

Some visitors hired "rolling-chairs" pushed by gray-liveried attendants for 60¢ an hour or \$4.50 per day, both mind-boggling sums in 1876. The chairs were used mostly "by ladies since very few men have the self-respect requisite for being trundled about in that manner," a male noted, though he predicted the outlandish fee would "doubtless be cheaper when the cars of the circular railroad have run over two or three."



Hasbrouck Heights, NJ, Lodge Presents Kenneth V. Cantoli for Grand Trustee

WHEREAS: Kenneth V. Cantoli, a most distinguished Charter and Honorary Life Member of Hasbrouck Heights Lodge No. 1962, has given 21 years of dedicated service to the Benevolent and Protective Order of Elks, as an officer and member of this Lodge, the New Jersey State Elks' Association and the Grand Lodge; and

WHEREAS: He served as the Exalted Ruler of Hasbrouck Heights Lodge No. 1962 for the Fraternal Year 1959-60. His capacity for service to our Order being unlimited, he continued to serve and distinguished himself in the New Jersey State Elks' Association as the Chairman of the State Ritualistic Committee through the years 1962-1966; and as a member and Chairman of the State Association Auditing and Accounting Committee from 1966 through 1975; and

WHEREAS: His service to the Grand Lodge of our Order began when he served as Secretary to the District Deputy in 1961-62; and as a Grand Lodge National

Ritual Judge during the years 1963-64-65. He was appointed to the Grand Lodge Auditing and Accounting Committee in 1966, serving through 1969, was reappointed again in 1971, serving through 1974, as Chairman in 1973 and 1974. He served as District Deputy Grand Exalted Ruler for the New Jersey Northeast District in 1974-75 and currently is serving as a member of the Board of Grand Trustees, Benevolent and Protective Order of Elks; and

WHEREAS: Brother Kenneth V. Cantoli has demonstrated his dedication, desire and ability to bring distinction to the order of Elks;

NOW THEREFORE BE IT RESOLVED that the Officers and Members of Hasbrouck Heights, New Jersey, Lodge No. 1962, at its regular meeting on April 7, 1975, do hereby present to the Delegates assembled at the Grand Lodge Convention in Dallas, Texas, July 13-17, 1975, the name of Kenneth V. Cantoli as a candidate for Grand Trustee, Benevolent and Protective Order of Elks of the United States of America for one year unexpired term 1975-1976, created by the death of Past Grand Trustee, Brother Edmund H. Hanlon of Red Bank, New Jersey, Lodge No. 233.

Harry Van Houten, Exalted Ruler
Adolph F. Siering, Secretary

Of course, the least expensive way of getting around was on foot over "asphalt streets and pathways that were like lava flows" in the midsummer sun. Still, in a nation of almost no paving, even the hot asphalt was a curiosity to write home about.

Not everyone found the Centennial enjoyable, as might be expected. "I have never been so crowded and in-commoded, so jammed and trodden upon in my life," one dissatisfied visitor grimaced. High prices, "some of them pretty stiff," according to New Yorker John Lewis, came in for special criticism. A cup of coffee and a roll cost 20¢ at the Vienna Bakery in the Austrian pavilion. *Aux Trois Freres Provencaux*, the French eating palace and the classiest restaurant at the fair, even charged for "bread, butter and service, what Americans ordinarily pay nothing for," Lewis griped. Reported another customer: "Each of the three brothers must have made a separate check and I paid the total."

Fukui Makoto, Japanese commissioner to the Centennial, summed up a typical day at Fairmount Park in imperfect but graphic English. "The crowds come like sheep, run here, run there, run everywhere. One man start, one thousand follow. Nobody can see anything, nobody can do anything. All rush, push, tear, shout, make plenty noise, say damn great many times, get very tired, and go home."

Still, it was a rare American who watched the Centennial end without a twinge of regret. A choir sang "America," a 150-piece orchestra played "Centennial March," composed especially for the occasion by the great German composer, Richard Wagner ("a perfect whirlwind of noise" purchased by the Women's Centennial Committee for \$5,000), and the American flag used by John Paul Jones on *Bon Homme Richard* was unfurled from a window in Memorial Hall. Simultaneously, a 47-gun salute—one for each state and territory—echoed from George's Hill and the steamer *Plymouth* in Philadelphia harbor. President Grant said sixteen words: "Ladies and gentlemen, I have now the honor to declare the International Exhibition of 1876 closed."

It was 3:37 p.m. A telegraph operator flashed the downtown office with the characters "7-6." Keys clacked to all the cities in America and the main ones in Europe announcing that the brilliant party was over. The same current caused a hammer to strike a gong beside the Corliss steam engine. The giant flywheel began to slow, then "that great pulsating heart ceased to beat," a *Ledger* reporter wistfully wrote.

With receipts of \$3,813,749.75—enough to meet all running expenses—the Centennial was a financial success.

Fair-goers bought much of the exhibited merchandise during the final days. Twenty-one freight car loads, mostly from foreign pavilions, went as a gift to the young Smithsonian Institution, a gesture that finally prompted Congress to provide the red brick structure still standing today for the national museum's home. All but two of the Centennial exhibition buildings were torn down. Memorial Hall, even today, remains a part of the Philadelphia Museum of Art, while Horticultural Hall was used as a vast greenhouse until demolished in the early 1950s. Of the foreign pavilions, England's handsome red brick hall stood in Fairmount Park until 1960. The Pullman Co. purchased the Corliss engine and used it to run its shops until 1910.

"The 100th anniversary of the signing of the Declaration of Independence was perhaps the *only* event that could have re-united so diverse a population," one historian shortly wrote. "It confirmed the sense, newly born in 1876, that the American nation had a past—a glorious past, one to be proud of and to commemorate." Another observer, watching Corliss' masterpiece being dismantled, agreed. "Yes," he admitted, "America is the land of experiment. All this has been done in the early morning of the country's life." But, shaking

his head, he concluded, "There has never been anything like it before and there can never be anything like it again." He was as wrong as can be.

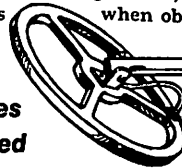
Within the span of a short hundred years, we opened a whole new cornucopia of marvels—the incandescent lamp, radio and television, computers, nylon, motion pictures, the automobile and the jumbo jet, penicillin and heart pacemakers, frozen foods, atomic fuel and a landing on the moon. Or is it a Pandora's box of horrors we've been presented? For to many concerned Americans today, some of the dazzling products of our fertile imagination undeniably are downright frightening, if not sacrilegious. Now, standing on the threshold of our Bicentennial, rightfully pleased and proud of our many noteworthy achievements, taking stock in an enviable democratic heritage that we often neglect or misuse or accept for granted, we wait in awe of what the next century will bring, of the year 2000 and all that it portends for us.

Yet, incredibly enough, there is one certainty. The real challenge in 1976 is no different than the one on that last effervescent occasion. As poet Joaquin Miller asked in 1876's centennial poem, can we live so that just a century hence men will say, "They were worthy, indeed, the inheritance?" ■

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BACKYARD GARDENER

by Jon Peterson



COVER UP!

Right about now, if you're like thousands of other gardeners from Maine to California, you've planted your seeds and are getting ready to put out the tomato and pepper plants. It's been a whole, long, cold winter, and it feels good to know it's gone and soon you'll see the first real sign of summer—tiny shoots of radishes and lettuce poking their heads above ground in preparation for their big growth push in the weeks ahead.

But you'll see something else coming up, too . . . something far less appealing, something that stirs memories of sore knees and aching backs. Weeds!

I suppose it is at this time of year that I feel sorriest for a great majority of gar-

deners. For, most home gardeners haven't yet learned the value of weed-inhibiting, organic mulch. What a shame!

Some gardeners actually believe plants grow best—fastest and fullest—when they grow in rows of bare soil. It's easy then, they reason, to spot and pull those dogged weeds early and to hoe to keep the soil from caking in the hot, summer sun. What they don't realize is that bare soil loses water quickly to sun and drying winds—and drought is the worst enemy a young struggling seedling has.

On bare soil, bacterial action (which breaks down organic material into plant food) comes almost to a halt in the surface soil, where most plants' roots com-

pete for food and water. So, in effect, bare soil is the greatest robber of both food and water in the plant world. A gardening method that provides soil bacteria with something to "chew" on, to turn into readily available plant food, would be ideal.

Enter the hero! Mulch is an all-purpose gardening aid that holds moisture where plants need it the most (in the topsoil), inhibits weed growth by 80 percent when applied thickly enough, and decomposes slowly and steadily all year long to feed plants during the growing season and to enrich and loosen the soil during the off months. And a bonus! Mulch attracts earthworms, whose casings (deposits) further enrich the soil while their burrows help aerate it, providing valuable ducts for rain water to penetrate the deepest rooted plants.

If you live in a dry climate where sprinkling is expensive (or prohibited by local ordinance), mulching is a must. Mulch holds moisture so you rarely have to water between rains. Notice we're not talking about *compost*, which many gardeners build into piles, adding nitrogen and lime to speed decomposition. There's nothing wrong in maintaining a good compost pile. But it seems like a waste of perfectly good time and energy to me when you can spread your organic materials right over the garden. If you don't like the way carrot peels, egg shells, and apples cores look between the rows, do what I do: cover the organic "waste" with a thin layer of straw or grass. That way no one will ever know what's there except the plants.

And relax! Organic mulch doesn't smell. Decaying *meat* smells and attracts flies. Enclosed vegetable matter (as in a covered garbage pail) smells and yields maggots. Out in the garden, the air and rain quickly reduce the compost to an odorless, soil-enriching humus.

Which mulch you use on your garden this year is greatly determined by what organic material is available to you. Besides fruit and vegetable "waste" from the kitchen, here are a few of the more common mulch materials:

Straw: This is clean, weed free, and inexpensive. It goes down quick and easy and looks very presentable. Lasts basically the whole season if spread to a depth of three or four inches.

Marsh hay: Similar to straw, but with some weed seeds which may sprout if not kept deep enough. When straw is not available, marsh hay makes a better substitute than field hay, which is filled with weed seeds.

Grass clippings: Rich in nitrogen, this mulch is useful as a green manure to be worked into the soil . . . or as a mulch after it begins to brown (normally a couple of days after cutting).

Paper: Newspapers and magazines retain moisture and can be set out in the vegetable garden and nursery to completely stifle weed growth. A thin layer of hay, straw, or other good looking mulch over the paper will improve the appearance and prevent the wind from blowing it away.

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Means exactly what it says. No strings. Mail coupon. Halvorfold comes by return mail. Examine it carefully. Slip in passes and cards. See how handy it is. Show it to your friends and note their admiration. Compare it with other cases at more money. We normally ship parcel post. (Postpaid on cash orders). This takes up to 4 weeks for delivery. However if you wish faster delivery please note additional charges below. REMEMBER: Money back if not satisfied.

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How to collect from Social Security at any age!

Would you like to know how much money you have invested in Social Security right to the penny? Then would you like to know how to get the most from that investment including all the brand new Social Security benefits? Now you can do both by using the short easy coupon at the bottom of this page. Here is the way it works. The left half of the coupon will be sent to the proper government office. They will run a check on your account and then send you a report in a confidential sealed envelope. This report will tell you how much of your earnings have been recorded in your Social Security account year by year. There is no charge for this service, not even postage.

The right half of the coupon will be used as a shipping label to send you a copy of a new book entitled, "How to collect from Social Security at any age." If you think that you have to wait until retirement age to start collecting your Social Security benefits, this book will really open your eyes. Here are some of the little-known facts about Social Security you will find out about in this book.

- How to increase the amount of your payment if you are already on Social Security.
- How to collect your share of the brand new Social Security benefits just passed by Congress.
- How to qualify for Social Security disability pensions at any age.
- How to increase your Social Security benefits.
- How to report your Farm income for Social Security.
- How your whole family is eligible for Social Security benefits, even your youngest children.
- How to replace a lost Social Security check.



Updated 1975 Edition
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- How to get a refund if you have overpaid your Social Security taxes. (Studies show that two out of three people overpay.)
- How to figure out what your Social Security retirement payments should be.
- Should you tattoo your Social Security number on your body?
- What papers do you need in order to file a Social Security claim?
- How ten million people who are only 30 years old, on the average, collect Social Security.
- Should you get a divorce in order to get more Social Security? (a lot of people already have.)
- How to get free services which are available from Social Security.
- How to make sure your employer is not cheating you on your Social Security.
- How you may be cheating yourself out of your Social Security benefits.

- When are the five times you should get in touch with your Social Security office?
- How to work and still get Social Security benefits.
- How to cash in on Social Security even if you've never paid a penny into it.
- How to get hospital and medical insurance for the aged.
- How students between the ages of 18 and 22 can get Social Security cash benefits.
- How to get the special Social Security benefits that are only for veterans.

Although this book can mean hundreds and perhaps thousands of dollars to you, it is priced at only \$3.00. Remember, it is not enough to qualify for your Social Security benefits. To get your benefits you must know how to apply for them. The book tells you how to qualify, who to contact — including all necessary addresses, and what to say. This is a 100% no risk offer. If you do not like the book, return it and your \$3.00 will be immediately refunded. You will still get the confidential report on your Social Security account.

If you do not take advantage of your new Social Security benefits, you are only cheating yourself, after all, you have already paid for them. It is easy to start getting your new Social Security benefits. Just fill out both parts of the coupon below. Mail the coupon and \$3.00 in a cash, check or money order to The Good News Publishing Co., 515 Galveston St., Fort Worth, Texas 76104. The book will be sent to you immediately by return mail. Your confidential Social Security report will be mailed to you separately as soon as the government has finished checking on your account. Checks and money orders should be made payable to The Good News Publishing Company.

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**REQUEST FOR
STATEMENT
OF EARNINGS**

SOCIAL SECURITY NUMBER →

DATE OF BIRTH →

MONTH	DAY	YEAR
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Please send a statement of my Social Security earnings to:

NAME { MISS _____
MRS. _____
MR. _____

STREET & NUMBER _____

CITY & STATE _____ ZIP CODE _____

SIGN YOUR NAME HERE
(DO NOT PRINT) _____

Print Name and Address In Ink Or Use Type-writer

Sign your own name only. Under the law, information in your social security record is confidential and anyone who signs another person's name can be prosecuted. If you have changed your name from that shown on your social security card, please copy your name below exactly as it appears on your card.

Please send me _____ copies of your report @ \$3.00 each "HOW TO COLLECT FROM SOCIAL SECURITY AT ANY AGE" to the address below: Make check payable to **GOOD NEWS PUBLISHING, 515 Galveston Street, Fort Worth, Texas 76104** CX

NAME _____

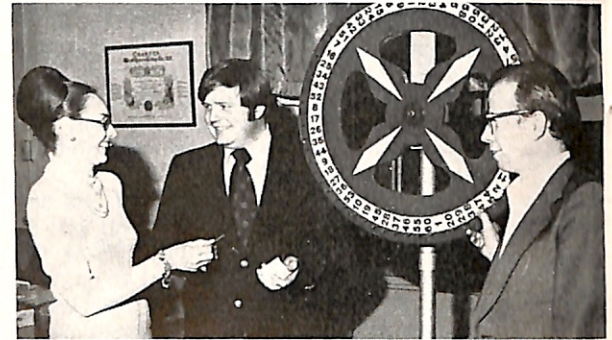
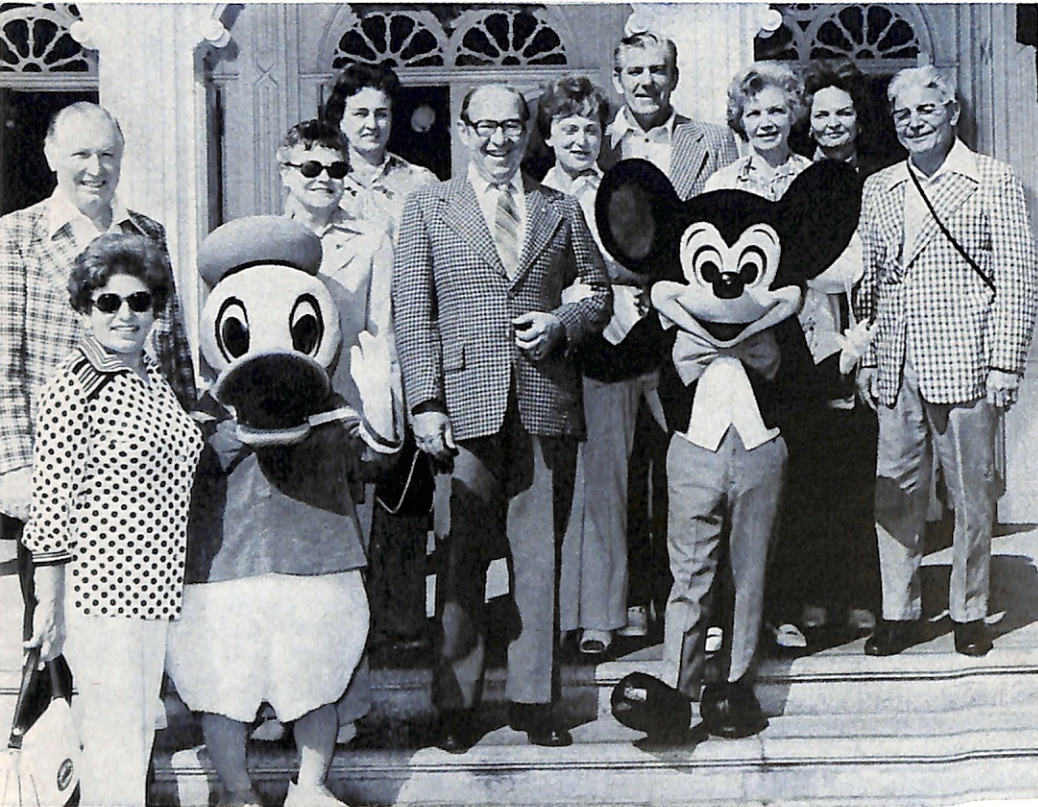
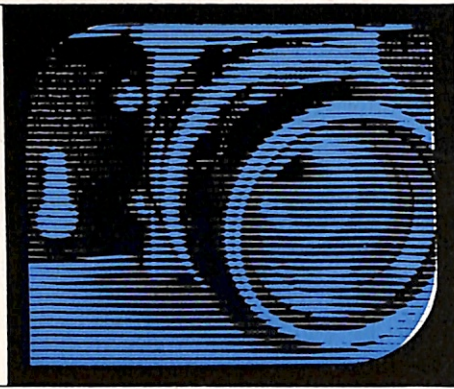
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NEWS OF THE LODGES

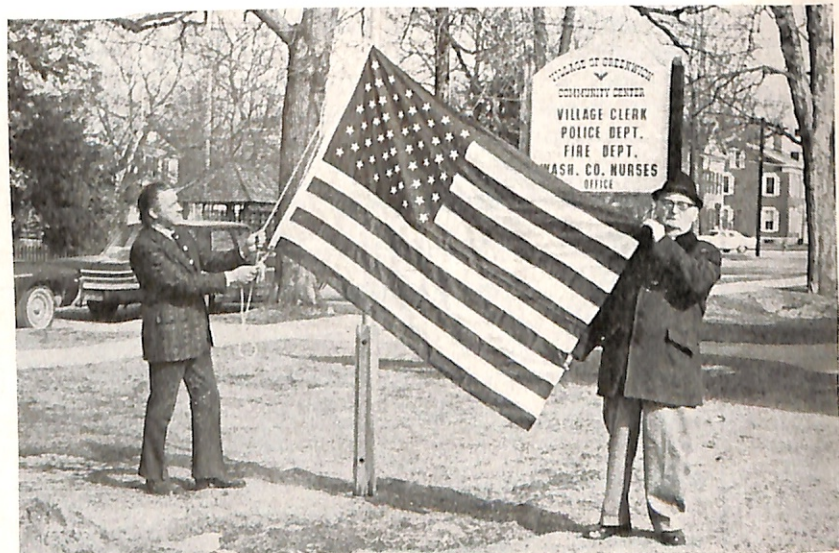


A DINNER was held recently at West Haven, Conn., Lodge to benefit the cause of crippled children. Mrs. Dennis Donahue and ER Joseph Kelly stood by as Robert Hawley (right) played one of the program's games, the wheel of fortune.

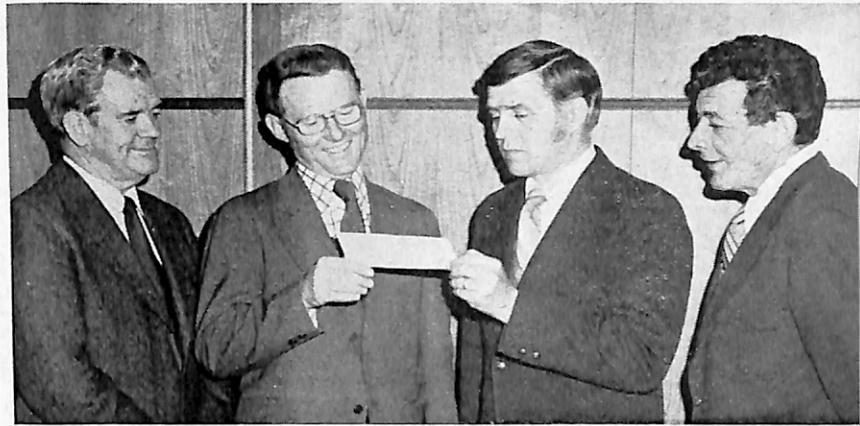
◀ THE MAGIC KINGDOM of Walt Disney World was one stop during the Grand Exalted Ruler's tour of Florida recently. Residents Donald Duck (third from left) and Mickey Mouse (fourth from right) greeted Jerry Strohm, Kay, and their party which included SP Norman O'Brien (left), Grand Trustee Robert Grafton (fifth from right), PCER William Wall (right), and their ladies.



HONORARY LIFE MEMBERSHIP was conferred upon Linwood Willey (right) in recognition of his 30 years of service as tiler of Cambridge, Md., Lodge, as he accepted his pin from PER Edgar Gore. A plaque was also presented to honor Brother Willey, and a class of candidates was initiated in his name.

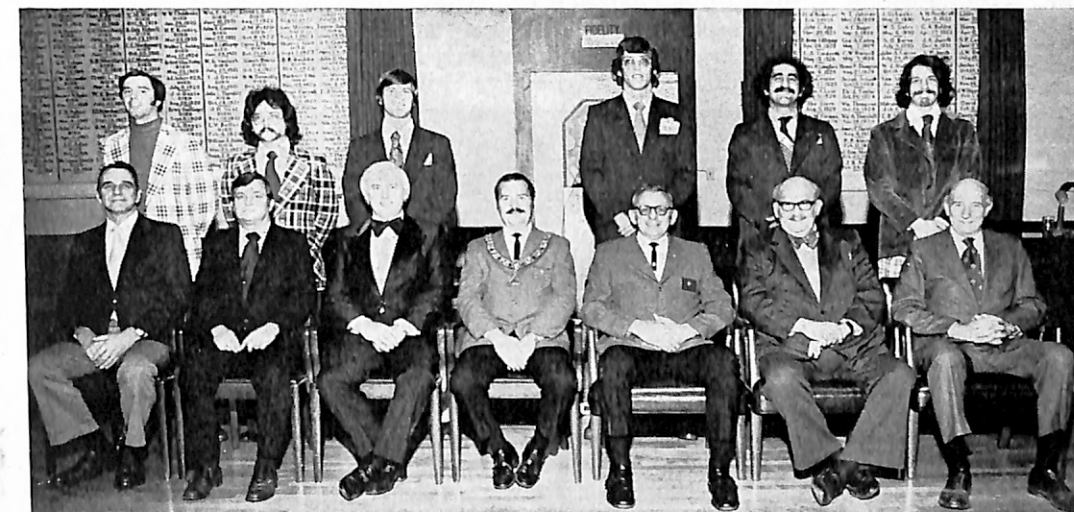


BICENTENNIAL preparations are in the planning stages nationwide, and Greenwich, N.Y., Lodge joined with their village government to begin to observe this coming celebration. ER Jack Wheeldon (left) presented a new flag on behalf of the lodge to Henry Germain, who as caretaker of the Greenwich Community Center accepted it on behalf of the town.



SILVER TOWERS, a summer camp for exceptional children, was the beneficiary for a sports award banquet co-sponsored by the Vermont Sportswriters and Sportscasters Association and Montpelier Lodge. Association President Don Fillion (second from right) offered a check for \$635.16, the event's proceeds, to ER Wayne Bates, observed by Banquet Chm. Albert Fraser (left) and Silver Towers' finance committeeman Henry Augustoni.

SEVEN-YEAR-OLD Christopher Finch was given savings bonds on behalf of Camp Moore, a project of the New Jersey State Elks Association which serves only handicapped children. The savings bonds, presented to him by (from left) District Chm. Ray Slonieski, Chm. Jack Noonburg, and District Chm. Lewis Innella, represented the proceeds of an annual crippled children's ball.



SIX SONS of six members of Charleston, W. Va., Lodge joined the order in the class initiated by PER Anthony Prohovich, including the Past Exalted Ruler's son Randy. The sons (standing, from left) James Glaspell, Robert Crouch II, Don Broyles, Randy Prohovich, Alexander Assaley, John Crichton, and their fathers paused after the initiation with ER Corbett Mullins.

TO RAISE FUNDS for cerebral palsy, Pennsylvania's South Central District held a ball hosted by Red Lion Lodge with guests including SP Alex Brady and (below) DDGER John and Pat Funk. An award was given by Pennsylvania's United Cerebral Palsy group to the state association for its home service program, and the district's yearly contributions to the major project were tabulated at \$29,967.14.



ANACONDA, Montana, Lodge recently held a Past Exalted Rulers Night, with the PERs' wives as honored guests. In attendance were (seated, from left) Mrs. Herbert Carlson, PDD Peter McBride, who was Exalted Ruler 48 years ago, Mrs. McBride, PDD Herbert Carlson, who was Exalted Ruler 38 years ago, and (standing) SP and Mrs. Frank Dorlarque.





A CHECK for \$2,000 to the Newington Crippled Children's Hospital in Connecticut was contributed on behalf of Torrington Lodge by (from left) Major Project Chm. Mario Stewart and ER Mike Gallicchio. Accepting were SP Andrew James (right) and Connecticut Major Project-Chm. Francis Adams.

AMERICANISM CHAIRMAN John Moran (left) and ER Bill Pease of Rockville, Conn., Lodge were instrumental in acquiring an official Bicentennial Flag for the town of Vernon where the lodge is located.

PRESENT for Delray Beach, Fla., Lodge's recent PER night were (back row, from left) PERs Werner Rother, William Hall, Edward Pendergraft, Robert Brenner, Gerald Rogne, Seth Hawkins, Robert Culhan, and (front row, from left) PERs Dennis McKessy, Charles Rooney, Edmund Putnam, DDGER Eugene Boggs, PERs George Stanton and Eugene Mahlmeister, and PDD Jack Carver. The event marked the lodge's 25th anniversary celebration.



ONE HUNDRED BOYS competed in Greenwich, N. Y., Lodge's basketball tournament. Co-captains of the winning teams were Dan Cronin, Bob Iusi, and Jeff Reed of Hudson Falls, Scott Daigle and John Alston of Stillwater, and Frank Crowley of Hoosick Falls. Youth Chm. Edward Roach presented the trophies.



SOUTH BERGEN Mental Health Center received a recent contribution to their building fund from Lyndhurst, N. J., Lodge which was presented to Mrs. Michael Gaurino of the Center's guild by ER Roy Rawson. South Bergen Center President Mrs. William Sidner and Lyndhurst Mayor Anthony Scardino observed the presentation of the \$1,400 check.



REGIONAL SEMI-FINALS of the "Hoop Shoot" Free Throw Contest for California-Hawaii, Nevada, Utah, and Arizona were recently held in Phoenix. National Director Gerald Powell (left) and John McCloud, who coached the Phoenix team, presented trophies to the young winners at the coliseum.



THREE NEW MEMBERS who were recently initiated into the order by PER Clarence Kegel (center) were his sons (from left) Robert, Clarence Jr., and Earl. This event was a first in Lancaster, Pa., Lodge's 86-year history. The initiation was conducted by Past Exalted Rulers and Trustees.

LODGE NOTES

COBLESKILL, N. Y. The lodge's \$1,000 contribution to the National Foundation was acknowledged by DDGER Alexander Litster's presentation of an honorary founder's certificate to ER James McBain. And, during the recent PER and Old Timers Night, 5 members received Golden Antler awards, 8 were recognized as participating members of the National Foundation, and 25 were awarded 10-, 15-, and 20-year pins.

PORT TOWNSEND, Wash. Present at the lodge's Past Exalted Rulers Night celebration were four Past District Deputies: Max Loomis, former GL Committeeman A. C. Grady, State VP Walt Swinhoe, and State Trustee George Frye.

ILLINOIS. Mark Melone, Lisa Ondo, Mike Higgins, Dawn Hallett, Mike Duntz, and Kim Poropat, winners in the Northeast District "Hoop Shoot" Contest, were awarded trophies by VP Fred Sheehan and District "Hoop Shoot" Chm. Bob Tanis.

INDIANA, Pa. Brother John Thomas Warden, a life member of the lodge, died recently.

SAN FERNANDO, Calif. Restauranteer Larry Cano contributed food, cooks, waiters, and table decorations for the lodge's Piggy Bank Night to benefit cerebral palsy. Those who attended were served an authentic Mexican dinner in return for a filled bank or a contribution to the fund.

EDISON, N. J. For the second time Brother Frank Fox was selected Elk of the Year by the lodge. He received his award from ER Robert Pivola during the recent celebration of PER Night.

NASHVILLE, Tenn. Mrs. Phill Thune, president of the Elks' ladies, and Mrs. James Maxwell, treasurer, presented ER Bill Echols with a \$1,000 check from the ladies for the lodge's holiday fund.

STURGIS, Mich. During the lodge's annual major project dance to benefit crippled children, paid-up National Foundation certificates were awarded to Pat Meese, Laura Hersher, and Audry Miller.

OURAY, Colo. Brother William Stark was presented with a plaque commemorating his 50 years of membership in the lodge. Brother Stark, who served as lodge secretary for 20 years, has also held the offices of Exalted Ruler and District Deputy Grand Exalted Ruler.

CLARKSBURG, W. Va. Having belonged to the lodge for 50 years, PER and Organist Camille Gillot was recently awarded his life membership card.

DENTON, Tex. Thirty-three youths were instructed in the art of sausage making at the lodge recently.

HANOVER, Pa. ER Ray Swartz and the lodge officers recently initiated 32 candidates, designated as the Luke Rohrbach Class, in honor of the lodge's oldest Past Exalted Ruler.

MASSILLON, Ohio. PER Wilbur Biler presented 25-year pins to Brothers George Lynn and John Holderman and PER Chester Hanninger, chairman of the event, during the celebration of Past Exalted Rulers and Old Timers Night at the lodge. Twelve candidates were initiated on this occasion.

SHARON, Pa. Brother Robert Fulton Sr., who recently became a member of the National Foundation, sponsored his son Robert Jr. and his grandson James Williams for lodge membership.

COLONIA, N. J. Highlighting the lodge's recent awards dinner was the presentation of savings bonds to four seniors from Colonia and John F. Kennedy high schools. Chm. Al San Giacomo, ER Charles Frick, DDGER Fred Stevens, and Martin Littinger, president of the Woodbridge Board of Education, witnessed the presentation.

RED LION, Pa. Meg Brady and Trent Grove were awarded trophies for their achievement in the district "Hoop Shoot" contest during Past Exalted Rulers Night at the lodge. Four new members were initiated by the Past Exalted Rulers on the same occasion.

HOUGHTON-HIGGINS LAKE, Mich. PER Alvin Hill, named Elk of the Year, and Dick Betz, Citizen of the Year, were among those honored at the lodge's annual awards dinner. Also, a new building fund was begun to replace the lodge building destroyed in a recent fire.



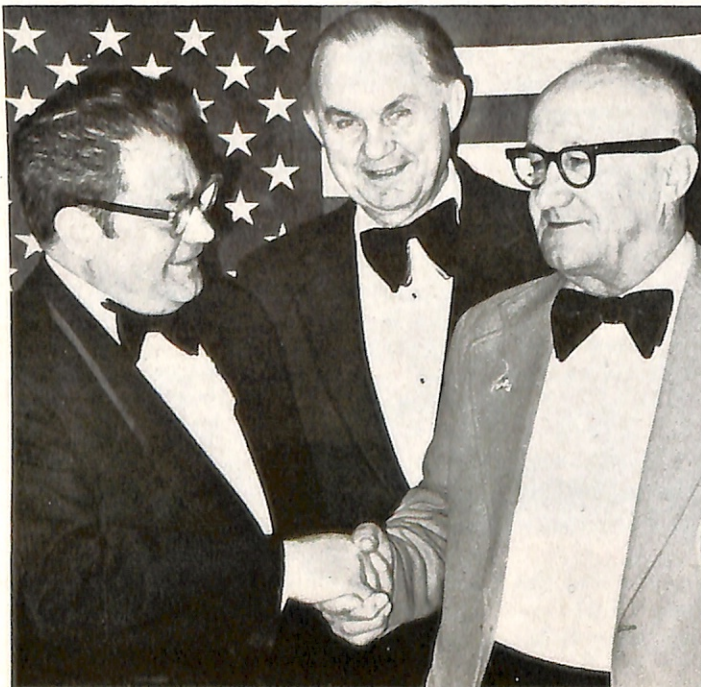
IN MEMORY of PER Owen Tyler, his son and daughter (from left) Owen Jr. and Debbie, Mrs. Tyler, ER Donald Turner, and Former Maryland Governor J. Millard Tawes admired a plaque which dedicated a room in his honor. Crisfield, Md., Lodge had the plaque placed in their new lounge addition.



TEENAGERS OF THE YEAR Rebecca Renfro and Martin Croce (right) were honored by Nashville, Tenn., Lodge for their scholarship and extracurricular involvements. Youth Chm. Randy Smith awarded each a \$50 U.S. savings bond and a trophy for their accomplishments.



MEMBERS of Oswego, N. Y., Lodge who have been Elks for over 25 years were honored at this year's Old Timers Night recently.



SCOUTMASTER Barry Jensen (left) and Asst. Scoutmaster Bob Fortino observed as Esquire William Rice presented a check to Committeeman Dave Flanagan on behalf of Wakefield, Mass., Lodge. The check was the lodge's contribution to the local Boy Scout troop.

TENAFLY, New Jersey, Lodge welcomed PSP George Frick (center) as guest speaker and PER Peter Fabian (right) at a charity testimonial held at the lodge, with proceeds to Elks Camp Moore for exceptional children. ER Jack Fletcher greeted the guests.

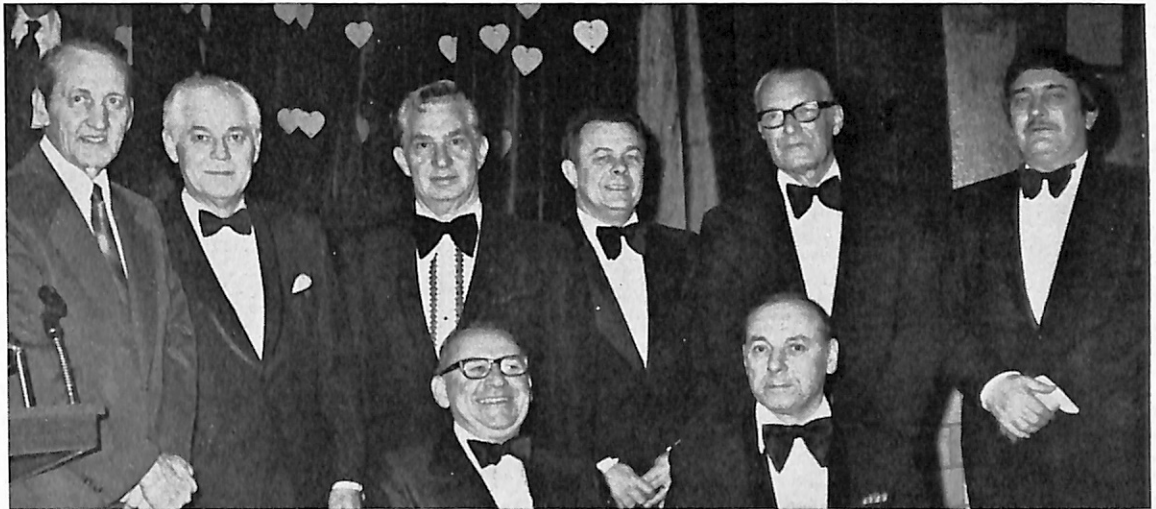


THE ELKS HOME was the location of a testimonial dinner for PER Claude Brubaker (second from left) of West Chester, Pa., Lodge. Congratulating Brother Brubaker for his 50 years of service were (from left) PER Nicholas Bruno, PDD Horace Temple, and PERs Thomas Pitt Jr. and Anthony Stancato.



OVER \$800 was raised by the Elks' ladies of Jacksonville, Fla., Lodge for the Harry-Anna Crippled Children's Hospital building fund. Fund Chm. Lee Charles and ER W. W. Kingston accepted the ladies' check from Pres. Fifi Mackoul, and (from left) officers Jean Rawles, Anne Baker, Ethel Budd, and Eunice Wedberg. Plans are well underway for new facilities at this hospital operated by the Florida Elks.

THE DEDICATION of Leechburg, Pa., Lodge's new building brought state Elks officials to the town for a weekend's program recently, including (seated, from left) SP Alex Brady and VP George Wagner. Also present at the formal dinner were (from left) Building Chm. Richard Jones, PSP Ron Wolfe, Major Project Chm. James Ebersberger, DDGER Albert Hopper, ER Clarence Hancock, and District Secy.-Treas. Edward Stewart.



FINALISTS in California-Hawaii's "Hoop Shoot" program were (from left) Sheila Benskin, Taft Lodge, Todd Carpenter, Westminster, Barbara Madrieres, South San Francisco, John Morland, Red Bluff, Holly Cabacugan, Maui, Hawaii, Lodge, and Glen English, Maui Lodge. California-Hawaii "Hoop Shoot" and Youth Chm. Paul Meza congratulated the winners.

A CHARITY BALL, held annually by Perth Amboy, N. J., Lodge to raise funds for crippled children, gained over \$2,500 for the cause. At the ball, Est. Lead. Kt. Edward Halifko, chairman, presented a savings bond to poster child Adalino Rodriguez Jr. as Mrs. Teresa Rodriguez looked on.



FOR EIGHT YEARS Gettysburg, Pa., Lodge has hosted the Baltimore Orioles Caravan as a fund-raising project for cerebral palsy. After the banquet this year, the ball players served on a question-answer panel, and accepted a plaque presented to them by Major Project Chm. James Ebersberger. Fund Chm. Harold Sweeney accepted the lodge's contribution to the cause.



THESE TWO MEMBERS of Ashland, Ore., Lodge represent 117 years of membership as Elks. Himself initiated in 1913, PER Henry Enders presented PER William Briggs with a 55-year pin at the lodge's recent Old Timers Night.



A RIBBON CUTTING ceremony took place recently to dedicate Atlanta, Ga., Lodge's new building with PGER Robert Pruitt (second from left) and SP Charles Rowe doing the honors. Also participating were (from left) House Committee Chm. Joe Jones, Trustees Chm. Bernard Cocoran, and ER Bruce Gallman.



A TROPHY was presented to Coach Rita Sweeney of the South Hunterdon Regional High School girls hockey team by Est. Lead. Kt. James Harris of Lambertville, N. J., Lodge, as PDD Joseph Fox stood by. The occasion was a dinner honoring state teams.



THE SOUTH CAROLINA State Elks Association held their semi-annual convention recently at Anderson Lodge. Mrs. Gladys Tucker, a member of Anderson's Elks' ladies, registered SP Thomas Stanfield and PDD C. Arthur Bruce for the proceedings.



SCHOLAR Regina Ann Cribb of Georgetown, a junior in microbiology at Clemson University in Clemson, S. C., is an Elks scholarship recipient. GER Gerald and Kay Strohm and PGER Robert Pruitt had a chance to meet and congratulate Ms. Cribb when they visited South Carolina recently.



SENIOR Past Exalted Ruler Carl Oberg Jr. (standing, second from right), immediate PER William Ruane, and Joan Gaba, immediate past president of the Elks' ladies (seated), were honored with a testimonial recently held at Sparta, N. J., Lodge. (From left) PER Ronald Butto, ER Michael Della Vecchia, and ladies' President Carol Johnson presented each past official with a plaque and a gift of appreciation.



NEWARK, New York, Lodge participated in a dinner dance welcoming SP Harry Macy (right) to the lodge. Proceeds of \$300 from this fund-raising event were presented to the state association president by PDD Peter Jacob to be put toward New York's major project, cerebral palsy.



A TOTAL of \$2,757.71 was earned by Homer, N. Y., Lodge's "Bowl-A-Thon" for cerebral palsy. Those involved in its organization were (from left) Chm. Philip Wooldridge, Youth Chm. Charles Moulton, James Becker, proprietor of the bowling lanes, Home Service Director Doris Salerno, Mayor Harry Calale, VP Charles Morgan, and Major Project Chm. Francis Gustin.



U.S. NAVY FLIER Commander Gerald Coffee (center), a prisoner of war for seven years, spoke at Simi Valley High School in California to commemorate the 2nd anniversary of the release of American prisoners. (From left) Dr. Rolf Lee, who was Coffee's teacher, Kevin Long, who presented Coffee with a POW bracelet bearing the Commander's name, which he had worn for five years, ER Dan Bieker, and Est. Lead. Kt. Roger Rierdon were members of the audience. (Continued on page 46)

Elks National "Hoop Shoot" Contest 1975

Held in Kansas City, Mo., for the third time, the contest was conducted at half-time of the championship basketball game of the NAIA National Tournament at the new Kemper Arena. The six national winners demonstrated their ability before a huge crowd including the families of the 60 young participants.

This year was the first one in which girls participated in the contest, greatly increasing the number of entrants across the country. National Director Gerald

Powell has estimated that well over two million children participated in the overall nationwide competition. There were 34 states represented in the contest, and 10 states represented in the finals.

The following people are acknowledged for their assistance in the organization of this year's contest: Chairman SDGER Bernard Watters, Past Grand Trustee Wayne Swanson, VIP Committee; Billy Lodge and J. Wesley Reed of Kansas City (Northland) Lodge for transportation

and publicity; Carl Inman and John Cary of Grandview-Hickman Mills Lodge for buses and arena management; PSP Galen Marr, reception committee; GL Public Relations Director Martin Karant, contest officials Richard Froeschle and Sam Giambelluca, and Missouri SP Donald Nemitz.

The third annual Elks National "Hoop Shoot" Free Throw Contest was well-received, and hopefully the 1976 contest will be an even greater success.

THE WINNERS of the Elks National "Hoop Shoot" Free Throw Contest 1975 are:

Age 8-9

Cris Carpenter, Gainesville, Ga.
Carol Tabor, Carlsbad, N. M.

Age 10-11

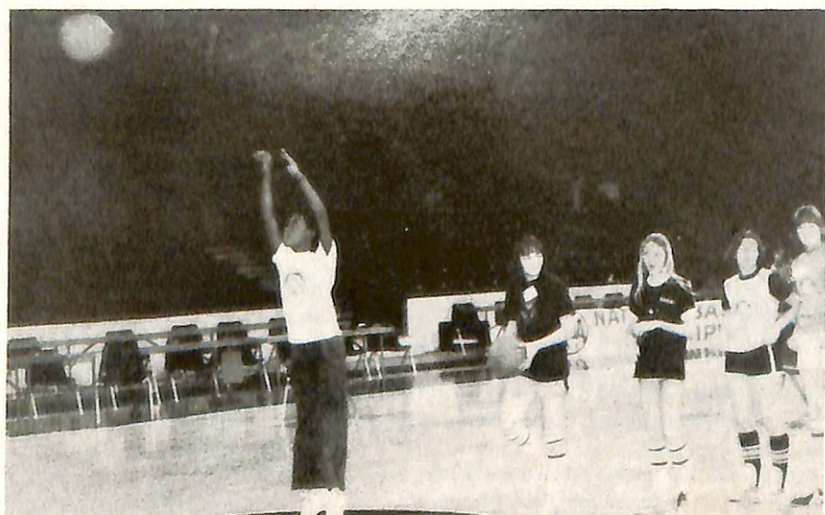
Jeff Embrey, Mount Vernon, Ind.
Diann Walsh, Storm Lake, Iowa

Age 12-13

Eric Croxford, Klamath Falls, Ore.
Brenda Watt, Fort Dodge, Iowa



Congratulations and trophies were given to the winners by (from left) PGER Frank Hise, National "Hoop Shoot" Director Gerald Powell, PGERs Edward McCabe and Robert Boney, Grand Trustees Chm. George Klein, and PGER Gene Fournace.



Brenda Watt and Eric Croxford (right photo), winners in the 12-13 year-old age group, and Terri Williams (left photo) of Fort Smith, Ark., take pre-game warm-up shots at Kemper Stadium.

□ "I had heard of the Home for years but hadn't given it much thought until after my wife died. Then I came down to see the Home with my oldest daughter. I liked what I saw and I've been here ever since. It's great! In fact, my daughter even comes down to Bedford to spend a week's vacation with me every year! She found nearby accommodations quite inexpensive."

That's the story, with minor variations, of most of the men who reside at the Elks National Home, the luxurious "home away from home" at the foothills of the Blue Ridge Mountains in Bedford, Virginia, about 25 miles east of Roanoke.

It's quite a change for the Elks who come from large urban areas. They are pleasantly surprised by the peaceful

environs, with none of the hustle and jostling of big cities and the noises to which they become almost inured. The quiet life at the Home takes some getting used to. It's sort of like the old story of the lighthouse keeper who was used to sleeping with the raucous blare of the foghorn going all night long. One night the foghorn went on the blink and silence descended. The keeper awoke with a start and said, "What was that?"

There are only some 6,000 residents in Bedford, less than 35,000 in all of Bedford county. The area was once considered a health resort by the Cherokee and Sioux Indians who came to Big Springs, half way up the Peaks of Otter, to drink the sparkling clear waters that flow from springs capable of

supplying a town of 2,000 people. It was also a stopover for freight wagons during the American Revolution and later the stage coaches.

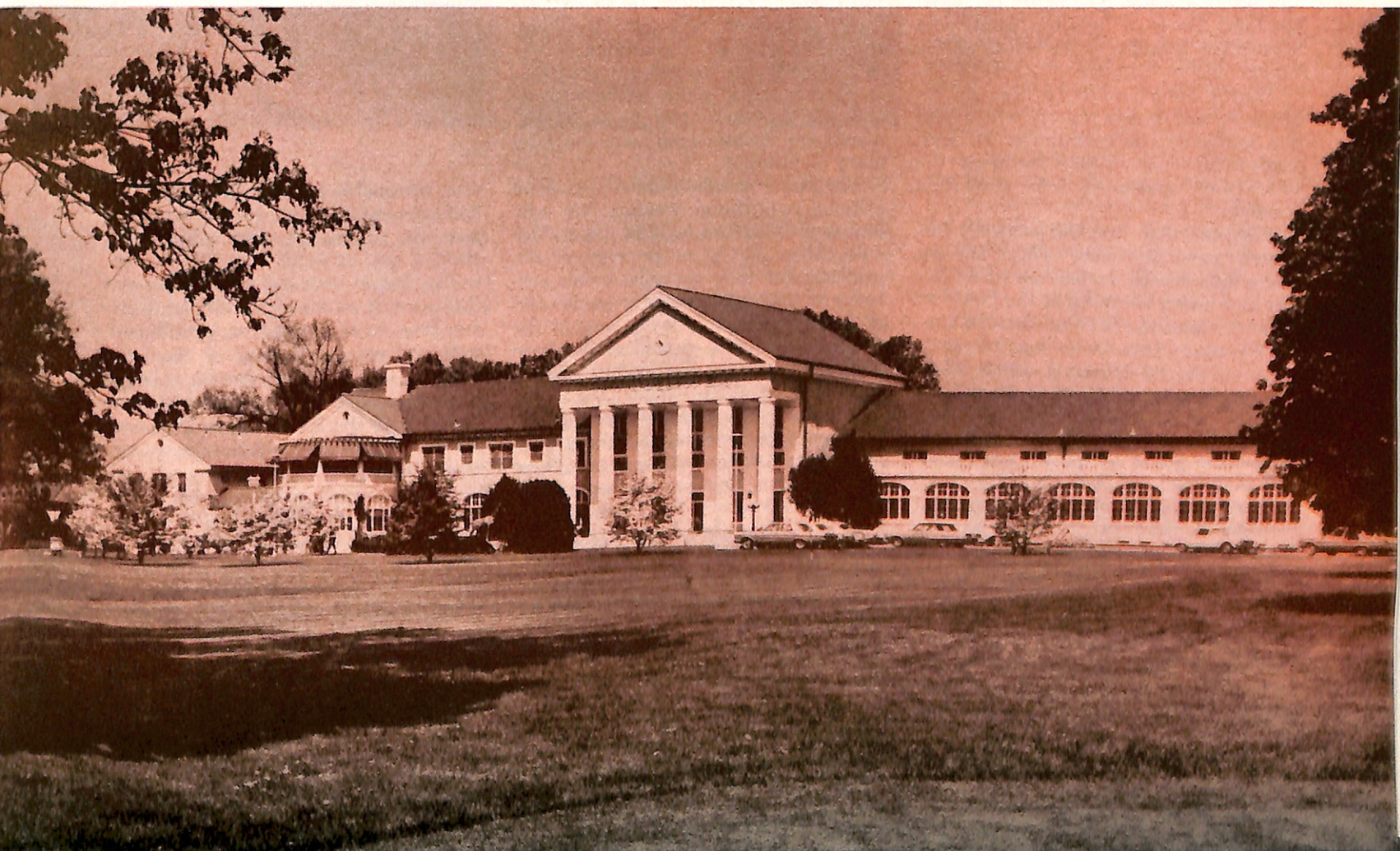
Bedford County, formed out of Lunenburg County in 1754, was named in honor of John Russel, the 4th Duke of Bedford, then Secretary of State of Great Britain.

In 1757, the court ordered land laid out in half-acre lots and the establishment of a town named New London, reflecting the loyalty of the colonists to Mother England.

It was at this New London Courthouse that one of America's greatest statesmen and orators made what is considered his second greatest speech when he defended a Revolutionary War Commissary, John Venable, for taking

A Home Away From Home

The Elks National Home offers a better way of life for Elks from across the land.



The peaceful surroundings of the Elks National Home are quite a change for Elks from urban areas. Situated on a 180-acre tract, the Home boasts a country club atmosphere, with golf, shuffleboard, pool, and a well-stocked library. Each resident has a tastefully furnished private room in one of seven "cottages" or two three-story buildings, with access to the beautiful Memorial Garden.



two beef cattle with which to help feed the starving army. The cattle belonged to John Hook, a wealthy man who wasn't too friendly to the cause of the rebels.

Patrick Henry won the case by his sheer dynamism and oratory which held the audience spellbound. As he concluded his case, Henry "reduced the court and spectators into convulsed laughter."

Elks say that "an Elk is never forgotten, never forsaken." These are not just empty words... they are given living and loving meaning at the National Home. Significantly, the first nationwide project of the Order was the establishment of the Home in 1903, when they bought the old Hotel Bedford from a receiver in bankruptcy for just \$12,500. After they spent some \$30,000 in furnishing and equipment, the Home was dedicated on May 21, 1903.

During the Elks Grand Lodge convention of 1911 in Atlantic City, the Board of Grand Trustees recommended that the old hotel be torn down and a new building erected... but the completion and dedication of the new Home wasn't fulfilled until 1916. It was capable of handling about 300 members after some expansions were completed in later years. The property is now valued at over \$5.5 million.

Adjoining the main administration and recreation buildings are seven "cottages" and two three-story buildings, much like college dormitories, where each resident has his own private room. In recent years, some residents have even taken over two-room "suites" which are looked upon with envy by many a visitor.

The Home is administered by Doral Irvin, a Lynchburg, Virginia, Elk who took over the duties in 1964. He and his wife, Kitty, are great favorites of the residents for their friendly, warm attitudes as they try to make everyone feel at home. Irvin calls every one of the residents by name as well as the large staff who operate the facility so efficiently.

Many of the residents have been prominent in business and the professions during their working years. There are attorneys, doctors, corporate executives, shopkeepers, tradesmen and, in fact, men from hundreds of different occupations who find one another stimulating companions and Brothers.

Elks, their friends, and relatives are encouraged to visit the Home at any time prior to deciding on whether they want to join their Brothers as residents, or simply to visit the Home as one of the highlights of Elkdom. There are facilities for men at the Home at the

very reasonable rate of \$9.00 per day. Facilities are available for women quite near the Home, at reasonable rates, also.

The Home rests on a 180-acre plot that gives it an air of country club living, even to the extent of a pitch-and-putt golf course in front of the main building, shuffleboard courts, a beautiful Memorial Garden, television, a library, and the Fred Harper Memorial Auditorium where residents see movies at no charge.

As one might imagine, men of advanced years often have special dietary requirements. These are carefully observed by the special chefs who work in a large, modern kitchen under the direction of a dietitian. If a Brother Elk requires special preparation such as low salt, low cholesterol, etc... he is provided these foods as though he were in his own home. They even have live music as they eat, provided by a Brother Elk who was a professional musician



six years after the Order was started in New York City in 1868 by a group of actors and entertainers who called themselves, "The Jolly Corks," but who soon realized that there was much more to fraternal life than the conviviality of friends. They soon changed their aims and purposes along with their name. Thus was born the Benevolent and Protective Order of Elks of the United States of America.

One of the Past Grand Exalted Rulers of the Order, Robert South Barrett, contributed funds to build the auditorium, named for another Past Grand Exalted Ruler, Fred Harper, who headed the Elks in 1917-18. Harper, like the present Executive Director of the Home, was a Lynchburg resident. In the flowery prose so common to those of great oratorical skills many years ago, Harper described the Elks National Home in these moving words:

"It is not an asylum filled with inmates as a matter of charity or of public policy. It is not an institution for



smiling in the sunshine. The towering mountains, whose majestic peaks pierce the clouds, stand on eternal guard. Beneath the blue skies... across whose depths float fleecy clouds like ships of pearl on a turquoise sea, there he may take his ease... in peace with the world and with his God... and at nightfall when he has become weary of the lengthening of the day, he may seek his couch for a night of rest, and well may he bend his head in reverence and ask God's richest blessing on such a Home... a Home prepared by faithful Brothers for Brothers who are faithful... a beautiful Temple of Fidelity."

While the Christmas season is traditionally a happy time of the year, it can also be a sad time for those who are hundreds of miles from home, family, and friends. Many of the Elk's Home residents go back to their home towns for Christmas, but many remain in Bedford. In an effort to inject the spirit of Christmas and to give these men something in which they can take great pride, the Home many years ago began putting on a tremendous lighting program each Christmas season. Over 7,500 lights are used along with decorative displays that draw visitors from many miles around. Well over 100,000 visitors have driven through the grounds and the town of Bedford has taken such pride in the project that they call it, "The Christmas Capitol of Virginia."

It took over a year to produce but the results have shown that it was time well taken. "The Best Is Yet To Be," a completely new 16mm, sound and color movie is now ready for distribution to those lodges and state associations which would like to show life at the Elks National Home in Bedford.

In its 24-minutes of running time, the film shows the active life styles of the residents, services and facilities at the Home, scenes of the grounds and surrounding countryside in all four seasons and some of the travel done by residents in the Home's bus.

Plans are underway to make a videotape of the film for showing on TV.

It is the sort of film which, when shown at civic clubs, church groups, service organizations, etc., can do much to dramatically illustrate one of the most important parts of the Elks' credo... Brotherly Love.

Lodges and State Associations wishing to book the film should allow a minimum of three weeks advance notice (more is preferable) and contact:

Doral E. Irvin
Executive Director
The Elks National Home
Bedford, VA 24523

For details on residency requirements, contact your lodge secretary or write to Doral E. Irvin

for many years before he moved to the Home from Indiana. Ramon "Red" Ringo plays the organ from a balcony overlooking the main dining hall. He also travels to wherever the Elks hold their national convention and becomes the official organist of the conclave.

There is a comprehensive medical facility provided with 63 beds, and a drug department staffed by registered nurses and aides. Licensed physicians are also on call to treat those men who can be cared for at the Home. Those more seriously ill are taken to nearby Bedford Hospital.

The Home also provides a modern laundry, a central heating plant, tailor shop, commissary, and such... truly a complete place to live in comfort.

Currently there are 235 Elks from all over the nation residing at the Home, the youngest being 62 and the oldest, 102. The centenarian is still full of "vim and vigor," according to Executive Director Irvin. He was born about

members who may have become destitute to receive mere shelter and alms, but it is a Home, a house prepared by the stalwart and vigorous members of a great Family for the occupancy of their less fortunate Brothers.

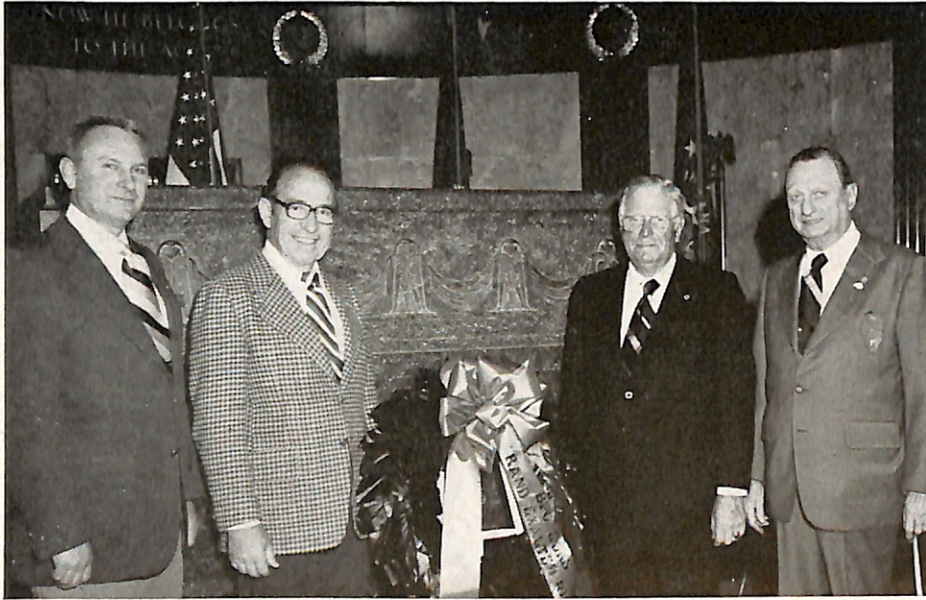
"How sweet it is to know that whenever or wherever a Brother may be broken in health, his fortune shattered, or he is no longer able to withstand the rough seas of Life, he may know that, as in his Father's home there are many mansions, so in this Brother's Home there is room for all and a room he may call his own.

"Though he may come from the rocky coast of Maine or from the blue waters of the far-off Pacific, he is no stranger. Like a son who becomes heir to his father, so he claims what is his. Outstretched hands welcome him and loving hearts administer to his every want and need.

"From the broad verandas the green fields of Virginia stretch out before him,

LODGE VISITS

GRAND EXALTED RULER **Gerald Strohm**



ER Norman Riedesel (left) of Springfield, Ill., Lodge, Brother Strohm, PGER Glenn Miller, and State Secy. Ernie Stipp (right) took part in a ceremony to place a wreath on Lincoln's tomb. The occasion was the visit of GER Strohm and his party to the Illinois state capital.

Brother Strohm recently accepted the key to the city of St. Augustine, Fla., from Mayor Arthur Runk (right). DDGER Jesse Miller was also there for the presentation, which took place in front of the city gates.



The Strohm family enjoyed a day of yachting recently when they visited Kailua, Hawaii, Lodge. (From left) Secy. to the Grand Exalted Ruler Norman Lien, the GER, Est. Lead. Kt. Bob Stodghill, Mrs. Lien, and Kay Strohm participated in the cruise.



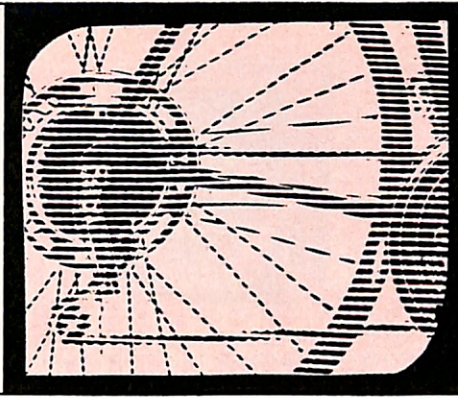
In attendance for the 75th anniversary celebration of Yuma, Ariz., Lodge was GER Strohm (second from left) and PGERs (from left) Horace Wisely, George Hall, and R. Leonard Bush. The lodge's program included the dedication of a flag pole to the late PSP H. W. Ratliff.



Grand Exalted Ruler Gerald Strohm recently met with PGER Robert Pruitt (right) and ER C. Howard Cox on occasion of his visit to Birmingham, Ala., Lodge.

SPORTS ACTION

by Don Bacue



POTPOURRI

June is traditionally a big fishing month . . . and I'm really tempted to tell you about a little spot I found for year-round trout fishing (with lots of nice bass and summertime panfish as an added bonus). But June is also the month many families start formulating plans for summer vacations, weekend activities, things to do outdoors to help bring the family a little closer together. So let's hold off on that fishing talk and look at some interesting things that have crossed my desk in the last few months . . . items that may be of interest to you this summer.

Fishing Fancy. Do you know what the world record Arctic Grayling is and when it was caught, or how to fish large, rolling lakes as opposed to streams and ponds, or the difference between a bluegill and a crappie, or where to find out?

Well, every year I receive a book that has a world of fishing-related information in it. Called the Mepps "Fisherman's Guide," it's produced by Sheldon's Inc., the same folks who make Mepps Spinners. This guide is a nifty compilation of fishing facts, lore, and useful information . . . well laced, of course, with Mepps products and propaganda. No backwoodsmen, these Sheldon's folks, when it comes to merchandising.

Anyway, whether or not you're interested in Mepps Spinners and all of the other gizmos Sheldon's produces, the Guide is both interesting reading and handy reference. While it carries a half-dollar price tag, you can get it free by mentioning my name when writing Shep, P. O. Box 1075, Antigo, Wisconsin 54409.

Wilderness Trekking. In recent years, a new figure has slipped quietly into the sports picture . . . the wilderness outfitter and guide. He (or she!) provides the horses, camping equipment, rafts, boats, four-wheel drive vehicles, or whatever . . . plus the know-how for taking neophyte sportsmen into areas that once were the dominion of rugged outdoorsmen.

Only a few years ago, seeing the Grand Canyon meant driving to the rim and gazing down at the snake-like ribbon of water and rapids. Now, more than 12,000 visitors each year see it by gazing up as they float downstream on neoprene rafts and camp overnight on sand bars. They don't just see the Canyon, they experience it.

Information on some 300 outfitter services for guided pack trips, float trips, backpacking excursions, four-wheel drive

trips, walking trips with pack animals carrying the gear, covered wagon excursions, and cattle drives is contained in a 224-page paperback called *Adventure Trip Guide*. Check your library or bookstore or order direct from the publisher by sending \$3.75 to Adventure Guides, 36 East 57th St., New York, N. Y. 10022.

Cycling Sanity. If you're a serious bicyclist, you know the need for some sort of "carry-all" to attach to the bicycle frame to hold tools, inner tubes, lock and chain, books, food, groceries, or whatever. Many of the bags on the market have been less than successful.

Well, here's a sturdy, lockable, out-of-the-way carrier whose time has come. It fits all bicycles with 20-inch or larger frames. It's \$9.45 postpaid (and it

doesn't include the lock); but it's constructed of rugged black polypropylene and, according to the manufacturer, can carry picnic lunches, complete with ice and up to a one-quart thermos. Available from Michael Anthony, P. O. Box 1266, Burbank, CA 91507.

Safety First. Here's one of the best ideas yet for sportsmen and other active people with hidden or special medical problems. One out of every five Americans can improve his chances of surviving a serious accident by revealing such medical secrets as heart disease, diabetes, epilepsy, or fatal allergies to drugs which could complicate rescue efforts. Medic Alert, an emergency medical information system, has saved the lives of thousands through the Medic Alert emblem which communicates medical facts to emergency personnel when the patient cannot.

Worn on the wrist or around the neck, the emblem contains the words, "Medic Alert," and the internationally recognized caduceus in red on the outer side. The reverse side discloses the medical problems of the wearer, his file number, and a 24-hour emergency phone number in Turlock, CA, where Medic Alert headquarters keeps emergency information for each member. Within seconds of receiving a collect call from rescue personnel, Medic Alert relays additional vital information that can help save a member's life. Lifetime membership in the non-profit Medic Alert Foundation is \$7. For further information, write Medic Alert Foundation Int'l., Box K, Turlock, CA. ■

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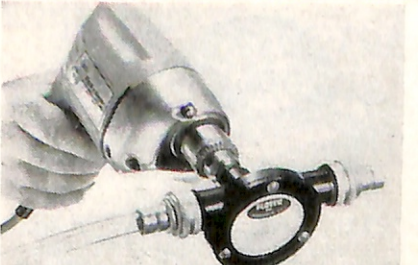
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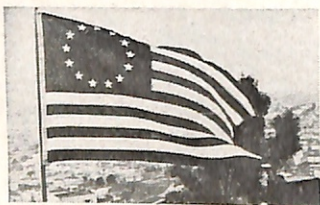
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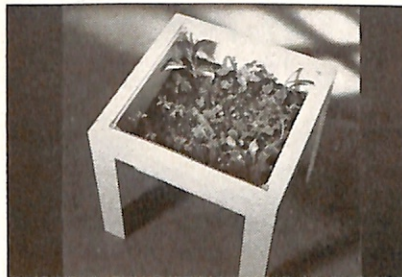
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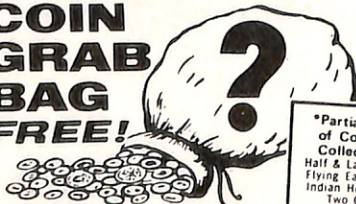


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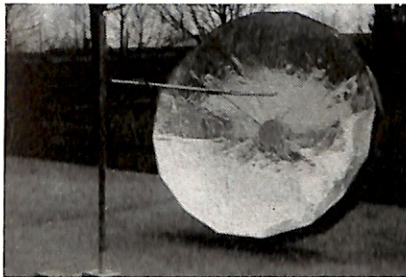
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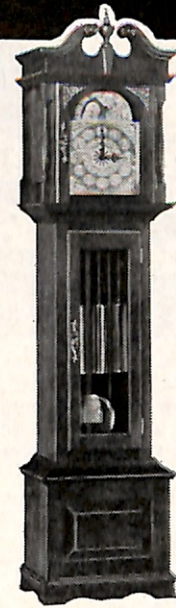


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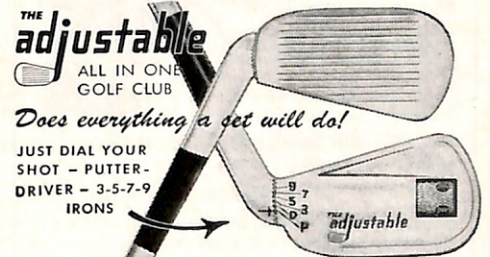
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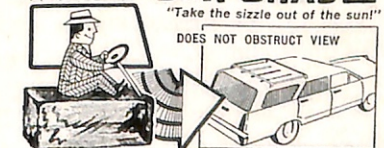
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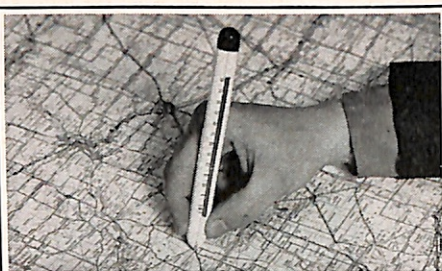
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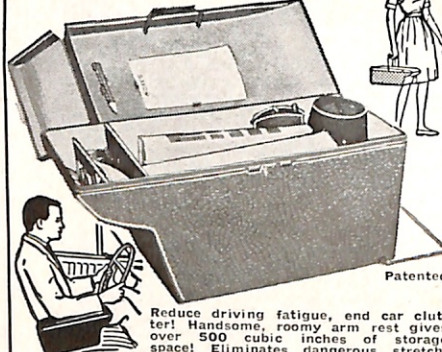
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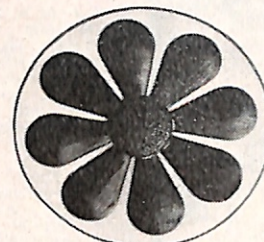
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Elks Family Shopper



ODORS GO AWAY when Daisy Disk goes to work. Self activating disk kills odors in bathrooms, kitchens, office, pet areas, basements. Just hang on wall or rest on shelf. No tell-tale cover-up smell. 1 disk lasts a full year. \$1.99 plus 50¢ shpg.; 2 for \$3.50 plus 60¢ shpg. Jay Norris Corp., Dept. EL-675, 25 W. Merrick Rd., Freeport, N.Y. 11521.



OLD-FASHIONED PICTURE LOCK-ET expresses your love and affection in an old-fashioned way. Diamond cut, gold-plated filagree locket is highlighted by genuine French Limoges featuring a traditional scene in brilliant colors on the front. Ample room on the inside for 2 pictures, 1½" wide x 2" high, hangs from a 24" matching chain. Gift-boxed. \$7.95 plus 60¢ shpg. Braco Associates, Dept. E-10, 55 W. 55th St., N.Y. 10019.

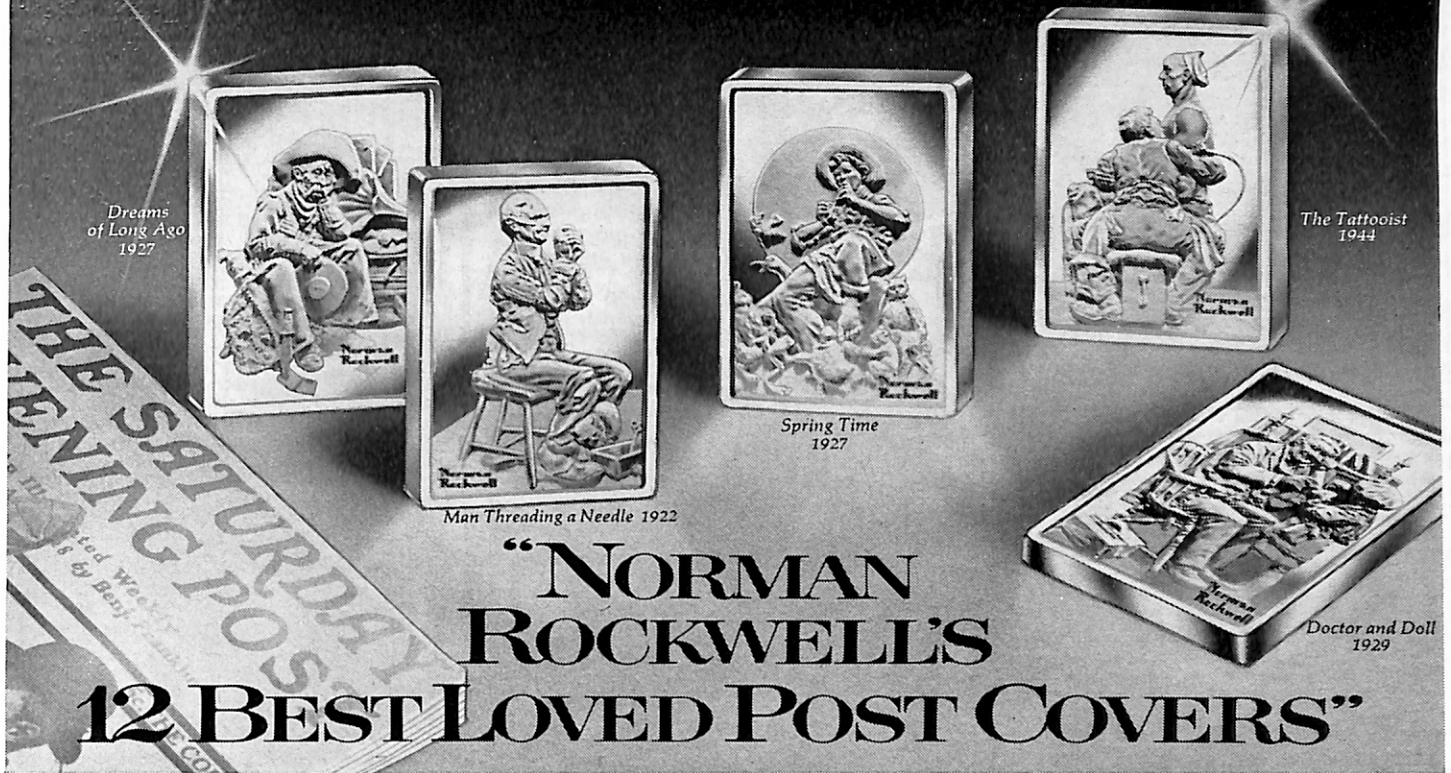


TREES AS FUND-RAISERS. Looking for a new way to raise funds this fall? Nursery Barn will tell you how they have raised funds for hundreds of organizations through their trees. Send for free color literature with all the details. There is no obligation, of course. Write Nursery Barn, P.O. Box 712-FR-2, McMinnville, TN. 37110.



ELECTRA-SPRAY PAINT SPRAYER eliminates messy paint brushes, rags, rollers. Just plug in, squeeze the trigger and you spray any liquid that pours. Gives professional results without mess. With paint jar, 7½ ft. cord, Viscometer and instructions, \$12.98 plus 55¢ shpg. Order No. 2073 from Foster-Trent, Inc., Dept. 2073E, 2345 Post Rd., Larchmont, N.Y. 10538.

A Special Announcement For Collectors and Investors From The Hamilton Mint



A NEW LIMITED EDITION OF PROOF FINISH SOLID SILVER INGOTS ONLY 10,000 SETS—WHEN THESE ARE GONE, THERE'LL BE NO MORE!



A Strictly Limited First Edition Set of 12 Ingots in .999 Fine Silver only \$13.75 per Ingot.

For over 40 years, Norman Rockwell chronicled America and Americans in a series of memorable covers for *The Saturday Evening Post*. Since 1916, Rockwell's cover art has lovingly and authentically depicted a colorful pageant of life in America from an age of innocence until the present.

As a permanent tribute to this unique individual and to America, The Hamilton Mint, by exclusive permission from *The Saturday Evening Post* is extremely proud to present a significant new medallic series—The Norman Rockwell Best Loved "Post" Cover Collection.

EXQUISITELY CRAFTED WORKS OF FINE ART

With this announcement, you now have the opportunity to obtain this superb collection of 12 solid silver ingots, each one illustrating one of Rockwell's best-loved "Post" covers. Each will be a striking example of the minter's art and faithfully capture the flavor of the Rockwell original. Each gleaming ingot will contain one ounce (480 grains) of .999 fine silver, the finest and purest available.

The ingots will be issued on a convenient one-a-month basis over a 12 month period. At that time, subscribers will have amassed a total of 5,760 grains of silver, more than the average person accumulates in a lifetime.

A STRICTLY LIMITED FIRST EDITION

This "Post" Cover Collection will be a first edition and quite rare. Only one proof set will be issued to each subscriber, and to further enhance the exclusivity of the offering, this edition is limited to just 10,000 sets. After those subscriptions have been filled, the mint-

Deluxe Edition: 24 Kt Gold on Pure Silver
You may, at your option, order these ingots in exquisite 24 Kt Gold layered on .999 fine silver. The 5,000 sets thus offered will also be individually hallmarked and serially numbered. Each ingot will cost \$18.75.

ing dies will be destroyed to safeguard the integrity of the edition.

YOUR PERSONAL SERIAL NUMBER

Each ingot will bear your own personal serial number. Serial numbers will be assigned in the order applications are received, the lower and potentially most desirable numbers going to the earliest subscribers. Each ingot will also bear The Hamilton Mint Hallmark.

You will also be issued a Certificate of Authenticity, attesting to the limited edition status and precious metal content of your ingots.

INVESTMENT POTENTIAL

This collection is certain to be treasured by knowledgeable collectors for its rarity, great beauty and inherent value.

The opportunity to acquire this series in precious metal also comes at a time when prominent advisors are predicting a continued rise in the price of precious metals in the years ahead.

SIGNIFICANT ORIGINAL PRICE GUARANTEE

Under the terms of this offer, The Hamilton Mint is officially committed to deliver to you at the original issue price of \$13.75 each, the complete set of 12 ingots over a 12 month period, regardless of how high the price of silver and gold climbs. The Hamilton Mint does reserve the right to limit the edition below the published maximum limits, but once your application is validated and accepted, your subscription is guaranteed.

Please remember that there is a strict limit of 10,000 proof sets, so prompt action is essential if you wish to be included.

SPECIAL DISPLAY CASE FREE

All subscribers will receive, at no cost, a deluxe, felt-lined woodgrain case to preserve and display ingots.

Official Subscription Form
"NORMAN ROCKWELL'S 12 BEST LOVED POST COVERS"
The Hamilton Mint, 40 E. University Drive
Arlington Heights, Ill. 60004

Please accept my application for a complete Limited First Edition proof set of "Norman Rockwell's 12 Best Loved Post Covers." I understand that I will receive my first ingot soon after my order is approved and thereafter receive an invoice once a month for the prepayment of the next ingot in the series. I further understand that I will receive a deluxe display case, at no charge, to house my entire collection. Enclosed is my check or money order for \$_____ or charge my order as indicated below.

AN OPPORTUNITY TO BUY SILVER SERIES AND SAVE

- Send me my first ingot in .999 fine silver for only \$13.75 (plus 75¢ for post. & insur.)
- Send me my first ingot in 24 Kt Gold layered on .999 fine silver for only \$18.75 (plus 75¢ for post. and insur.)

Charge order to my:

- Master Charge* BankAmericard

Acct. No. _____ Exp. Date _____
*If using Master Charge, also indicate four numbers above your name here _____

Name _____ (please print)

Address _____

City _____

State _____ Zip _____

Signature _____ (must be signed to be valid)

I WANT JUST SINGLE INGOT: I understand that I can order just the first ingot in the series, Rockwell's First "Post" Cover (1916), but then I do not get the savings, the ingot will not be serially numbered, and no future ingots will be reserved for me.

- Single ingot @ \$14.95 in .999 fine silver.
- Single ingot @ \$19.95 in 24 Kt Gold on .999 fine silver

(Please add 75¢ for post. & insur. per ingot.)

LIMIT: ONE PROOF SET PER SUBSCRIBER

Application subject to acceptance by The Hamilton Mint (Illinois & Louisiana add applicable sales tax.)

© THE HAMILTON MINT 1975
EKM 675

THE HAMILTON MINT, LOCATED IN ARLINGTON HEIGHTS, ILLINOIS, IS THE WORLD'S 2ND LARGEST PRIVATE MINT.



NOW ONLY \$10

CUSHIONED WEDGE SPECIAL

Save now on this comfortable, feather-light slip-on. Soft, genuine Kid Leather criss-cross strap uppers and bouncy rubber sole & wedge heel. Full & 1/2 sizes 4-10M, W. 5-10 Slim, N, M, W Black, White, Red, Bone, Gold Lame.

REG. \$13 **SPECIAL PRICE \$10**
Add \$1.00 postage (\$5 deposit for COD)
Satis. Guar.
OLD PUEBLO TRADERS E6A
600 So. Country Club Tucson, Az. 85716

New-Powerful

Long Range

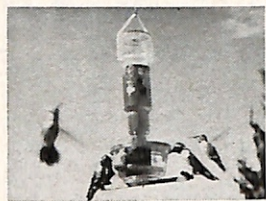
RADAR DETECTOR



RADAR SENTRY GOES POWERFUL

Safe drivers are alerted far in advance of radar zones thru new long-range antenna design-transistorized - no wires-comes complete-clip on visor and use. \$44.95 ppd.

Save \$10. two units \$79.90 ppd.
30 Day Money Back Guarantee
ONE YEAR GUARANTEE & SERVICE
Send Check or M.O. or Charge American Express Account # _____ Expiration date _____
J. W. HOLST, Inc., Dept. ER-675, 1864 E. U.S. 23 East Tawas, Mich. 48730



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-drip

at-a-time feeder. Beeproof; no drip or rust; glass bottle. Instructions. Guaranteed. \$3.50 plus 50¢ ea. hdng. & pstg. Add 21¢ tax in Calif. No COD's.

HUMMINGBIRD HEAVEN,

10726-E Samoa Ave., Tujunga, CA. 91042
(Also makers of the Oriole "Fun-Bar") Made in U.S.A.

OUR 20TH YEAR!

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 \$7.95 plus 50¢ handling on 10-day money-back guarantee. EMERSON BOOKS, INC., Dept. 305B, Buchanan, N.Y. 10511

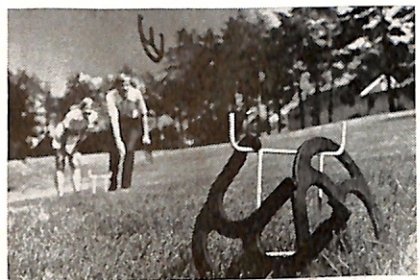
Elks Family Shopper



"EARLY AMERICAN" WALL CLOCK. Hand-some clock in beautifully crafted wood case has brass bob, Roman numerals, 31-day Keywind Calendar Dial, hour & half-hour strike. 17"x6 1/4"x32 1/2". Order Regulator Model W10B, walnut finish, \$75.00 freight collect. (CA. res. add 6% tax.) Also available, School Clocks, Grandfather Clocks, other Regulator Models, Wall Clocks, P.O. Box 2291, Palm Springs, CA. 92262. Offer expires 7/30/75.



FOR MEN ONLY—a Stretch Wig to cover all your hair, sideburns too. Cool, lightweight, natural. Fits any head. Washable. Black, off black, chestnut, dark or medium or light brown, dark blonde, black or brown mixed with grey. \$7.95 ppd. Specify color, style #M-121. Franklin Fashions, Dept. EL-65, 103 E. Hawthorne Ave., Valley Stream, N.Y. 11580.



NEW LAWN GAME for the family. Like horseshoes, but more fun, "Tori" has light, flexible rubber shoes. Safe and easy for children, women, senior citizens. Perfect for yards, camp sites, picnics. Incl. 2 metal stakes, 4 shoes and instructions, \$9.95 + \$2.00 shpg. Curtiss Games Inc., 834 Newell St., Dept. EM-1, Painesville, Ohio 44077

BLACK STANDARD TELEPHONE NOW ONLY \$10⁹⁵

Complete with 4-PRONG PLUG, RINGER, REGULAR CORD
Just plug it in! Nothing else to buy!

These well made top brand name standard dial phones are completely reconditioned. Each is ready to use. Great as that extra phone in office, den, kitchen, bedroom, etc., and it costs you less to own it yourself than one year's rent.



Factory Rebuilt #BS1

COLOR PHONES with Bell

Available in Red, Blue, Green, Yellow, White, Beige, Ivory, Pink, Black, Gold



\$17.95 Factory Rebuilt #302



CONTEMPERA DIAL IN HAND SET PHONE
Fits either Wall or Table. Red, White, Blue, Green, Ivory, Purple. \$49.95

HANGER PHONE

With Dial \$24.95

No Dial \$14.95

Black Only Factory Rebuilt #211



COLOR WALL PHONES

White, Beige, Ivory, Green, Red, Blue, Black, Pink, Yellow.

\$23.95

includes bell #354

Factory Rebuilt



ERICOPHONE

The phone with the dial on the bottom. Lift, it is ready to dial or answer. Red, Ivory, Beige, White, Blue, Green, Yellow. With Buzzer—\$49.95. With Tweeter—\$59.95

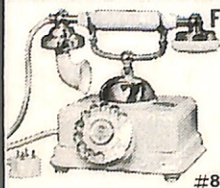


MODERN STANDARD COLOR PHONES \$23.95

Green, Blue, Pink, White, Ivory, Red, Beige, Green, Yellow, Black with Bell.



Factory Rebuilt #1543



FRENCH CRADLE PHONE

From Milady's boudoir. In Ivory, Black, or Brass complete with bell and plug-in. #818 \$59.95

SEND 50¢ FOR CATALOG
Enclose Check or Money Order—No C.O.D.'s

GRANDCOM, INC., Dept. EL 6-5
324 Fifth Avenue, New York, N. Y. 10001

Send me style # _____
Total Enclosed \$ _____
Add \$2.00 shipping charges per phone and tax if any.
Name _____
Address _____
City _____ State _____ Zip _____

Coupon for Advertisement on Back Cover

Haband's Imported Look GENTLEMEN'S SHOES 2 Pairs for 19.95

3 for 29.90 4 for 39.75
HABAND COMPANY, Direct Service Dept.
265 N. 9th St., Paterson, New Jersey 07530
Gentlemen: Please send me the _____ pairs of high-gloss executive shoes as specified hereon, for which I enclose my remittance of \$ _____ herewith.
YOUR ABSOLUTE GUARANTEE: See them. Try them on. Wear them anywhere. If at any time you are not 100% satisfied fire them back at us for full refund of every penny you paid us.
726-49 HABAND PAYS THE POSTAGE

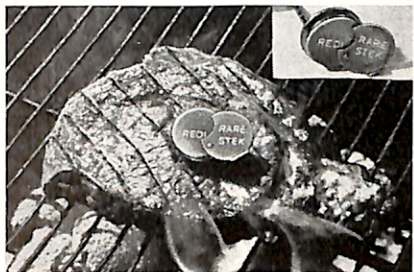
Your Name _____ Apt. # _____
Street _____ State _____
City _____

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

HABAND—A conscientious Family Business established in 1925. M. Habernickel, Jr.



WEAR THE "SPIRIT OF '76" Flag Pin to celebrate America's Bicentennial. Red, white and blue enamel with gold-plated finish. No. F76. 1-100, 75c ea.; 101-300, 65c ea.; 301-500, 55c ea.; 501 and over, 49c ea. Order direct from mfr., Fraternal Wholesale Jewelry Co., Dept. F, 1022 Reservoir Ave., P.O. Box 8123, Cranston, R.I. 02920. Tel.: 401-942-4591.



AID FOR BACKYARD CHEFS who want to grill perfect steaks. Sear one side of steak, turn and insert handy Redi-Steak that corresponds to rare, medium-rare, medium or medium well-done. When steak is done, Redi-Steak flips open. Works in oven broilers too. Set of 4, \$9.95 ppd.; 2 sets, \$18.90 ppd. Oliver A. Kastel, 3106KJ N.E. 53 St., Vancouver, WA. 98663.



PICTURE ON A PILLOW. Send your favorite photo (black and white or color—no negatives or slides) to be printed in black and white on Photo Pillow. 11" x11" foam-filled, vinyl pillow is treated with Scotchguard to wipe clean in a jiffy. Photo returned unharmed. Allow 4 wks. delivery, \$8.95 ppd. Roelif Novelties, Dept. 144, Copake, N.Y. 12516.



FREE CATALOG OF FASHIONS FOR TALL AND BIG MEN from the King-Size Co. Casual wear, leisure suits, work outfits, 200 styles of shoes, boots fill its pages. Every item guaranteed to fit tall, extra-tall and big men only. The 88-page catalog is yours for the cost of a stamp. The King-Size Co., 2925 King-Size Bldg., Brockton, MA. 02402.

1/2 PRICE CLOSEOUT SALE GOLF SHIRTS

National brand name golf shirts suddenly became "distress" inventory. Desperate owner needed spot cash and Haband bought the whole lot—12,000 shirts in one "all or nothing" deal!

5 for 14⁹⁵
only \$30 Value

Now thousands of men who know Haband will race for this value by mail and in our stores. They know that our claims can be trusted and the values are real. But frankly, we've never had a better deal than this. It's a good time to get acquainted with us.

YOU'LL BE AMAZED AT THE EXCELLENT "Pro Shop" QUALITY!

100% NO-IRON "Quick Dry" PERMANENT PRESS

100% Polyester & Drip-Dry Polyester Blends Beautifully made. Long point, no-curl fused lined collar with deep "easy-on easy-off" 3 & 4 button placket pullover style. Neatly finished half sleeves. Long length with "inner-outer" split bottom side seams, breast pocket on most, excellent color variety in Sizes S,M,L, and XL.

VACATION PACKAGE: (Reg. \$30 VALUE)

5 SHIRTS 14⁹⁵

That's **HALF PRICE!** You'll see these same shirts on sale in many stores for \$6 each. But imagine! Even if you can easily afford \$15 apiece for golf shirts, why pay more?

YOUR EXACT SIZE IMMEDIATE DELIVERY

HABAND
265 N 9 St.
Paterson,
New Jersey
07530

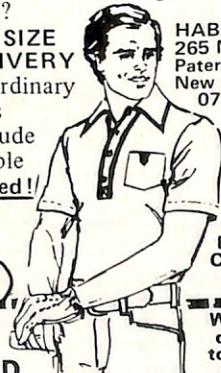


We Pay All Postage!

Please note that at this extraordinary

price, fast efficient order processing is imperative. And while occasionally we may have to include an alternate color, rest assured you will get at least double your money's worth & that the whole offer is **Guaranteed!**

Your Remittance Refunded in Full if you don't want to wear them when you see them.



No Extra Charges

We ship direct to your door!

EMERGENCY Reg. \$30 Value!

5 Golf Shirts 14⁹⁵ POSTPAID

MAIL THIS COUPON TO:
HABAND COMPANY, Direct Service Dept.
265 N 9th St., Paterson, NJ 07530

S	M	L	XL
14-14½	15-15½	16-16½	17-17½

Gentlemen: Please send me the shirts checked at right. I have enclosed my remittance in the amount of \$ which I understand will be refunded in full if I do not wish to keep the shirts when I see them!

Limited Supply!

We will ship all orders promptly as received. Late orders will have to be returned unfilled.

5 SHIRTS \$14.95 HURRY!

State COLOR Preference*	
COLOR	SIZE
WHITE	
BLUE	
BURGUNDY	
GOLD	
ROYAL	

*At this Half Price Rate we must reserve the right to occasionally ship an alternate color. We will do our best to ship your order exactly. In any case, you get exact size ordered.

72H11
Name Apt. #
Street
City State ZIP CODE [] [] [] [] [] []

REMITTANCE REFUNDED IF YOU DON'T WANT THEM



**Cheney.
Because
Carol loves
this house.**

Carol's illness prevented her from climbing these stairs like she used to. She could move to a one-story house, but she loves this house. A *Cheney Wecolator*™ solved Carol's problem by letting her ride from floor to floor quickly and comfortably. As the first stairway elevator to be UL-listed, it's virtually maintenance-free and can be installed in just a matter of hours. For a colorful brochure on *Cheney Wecolators*, or *Wheelchair Lifts* and *Wheelchair Van Lifts*, contact your local Cheney Representative or write: The Cheney Company, Dept. EM, 3015 S. 163rd Street, New Berlin, WI 53151. (414) 782-1100.

Helping people help themselves.
CHENEY Wecolators.

See Advertisement on Inside Back Cover

CUT OUT AND MAIL THIS COUPON TODAY! EL-6

THE KENNEDY MINT,
488 Madison Avenue, New York, N.Y. 10022

SPECIAL! Set No. OV39 All 3 collections plus Free American Eagle Sculpture—\$99.95 plus \$3.90 postage and handling.

Set No. OV001 Coins of Yesteryear—\$49.95 plus \$1.90 shipping and handling.

Set No. OV002 Presidential Collection—\$29.95 plus \$1.90 shipping and handling.

Set No. OV003 Lincoln Collection—\$19.95 plus \$1.90 shipping and handling.

Please Charge My:

<input type="checkbox"/> Master Charge	<input type="checkbox"/> Diners Club
<input type="checkbox"/> BankAmericard	<input type="checkbox"/> Carte Blanche
<input type="checkbox"/> American Express	<input type="checkbox"/> Check or Money Order Enclosed

Account No. _____

Exp. _____

Name _____
(Please Print)

Address _____

City _____ State _____ Zip _____

Signature _____

* 12 month increase in value of collectors items auctioned in 1972

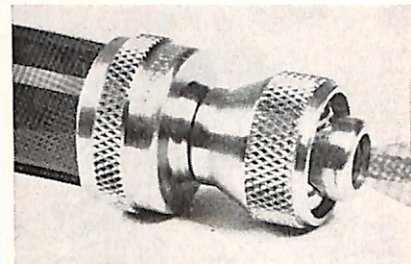
STOP Eyeglasses from SLIPPING



No need to push up ever-sliding glasses! **EAR-LOKS** keep glasses snug-fitting. Soft, elastic tabs stretch over ends of ear-pieces. Fits metal and plastic frames (men, women, children). Do not confuse with ineffective, stick-on pads that claim to eliminate slipping. Only genuine patented **EAR-LOKS** are guaranteed to stop glasses from sliding. **Invisible. Comfortable.** 3 Pairs \$2.00, 5 Pairs \$3.00, by return mail, postpaid. Add sales tax. Send for **FREE** catalog.

Dorjay 240 Kinderkamack Rd.
Dept. 12 Oradell, N.J. 07649

Elks Family Shopper



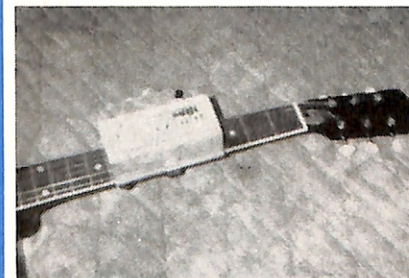
HOSE NOZZLE GIVES 50% MORE POWER. The only nozzle with a solid jet stream. **Adjust-A-Power** Hose Nozzle has an easy fingertip control that adjusts sprays: pin-point, fan, or solid jet stream or complete shut-off. Lifetime leakproof guarantee. No washer needed. \$2.98 plus 45¢ shpg. Larch, Dept. EM-6, Box 770, Times Sq. Sta., New York, N.Y. 10036.



STEP LIVELY ON YOUR LAWN with spiked Lawn Aerators to keep it aerated. Spikes on sandals loosen compacted turf and soil so water and air can reach roots. Spikes pierce 1½" deep, are replaceable; sandals strap on feet. As you mow or water, you loosen soil. Pair, \$10.98 plus 75¢ shpg. Holiday Gifts, Dept. 706-D, Wheat Ridge, Colo. 80033.

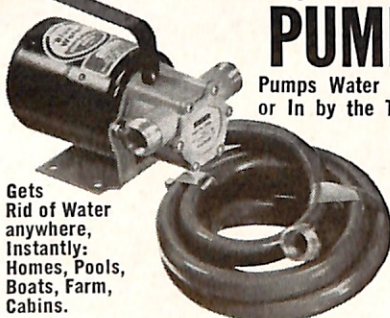


TELEPHONE AMPLIFIER provides maximum hearing on your phone in noisy areas. Attaches instantly and securely with snug-fitting band to any phone. Has adjustable fingertip-touch volume control. Carry in pocket or purse for use in public telephones. Ideal for elderly, hard-of-hearing. \$19.95 ppd. Stadri 147-47 6th Ave., Whitestone, N.Y. 11357.



YOU CAN PLAY THE GUITAR IN MINUTES with Maji Chord. Just attach Maji Chord to your guitar and let it guide you for playing. Any age can play and you need no musical knowledge. Attaches to any guitar. Only \$17.95 plus \$1.00 shpg. Send to Central Marketing, 1155 Ash St., Suite K-505, Denver, Colorado 80220.

Amazing Mini-Vac



PUMP

Pumps Water Out or In by the TON

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

Pumps up to 350 gallons (1½ tons) per hour . . . lifts water 20 feet . . . pushes water 50 feet high. Just plug into any electrical outlet and it's ready to use. It will drain or empty flooded basements, boats, pools, sumps, tanks, silt 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 Hdlg.

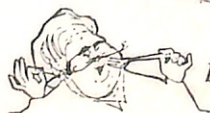
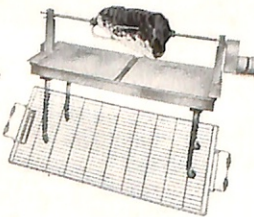
Send CHECK or M.O.

J. W. HOLST, INC. Dept. EP-675, 1864 E. US-23 East Tawas, Mich. 48730

Do You LOVE COOK-OUTS

. . . but hate grills that are light and flimsy . . . that don't last . . . don't cook well . . . and won't handle your whole clan?

You need a Big John grill or rotisserie. Built for professionals — clubs, caterers, chefs with large families. Complete line. Write for catalog and price list TODAY, then plan a party.



big John

Big John Corp. Dept. E,
190 Park Street, Williamsport, PA 17701

ADJUSTABLE T.V. POLES

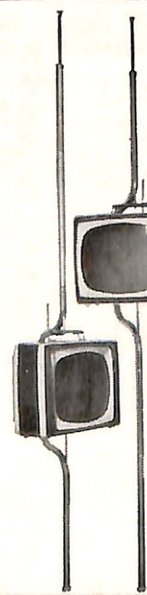
Hold your portable T.V. right where you want it, without awkward tables or stands. Takes any width, up to 14" deep. 17" high. Black decorator pole has spring tension rod to adjust to 7½ to 8½ ft. ceiling heights. Can be set up in Hi or Low position. Hi position is great for reclining watchers! Made in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

We ship in 24 hrs.

\$13.95 Plus \$1.00 postage

Write for FREE catalog
Holiday Gifts

Dept. 706-A
Wheat Ridge, Colorado 80033



MAN'S WIG \$7⁹⁵

Stretch Wig Completely Covers All Your Hair and Sideburns

no need to pay \$50



M-121

M-130

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



M-107

FRANKLIN FASHIONS CORP., Dept. M-170
103 E. Hawthorne Ave., Valley Stream, N.Y. 11580

HAIR PROBLEMS?

His & Hers

HAVE YOUR HAIR MICROANALYZED

A scientific analysis by a leading cosmetologist can restore natural beauty and texture to your dry, frizzy, unmanageable, damaged or thinning hair. Just send 4 full strands of your hair to our laboratory. Your hair will be microanalyzed. A formula for FDA Approved hair care products, specifically designed for your problem, including personalized directions for their use, will be mailed to you. Satisfaction guaranteed or your money back.

Send \$2.25 check or money order to:

HAIR CARE INSTITUTE

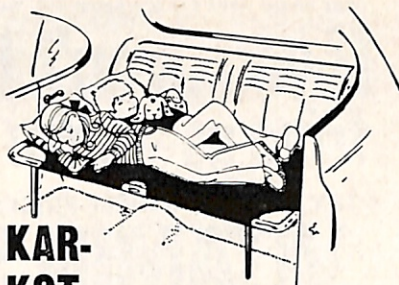
Box 1050, Encino, Ca. 91316

Street Address: 16609 Ventura Blvd., Encino, Ca. 91316

Always send check or money order

with your orders

—not cash—



KAR-KOT

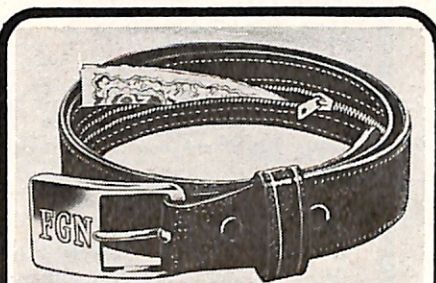
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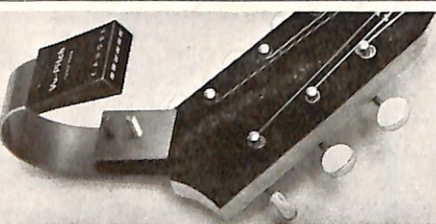


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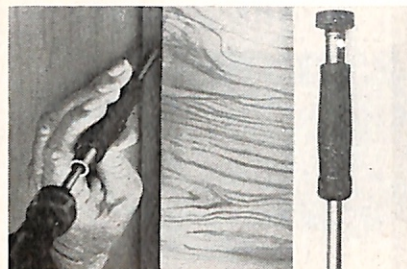


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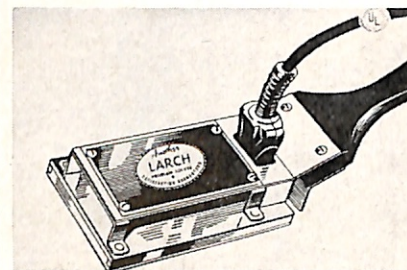
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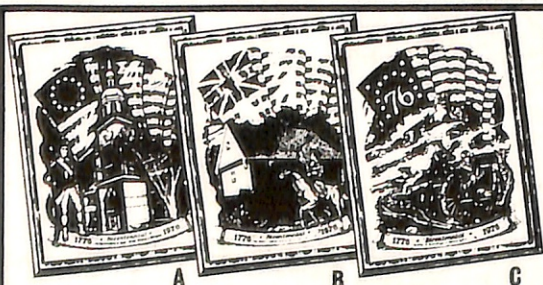
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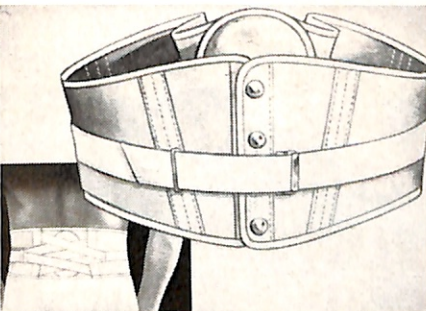
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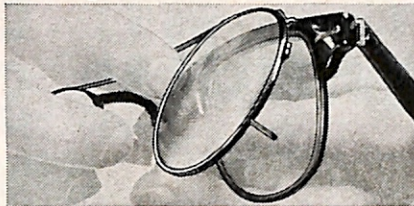
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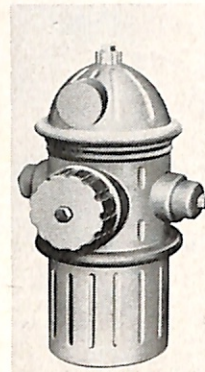
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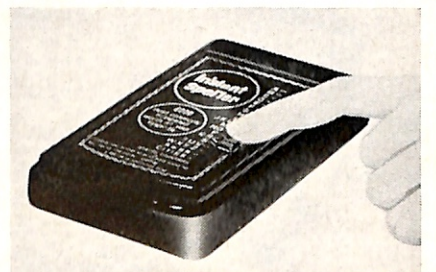
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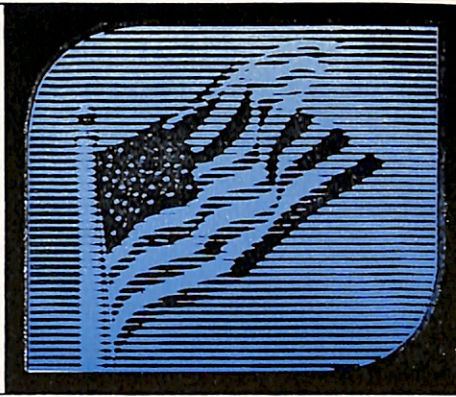
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At a special program of entertainment for patients of Northport VA Hospital which was recently held at Huntington, N. Y., Lodge, Lou Stout (left) chief of voluntary services, ER Charles Price, and Vets Chm. Leo O'Connor (right) talked with two guests.



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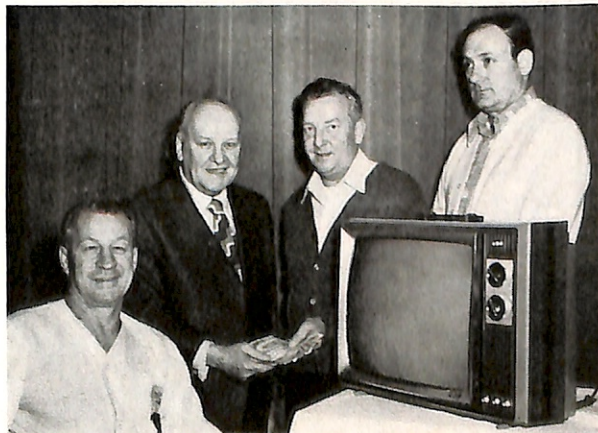
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Three winners of the Elks arts and crafts contest at the Boise, Idaho, VA Hospital were present to accept their awards from ER Clarence Janousek (fifth from left), and Vets Chm. Norbert Schlieve (right) of Boise Lodge. Ed Hickman (left), and Al Stemen and John Smithson (seated), received the congratulations of Dr. Frank Mohs, chief of staff, Jim Julius, chief of rehabilitation, and Hospital Director Carlton Carr.

Brother John Wolfe (left) of Hudson, N. Y., Lodge represented the patients of the Albany VA Hospital as Vets Chm. Gerald Shook (second from right) presented Hospital Director Harold Byers with a \$200 contribution, observed by Chaplain William O'Neil. Cards, games, books, and records were also donated to the hospital at this time.



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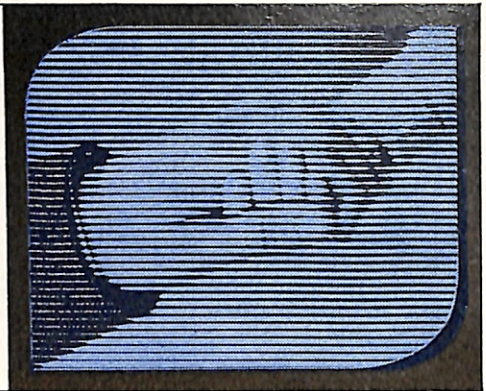
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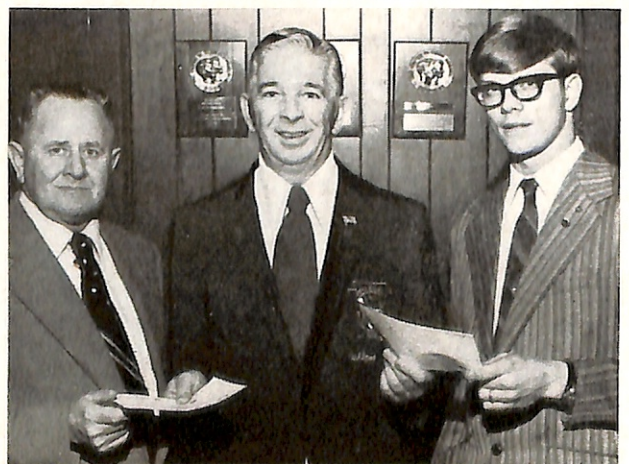
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Est. Lead. Kt. Don Charbonneau and ER Gene Kolling recently congratulated Brother Gib Sakowsky and PER Louie Price. Both members of Dickinson, N. D., Lodge had completed subscriptions of \$1,000 to the Elks National Foundation.



A pledge made by the late PER Carl Colasuno to the Foundation was completed with the proceeds from a dinner held at White Plains, N. Y., Lodge. District Chm. William Clements presented Mrs. Helen Colasuno and Carl Jr. with a certificate.



A father and son, members of Ashland, Pa., Lodge, accepted \$100 certificates recently. State Foundation Chm. Robert Yarnell (center) made the presentations to Robert Overkott and his son Robert Jr.

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□ Recently several of us who travel for a living got to wondering why the airlines don't simplify their meal service. First of all, it would be an economy move, and heaven knows the airlines which are flying in the red (and this includes the majority) would welcome the opportunity to save a buck. Secondly, legions of passengers would be grateful. Who says it's necessary to be force fed each time we climb aboard an airliner? Wouldn't a snack do just as well, especially when we're seated (sometimes for hours) and unable to work off those calories?

Hear what one of my colleagues, Horace Sutton, had to say on the subject recently: "I would burn all those leather steaks (which are usually burnt anyway) and try something else—a decent sandwich, for instance. There is no way, repeat, no way to broil a steak

to the halfway point in a catering kitchen on the ground, heat it up on the plane and have it come out tasting like anything but broiled briefcase."

As for myself, after more than a million miles of pie in the sky, I've come to the conclusion that the airlines seldom (if ever) serve anything resembling a gourmet meal. Almost without exception, the idea of magnificent dining is a magnificent myth.

I've eaten steaks on airplanes I swear were cut off some cowboy's chaps. Indeed, they even tasted like leather chaps. This isn't intended as a blanket indictment of the entire airline industry. Some try. And occasionally they succeed. I must admit I've enjoyed a few choice meals myself.

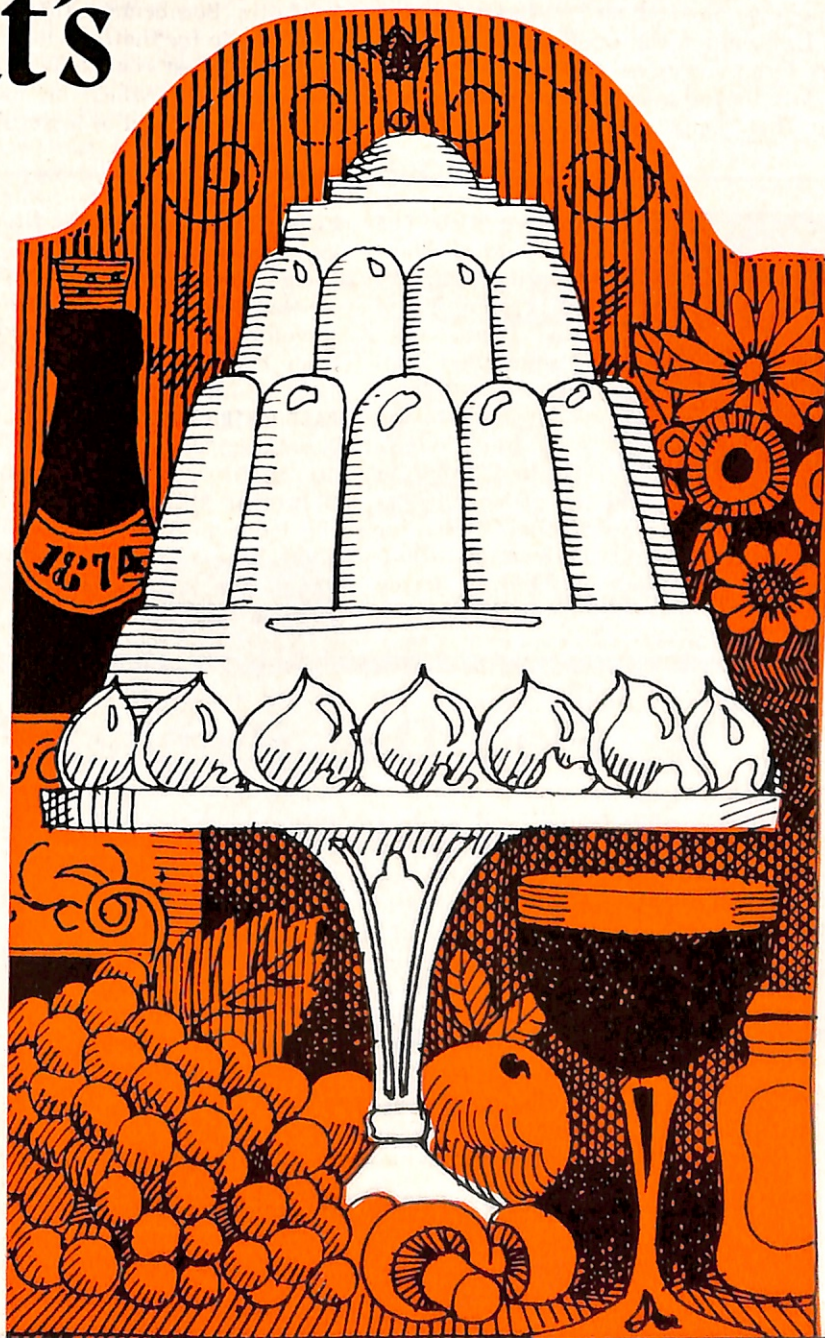
The closest to perfection I can recall was served on a TWA flight between Los Angeles and London. It was simply

super. I mean so far as airline food is concerned. Another, Honolulu to Guam (again on TWA) came nearly as close. The hors d'oeuvres were hot rather than tepid. The lettuce was crisp. When the stewardess served the beef teriyaki and I asked for white rice rather than fried rice I got it. Earlier when I questioned her about the mahi mahi, she replied honestly: "I've had better." The vegetables were tender and the coconut cream cake was as light as the cumulus clouds rising against the evening horizon. I rate that one, insofar as airline meals go, as a two-star super-special.

I've had equally good meals on American Airlines. Especially on flights between Los Angeles and New York. On a Western trip to Vancouver recently the breakfast was exceptional. The trouble is, sometimes they like to keep these things a secret. The stew-

Look What's Coming to Dinner

by Jerry Hulse



ardess failed to offer a menu. Indeed, she didn't even give her passengers a hint. What everyone got were hot rolls, bacon, ham, sausage, grilled pineapple, hash browns, eggs and coffee.

It was nearly as good as Sunday brunch at 21, and I'm not being facetious. The return flight was something else. It was a noon trip with a luncheon that consisted of an avocado filled with crab meat, a couple of pieces of melba toast, a slice of grapefruit and a piece of cheese. When I finished that I asked the stewardess, "What's for lunch, dear?"

She looked at me, smiled demurely and replied: "You just ate it."

Seated ahead of me, TV comic Arte Johnson said he wasn't the least bit disappointed. By choice he eats lightly while flying, believing that the rule on long flights is not to overindulge.

Johnson's favorite two airlines insofar as meals are concerned are Air New Zealand and Lufthansa ("scrump-tious!") and he admits to an exceptional luncheon once aboard a United flight to Honolulu ("the beef was as good as any I've ever eaten at Lawry's").

Arte looked over his seat at me, wearing that same sad expression he re-

vealed as the little German foot soldier on television. "You wanna know the worst experience I've ever had on an airline?" he asked. "It was on Air France." He shuddered, recalling the incident. "You know what they served? Curry. We were barely an hour out of Paris and headed for the United States and they served this hot dish that would have cauterized a person's liver. So you eat curry and what happens? You get thirsty, right? But what happened? They ran out of water. Have you ever been thirsty for 10 hours?"

Conversely, others give Air France rave reviews. I have one acquaintance who gets downright ecstatic when describing a meal he got on AF between Paris and London, all within the span of only 45 minutes.

Another passenger argues, on the other hand, that airline food in general is "atrocious," insisting, "I've never had what I consider a good meal in the air." He corrected himself. "There was one exception: Western's hunt breakfast on a trip to the Pacific Northwest."

Martin Bernheimer, the galavanting music critic for the *Los Angeles Times*, said his biggest complaint concerns the frequency with which his meal is delivered to him cold as a wet day in the

Berkshires. In particular he recalls a stroganoff wherein he was hard put to distinguish between the chunks of ice and the chunks of beef.

I know of a lady of impeccable taste who complained that she was served enchiladas on three out of four flights on the same airline recently. When she asked the stewardess why, the young lady replied: "Because nobody up in first class wants the stuff."

I am frustrated constantly over the dining mixups related to various time zones. It's so bad the crew must explain what meal it is you are being served. It may be barely 9 o'clock in the morning in Los Angeles, but it's evening in London where you're going and ready or not, you've got to have dinner. Otherwise, how can you be ready for breakfast in a few hours when it's dinner time back in Los Angeles. Understand?

Another time I was aboard an Eastern Airlines jet that was delayed for three hours. By the time the meal service began I could have eaten the leg off a bar stool. There was the choice of steak or duck. I took the steak, mainly because the duck closely resembled a deflated volleyball.

When the meal arrived the roll was cold, the beans had wilted and the potatoes—ah, yes, the potatoes: "We've run out," the stewardess said. Later she returned inquiring, "Is everything all right?" No, but why complain? It wasn't her fault. If the pilot hadn't got his hand stuck under his seat (which caused the delay in the first place) we'd have departed on time and the meal might have been a joy rather than a tragedy. Well, maybe.

My most memorable series of meals was served aboard Air Micronesia on a flight between Honolulu and Truk. Getting there we island-hopped, landing and taking off four different times. Each time we took off the crew served us chicken. It was incredibly bad chicken. I can only surmise that someone must have accidentally bombed a farm yard somewhere and the airline had gathered up all the dead fowl. No one would have bought them purposely.

I decided to fly home with Pan Am. It was a dinner flight and I was anticipating a change. Anything but chicken. But I panicked when the stewardess took the microphone and spoke: "I'm sorry, but we have only one entree tonight." What else?

Attorney Anthony Hope (he's comedian Bob Hope's son) travels constantly and he's learned that the happy flier is the passenger who eats (and drinks) lightly. Too many meals and cocktails give one the blahs. Still, he recalls an unforgettable experience aboard a British Airways flight, London to Detroit, in 1969.

"I was served one of the best meals

Obituaries



GRAND TRUSTEE Edmund H. Hanlon, an honorary life member of Red Bank, N. J., Lodge, died February 12, 1975.

Brother Hanlon was the lodge's Exalted Ruler in

1960-1961. He held the offices of District Deputy Grand Exalted Ruler for the South Central District in 1963-1964 and President of the New Jersey State Elks Association in 1968-1969.

From 1969 through 1971 Brother Hanlon was a member of the GL New Lodge Committee, becoming chairman of that committee in 1971-1972. He served on the Board of Grand Trustees from 1972 until the time of his death.

PAST DISTRICT DEPUTY Glen E. Miller of Roseburg, Ore., Lodge died February 10, 1975.

Brother Miller was Exalted Ruler of the lodge in 1958-1959, and in 1965-1966 he was named District Deputy Grand Exalted Ruler for the Southwest District.



Flag Day Reminder!

Every Elks Lodge will again traditionally observe Flag Day as required by the Grand Lodge statutes.

It would be appropriate at some point, either before or after the prescribed ritual, that some emphasis be placed on the debt of gratitude we owe to the members of the armed forces who offered their lives to defend our flag . . . especially those now confined in Veterans Administration hospitals. It might be suitable to close the exercises with a renewal of the solemn pledge by all Elks in attendance—

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

This would be a fitting public reminder that the Elks have and will continue to keep uppermost in mind their concern for those sick and disabled veterans who served under the flag we so proudly hail.

I've ever had," he remembers. He recalls every detail: There was a rare 1959 wine, caviar with assorted hors d'oeuvres, turtle soup, roast beef, ("sliced from the cart, rare and hot") another excellent wine, fine old brandies and liqueurs. It was as good a meal as I could have ordered anywhere," said Hope. "If I had been served this meal in London or New York I figure I'd have paid \$40.

He has vivid memories, too, of his worst airline meal. It was on a flight between London and Sydney. "They claimed it was breakfast," Hope remembers. "Breakfast? There were powdered eggs and a piece of unidentifiable meat, a roll I couldn't break, a glass of orange colored water and something they claimed was coffee. I just sat there staring at it until they took it away."

If you're wondering why it is that an airline serves something heavenly on one leg of your flight and something resembling K rations on the next, the answer is simple. It all depends on who caters the meal. If it's the airline's own ground kitchen, chances are the food will be good. On the other hand if it's an independent caterer, well, gee whiz, Alka-Seltzer's cheap, isn't it?

As an example of the problems faced by the airlines, Pan Am's meals are prepared in 75 kitchens around the world of which 60 are operated by independent caterers. One year the airline served roughly 30 million meals costing up to \$17 apiece in first class

and \$5 in economy. During these troubled times the carriers are cutting out many of the frills, and in the case of Pan Am this means eliminating the free caviar on most of its flights. With other carriers chicken is being substituted for beef as an economy measure.

Meals served by American Airlines are prepared by its wholly owned subsidiary, Sky Chef, which accounts for their excellence. Meals on American cost the airline up to \$12 a passenger in first class and \$3.50 in economy or coach. The airline offers three entrees both in first class and coach while TWA gives its passengers the choice of five entrees in first class and three in coach.

Those who flew back in the '30s could almost always depend on being served chicken. This prompted one passenger to ask a United Airlines stewardess: "Just how many chickens do I have to eat before I fly without the airplane?" Today United operates kitchens in 15 cities and contracts with private caterers in 44 other locations. UAL's Chicago kitchen alone prepares as many as 10,000 meals a day.

If notified early, most airlines are willing to prepare special meals. Kosher is the favorite. Others include meals low in salt and cholesterol, high in protein, free of sugar, low in calories; meals prepared especially for Moslems and Hindus, kids and vegetarians. Just ask, they'll try. Personally, though, I'd still rather have a sandwich and a glass of milk. ■

A Wise Selection

Honors continue to come to a young man who twice won in the "Most Valuable Student" competition, sponsored by the Elks National Foundation.

Twenty-year-old Thomas Randal Camp of Kearney, Nebraska, was recently named one of six national winners in the Young American Awards program of the Boy Scouts of America. The awards are part of the BSA's annual National Explorer Congress and recognize young adults for personal accomplishments, especially those not necessarily members of either the Explorers or Scouts.

Camp won the second top award of the Elks National Foundation competition in 1973-74; he took the top prize in the 1974-75 competition.

He is a junior at the University of Nebraska in Lincoln where he ranks first in a class of over five thousand, maintaining a straight-A average despite an astonishing number of extra-curricular activities that range up to membership on national committees.

Camp went to Washington, D.C., for the presentation ceremonies April 6-8, 1975, where he received his award on the stage of the concert hall in the Kennedy Center for the Performing Arts.



THE ELKS MAGAZINE JUNE 1975

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NEWS OF THE LODGES

(Continued from page 23)



THE LODGE OFFICERS of Union, N. J., Lodge, headed by ER John Farrow (seated, center), recently initiated a class of candidates in honor of PGER William Jernick (third from right). Present for the event were DDGER George Morris Jr. (seated, second from right) and VP Gary White (right).



AMERICAN FLAGS, which had been flown over the nation's Capitol, were presented to Red Lion, Pa., Lodge by Americanism Committeeman Ray Eberly on behalf of Congressman George Goodling. ER David Reichard accepted the two flags, one for the lodge's Heritage Corner and the other to be flown over the lodge building.



SARATOGA, New York, Lodge recently welcomed members and guests from area veterans organizations for an evening of entertainment. Displaying the flag were (from left) Phil Waring, American Legion commander, Joe McGee, VFW senior vice-commander, Americanism Chm. Hugh McAllister, State Americanism Chm. Perry Miller, and Charles Armer, Disabled Veterans commander.



BOWLING TROPHIES, won by the two boys teams sponsored by Freeport, N. Y., Lodge, were presented to ER Lyman Duryea by PER and Youth Chm. Vincent Repaci, as Acting Esq. Howard Rassmussen observed. The teams earned the right to compete in the state tournament.



PRESENT for Columbus-Fort Benning, Ga., Lodge's Past Exalted Rulers Night were E. Hill, A. Pickard, J. Sandefur, T. Starlin, J. Narlin, J. Stelzenmueller, J. Lester, C. Carmack, H. Peckham, E. Harrell, J. Porch, and J. Matthews. ER Eugene Moore and his wife held a cocktail party in honor of the PERs.



A PLAQUE was awarded to Grand Trustee Kenneth Cantoli (left) to commemorate the initiation of a class of 25 in his honor at Hasbrouck Heights, N. J., Lodge. Past VP Jack Noonburg made the presentation on behalf of the lodge's Past Exalted Rulers Association.



PARTICIPATING in the official mortgage burning at Waynesburg, Pa., Lodge were (front row, from left) Past Trustee Charles Fuller, Trustee Charles Huffman, ER William Helphenstine, Secy. E. Bryan Jacobs, and (back row, from left) Judge Glenn Toothman Jr., PDD John Gusic, and PER S. Carl Greenlee. A dinner and dance followed the ceremony.



HONORED GUEST DDGER George Morris Jr. (second from left) was awarded a plaque for his service to the order by ER Matteo Damiano during a recent meeting at Elizabeth, N. J., Lodge. (From left) PDDs Nat Platt, George Krug, and Richard Pullen witnessed the presentation.



THE PAINTING of Somerville, Mass., Lodge was one of the community service projects undertaken by students from Technical Trade High School's painting and decorating department. Brother James Colbert (standing, left) and Tech Trade instructor Hartley Billard (standing, right) supervised the enterprise.



VISITING area convalescent homes is one of the activities of Danielson, Conn., Lodge members. Recently, ER Gerard Bergeron (second from left), Trustee William Chapman (second from right), and Est. Lect. Kt. Thomas Hopkins (right) talked with Brother Lyman Cross at Stula Pavilion Convalescent Hospital.



A POP WARNER Trophy Classic was co-sponsored recently by Manahawkin and Lacey, N. J., Lodges. The trophies donated by the lodges were won by the teams in the South Ocean football club, backed by Manahawkin Lodge.

EXALTED RULER Kenneth Paradis (left) recently initiated a class of 87 candidates, which included his father Alfred Paradis (right), during the homecoming of DDGER Frederick Moriarty at Haverhill, Mass., Lodge.





THREE SCHOLARSHIPS of \$500 each were awarded by Youth Co-Chm. John Haubert (left) and Grant Womack (right) during Fairless Hills, Pa., Lodge's recent PER Night. Student recipients (from left) Joan Steward, Frank Ceraso Jr., and Louise Witkosky were congratulated by ER Robert Beadle.



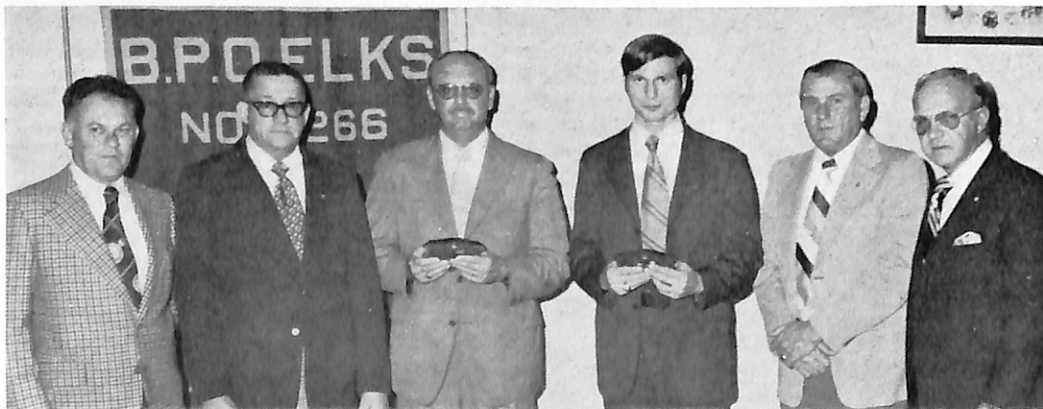
SAINT ADALBERT'S Roman Catholic Church in Elizabeth, N. J., recently received a gift of 300 ash trays from Hillside, N. J., Lodge. Parishioner Ted Kaczorowski (left) was present as PERs Henry Goldhor (second from left) and Walter Reutter delivered the ash trays to Rt. Rev. Msgr. Joseph Smolen, pastor of the church.



A SEASON RECORD of nine wins and one loss earned the 130-pound football team sponsored by Millville, N. J., Lodge the South Jersey championship.



FOOTBALL PLAYERS from four area high schools were honored recently at a special awards night at Mahwah, N. J., Lodge. ER Stanley Jaworski presented trophies to David Granettell of Don Bosco High, Stephen Bernstein of Ramsey, Kenneth Ebeling of Mahwah, and Anthony Porpora of Suffern.



AREA POLICE OFFICERS were honored at Glen Burnie, Md., Lodge's Law Enforcement Night. ER Paul Smith (second from left) and Est. Lead. Kt. Louis Auger (second from right) presented (from left) Capt. Robert Flannery and Sgt. Richard Davis, of the county police, and Trooper Donald Hoffman and Capt. Richard Stallings, of the state police, with plaques, letters of commendation, and donations to their favorite charity.



A CLINIC conducted by DDGER Donald Netschke Jr. (left) was held at Front Royal, Va., Lodge for the North Central District. Among those attending were Robert Taylor, Trustees Chm. Paul Kelly, Ralph Beany, ER Richard Boies, Lynwood Athey, PDD Jimmy Jones, Raymond Lowman, and VP W. M. Petre.



A COLOR TELEVISION SET was the gift of Woburn, Mass., Lodge to the Bedford VA Hospital. Presenting the set to nurse Evelyn Jorgensen were (from left) ER James Meehan, PDD Anthony Busa, and PER and VAVS representative Eric Anderson.



FOUR MEMBERS of Hamburg, N. Y., Lodge were recently awarded pins for completing their pledges to the National Foundation. ER Earl Bartley (right) congratulated the new participating members, including (from left) State VP William Linkner, Brother George Marthinsen, Judge Thomas Rosinski, and Secy. Elbert Hubbard.



SPECIAL GUEST for the recent mortgage burning at High Point, N. C., Lodge was DDGER John Keenan (fourth from left). The ceremony was conducted by ER Billy Gray (fifth) and ten Past Exalted Rulers, including (from left) Charles Foster, David Yow, Charles Sears, Trustee James Simone, Trustee Albert Raulston, Wiley Pritchett, Trustee Max Aldridge, Secy. Kenneth Carpenter, Aaron Schultz, and Paul Hampton.



A FATHER AND SON were part of a class of candidates recently initiated at Somerset Hills, N. J., Lodge. ER Dominick Mossa (seated, left) and Secy. Donald Cross (seated, right) welcomed (seated, from left) Michael Balsamello, his father Anthony Balsamello, and (standing, from left) John Ferris, who was reinstated, George Rejtnar, Andrew Johnston, and John Vallacchi into the lodge.



SINGLES CHAMPION in Middletown, Conn., Lodge's first annual ping-pong tournament was Ygnacio Corral. Other trophy winners included (from left) Mike Rummel, doubles champ, Carl Erlacker, singles runner-up, Rebel Barnette, doubles champ, and Carl Thorell and Sal Marino, doubles runners-up. Over 170 members took part in the competition.



COACHES Robert Oravitz (left), from North Schuylkill High School, and William Kirelawich (second from right), from Cardinal Brennan High, were honored at a sports banquet sponsored by the Touchdown Club of Frackville, Pa., Lodge. Guest speaker for the affair was James Crowley (center), one of the "Four Horsemen" of Notre Dame, who was welcomed to the lodge by (from left) Co-chm. Edward Lycoff and Duke Tomko.



SCOUTS HONORED at Smithfield, R. I., Lodge recently included Scoutmaster Edwin Gould (left), who was awarded a certificate of appreciation, and new Eagle Scout Daniel e' Year, who received a flag and a certificate. The awards were presented by area Chm. Arthur Jackson (second from left) and PDD and Americanism Chm. Bernard Schiffman.



SAVINGS BONDS of \$25 each were awarded to five Teenagers of the Month during a banquet in their honor at Falmouth, Mass., Lodge. Teacher Adele Rohe (standing, second from left) witnessed the presentation of awards by Youth Chm. Floyd Black (left) and ER Francis Creighton (right) to (front row) George Duart, Doug Marks, Gary Grace, and (standing) Martha Hastay and Tammy Hennemuth.



BROTHER TONY DE PHILLIPS, who recently marked the 50th anniversary of his initiation into the order, was toasted at Bound Brook, N. J., Lodge's recent Charity Ball.

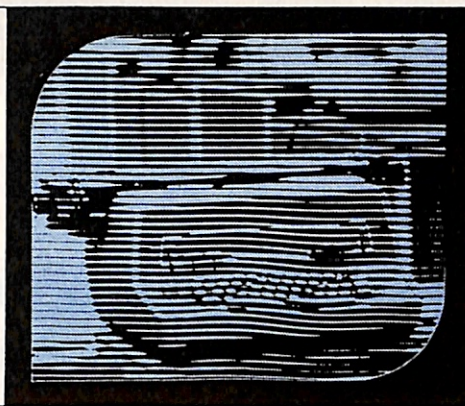


THE TEAM from Bordentown, N. J., Lodge took first place in the state ritualistic competition. Team members included (front row, from left) Esq. B. Leip, Chap. C. Cameron, ER B. Giehl, Est. Loyal Kt. E. Errickson, In. Gd. H. Foltermann, coach J. Theer, and (back row) coach H. Kurlander, Est. Lead. Kt. M. Potash, Est. Lect. Kt. R. Kelly, Tiler M. Grenz, candidate C. Ghiavoni, and coach J. Russo.



THE AMBULANCE FUND of Freehold, New Jersey's First Aid Squad received a \$1,000 contribution from the members of Freehold Lodge. Squad representatives accepted the donation from ER David Carswell and Trustees Chm. Carl Vanderveer.

MICHELL DETTRICK, poster girl for New Jersey's North Central District, was presented with a bond by Crippled Children's Chm. Herbert Kleckner (second from left) during Lyndhurst Lodge's annual benefit for crippled children. (From left) ER Roy Rawson, Mr. and Mrs. George Dettrick, Michell's parents, and Bloomfield Brothers Frank Gosslee and Lou Bonnafont observed.



Pride In Our Flag

The Elks' annual observance of the birth of our nation's flag is once again upon us. In ceremonies at every one of the more than 2,200 Elks lodges, we pay tribute to the symbol of our nation as we publicly proclaim pride in that glorious banner and all it represents.

In addition to the regular Flag Day services, some lodges add special embellishments such as organizing parades in which many other organizations and groups participate.

We learned of another outstanding "extra" that has been arranged by Jim Trost, Chairman of the Americanism Committee of the Missouri Elks State Association. He has confirmed that special 20-minute Flag Day ceremonies will be put on by Elks immediately prior to the start of two

major league baseball games in that state...one at St. Louis and the other at Kansas City on June 14th. Winding up the Elks Flag Day observance will be the national anthem, then the first pitch of the ball game.

The Missouri Elks and Brother Trost merit commendation for this extra effort. He has even drawn up a comprehensive "how to" check list which can serve as a guide to any lodge or association wishing to emulate this fine project.

Such imaginative effort and initiative help us pay proper tribute to our flag and to demonstrate to large audiences that our nation's emblem is inseparably interwoven with the emblem of our Order.

This truly reflects THE IMAGE OF ELKDOM!

"Hoop Shoot" Success

The third year of Elks "Hoop Shoot" contests has been completed...and with a success we could have only hoped to achieve in our imagination.

There were some 2¼ million boys and girls between the ages of 8 and 13 in this past year's contest and, based on actual results from all over the country plus projections from knowledgeable people, **we have only just begun.** Some have predicted as high as five million entries in the next year or two. Wishful thinking, you say? Perhaps...but then, so was the figure of 2¼ million for the third year of operation, even though girls were included for the first time.

Looking over the hundreds of press clippings received at national headquarters is one of the most convincing ways of determining what a tremendous success "Hoop Shoot" has been. A newspaper clipping is a tangible item one can see and put in a scrapbook...but remember

that there was a comparable flood of publicity on radio and television. Added together, the media coverage alone makes it one of the most worthwhile projects in Elkdom as we continue our efforts to foster and expand THE IMAGE OF ELKDOM. One cannot get any better public relations than has resulted from our work with so many boys and girls throughout our nation.

We extend congratulations to those lodges and state associations that promoted and worked at making "Hoop Shoot" so successful.

To those who didn't sponsor the free throw contests, we can only say, "You don't know what you're missing!"

RIGHT NOW is the time to begin planning for next year's competition! Set up your local committees, organize your state association committees, plan your work and then work your plan! You'll find it one of the most rewarding projects you've ever undertaken.

did you know.



Some three months after the United States entered World War One, the Grand Lodge unanimously approved a resolution appropriating

one million dollars, to be known as the "War Relief Fund" with the money to come from subordinate lodges. First consideration was to be given the sick and wounded on the battlefields of France.

At this July, 1917, convention, the Grand Exalted Ruler appointed the Elks War Relief Commission. Their first act was to finance and provide the necessary equipment for two base hospitals, the first two to reach the battle area in France.



The War Relief Commission asked

for and received approval from the U.S. government to build and equip a 700-bed Reconstruction Hospital in Boston. It was dedicated Nov. 16, 1918, the first such hospital in the U.S.

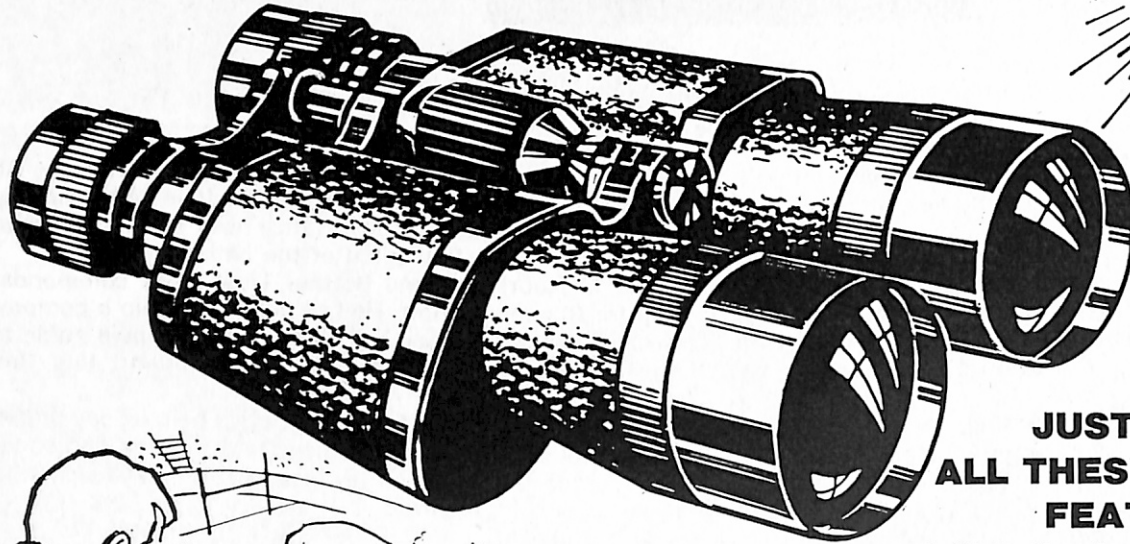


The first issue of *The Elks Magazine* appeared in June, 1922. Prior to that time, a number of privately owned Elks magazines had been published over the years. Records show that there were some 32 such publications over the years, all of which have ceased publication.

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at this low price we expect thousands of orders. So, to avoid disappointing others, we can send only one to an address.

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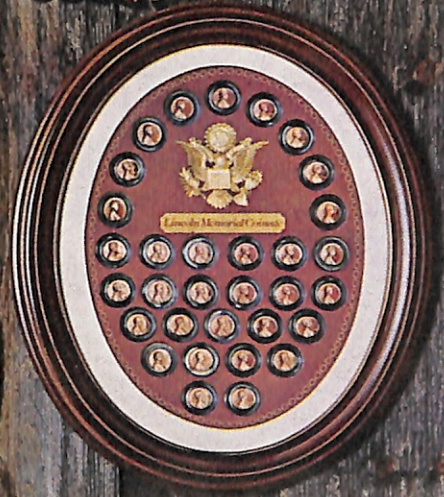
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A														
B														
C														
D														
E														
EEE														

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