

the  
**Elks**  
magazine

July 1975

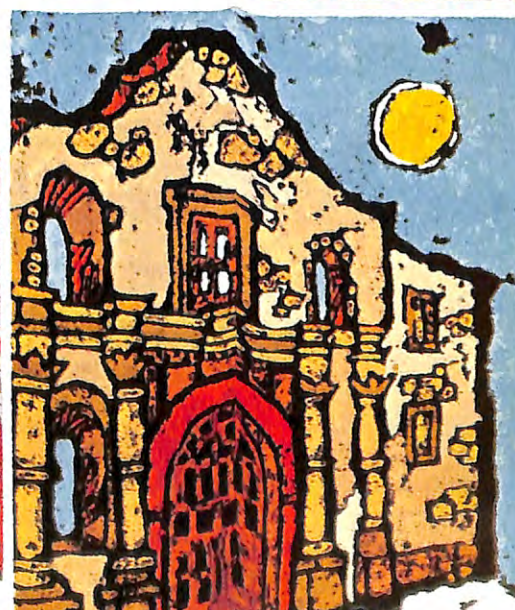
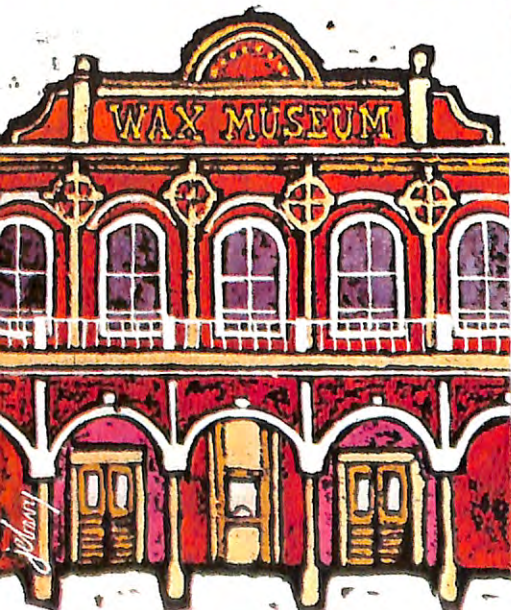
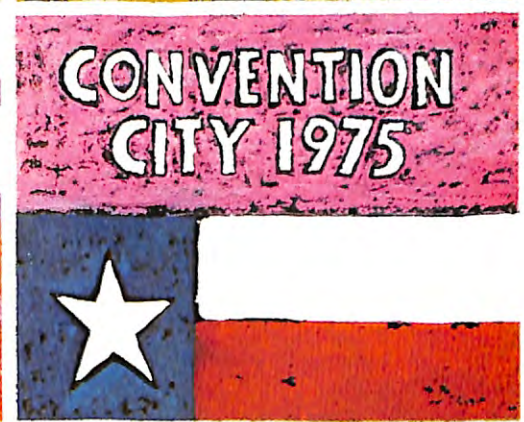
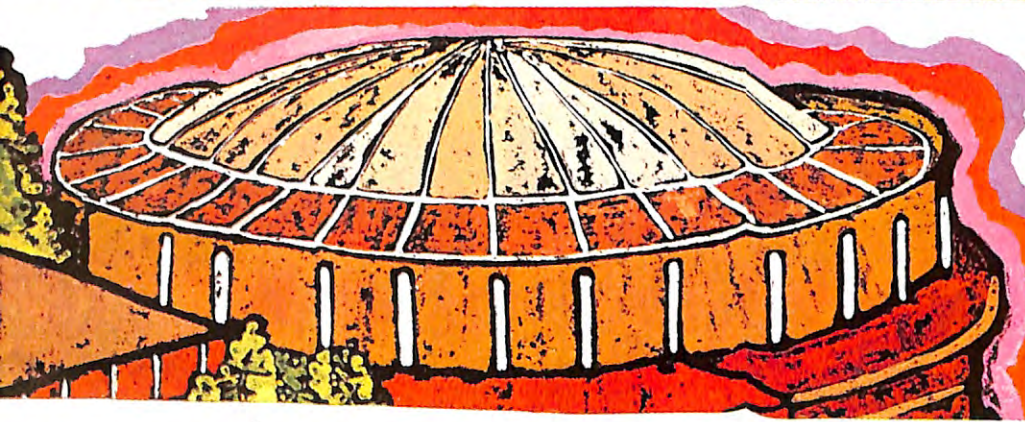
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Barbara Ann Brown  
Mesa, Arizona



Bruce James Allyn  
Grants Pass, Oregon



National Convention  
July 13-17, 1975









## Our Dedication To People

As I compose this final letter, I do so with mixed emotions. With pride in our Order because of the things that I have seen, because of the wonderful people whom I have met, because of the status of Elks Lodges throughout our States and because of the future which I see for our Order.

With gratefulness for the tremendous opportunity that you have given to me and Kay to hold this high office in our fraternity and to shortly acquire the opportunity to continue for the rest of my life as a spokesman.

With humbleness brought on by the recognition that so many have worked so hard, many much harder than I, to make this Order BETTER and with the realization that through your efforts this year does go into the records as a BETTER year.

And with hope that all of us may continue to serve our Order and America as free men, dedicated to the principles that have jointly made our Order and our country great.

The theme that I have recognized this year that has been the one most important aspect of strength has been our dedication, as Elks, to the needs of other people. To youngsters afflicted with many handicaps and diseases, to older people who have reached that point in life where some help is needed and especially in the field of scholarship and similar aids to our fine young Americans of all colors and creeds who will be the leaders of America tomorrow.

My PRIDE in our Order is matched by my PRIDE IN AMERICA. This great country of ours, which Kay and I have traveled from border to border and coast to coast, offers more things to more of its people than does any other country of the world. Let all Elkdom be aware of the greatness of our country and dedicate themselves to its future.

Kay joins me in expressing our sincere thanks to everyone who has contributed so much to our well-being and our comfort and our pleasure during this year. You have been magnificent hosts to us everywhere. May God bless you all.

Gerald Strohm



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# the **Elks** magazine

VOL. 54, NO. 2/ JULY, 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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# Digital Watch Breakthrough!



AT NIGHT



IN SUNLIGHT



The new CDR display dramatically increases legibility and battery life and opens a new era of watch technology.

Would you do this with your solid-state watch? Of course not. Practically all solid-state watches require care and pampering. Not the Sensor 770. You can dunk it, drop it and abuse it without fear during its unprecedented five year parts and labor warranty.

At night or during the day, the Sensor's large, constantly "alive" CDR display is clear and easy to read.

A glance at your solid-state watch won't give you the time. Sound incredible? If it's an LED (light-emitting diode) watch, you've got to press the button first. If it's an LCD (liquid crystal display) watch, you must have plenty of light at just the right angle.

Now there's a new solid-state display technology called CDR (crystal diffusion reflection) incorporating the best features of the LED and the LCD displays. You can easily and constantly read your watch under any light conditions without strain or inconvenience.

The new CDR display takes the properties of the field-effect liquid crystal display, puts a strong reflective substance behind two closely-aligned polarization lenses, and the resulting large digits can be read clearly from practically any angle. When engaged, an integrated light source illuminates the display at night. The Sensor's constantly "alive" high-contrast display makes legibility outstanding under all light conditions.



Press the button on the Sensor 770 and the date and seconds appear in large black numerals—easy to read in any light.

## A WORRY-FREE WATCH

Solid-state watches pose their own problems. They're fragile, they must be pampered, and they require frequent service. Not Sensor! Here are just five common solid-state watch problems you can forget about with this advanced space-age timepiece:

**1. Forget about batteries** Sensor is powered by a single EverReady battery that will actually last years without replacement. In fact, if your battery fails during the first five years, we will replace it free of charge. A low-power indicator tells you when to change the battery one month in advance and you simply open the hatch at the back of your watch and replace the battery yourself.

**2. Forget about water** Take a shower or go swimming. The Sensor is so water-resistant that it withstands depths of up to 100 feet.

**3. Forget about shocks** A three foot drop onto a solid hardwood floor or a sudden jar. Sensor's solid case construction, dual strata

crystal, and cushioned quartz timing circuit make it the most rugged solid-state quartz watch ever produced.

**4. Forget about service** The Sensor 770 has an unprecedented five-year parts and labor unconditional warranty. Each watch goes through weeks of aging, testing and quality control before assembly and final inspection. Service should never be required, but if it should anytime during the five year warranty period, we will pick up your Sensor at your door and send you a loaner watch while yours is repaired—all at our expense.

**5. Forget about changing technology** The Sensor is literally years ahead of every other watch in durability and technology. But should Sensor's technology improve anytime during the next five years, you may trade in your watch for Sensor's newer model under JS&A's liberal trade-in policy.

## COMPARED TO EVERY OTHER

The \$275 Pulsar uses the LED technology which requires pressing a button each time you want to review the time. Even the \$500 solar-powered Synchron watch, in our opinion, can't compare with the Sensor and its 5-year warranty. And no solid-state watch can compare to Sensor's quality, accuracy, ruggedness and exceptional value.

## PLENTY OF ADVANCED FUNCTIONS

Sensor's five functions give you everything you really need in a solid-state watch. Your watch displays the hours and minutes constantly. Depress a button and your watch displays the seconds and date constantly. There's also an AM/PM indicator. To adjust the time, insert a ball-point pen into the four-channel time-control switch. Each channel independently controls one time function. In short, you can change the hours without affecting the date, and the minutes without affecting the hours.



A pin points to the new decoder/driver integrated circuit which takes the input from the oscillator countdown integrated circuit and computes the time while driving the display. This single space-age device replaces thousands of solid-state circuits and provides the utmost reliability—all unique to Sensor.

Sensor's accuracy is unparalleled. All solid-state digitals incorporate a quartz crystal. So does the Sensor. But crystals change frequency from aging and shock. And to reset them, the watch case must be opened and an air-tight seal broken which may affect the performance. In the Sensor, the crystal is first aged before it is installed, and secondly, it is actually cushioned in the case to absorb tremendous shock. The quartz crystal can also be adjusted through the battery compartment without opening the case. In short, your watch should be accurate to within 5 seconds per month and maintain that accuracy for years without adjustment and without ever opening the watch case.

## STANDING BEHIND A PRODUCT

JS&A is America's largest single source of electronic calculators, digital watches and other space-age products. We have selected the Sensor as the most advanced American-made, solid-state timepiece ever produced. And we put our company and its full resources behind that selection. JS&A will unconditionally guarantee the Sensor—even the battery—for five years. We'll even send you a loaner watch to use while your watch is being repaired should it ever require repair. And our liberal trade-in policy guarantees that new watch technology will never leave you behind.

Wear the Sensor for one full month. If you are not convinced that the Sensor is the most rugged, precise, dependable and the finest quality solid-state watch in the world, return it for a prompt and courteous refund.

To order your Sensor, credit card buyers may simply call our toll-free number below or mail us a check in the amount indicated below plus \$2.50 for postage, insurance and handling. (Illinois residents add 5% sales tax) We urge you, however, to act promptly and reserve your Sensor 770 today.

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# Welcome To DALLAS



As Governor of Texas, it is a pleasure for me to extend to the readers of THE ELKS MAGAZINE an official welcome to Texas and to the great City of Dallas on the occasion of the 111th Annual Convention of the Benevolent and Protective Order of Elks.

As you know, Dallas is well known for its excellent convention facilities and for its variety of scenic and historic attractions. Perhaps, however, the greatest attraction is the genuine friendliness and warm hospitality that exemplifies Texans everywhere.

We are pleased that Dallas, Texas, has been chosen as the site for this year's convention. We look forward to your visit.

Sincerely,

Dolph Briscoe



Welcome to Dallas!

Dallas greets you with a warm Texas welcome. For all her citizens, I extend to you this invitation—experience our city, enjoy yourselves and return often.

We are truly pleased to again host the National Convention of the Benevolent and Protective Order of Elks of America. You will find Dallas to be a cosmopolitan city, where there's always something going on to enhance your visit. Here in quality and quantity are top name entertainment, sports cuisine and the arts—an unending variety of exciting and educational experiences.

I wish you a successful meeting and thank you for caring enough to hold your meeting in our city.

Again, welcome to Dallas.

Sincerely,

Wes Wise





There's still an  
America where the future  
is whatever you make it.

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

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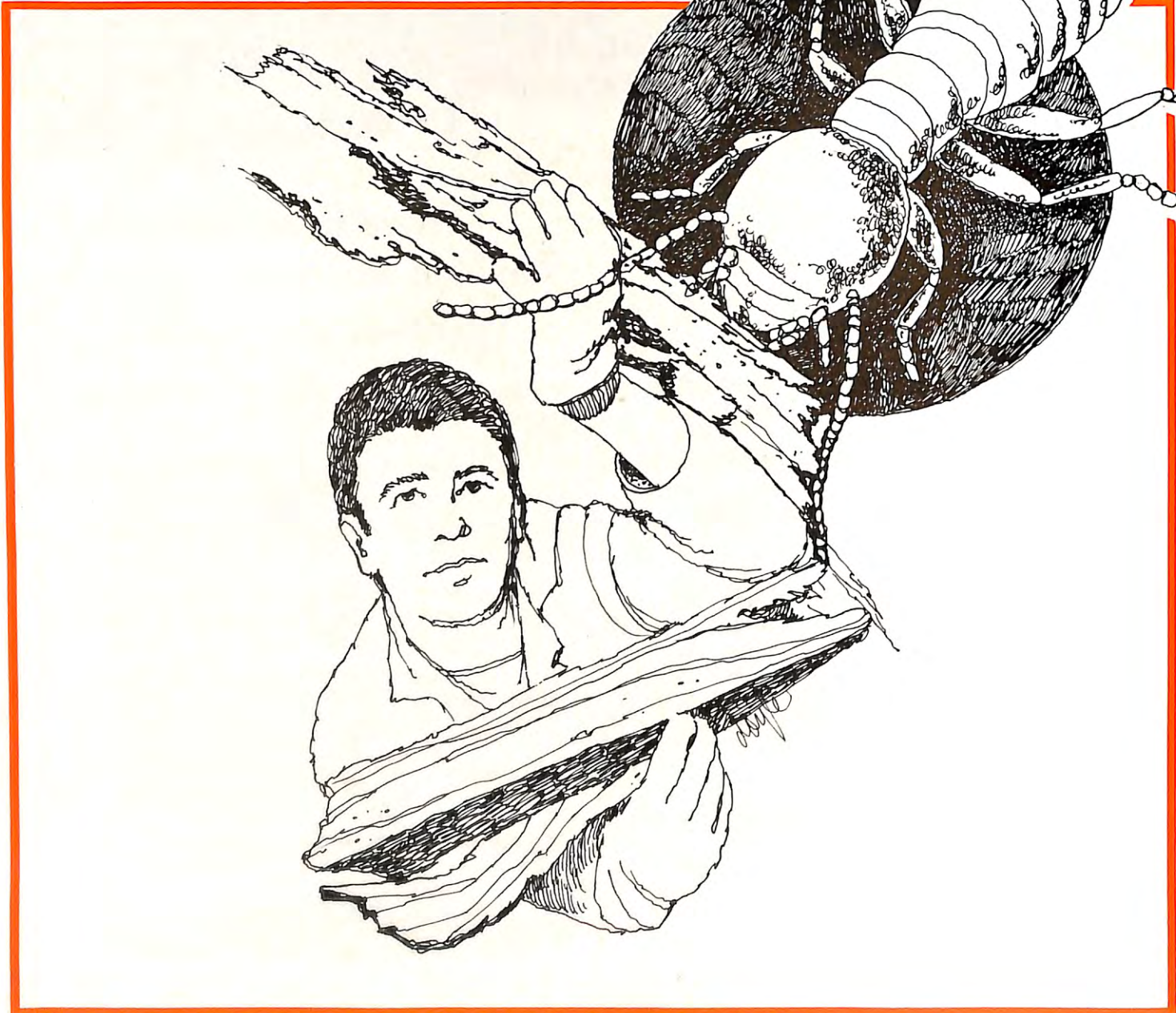


*Western Auto Associate Stores have been serving American consumers for over 40 years.*



# they'll eat you out of house and home

by Ross R. Olney





□ More than three billion years ago, in the sinister steaming mists of some primeval earth forest, an ugly little creature which would later be referred to as "one of nature's abominations" by a respected scientist, crawled into view. It peered, or perhaps sensed, to the right and then to the left. Creeping suspiciously forward to a piece of wood, it bit in.

Then it chewed with gusto. If the hard shelled face could have broken into a smile, it probably would have.

For a pattern was set which now costs man \$3,000,000,000 *every year*. The bite of this evil insect costs more than all the fires in the country. Combine every earthquake, tornado and hurricane, and you won't have as much damage as this creature does. It strikes anywhere in the United States, chewing its way through forests, house underpinnings, and valuable furniture.

Almost exactly as it was those billions of years ago, and thus one of nature's "perfect" creatures along with the shark and the cockroach (to which it is closely related), the little bug has been here and remains here for one specific job in the grand scheme of things.

"The termite's purpose on earth is to return dead vegetation back to the soil," explains Andy H. Owens, owner of Queen Termite and Pest Control of California, and one of an army of specialists dedicated to wiping out the little pest.

Dead vegetation? Well what is a piece of furniture, or a house frame, or some other wood which man has cut and converted into something of value to himself? Unaware and uncaring, the termite relentlessly accomplishes his purpose. He chews into and digests wood, regardless of any value man has attached to it. He reduces wood to a pulp, returning it to the earth via his tunnels, as he lives out his life. He does this to man's possessions, and he does it to rotting stumps of wood deep in forests, far from the domain of man.

One man in California found traces of a termite colony in a front bay win-

dow in his home. Before he was finished, he had replaced the entire window and frame, the flooring back six feet, the under-floor beams and parts of the walls. He had carried away tons of dirt from under his home. He had spent hundreds of dollars, and to this day he must still fight the war, for termites, once ensconced, are extremely difficult to completely eradicate. One or two remain, or a few come up from the ground, or fly in and find the same attractive conditions noted by the first colony, and the process begins all over again.

A photographer stacked a cardboard carton against a wall in an older section of his studio. In the carton were hundreds of negatives in envelopes. Months later he was shocked when he moved the box and found an eight-inch hole in the side next to the wall. Even more shocking, the termites had eaten through the wall, through the box, and they had consumed every envelope which had held negatives.

There is no place in the United States where termites do not do their damage, although the warmer, wetter sections are particularly vulnerable. Draw a line roughly across the bottom of the Great Lakes and extend it across the country to the Pacific Coast. Above this line, although not free of termites, is safest. Take the area below the line and cut it into halves with a line extending across the country from east to west. The upper half is vulnerable, the lower half is very vulnerable, generally speaking.

At one home in the midwest, a tree grew closer and closer until it finally touched a home. That was the path the termites needed, and within a few months they had established a colony in a plywood wall, (which, according to some, will not harbor the little pests). Eventually the owner had to replace two feet of the bottom of an entire wall, and he was lucky at that. The studs were still in shape to treat with chemicals rather than replace.

But they need a path, right? Not always, and in one case a termite col-

ony was found on the *tenth floor* of a hotel. They were obtaining their water, a necessity for termites, from a leaking toilet (and their food from the structure itself).

But the first target of the termite is usually wood close to the ground, and the greatest damage in the United States is done by the subterranean species of termites. They live in the ground, in colonies something like ant colonies in that they are very clean, ordered and structured. They shun light and dry places, and they do not like air. You will rarely see them unless you punch into infested wood, for they can tunnel within the thickness of a coat of paint to the surface, and still not leave a trace.

In a termite colony will be found one or more queens, ugly, inch-long, fat, egg-producing creatures which are sealed into the center of the nest and spend their life laying eggs (several *thousand every day*) which are carried off and tended by workers. It is the worker termites which do the damage. The third member of the colony is the soldier, a wingless, blind insect larger than the workers with hard heads, powerful jaws and strong legs. The soldier's only purpose is to defend the colony against attack, usually by ants.

The worker, the one that does the damage, is small, blind, wingless and pale, with a soft body. Only the head and feet are covered with a hard shell. The workers do all the work, they tend the queens and the soldiers, they enlarge the nests, they care for the eggs and the young, they search for food and water, and in so doing they *make the tunnels*.

In all three castes in a colony (unlike ants, which are all female) there are both sexes.

At one time of the year, a young crop of reproductive termites will swarm from the nest on short, stubby wings, find a potential mate, drop off their wings, create a new nest and start a new colony. For this reason, termites are often thought to be flying ants.

"If a house is kept clean, termites will steer clear of it."

You've heard that said. But there is no truth in it. *Any* house of wood is a potential target, clean or not.

"Damage by termites tends to be modest."

Wrong again, though it does take some long time for a colony to get to the real damage-producing stage.

"Redwood is not a part of a termite's diet." Not true, though redwood is more resistant to insect damage and rot than some other woods. No wood with cellulose, however, is safe.

---

Combine every earthquake, tornado, and hurricane, and you won't have as much damage as this creature does. It strikes anywhere in the United States, chewing its way through forests, houses, underpinnings, and valuable furniture.

---



"A home built on a concrete slab is safe." A concrete slab helps, but where do you suppose the termites on the tenth floor came from? In one home the termites came in through a crack in the basement floor, built mud tunnels up the concrete walls to shelter themselves from air and light, and attacked the hardwood floors overhead.

What was worse, the homeowner noticed the tunnels but thought they were merely streaks of dirt and paid little attention until some damage had been done.

The reason why no part of the United States is safe from termites is because there are three general types most prevalent among the more than 2000 cataloged species. The subterranean type which comes up from the ground is the most common. There is also the dry-wood type which thrives without earth, and can in the winged stage enter a structure at any level. Then there is the damp-wood type which attacks moist wood, preferring rotting wood but able to tunnel into healthy wood when necessary.

Termites can be the first inhabitants of a brand-new home, beginning their destruction from the moment the first timbers are put into place. They can hollow out a piece of wood without ever breaking the surface to tell you they're there.

Here are some tell-tale signs, though. If you see any of these, you should pursue the matter.

1. A blistered or darkened area on a floor, window frame, attic joist or stud.
2. Mud or dirt tunnels leading across concrete or up a concrete wall.
3. Accumulations of tiny, sand-like fecal pellets at the base of a wall or cabinet.
4. Small piles of cast-off wings.

Both of the latter are because ter-

mites, like ants, are very clean insects. They constantly police the area, and throw out of the nest any waste through microscopically small holes they have bored.

5. You might even see a swarm, with reproductive termites choosing their mates, on a warm spring or early-summer day, generally after a rain. The swarm will often occur under an eave, or around a sun-warmed window.

Let's say you spot one or more signs. *Don't panic!* As destructive as they are, termites take quite some time to do any extensive damage. Chances are you have spotted the colony before the real damage has started, so don't rush with checkbook in hand to the first exterminator in sight. Do however, consult an expert.

Shop around, for prices can vary and so can guarantees. The National Pest Control Association (Leesburg Pike, Vienna, Virginia 22180) is a nationwide association of pest control operators who banded together to attempt to offer better service. Most states also have statewide associations, and there are also good operators who do not believe in any association at all. Then there is probably a state government agency in your state which licenses and requires bonding of pest control operators, further protecting the consumer.

Deal with an operator who will give a written estimate of costs for inspection and control, and who will guarantee customer satisfaction for at least a year. There are also available insurance policies where an operator will inspect, control, and then keep pests away for as long as the customer wants to carry the policy. Some of these policies will cover repair and any damage done by termites while the coverage is in force. In other words, the operator becomes responsible for

not only eradicating the pest, but also for any damage done because he slipped up and didn't do his job correctly.

Andy Owens, the California pest control service operator, points out that termites do far more damage than fires, but that the insurance policy is much lower in cost.

There are many ways to get rid of termites, and although some homeowners become so frantic that they consider burning down the house... and one private club manager is bubbling with pleasure over the fact that a new club building is going up not because of the new building but because the termites in the old one will finally meet their maker... there are better ways. There are now sure-fire chemicals which can be forced into infected soil and wood before the wood is ruined. The costs are fairly standard, and cover whatever work is necessary for that particular colony (but over and above the very standard \$20 to \$25 fee for discovering the colony during inspection in the first place).

For complete fumigating, the price will depend on the size of the home. The operator covers the entire house with a plastic sheet and then pumps in poison gas. A smaller, three-bedroom, two-bath, 2000 square foot house might cost from \$300 to \$400 for this service.

The tremendous power of the termite lies in his numbers, his reproductive ability, and the fact that he usually works in unseen, hidden places. The ideal target for a termite is a wooden home more than five years old surrounded by wooden fences and trees.

Before you find a nest, here are some recommendations.

1. If your house is being built on a slab, be certain a termite shield is installed. Although termites can slip through cracks as minute as 1/64th of an inch, shields help.

2. Any home which has not been inspected in the past three years by a licensed operator should be inspected now, and annually from now on. Termite damage is on the increase.

3. There are as many as 250,000 insects in one colony, and they need food (wood) and water. Cut off one or the other, and the colony will die. Often they will crawl to the house for wood, and back to the ground for water, so cutting off their routes will help destroy the nest.

4. Maintaining good drainage away from the house, and keeping all wooden parts of the house at least four inches above soil level (with no dead tree stumps close by) will help. Be sure to keep an eye on the undersides of all porches, outdoor stairs and un-

(Continued on page 40)

## Let Freedom Ring!

THIS is the year. July 4 is the date

TO:

Let the world know that Elks have pride and faith in the United States of America—in the present and in the future.

Re-dedicate ourselves to working and living to back up that pride and faith, demonstrating our belief in the FREEDOM for which we stand.

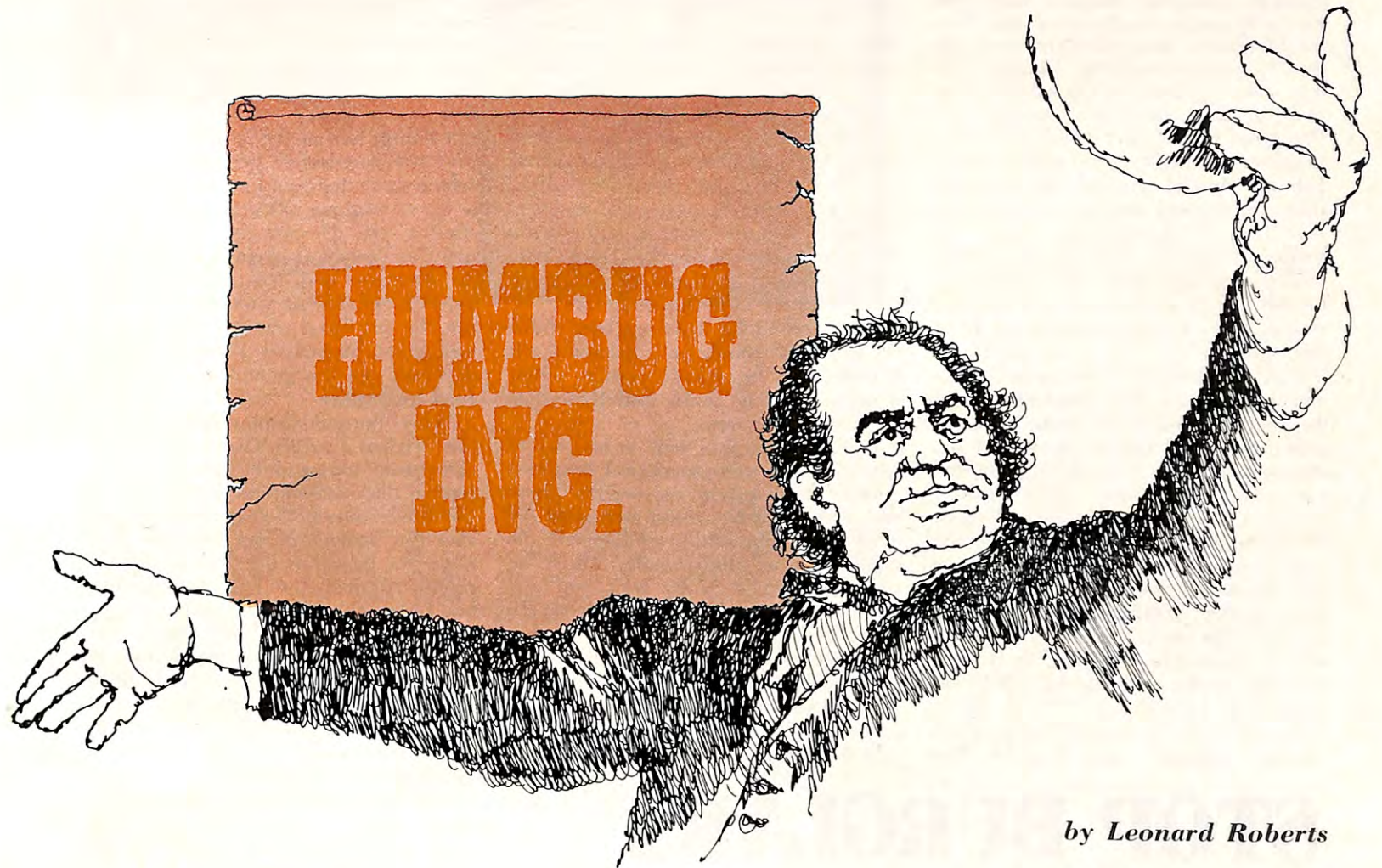
Announce this re-dedication by encouraging all who have bells to ring (churches, schools, fire stations, community buildings) to start them all pealing at once on Friday, July 4, 1975, at 12:00 noon sharp—thus proclaiming a renewal of faith in our great nation, and joy in our freedom.

We hope each lodge will contact all possible bell-ringers in its community, and arrange for a freedom-ringing demonstration, lasting four minutes. It would be well if Elks could ring the bells—and let the community know *why*: That we thank God for the foresight of our founding fathers, and renew our allegiance to the principles which they set out and signed.

Set the bells ringing on July 4, and sign on and be counted at the meeting in Dallas!

William H. Collisson, Chairman  
GL Americanism Committee





by Leonard Roberts

□ When P. T. Barnum was a very young boy, he learned that he would one day inherit Ivy Island and therefore become the richest young man in all of Connecticut, for Ivy Island was a beautiful and exotic paradise where everything desirable abounded and where every whim became an instant reality—or so the boy believed.

Instead, the so-called island was nothing more than a weedy, unused snake-infested bog fit only for muskrats, insects, and similarly unsavory inhabitants.

Barnum was on the brink of adulthood when he learned the horrible truth about his "paradise," and in disillusionment he resigned himself to an uninspiring career in any of several humdrum jobs he had thus far held: clerking in a store, selling hats, running a lottery, operating a boarding house, editing a newspaper.

The first break came when Barnum encountered Miss Joice Heth—a supposedly 161-year old woman who had allegedly nursed young George Washington. Miss Heth even recalled the famous tree-cutting incident, except that she remembered that it was a peach tree, not a cherry.

Barnum somehow scraped together enough money to buy the contract for Miss Heth and he immediately made arrangements to take the ancient woman on a tour of New England. Afterwards he installed her permanently in a showplace and charged a modest admission price. For a while she was an outstanding attraction, for she could remember the tiniest of details concerning young Washington, but soon the novelty wore off and the crowds dwindled to a trickle of bored persons.

Then a shocking letter appeared in a New York paper: the accusation was that Miss Heth was not a human being at all but an automaton—a creature made of India rubber and springs operated by some unseen person behind the scene. The small hall could not begin to hold the spectators who crowded in to see the robot which seemed almost human.

Shortly afterwards Joice Heth died, and an autopsy revealed that she was indeed a woman—but one who was barely 80 years old. By this time, however, P. T. Barnum was financially well off, and he openly admitted having written the letter which brought the crowds to see the robot.

"There's a sucker born every minute," Barnum was fond of saying, and he added later that everyone loves to be humbugged, that humanity enjoys being the victim of an innocent if embarrassing joke. Later Barnum was to label himself "The Prince of Humbug," and he parlayed his humbuggery into a vast fortune created by man's insatiable desire to be taken advantage of.

Born in 1810, one day after the nation's July 4 birthday, Barnum grew up in an America that was ripe for his style of flamboyance, and he played the role of the entrepreneur to the hilt. Even as editor of his small paper he caused himself to be jailed on a libel charge, yet he continued to publish his paper from his jail cell, and upon his release a brass band and mounted parade marshals escorted him to his home.

In 1840, he purchased the financially troubled American Museum in New York, using as collateral a parcel of land described by his kinsmen as being valuable enough to make Barnum one of the richest men in Connecticut. The land was, of course, the worthless Ivy Island.

Turning the museum into a place of "amusement and instruction," he of-

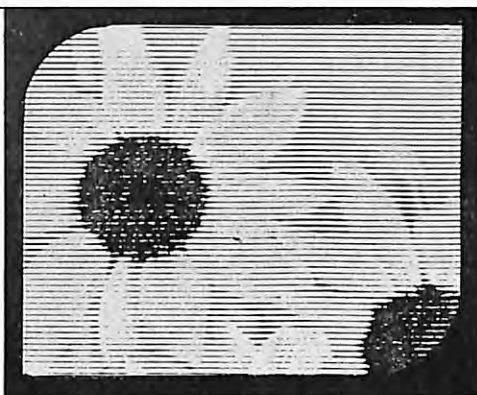






# BACKYARD GARDENER

by Jon Peterson



## USING LEFTOVER SPACE

Every year about this time, when my vegetable garden is growing well, I step back and look around at all the dead-space "pockets." There's an eight-inch strip between the fence and the first row of corn, for example, a foot or so between the cucumber hills . . . even more between the melons and the squash.

Of course, these pockets *could* be filled with more vegetables (carrots next to the corn; tomato plants between the squash). The only problem with that is, I've already planted carrots and tomatoes in their own rows and haven't a sensible reason in the world to grow more of them.

No matter how much thought and planning you do before planting, it seems there's always room for a little more of this and a trifle more of that. Too bad there isn't some plant that is shallow rooted, hardy, and petite enough to fill in the gaps without choking off the vegetables.

Well, there's a whole school of them. And more and more people are discovering how valuable they are. They require little or no care, actually preferring average or poor soil to rich humusy earth. And in the kitchen! They add zest to nearly every meal and can even be grown in pots indoors once winter snow and freezing temperatures strike.

Of course, I'm talking about *herbs*, nature's miracle plants. Not only are they valuable additions to the pot, but they're attractive to the eye and beneficial in a round-about way to the rest of the garden.

Most herbs are perennial, which means they grow all year long, year after year, and are thus inexpensive garden investments. Most, including chives, flower when mature—at least once a year—and most have a very strong, almost pungent aroma. That's to your benefit.

Agricultural tests run at several different schools over the past few years have shown that one of the ways vegetable-munching insects zero-in on your crops is via a highly developed sense of smell. Once a cabbage looper beams onto the succulent, young head, there's little you can do short of massive spraying to stop him from lighting.

But, these same studies also show that insects' sensory equipment can be

"jammed"—much the way tin foil was used to jam enemy radar during WWII—with foreign, pungent smells . . . such as the smells from various flowers (most notably, marigolds and other yellow flowers) and herbs. Chives, basil, sage, dill, anise, parsley, and marjoram may not eliminate insect infestations; but they'll certainly help reduce them.

How can you get started growing herbs this season? Nearly every mail-order nursery offers a selection of herb seeds in their catalog. And many local nurseries stock at least the most basic herbs. If you hurry, you can still establish several perennials in time to harvest next year (or over the winter, if you dig them up and bring them indoors before the first fall frost). It would be better, though, to pay a little more for established plants. That way, you'll probably be able to harvest some herbs yet this year. How? Here's a rundown of the more common herbs.

**Anise:** Cultivate for licorice-flavored seeds when ripe. Prefers sunny location. Uses: bread, cakes, cookies, candies.

**Basil:** Grows to two feet and bears small white flowers on green and purple leaves. Uses: tomato dishes, zucchini, beans, and lamb.

**Caraway:** This biennial (producing seeds the second season) grows to two feet. Cultivate for licorice-flavored seeds. Uses: bread, salads, cakes, meat.

**Chives:** A hardy perennial that grows in grass-like clumps. When cut, it gives a distinctive, mild onion-like flavor. Uses: soup, salads, eggs, baked potatoes.

**Dill:** An annual growing to four feet. Harvest leaves when flowers open. Uses: stew, soup, gravy, fish, poultry, vegetables, salad, pickling.

**Marjoram:** A perennial growing to two feet. Uses: pasta, Italian cookery, meats, and vegetables.

**Oregano:** A perennial growing to three feet. Uses: chili, spaghetti sauce, stewed tomatoes, meat loaf, meat balls, Italian cookery.

**Parsley:** A decorative biennial growing to 12 inches. Uses: as a garnish for nearly all meat and fish dishes and in salads.

**Rosemary:** A perennial growing to six

feet. Harvest *before* blooming. Uses: meats, dressings, soup, poultry, venison, fruit, vegetables.

### HERB SOURCES

Black Forest Botanicals  
Route 1, Box 34  
Yuba, Wisconsin 54672  
(catalog 10 cents)

W. Atlee Burpee  
P. O. Box 6929  
Philadelphia, Penn. 19132  
(seeds and plants)

Casa Yerba  
Star Route 2, Box 21  
Day's Creek, Oregon 97429  
(seeds and plants)

Cedarbrook Herb Farm  
Route 1, Box 1047  
Sequim, Washington 98382  
(brochure 20 cents)

Greene Herb Gardens  
Greene, Rhode Island 02872  
(herbs, herb plants, seeds)

Pine Hills Herb Farms  
P. O. Box 144  
Roswell, Georgia 30075 ■



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L. E. Herrington, Mrs. Joanne Willis, Mrs. Charles Joel, State Vets Chm. Tom Brisendine, Atlanta, Ga., Lodge's Vets Chm. Grady Mosley, and Dr. Richard Carr, chief of rehabilitation at the Atlanta VA Hospital, acted as judges in the VAVS Arts and Crafts Contest. They displayed some of the excellent work done by disabled veterans who participate in recreational and occupational therapy.



Woodbridge, N. J., Lodge recently had the honor of receiving a Veterans Service Award from the Grand Lodge. (From left) Vets Co-chm. Joe Pedro, Chm. Lucky Linde, Al Tariska, a veteran from Perth Amboy, N. J., and ladies' Past President Estelle Gall were present when George Vettters, a veteran and lodge member, accepted the award.

Disabled veterans at Retirement Ranch in Clovis, N. M., were honored by the lodge with a flag ceremony. An American flag and a New Mexico state flag were presented to the residents, including Rev. John Carnine (center), 101, a Spanish-American War veteran. Vets Chm. Duane Jacklin (left) and then-ER Howard Gore (right) represented the lodge at this one of several visits to the home.





□ A former employee of the U.S. Bureau of Land Management sometimes left work early on Friday nights, but marked his time card as if he had stayed until 5 o'clock. After he retired, he felt guilty about the early departures, and sent the U.S. Treasury \$157 to pay back his unearned wages. His contribution was added to the government's 163-year-old "Conscience Fund," which now totals more than \$3.2 million. In fiscal 1974 alone, contributions amounted to more than \$44,000.

The Treasury Department keeps on file the stories of Americans that have accompanied the money. They tell the stories of Americans who now must have an easier time sleeping nights. For example, one of a Colorado woman's 1971 Christmas cards came with an uncancelled stamp, so she peeled it off and used it on a letter of her own. She said it bothered her conscience from time to time until recently, when she bought two eight cent stamps and sent them to the Treasury along with a letter explaining what she had done.

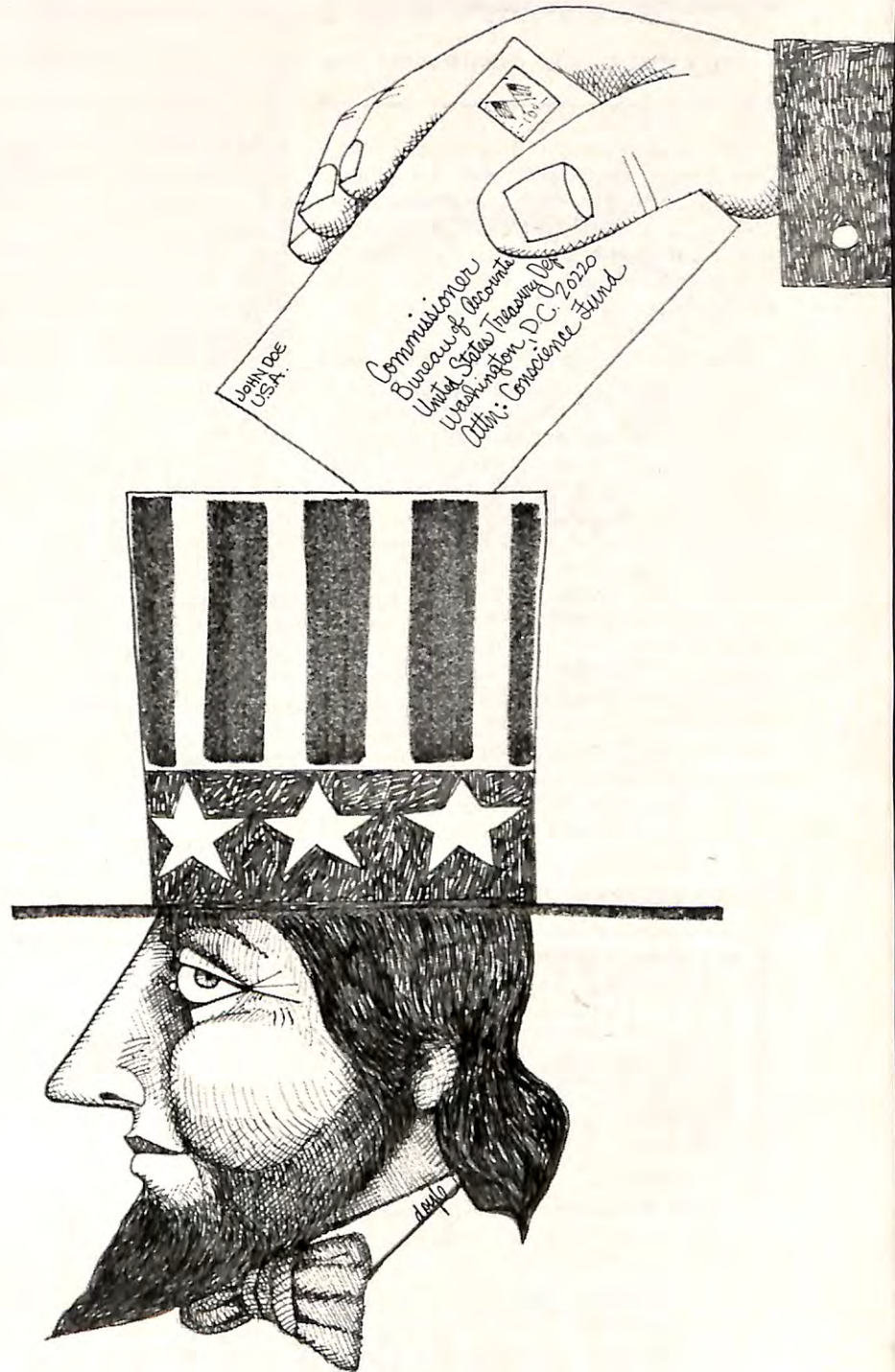
Many of the letters are from people who had stolen something while they were in the armed services or working for the government. Other letters say the money is to make up for income tax cheating. Some have nothing to do with the government, like the California woman who shoplifted a 50 cent can of tuna to make up for a spoiled one she had purchased. She felt guilty, and sent the money to the Treasury because, "the store didn't deserve it."

The letters often are very simple: "Several years ago I took some tools belonging to the U.S. Government, and now my conscience will not let me rest. I have estimated the value of the tools at \$96, and I am enclosing a check for that amount."

Other letters go on for pages, frequently explaining that the person has found religion and hopes the contribution will balance his account on judgment day.

"While going through a desk drawer I recently found a bottle of typewriter oil I had taken while serving in the Air Force in England in 1956," a Louisiana businessman wrote. "I'm sending this dollar to pay for it because I would not want a three or four ounce bottle of oil to keep me out of heaven."

While most of the contributions appear to have been less than \$100, there have been many sizable amounts added to the account. A Georgia man sent in a check for \$3,500 explaining that he had been lazy while working at a Veteran's Administration hospital in the 1950's and that it resulted in dozens of overpayments of veteran's benefits. He said he hoped the money would help make up for what he had cost the government.



# CONSCIENCE FUND

by Ron Svoboda



“... No one has ever been prosecuted on the basis of anything he confessed in a conscience fund letter.”

The largest contribution Treasury officials can remember was an unexplained \$30,000 sent in during the 1950's. Less than half the contributors to the conscience fund sign their names. Many just include a brief note with their check to explain that it's "conscience money."

The first contribution came to the fund during President James Madison's administration when someone anonymously sent \$5 to the Treasury Department with the explanation that he had defrauded the government. Other deposits brought the total for that year to \$250. The next contribution was \$6 in 1827, since then the fund has grown every year except 1848. The biggest year for the fund was 1950, when \$370,285 was sent in. The second biggest was 1959, when contributors added \$282,473 to the fund. The money is deposited each year in the government's general fund, along with receipts like federal income tax and licensee fees, which Congress then decides how to allocate.

"We send a note back to everyone who signs their name, acknowledging the receipt of their contribution," says Walter L. Jordan, deputy assistant comptroller at the Treasury. "We don't thank them for the deposit because, after all, the person is making amends for something they shouldn't have done in the first place. Still, no one has ever been prosecuted on the basis of anything he confessed in a conscience fund letter."

Many of the letters are from elderly persons who are preparing for their final accounting. A retired North Dakota post office clerk recently confessed that he had borrowed a discarded government wheelbarrow to do some yard work. He repaired the wheelbarrow, but never got around to returning it. He sent \$5 to the conscience fund, and a note saying, "I am getting old, and sooner or later will be laid to rest. I do not want to stand before my God on that Great Judgment Day with this sin charged against me."

Another elderly man sent in a check

for \$700 and said, "This payment will clear my conscience of a heavy load of worry. I am 92 years of age and now I feel free. I am sorry and ashamed I did not settle this 40 years ago."

Other letters explain cases where

"A woman sent in 25 cents for a ballpoint pen she stole while she was a clerk in a government office.

"A man paid \$500 for scrap metal he stole while he was in the Army during World War II.

"A widow sent in a check for \$100, explaining that her husband had cheated on his income tax, and that since he died, she had not claimed all the tax deductions she deserved in an effort to make up for it.

"A man spent 13 cents on airmail postage to send back a penny he found on the street. He said he couldn't locate the coin's last owner, but figured that at some time it must have belonged to the Treasury.

Some people apparently appreciate the feeling of a clear conscience so much that they make regular contributions, like the man from Pennsylvania who sent in \$1,350 in four installments between 1956 and 1970. He said he had been an RFD postal carrier whose route wasn't quite as long as the 24 mile standard, so he didn't feel that he deserved full pay.

Some of the contributors are philosophical about their past mistakes. "There is a prevalent belief today that 'the government owes you something,'" a Michigan man wrote. "To my regret, upon discharge from the army, I also held this belief, and departed with certain goods belonging to the Department of the Army. The enclosed \$50 is to make restitution."

And a Washington, D.C., secretary wrote: "Over 25 years as a federal employee, I have ended up at home with pens, pencils, paper, occasional paper clips, rubber bands, an eraser or two and even a small stapler. Some of this material was returned, but not all. All of these items were bought by the government with the taxpayers' money," she wrote. "I don't know how much these materials cost, but to be on the safe side, I am enclosing a check for \$100. It possibly is much in excess of the value, but this is a great country founded on great principles, including honesty—it's worth every single penny."

Jordan says the Treasury receives about a dozen conscience fund letters each month. In case you're interested, the address to send contributions to is

Commissioner  
Bureau of Accounts  
United States Treasury Department  
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Attn: Conscience Fund

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## Earwax: the sneak thief of sound.

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

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

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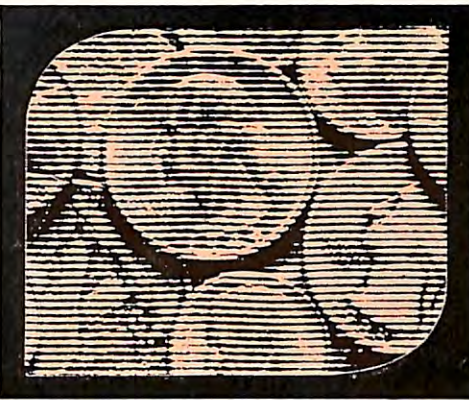
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# IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



## INVENTORY—PROFITS OR PROBLEMS

"One reason for Sear's profit decline was excess inventory," said Mr. David M. Eisner in the February 2 issue of *Wall Street Journal*. His article was headed: "Back to Basics: Recession Spurs Sears to Cut Prices, Return to Past Sales Strategy."

But huge Sears, Roebuck & Company was only one of thousands of companies which had begun taking vigorous action early this year to reduce their bloated inventories.

"The process is painful of course," noted *U. S. News & World Report* in its February 17 issue. "It means buying less from suppliers, reducing plants, laying off thousands of workers, and unloading new cars and other products at lower prices, sometimes below cost."

One of the most painful cases has been that of the big W. T. Grant Company retail merchandising chain. The company's 1974 record was so disastrous—a loss of \$175 million—that chairman James G. Kendrick said that this year the company would be closing down at least 126 of its 1,182 stores and would be completing the release or retirement of 12,600 of the firm's 82,500 employees.

Why had things gone so terribly wrong for Grant's? *Time* magazine, in its January 27 issue, noted that Grant's had apparently been trying to "compete with J. C. Penney and Sears" and had bought huge inventories of higher-priced merchandise which it offered to its customers on easy-credit terms. "To buy inventory," *Time* said, "Grant's borrowed heavily at high rates, and then had to wait for its customers to pay their bills." In concluding its report the magazine said: "Not only Grant's is at stake: were the chain to collapse, many of the 8,000 or so firms that supply it could topple as well."

Grant's had been in business for 69 years and had always shown a profit until 1974. And Sears is hardly a small newcomer to the retail merchandising field. How could those and so many other large companies have miscalculated so badly? And what cautionary lessons do their examples hold for small businesses whose operations involve inventory?

### Boom Fever vs. the "Basics" . . .

During the 1950s, and especially in the 1960s, the idea that the U.S. was going to have "uninterrupted-growth prosperity" became a sort of article of faith for millions of Americans—including many business leaders. The credit-card lifestyle

became routine for many people who really couldn't afford it. And the attractions of glamor growth and quick profits led many companies to become very careless about such matters as cost control and the maintenance of a strong financial-liquidity position.

Nor did the 1969-1970 inflationary recession serve as a very effective warning. With the 1971 recovery, many companies went right back to the carefree practices they'd become used to in the 1960s.

But soon there developed a problem that had no precedent in peacetime in the modern era of U.S. history.

### The Shortages Problem

When the unexpected phenomenon of peacetime shortages of many materials, supplies, and products entered the U.S. business picture, a number of companies rushed to build up their inventories—often at very high costs—to above-normal levels.

Unlike mere carelessness about cost control and such matters, that move on the part of those companies can't in general be condemned simply as "bad management." A small business whose main customers were a couple of big companies would quite naturally be desperately anxious to maintain its inventory of scarce materials or products at a level that would enable them to fill the orders of those big customers.

But, of course, that inventory policy put many companies—including quite a few large ones—in a financial position that could prove highly precarious in the event of an economic downturn either in their own industry or in the whole economy. The dismal sales record of the auto industry in the latter part of 1974 caused the big Libby-Owens-Ford Company—the nation's largest maker of glass for cars—to take drastic steps to cut down its own inventories.

Obviously a sound modern inventory-management program will include soundly realistic programs that relate marketing prospects to purchase plans. That essentially simple idea has recently been getting renewed emphasis in such companies as Sears, J. C. Penney, F. W. Woolworth, and other big retailers who became over-enthusiastic—and somewhat careless—during the 1960s.

We will be talking further about inventory management in some subsequent articles. ■

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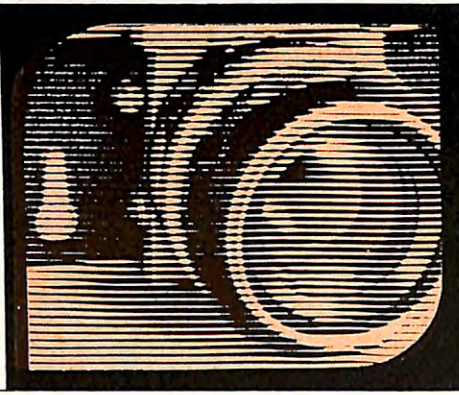
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# NEWS OF THE LODGES



**DRUG AWARENESS**, a subject taught in an increasing number of schools nationwide, was the topic of a poster contest sponsored by Wheeling, W. Va., Lodge and Radio Station WKWK. Judges Wes Wagner, a local artist, and Ms. Betty Washington of the Wheeling police community relations department chose Dennis Myles, Kathy Papadimitriou, and Mike Hazlett as winners; and ER Lester Hess (left) and Bob Dorris, WKWK program director, presented the awards. John Miller (right) is the lodge's program chairman.



**AT BROOK HAVEN** Convalescent Home for senior citizens in Des Plaines, Ill., residents were visited by a certain seasonal friend, the Easter Bunny, who also toured the pediatrics wards of several area hospitals. One of the patients received her surprise basket while conversing with ER John Hansen, but she promised not to tell who gave it to her (Cliff Todleten).



**A HARNESS RACE**, held annually at Pompano Track by members of North Lauderdale, Fla., Lodge, has its proceeds donated to the Harry-Anna Hospital Fund. Some of those involved in this year's race were Brother John McNeil, PER Lew Theisen, Jockey Ted Taylor, ER William Hilgenfeldt, Trustee Harry Kenney, and Brother Bob Brooks.

**USA SEVENTY-FIVE** was the theme of an essay contest sponsored by the Americanism Committee of Elk Grove Village, Ill., Lodge. Chm. Ben Kan presented awards to winners (from left) Ann Bishop, first place, Christy McIntire, second place, and Mary Krajewski, third place.







**A VISIT** to Elks Aidmore Hospital in Atlanta was included in GER Gerald and Kay Strohm's tour of Georgia. Patients Jimmy Golden of Atlanta and Alicia Davis of Tifton greeted the couple and Mrs. William Whaley. It was recently tabulated that the Georgia State Elks Association and the Aidmore Auxiliary have donated more than \$57,000 toward the support of the hospital for the year.



**AWARDS** were presented to deserving members of Indiana, Pa., Lodge at a Past Exalted Rulers Night. PER Paul Nealer (left) was honored for his contributions to the National Foundation, and (from left) PDD Herman Ricupero and John Walls were lauded for their work with the cerebral palsy campaign. ER Harold Irvin and VP George Wagner congratulated the men.



**TALLAHASSEE, Florida,** Lodge has organized a graveside ritual service group comprised of 14 Past Exalted Rulers to pay respects to deceased lodge members. (From left) PERs Scott Monroe and Joe Cooke, ER Mickey Ray Smith, and Chaplain Stanley Nettles practiced the ceremony. A growing lodge membership has seen the need for additional original programs such as this one.



**BOY SCOUT WEEK** was recently held in Pawtucket, R. I., with the scouts taking over the city's governmental department offices for two days. (From left) Pawtucket Police Captain Bob Newcomb, Scout Commissioner Vernon Fiola, Mayoral Asst. William Malloy, Eagle Scout Russ Robitaille, Mayor Dennis Lynch, State Americanism Chm. Bernard Schiffman, Scout Commissioner Roy Taylor, and Scout Chaplain Rev. F. R. Menard took part in the proceedings.



**PAPERBACK BOOKS** were contributed by members of Lowell, Mass., Lodge to the Veterans Administration Hospital in Bedford, as part of the lodge's veterans services program. Brother Lee Kelly and Vets Chm. Donald Pizzano helped to load the 1,200 books for delivery.





**LEATHER GOODS**, crafted by the patients of the Miami Veterans Administration Hospital, were offered to GER Gerald and Kay Strohm when they recently visited the city, lodge, and hospital. Pat Grams, chief of occupational therapy, made the presentation to the GER while Florida Vets Chm. John Rosasco gave Kay her gift.

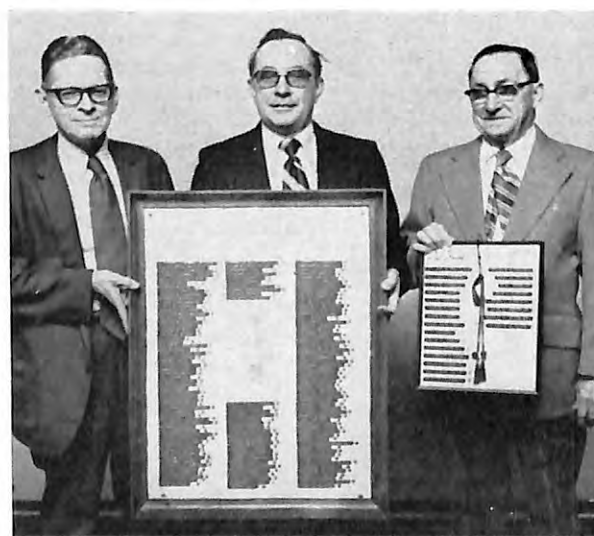
**A YOUTH WHEELCHAIR** was purchased for Kim Thompson by members of State College, Pa., Lodge. Est. Lect. Kt. Forrest Long presented a check on behalf of the lodge for the chair to Cerebral Palsy Home Service Nurse Janet Hamer as Kim's mother, Mrs. Keith Thompson, stood by. The lodge has contributed a total of \$5,957.75 to the state major project this year.



**JUVENILE OFFICER** Kevin Scully (second from right) was congratulated by ER Frederick Gundlach in the presence of his wife Mary and Kenneth Pecor, who chaired an event to honor him as Burlington, Vt., Lodge's policeman of the year. Detective Scully has been involved in the Officer Friendly Program, bicycle safety, and youth-judiciary system liaison work.



**THE STREET FAMILY** has been adopted by Vernal, Utah, Lodge as their major project. Theme child Leigh Justin, her infant brother, their mother Shane, and their father George were welcomed by lodge members including Major Project Chm. John Brenn, Est. Lead. Kt. Leonard Heeney, ER Terry Ross, Trustees Lee Cheeves and Alan Baird, and Est. Loyal Kt. Jerry Henderson.



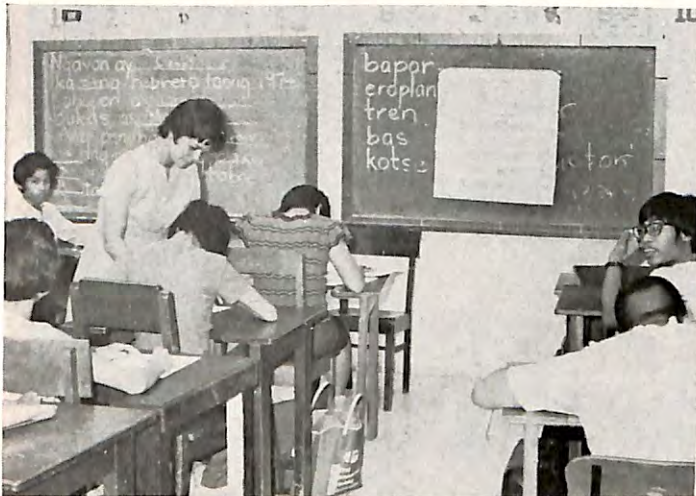
**AN ANNUAL DRIVE** sponsored by Shamokin, Pa., Lodge to benefit the cause of cerebral palsy has once again achieved record results. Displaying the plaques of recognition earned by the lodge for contributing \$3,000 were ER Clarence Wensel, District Chm. Walter Reynolds, and Shamokin Major Project Chm. Marlin Grow.





**THE ELKS CEREBRAL PALSY REHABILITATION CENTER** in Rizal, Philippines, was established in January, 1957, exclusively as an out-patient facility. The center is a non-profit, charitable operation of the ECPPI (Elks Cerebral Palsy Project, Inc.) sponsored and partially financed by BPOE through Manila Lodge. Annually, however, the Philippines government authorizes the ECPPI to conduct a National Educational and Fund Campaign whereby civic organizations, businesses, and individuals are relied on to contribute a large portion of the Center's financial support. The

Center's medical director is Dr. Deogracias Tablan. ER Adeeb Hamra acts as a director, and PER John Manning is the Board of Directors' vice-chairman. Carlos Arguelles serves as chairman of ECPPI, and PER Stanley Phillips acts in the capacity of director and treasurer. Medical department heads are Mrs. Corazon Tablan-Santos in occupational therapy and Ms. Teresa Weber in physical therapy. It is estimated that from the Center's establishment to date, approximately 5,000 CP patients have been treated. The figures for 1974 place the number of children treated at 1,728.



**FOUR SPECIAL EDUCATION CLASSROOMS** are recognized and staffed by the Bureau of Public Schools in the Philippines for patients of the Elks Cerebral Palsy Rehabilitation Center. There are approximately 40 students, grouped according to individual capacity, although 80% of them are also mentally retarded. An estimated 25% of all children who receive treatment at the Center are able to do regular classroom work after a given time, and 50% are eventually able to work in special education classes.



**PROCEEDS** from a benefit breakfast at Beacon, N. Y., Lodge were donated to the local volunteer ambulance corps for the purchase of equipment. Those involved were ER Vincent Ciancio, Benefit Chm. Pete Coughlin, and corps members Donald and Dale Plumer.



**A TOUR** of Hill Field Air Force Base was arranged by Salt Lake City, Utah, Lodge for Boy Scout Troop 534, a troop exclusively for handicapped boys. The Scouts, along with DDGER Joseph Cronin Jr. (front row, right), visited Maj. Gen. Edmund Ralfalko.





**A TRIP** to Hawaii for the San Jose Police Athletic League boxing team was co-sponsored by San Jose, Calif., Lodge and the Honolulu chapter of the league. The two teams competed in a round of matches, with six San Jose boxers winning trophies. Police Capt. and ER Joe Azzarello, Golden Gloves and PAL Champion Grant Ledbedder, and Recreation Chm. and PAL Athletic Director David Nelson displayed a symbol of the competition's proceeds.

**THE THEME CHILD** of a therapy demonstration given by Shelton, Wash., Lodge for townspeople and members was a little girl named Amy, with whom ER Herb Schram spent some time playing. Major Project Chm. James Cole, State Secy. Walt Hagerman, and Walter Wilson, a therapy program trustee, were speakers at the recent demonstration.



**AN AMERICAN FLAG** was donated to the Summer Gardens Senior Citizens Home in Union, N.J., by the lodge. (Standing, from left) Americanism Chm. Richard Schofield, Club Pres. Helen Heiss, then-ER John Farrow, PER Peter Christie, and (seated) Club Secy. Vassina Edmonds gathered for the presentation.



**A CITIZENS' GROUP** for cancer care of Freehold, N.J., honored the lodge for its part in the support of cancer research and treatment. Freehold Trustee Carl Van Derveer and ER David Carswell thanked the group's representatives as they accepted an appreciation award for the lodge.



**MONROE, Louisiana,** Lodge was recently instituted as a new addition to the order. Present for the ceremonies were (from left) DDGER Ray Majure, PGER William Wall, PER Fred Nackley, PDD George Ketteringham, and ER V. Jackson Smith. Louisiana also welcomed GER-elect Willis McDonald as an honored guest for this special occasion.





**TWELVE TEAMS** from across the nation met in Bishop, Calif., to play in the Cerebral Palsy Bicentennial Basketball Tournament sponsored by Bishop Lodge. The Continental Telephone Company, the team from Victorville, Calif., took the championship and won the favor of Melissa Black, CP theme child.



**THE KEYS** to a new school bus were accepted by Rev. Edwin Heile, headmaster of Covington Latin School, from then-ER Larry Mason of Newport, Ky., Lodge. Brother Bob Ramsey (center), a mechanic, initiated the project after concluding that the school's 1958 bus was indeed on its last leg.



**CUB SCOUT TROOP 23** from the Naval Air Station at Brewer Field in Guam, which is sponsored by Agana, Guam, Lodge, recently held a father and son banquet at the lodge. A cake-baking contest was the highlight of the evening for the Scouts, their sponsors, and their fathers.



**A NEW HONOR**, the Connecticut State Elks Association President's Award, was bestowed upon East Hartford Lodge's Trustee Anthony Donatelli (left) by ER Fran Reinholz for his work with the Americanism Committee. Also, local newspaper editor Rolly Charst accepted the GL Citizen of the Year Award for his cooperation in the establishment of community youth programs.



**THE AWARD** for Citizen of the Year at Harrisburg, Pa., Lodge was given to State Historical and Museum Commission President Ferne Hetrick. Harrisburg Fire Chief Charles Henry (left), last year's recipient, attended the banquet at which Est. Lead. Kt. Earl Davis and then-ER Albert Obniski (right) presented Mrs. Hetrick with a plaque and desk set.





**HONORED** in Peabody, Mass., by the local Jaycees organization, Stuart Bell (second from left) accepted the group's citizen of the year award from their executive officers. Bell, a member of Peabody Lodge, has been contributing hours of work in occupational therapy to VA Hospitals since 1942. He has also served as Youth Activities Chairman for the lodge for 20 years, organizing several new programs.



**WINNER** of the Georgia Veterans Administration Hospitals' Arts and Crafts Contest Eugene Allen, a patient at the Augusta hospital, was awarded his prize by State Secy. Tom Brisendine. Vets Chm. Lawrence Mitchell of Augusta Lodge also congratulated the veteran, whose sketch was chosen over many statewide entries.



## LODGE NOTES

**PATCHOGUE, N. Y.** Two hundred and twenty members attended a testimonial honoring PER Arthur Irvine for his service to the lodge.

**SAN FERNANDO, Calif.** The lodge recently honored Fred Adkins, a Chickahamad Indian, for his work on behalf of the Indian reservation in Arizona. Rosarito Beach, Mexico, and Death Valley were two of the areas visited by the lodge's travel group for trailers, vans, and campers during the past year.

**OPELOUSAS, La.** The lodge began its celebration of the U.S. Bicentennial by displaying patriotic documents in local public buildings.

**CHELSEA, Mass.** Members of the local police and fire departments were honored during the lodge's observance of its law night. Senator DeCarlo, a member of Revere Lodge, addressed those who attended.

**DOWAGIAC, Mich.** Marcus Poindexter, the lodge's Exalted Ruler, died recently.

**ILLINOIS.** PGER Glenn Miller, Grand Lodge sponsor for the state, made his official visitation to Illinois during the recent state association convention in Champaign. SP James Kenney and Champaign-Urbana ER James Baker were among the Elks officials who welcomed the Past Grand Exalted Ruler.

**FREEHOLD, N. J.** The lodge recently honored SP Richard Squires by initiating a class of 33 candidates in his name.

**ASBURY PARK, N. J.** Sixteen 50-year members and twenty-seven 30-year members were honored recently at the lodge, with SP Richard Squires as guest speaker for the occasion. DDGER Nicholas Kewitt and VP Ernest Brautigam were also present to offer their congratulations to the old timers.

**RIDGWAY, Pa.** The lodge recently contributed \$1,600 to the Elks Cerebral Palsy Home Service Program, the state major project. District Co-chm. Robert Dahlquist accepted the donation from PER James Black.

**FAIRFIELD, N. J.** The lodge awarded a commemorative plaque to Sil Fernicola, who donated the proceeds from tours of his holiday display to the lodge in support of the state Elks' camp for handicapped and crippled children.

**WARRINGTON, Fla.** The weddings of two brothers were held within a month at the lodge. ER Kenneth Jernigan, a notary public, conducted the nuptial ceremonies for Clarence McDaniel and Joanne Gunn, and Shelly Smyth and Sandra Waldorf.

**NEBRASKA.** SP and Mrs. Vincent Collura were among the nearly 150 Elks and their wives who participated in the trip to Rome sponsored by the Nebraska Elks. Proceeds from the trip benefited the state association's crippled children's fund.

**SAVANNAH, Ga.** Judge Edward Hester, a Past Exalted Ruler of the lodge, died April 21, 1975. Brother Hester had also served as president of the Georgia State Elks Association.





**EIGHTEENTH CENTURY-STYLE** gowns were designed by 65 ladies who were contestants in the Miss Bicentennial Contest of Colonie, N. Y., which was held at Colonie Lodge. Town officials Fred Fields Jr. and William Sanford, Judge Harry D'Agostino, Youth Chm. Warren Carr, and Est. Lead. Kt. John Frey congratulated winner Margaret Holt (fourth from right) and runners-up Debbie Glasbrewer (third from left), and Susan Wolfstich.



**THE CHARTER** of Tawas Area, Mich., Lodge was presented to ER Howard Dale (left) by East Central DDGER Bill Bailey at recent ceremonies instituting the new lodge. Michigan Elks Treasurer Howard Emerson (seated, left), SDGER James Dompierre (center), VP Cal Bjorne (right), SP Richard Abler, and Grand Tiler Raymond Creith attended.



**PHYSICAL THERAPY** is a vitally important aspect of a successful treatment program for cerebral palsied children. GER Gerald Strohm, on a tour of the wards and facilities at Harry-Anna Hospital in Eustis, Fla., had a chance to witness this therapy in action as he spent some time with a little patient.

**DONATIONS** to the Pennsylvania Elks Major Project from Red Lion Lodge have increased, with the latest amount tabulated at \$3,000 for cerebral palsy research and treatment. (From left) Est. Lead. Kt. James Uffleman, State Major Project Vice-chm. Charles Poet Jr., ER David Reichard, and Publicity Chm. Ray Eberly were among those involved in this fund-raising.



**GRAND SECRETARY** Homer Huhn Jr. (third from right) made a surprise visit to Middletown, Pa., Lodge. He was welcomed by (from left) Est. Lead. Kt. Richard Eagle, Secy. James Harold, Grand Est. Lect. Kt. A. Lewis Heisey, PER Charles Little, and Est. Loyal Kt. Ross Seltzer.



*(Continued on page 43)*





## by Jerry Hulse

Down Texas way they call it Big D (for Dallas) which is where delegates will be gathering for the 1975 Elk convention hijinks this month. And "Big D" it is, the city with the nation's—and the world's—largest (newly opened) airport. Maybe you were expecting one of those charming little Texas cowtowns? Well, hardly. Big D lives up to its name, a city that's high rise and exciting and more than a little attractive.

As one of the nation's foremost convention capitals, it provides dozens of diversions for the footloose visitor. Everything from rodeos and opera performances to exciting nightclub acts and bigtime sports. What's more, you can see the entire city for only a quarter—the price of admission to the observation deck of the First National Bank. Besides sizing up Dallas, on a clear day you can see all the way to Fort Worth, roughly 30 miles west of this convention town.

Dividing the two cities is that huge new airport Dallas is buzzing about. Considering this is where many of you will be arriving, here's a brief summary of the highlights. First, the new multi-million dollar Dallas-Fort Worth Airport is bigger than New York's JFK,

Chicago's O'Hare and Los Angeles International Airport combined. With more than 800 flights a day (they're provided by eight major airlines and five commuters) the new airport stuns the imagination. Still in the development stage, the huge facility will ultimately bristle with more than a dozen different terminals which, in less than a decade, will be serving 100,000 passengers a day. If time permits, take a sightseeing tour of this world's biggest airport. There are restaurants, "people mover" sidewalks, computerized baggage movers and jet planes which arrive daily from cities around the world.

For those coming to Dallas by car, the city is connected to the rest of the nation by 14 major highways. Big D is also served by a couple of major transcontinental bus lines (Continental and Greyhound) plus passenger trains operated by Amtrak.

With the question of transportation set aside, here is a summary of what awaits you in Big D: First, there's the new downtown Dallas Convention Center (within walking distance of the major hotels). With a 1,000-seat restaurant, parking for more than 1,000 cars, immense exhibit halls and dozens of meeting rooms, it's a city within a city, capable of handling nearly 30,

000 persons on any given day.

During the convention there will be visits to Dallas' famed Cotton Bowl, the Texas Stadium, Southwestern Historical Museum, Sportsworld, Lion Country Safari, Six Flags Over Texas, Sandy Lake Amusement Park, Fair Park (which plays host to the largest annual exposition in America), the John F. Kennedy Memorial Plaza, Dallas Market Center, the Apparel Mart, the Dallas Theater Center (the only public theater designed by Frank Lloyd Wright), Marsalis Zoo, Seven Seas Amusement Park and the Mesquite Rodeo.

Dallas boasts 15,000 acres of parks and gardens; it has nearly 30,000 first class hotel rooms, three dinner theaters (Granny's, the Windmill and Country Dinner Playhouse) and is home for dozens of the nation's biggest insurance companies. In the lineup of hotels, one of the leaders is your own convention headquarters, the Statler Hilton, a handsome high rise with elegant suites, a spacious lobby, beauty and barber shops, a drug store, car rental and airline ticket facilities.

Dallas got its start in 1841 when John Neely Bryan rolled into town by covered wagon to set up a trading post beside the Trinity River, selling booze, gunpowder and goodwill to the





early settlers. From a frontier town it grew to become a city of more than 1.5 million residents. Its skyline, one of the most impressive in the nation, is a little reminiscent of midtown Manhattan or downtown Chicago—on a somewhat smaller scale, of course.

For sports fans, Dallas provides baseball (the Texas Rangers), NFL football (the Dallas Cowboys), professional ice hockey (the Dallas Black Hawks), professional soccer (the Dallas Tornados), world champion tennis, collegiate football (in the famed Cotton Bowl), golf and a host of other activities staged for the entertainment of vacationers and conventioners alike.

Because you'll be there this month, expect warm and dry weather with highs in the 80s. Ladies are advised to bring along cottons and silks and gentlemen will be comfortable in sports clothing and lightweight summer suits. Because Dallas is almost totally air-conditioned (hotels, motels, restaurants, shops, buses and taxis) it's a good idea to carry a light wrap for those moments when a room seems a trifle too cool.

Visitors will find hours of pleasure at the Dallas Museum of Fine Arts, the Museum of Natural History, the Garden Center, the Music Hall and Texas

Hall of State—all within the grounds of State Fair Park. One should also visit the Owen Fine Arts Center at Southern Methodist University, and musicals are presented during summertime at the State Fair Music Hall. A major new attraction is the John F. Kennedy Museum which combines sound, light and film in a dramatic presentation of the president's final hours. Following the screening, visitors file through an exhibit hall containing official police photographs, paintings and other memorabilia relating to that fateful day: Nov. 22, 1963.

Other visitors take in North Park, Dallas' huge shopping center. Boasting one of the world's biggest climate-controlled malls, it's a refreshing destination during hot summer days. I would also suggest a visit to Olla Podrida, an old barn of a place which houses pottery, photos, woven and leather objects, jewelry and brass. The building features bars and cell doors from the jail in old Abilene, timbers from Waco and stained glass from Dallas' historical courthouse. The barn alone is worth the cab fare, although inside you'll discover dozens of specialty shops containing the crafts created by an impressive lineup of southwest artists.

Neither should one come to Dallas without visiting Neiman-Marcus, the world-famous department store, where, for a mere \$50,000 or so, you can pick up a diamond bauble as a souvenir for your lady. When I stopped off on a previous visit the store was featuring lace handkerchiefs for \$300, necklaces priced at \$465,000, a \$125,000 diamond ring, a \$10,000 wrist watch, a custom-made sable coat for \$75,000, a \$450 parasol and a \$20,000 teapot. Although it's still only July, already Neiman-Marcus is preparing for its Christmas orders. Each Yuletide the store offers a special "His and Hers" gift item.

One year there were His and Her airplanes (about \$400,000); another time the store featured His and Her mink chaps (\$3,500), and five years ago it offered a 24-hour weekend cruise aboard a private yacht off Miami (\$35,000). Then there were the His and Hers Thunderbirds, only they weren't exactly alike. His came equipped with a dictating machine, an electric razor and a safety box; hers contained a console cosmetic case, a telescoping makeup mirror, plus a sewing kit with a 14 carat gold thimble and gold plated needles and scissors.

Then a few years back the store came up with a black angus steer,



alive and still snorting, delivered along with a silver tray for \$1,925. A woman in Sacramento ordered one for her husband. It arrived freshly scrubbed, toenails trimmed and led by a willowy cowgirl, all at no extra cost. Of course, with the price of beef what it is these days, the cost of the angus no doubt has gone up. Neiman-Marcus has charge account customers in all 50 states as well as dozens of countries overseas, so be forewarned, gentlemen—this thing could get out of hand.

Meanwhile, if you have nothing scheduled for Friday or Saturday afternoon, take in a performance of the Mesquite Championship Rodeo (held weekly throughout the summer months). This is a flashback to old Texas itself, with calf roping, steer wrestling and bull riding. Private shows can be arranged for convention groups. In keeping with the same western theme, there's square dancing and country music each evening at Dallas' Longhorn Ballroom where you may dine, even if you don't choose to join the dancers.

Following are thumbnail sketches of a number of major attractions in and near Dallas:

#### SIX FLAGS OVER TEXAS

This 145-acre family amusement park was designed for the entertainment of the entire family. With more than 100 rides and specialty shows, Six Flags ranks as the biggest tourist attraction in the southwest. At night Prof. Cyrus Cosmos leads his Electric Light Brigade Parade; there's magic and a puppet show, rides in vintage automobiles and performances in the snazzy Music Mill Theater. Six Flags is open between 10 a.m. and 10 p.m. Sundays through Thursdays and till midnight Fridays and Saturdays. Admission is \$7 for adults, \$6 for children under 12 and toddlers three and under are given free passes. The all-in-

clusive ticket provides rides throughout the park and admission to all live entertainment shows.

#### SEVEN SEAS

Here the audience watches performances by killer whales, sea lions, dolphins, penguins, bears, high divers and wire walkers. It's an exciting aquatic park with many of the features found at similar water worlds in San Diego, Miami and Los Angeles. Admission is \$4.50 for adults, \$3.25 for youngsters.

#### LION COUNTRY SAFARI

Lions, cheetahs, giraffes and elephants roam at will throughout the grounds of Lion Country Safari. Visitors motor about in automobiles, zebra-striped jeeps and ride in rustic river boats. Hours are 9 a.m. to 6 p.m. Admission: \$3.75 for adults, \$2.75 for children.

#### SOUTHWESTERN HISTORICAL

#### WAX MUSEUM

With nearly 150 life-size figures of presidents, gunmen, entertainers and martyrs, Southwestern Historical Wax Museum is one of the area's leading attractions. It contains the likenesses of Howard Hughes, General Robert E. Lee, General Sam Houston, Belle Starr, Davy Crocket, Jim Bowie, General Santa Anna, Jesse James, Wyatt Earp, Doc Holliday, Johnny Cash and Bonnie and Clyde. The Frontier Gun Show spotlights weapons used by Pancho Villa, Bat Masterson and the Apache chief, Geronimo. Open daily. Admission: \$2.50 for adults, \$1 for children.

#### PARAMOUNT PICTURES'

#### SPORTSWORLD

Here is another wax museum containing scenes from the "greatest moments in sports." There are the Olympic feats of the legendary Jim Thorpe as well as the more recent tennis competition between Billie Jean King and Bobby Riggs. It runs the gamut from ice hockey and bull fight-

ing to boxing and trout fishing. Open daily. Price: \$2.50 for adults, \$1.50 for children.

#### MIRACLE AT PENTECOST

This is a sound and light spectacle at the Biblical Arts Center near North Park Shopping Center. Presentations daily beginning at 10:30 a.m. (Sundays 1:30 through 3 p.m.). America's largest religious oil painting is brought to life with breathtaking reality. More than 200 figures appear in the painting by artist Torger Thompson who spent eight years completing this mural.

#### STATE FAIR PARK

Six exhibit halls and eight cultural and historical museums are scattered over 200 landscaped acres. State Fair Park is also the home of the Cotton Bowl. Summer musicals, fireworks, skating, amusement rides. This is Tivoli with a Texas accent. Only bigger.

#### DALLAS THEATER CENTER

The 416-seat Kalita Humphreys Theater offers performances by international artists in one of the last buildings designed by Frank Lloyd Wright. Dallas is justly proud of this handsome pavilion for the performing arts. You'll be impressed by its beauty.

#### TEXAS STADIUM

Opened three seasons ago, the huge Texas stadium resembles a flying saucer. Built at a cost of \$30 million, it is one of the newest attractions in a sports crazy town. Said Don Meredith, former quarterback for the Dallas Cowboys: "I don't know if this is the world's greatest sports palace or the most vulgar display of materialism I've ever seen." You'll have to make up your own mind.

#### OLD CITY PARK

Dallas has gathered together a series of historic buildings at Old City Park. Included in the lineup are railroad depots, a Southern-style colonial home, and a log cabin which served as the first school in Dallas.

## No Closed Season

*Sightseeing within a 100-mile radius of Dallas is a softsell. There's plenty for those who care to wander farther, too.*

by Jean Simmons

The mountains may be molehills and the beaches may face man-made lakes, but don't shortchange the North Central Texas area around Dallas.

Rather than ahhing at spectacular scenery, the pleasures of excursion life run more toward boating (only Alaska with its glacier-locked expanse outdoes Texas' 6,000 square miles of inland waters) and fishing (no closed season), walking in the footprints of dinosaurs, snapping pictures of outlandish county courthouses, and eating Tex-Mex cuisine or barbecued ribs at some locally heralded "joint."

Yes, sightseeing within a 100-mile radius of Dallas is a softsell—with one big exception: Fort Worth, by tradition "where the West begins" but of late boasting more of culture than cattle. The Lone Star State's major vacationlands, unfortunately, lie anywhere from 200 miles (LBJ's beloved Hill Country) to 500 miles (Big Bend National Park).

As for lakes, Dallas is the hub of the Texas Lakes Trail, one of 10 scenic, historic, and recreational routes which were mapped for motorists during Gov. John Connally's reign. Several other trails—the Forest Trail in East Texas, the Brazos Trail, and the Hill Country Trail, both in the central part of the state, and the Forts Trail to the west—can all be picked up by driving just two or three hours.



By carrying along a trail folder containing a map and description of what is on the route, the motorist can be pretty sure he is not missing much of interest in that general area. The trails, incidentally, are well marked with blue and white signs. (Single copies of each trail route, as well as the 1975 Texas Highway Map, are obtainable by writing to the Travel and Information Division of the Texas Highway Department, Box 5064, Austin, Texas 78763. Other advance information is available from the Texas Tourist Development Agency, Austin 78711.)

The trails were designed to avoid major highways when possible, utilizing instead many state and farm-to-market roads. But rest assured that all are well marked and paved—Texas is justly proud of its highway system.

Because the Lakes Trail makes a ragged, loose circle around Dallas, staying within a 100-mile radius, a motorist can easily pick it up or drop it when time runs short by utilizing one of the faster major highways which radiate from Big D. Those wishing to start on the trail right from Dallas can go north on Texas 289 and travel clockwise or go west on 183, skirting Fort Worth and traveling counterclockwise.

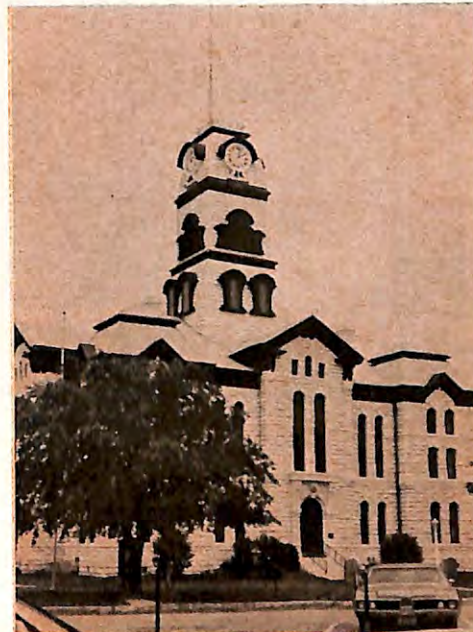
Downtown Fort Worth lies 32 miles due west of Dallas via a 60¢ tollroad. Dallasites make the trek to visit a handsome 4-museum complex and several attractive gardens. They also go to eat at Joe Garcia's, a Mexican restaurant (if you use the term loosely) in North Fort Worth, or Angelo's (for barbecued ribs) on White Settlement Road.

Joe Garcia's is an institution, standing on an unpaved street near the outmoded Fort Worth stockyards, which by the way are soon to be rejuvenated as a visitor attraction. Noon and night, seven days a week, Joe Garcia's serves up a family-style Mexican dinner just as it has for 38 years. Although Joe is long gone, his descendants run the show—and that's what it is, especially in the kitchen, through which one parades to the main dining room. While the original catawampas frame house remains the restaurant proper, Joe's has gone uptown with the addition of a Spanish-styled house, dance area, cobblestoned patio and swimming pool. Angelo's, called by Texas columnist Frank X. Tolbert "the best barbecue rib joint" he knows, is convenient to the museums and gardens west of downtown. I'll leave it to the *Mobil Travel Guide* to tell you of more elegant dining possibilities.

In the museum complex are the Amon Carter Museum of Western Art, noted for its paintings, sculptures, and sketches by Charles Russell and Frederic Remington; the Fort Worth Mu-



Fort Worth's newest attraction is the Water Gardens (above), a block of terraced concrete, waterfalls, and pools. It adjoins the Convention Center.



Gingerbread courthouses are dominant features of many Texas cities and towns. This one, recently refurbished, stands in the square at Granbury, a pretty town south of Fort Worth.

seum of Science and History, which has exhibits of great appeal to children; the Fort Worth Art Center, with its 20th century exhibits; and the newest pride, the Kimbell Museum, which contains a great collection of art works dating through the ages.

Designed by architect Louis Kahn and containing the priceless art in cycloid vaults illuminated by diffused natural light, the Kimbell Museum may have made the biggest splash figuratively but a new attraction makes a more literal one. The Fort Worth Water Gardens, located just off the tollroad to Dallas in the shadow of the Convention Center, is an amazing block of terraced concrete, waterfalls and reflection pools. For the full effect, one must pick one's cautious way down steps to the deepest level. Youngsters can sit on the concrete cubes and dangle their feet but no wading is permitted—too dangerous.

As for the other gardens and parks,

the Botanic Gardens and the brand new adjoining Japanese Gardens, the Zoo, a miniature train and Log Cabin Village with its pioneer homes all lie near the museums in the Trinity River area. Laura Trim of Dallas, who has recently come out with an attractive 240-page guidebook called "North Texas, Every Nook and Cranny," says that "if there were one spot in Fort Worth I would like to settle down in forever, it would be a corner of the Japanese Gardens."

About 14 miles south of Fort Worth is the free Pate Museum of Transportation, a collection of airplanes, helicopters, tanks, cars, trucks, a 1914 railroad car and a 1913 fire engine.

It is on the road to one of the area's most delightful small towns, Granbury, a combination of historic limestone buildings and a lake resort. The rolling countryside here is dominated by Comanche Peak, really just a low mesa but full of legends about the Comanche Indians. The town square in turn is dominated by a sturdy white limestone courthouse freshly painted with chocolate brown trim. Facing the square are picturesque limestone buildings, most notable of which are the Opera House, which reopened in June with much fanfare, and the Nutt House, a former small hotel dating from 1893, which now attracts hordes who line up for country-style cooking, especially the fried hot water cornbread.





This double log cabin (above) in the Johnson Settlement Area of Lyndon Baines Johnson Historic Site was the home of Sam E. Johnson, the late president's grandfather.

The late President Dwight D. Eisenhower was born in this neat white clapboard house in Denison, close by the railroad where his father was employed.



Less than 20 miles away is Glen Rose, which is the home of Dinosaur Valley State Park, where millions of years ago dinosaurs used to roam. Visitors today can walk in their yardwide footprints along the Paluxy River and look at life-sized models.

The above attractions are southwest of Dallas. Moving in other directions within the 100-mile radius one finds:

#### SOUTH

*Waxahachie*, often called the Gingerbread City because of 80 or so fanciful houses dating from the cotton boom days of the 1880's. *Waco*, which has a number of restored homes open to the public, pleasant Cameron Park, and the Armstrong Brown Library, housed in a marble museum loaded with possessions and mementoes of Robert and Elizabeth Barrett Browning. *Corsicana*, where children find delight at Pioneer Village in Beauford Jester Park and where Christmas fruit cakes go out over the world from the Collin Street Bakery. *Fort Parker State Historic Site*, a reconstruction between Mexia and Groesbeck, where Cynthia Ann Parker (with her brother John) was captured by the Comanches and later went on to become the wife of a chieftain and mother of Quanah Parker and Prairie Flower.

#### SOUTHEAST

*Athens*, a nice stopping place en route to the East Texas Piney Woods, especially the attractive Spanish Trace Inn, which serves up some unusual specialties such as wild hickory nut gravy for the biscuits and a black-eyed

pea hot dip called Passion Peas. *Edom*, a tiny town with a big arts and crafts colony. *Canton*, home of the expansive First Monday trading days, which actually get underway on the preceding Saturday and reach a peak on the Sunday prior to the first Monday of each month. Merchandise—everything imaginable—is spread out over several acres. *Tyler*, 99 miles from Dallas, often called the Rose Capital, as more than half of the field-grown roses in the country come from here; Tyler Rose Park with 36,000 plants is open daily.

#### NORTH

*Denison*, birthplace of the late President Eisenhower, a neat white frame house near the railroad where his father worked. Site also of the Denison Dam, which impounds huge Lake Texoma with a 580-mile shoreline (choicest overnight accommodations are at Lake Texoma Lodge on the Oklahoma side). *Bonham*, where the Sam Rayburn Library with a crystal chandelier from the White House memorializes the man who served an unequalled nine full terms as Speaker of the House. Opened this spring was the 2-story white clapboard Sam Rayburn House, furnished as it was when Miss Lou Rayburn died and it became the property of the Texas Historical Commission; among memor-

abilia are Rayburn's size-7 western boots standing beneath a sturdy saddle. *McKinney*, where the Heard Natural Science Museum and Wildlife Sanctuary appeals to all ages and guided trail tours (by reservation only) are offered.

#### WEST

Beyond Fort Worth lies *Weatherford*, not only the home of Mary Martin but also of a prized courthouse, a farmer's market (with Parker County watermelons in season), the Texas Railroad Museum, and the Chandor Gardens, the latter reflecting the imagination of English portrait painter Douglas Chandor.

#### FARTHER WEST

A visitor who would proceed along U.S. 80 to *Mineral Wells* (75 miles from Dallas), once a major resort, can pick up the Texas Forts Trail, which takes in about seven famous frontier forts as well as an ancient presidio from the Spanish colonial period. On, or convenient to this trail, are *Brownwood*, where the Douglas MacArthur Academy of Freedom is housed in a striking building that combines a soaring modernistic glass "wall of light" with an 1890 stone edifice. Docents in Bicentennial costumes conduct tours through four display rooms that carry out the theme of man's eternal quest for freedom. *Abilene*, where Old Abilene Town is a fine example of a reconstructed Old West settlement, complete with Prairie Dog Town, Heritage Museum, interesting restaurant. *Mason*, where the 22-room, 15-fireplace Seaquist Home was recently refurbished and opened to the public. *Possum Kingdom*, one of the prettier lakes.

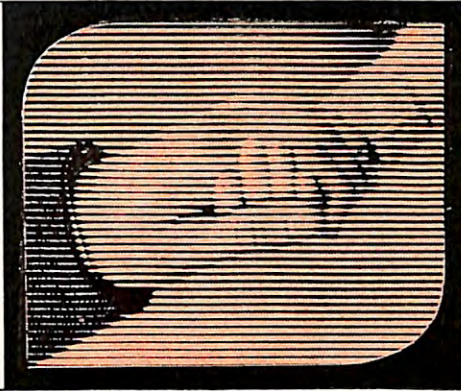
#### FARTHER EAST

In the opposite direction, the Forest Trail can be picked up at *Mineral Wells* (75 miles east) or *Tyler*. It takes in the vast East Texas Piney Woods, including four national forests and four state forests; a highlight is the Alabama-Coushatta Indian Reservation in the heart of the Big Thicket. The Big Thicket National Preserve, created in October, 1974, is considered a "geological crossroads of America," an area of colorful history, ghosts, and fragile ecology. At nearby *Woodville* is the Heritage Museum, one man's ambitious creation of 26 restored early Texas buildings, including a schoolhouse in which bountiful family-style meals are served. *Longview*, where Johnny Cace's Seafood and Steak House is noted for its Cajun cookery. *Jefferson*, one-time river port with old south flavor, lovely old homes, fascinating museum, plush private rail car of Jay Gould, and the delightful restored 1858 Excelsior House with 16 guest rooms and excellent breakfasts (the only meal served). ■



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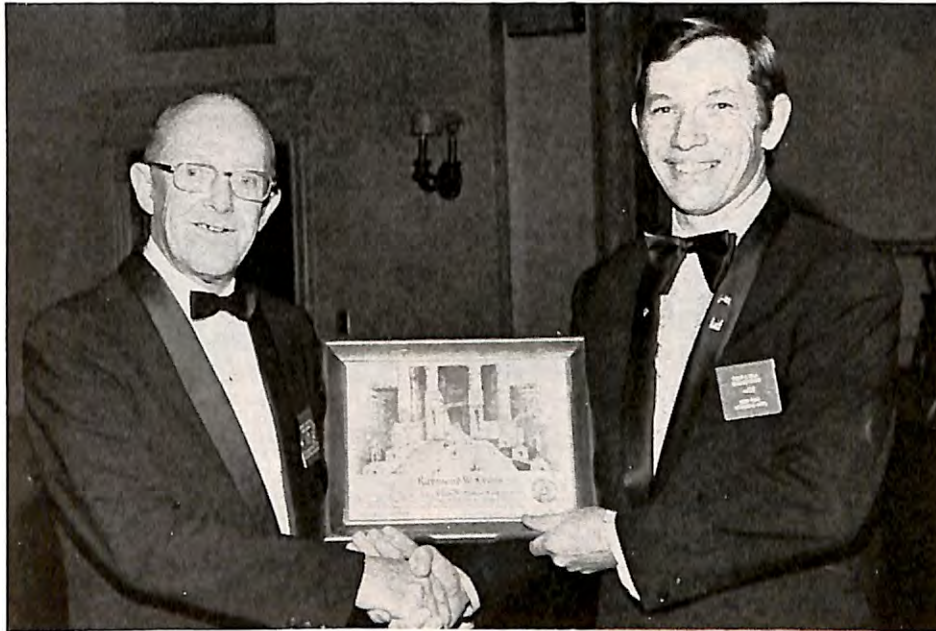
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A first for Attleboro, Mass., Lodge occurred recently when Raymond Lyons (left) accepted an Elks National Foundation certificate from then-ER Philip Bell. Brother Lyons is presently the lodge's only living member to personally contribute the sum of \$1,000 to the order's official charitable fund.

PER Bruce Marsh of Inglewood, Calif., Lodge received his second paid-up membership in the Foundation by his most recent \$1,000 contribution. Chm. Jean Coulombe presented the certificate to Brother Marsh, who at this time was also honored by the lodge for his dedication to the cause of cerebral palsy, the state Elks major project. DDGER Frank Marsh, his son, also made a recent contribution.

At Streator, Ill., Lodge's annual awards banquet, Elaine Adamson was honored for her generosity in making a subscription to the Foundation in the name of her husband Fred (third from right). (From left) Est. Loyal Kt. Frank Barron, Secy. John Forgach, Est. Lead. Kt. Bert Dekker, Foundation chairman, Est. Lect. Kt. Norman Hart, and ER R. J. Harrison congratulated and thanked the couple.



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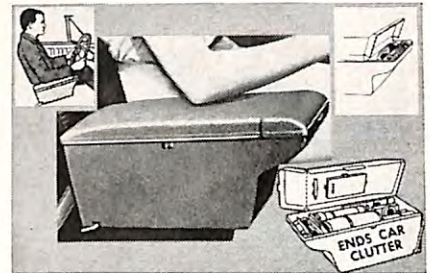
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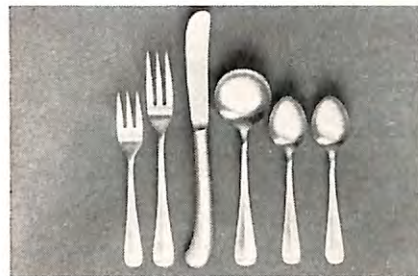
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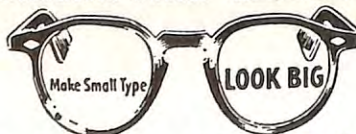
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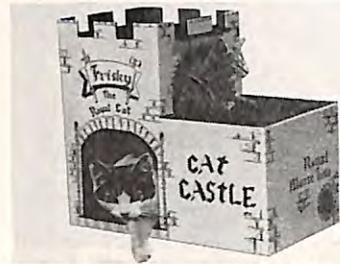
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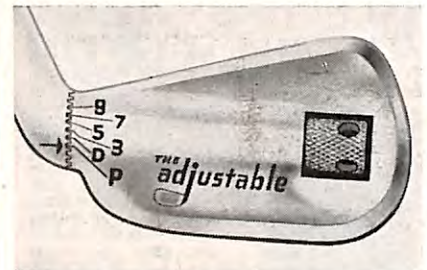
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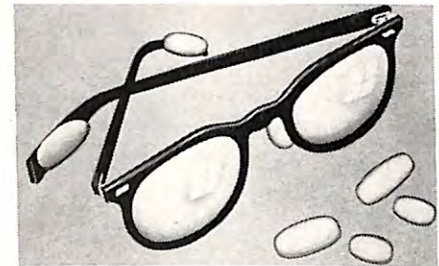
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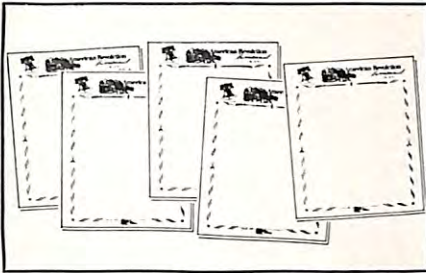
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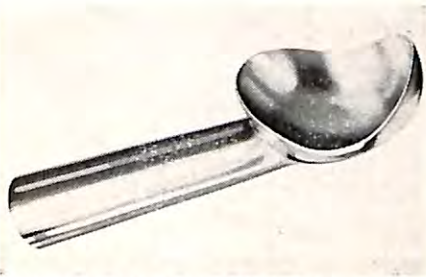


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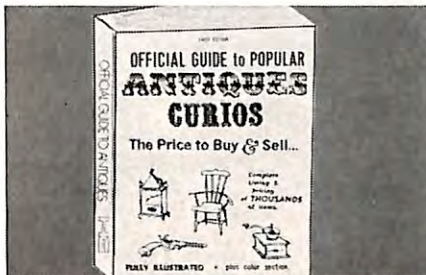




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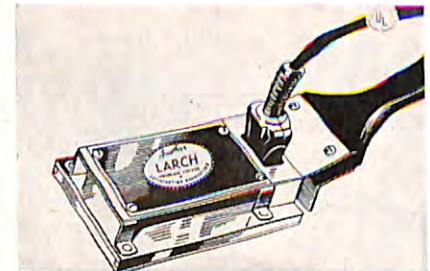
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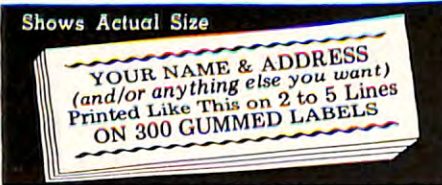
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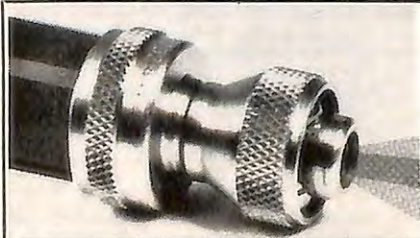
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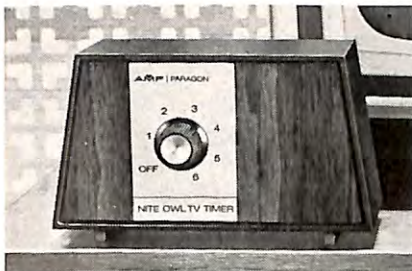
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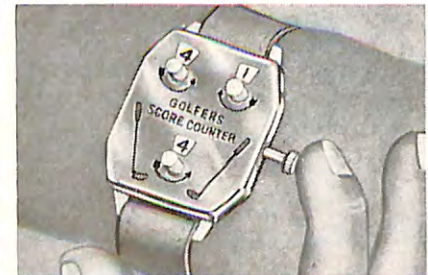
## Elks Family Shopper



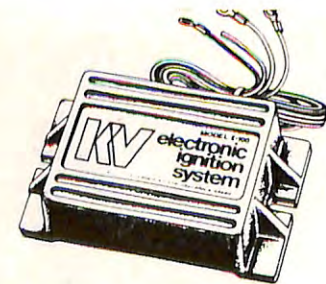
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BURGUNDY Loafer			
WHITE Loafer			

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## Humbug, Inc. (Continued from page 10)

ly pause, and then the giants broke into laughter which continued until the two literally collapsed from exhaustion. Neither fully realized that Barnum had saved them from serious injury in the only way possible at the time and under the circumstances.

When the American Museum attendance lagged, Barnum invariably came up with a gimmick. Once he hired the worst band he could find to play at the entrance, and the result was that people rushed inside just to get away from the music.

Once he hired a man to carry five ordinary bricks to a busy downtown sector of New York. The beggar would place one brick at a corner, another several yards away, and the rest in an erratic pattern. Then he would pick up the first, place it where the second lay, then move the second to the third brick's position. In this fashion he moved his way down the street toward the museum. This elementary psychological trick attracted so many curious persons that policemen were forced to stop the tramp because of the congestion of humanity following him.

Barnum also liked to use practical jokes to add to his business. He employed an expansionist who could inflate his chest from 38 to 60 inches. Herman used to go into a store, chest deflated, and ask to try on a coat. The clerk would measure him, bring out a size 38, which would be too small—since Herman had expanded his chest a couple of inches. After another measurement, the clerk brought a size 40, which was also too small. The next size, the next, and the next would invariably be too small. Eventually the poor harried clerk would have the largest coat on the rack out, and it too would be too small for Herman.

By nightfall the story would have circulated throughout town, and the association with Barnum would be made, and the customers would throng to the show.

Barnum wasn't above using even the church to aid him in his exploits. Once to ballyhoo a show, he strung banners, including the American flag, from his museum to the church across the street. When church officials insisted that he remove the connections from their building, Barnum—in public, of course,—began to orate on the beauty, respect, and dignity of the flag and its meaning to all good Americans. And he followed with a tirade against those who would tear down the flag on the Fourth of July.

Needless to say, the banners and the flag remained.

It was only a matter of time until Barnum became too big for the mu-

seum and such trivial endeavors. He spent the night once in Bridgeport, Connecticut, where he heard of an amazing human being named Charles Sherwood Stratton, who had suddenly stopped growing when he was six months old. Now, as a young boy and later as a diminutive man, Stratton was two feet one inch tall and weighed fifteen pounds. Otherwise he was a cheerful, intelligent, personable, healthy human being.

Barnum made arrangements with the boy's parents and placed Stratton under contract. Changing the lad's name to General Tom Thumb, Barnum procured a military uniform to fit, taught the boy songs, dances, and jokes, and took him on tour.

The tour was an instant success. Tom Thumb captivated audiences everywhere in this country, and when Barnum decided upon a tour of Europe, 10,000 people came to the New York harbor to see them off.

In England Tom Thumb enchanted Queen Victoria and other members of the Royal Family. By now Barnum had decided to dress Tom on occasion as Napoleon, and on one occasion the Duke of Wellington, who had defeated the real Napoleon at Waterloo, saw the

show. The Duke was entranced, and he urged Barnum to take Tom Thumb to France.

Even the French were delighted by this good-natured pint-sized version of Napoleon. And Barnum's good luck became even better. Soon he found a female midget named Mercy Lavinia, and she fell madly in love with the General—or Napoleon—or Tom Thumb.

Barnum offered the couple thousands of dollars if they would delay their marriage for one month while he could capitalize on their nuptials. Mercy and Tom were adamant. "Not for \$50,000 would we delay for a month!" they insisted, and the wedding was held at Grace Episcopal Church in New York on February 10, 1863. Over 2000 persons attended the wedding, and the New York papers were so enthralled that they forgot to print any news of the Civil War, which was raging furiously at the time.

So General Tom Thumb, whose hand was the size of a half-dollar and whose foot was three inches long, became a married man. He and his bride moved into a miniature house and lived happily for years—as long as Tom remained alive. Barnum had a tiny coach—which cost more than \$2000 to build—made for Tom and his wife, and he and Mercy were in a state of euphoria.

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Not long afterwards, Tom was talking with Abraham Lincoln, who was deeply troubled about the War Between the States. Tom suggested that Lincoln should consult the greatest machinator of his day: "My friend Barnum would settle the whole affair within a month," he assured Lincoln.

It was not only in the circus world that Barnum could succeed. He once decided that he wanted to manage a singing tour of Swedish opera star Jenny Lind, who was totally unknown in America. Miss Lind, unsure of Barnum's ethics, insisted that he deposit \$187,500 in a London bank as insurance money. In order to raise the capital, Barnum had to use all of his ready cash, borrow all that he could, and mortgage his property, including his mansion. There were few who believed that the tour could be a success.

It was phenomenal. Barnum made \$535,486.25 in a few short months. And he was hounded constantly by erstwhile critics who now wanted to buy a percentage of the contract.

It was Phineas T. Barnum, more than any other person, who really brought the world of public entertainment to a position of respect and financial reward. He brought the first live hippopotamus to this country. He introduced Easterners to such shows as Grizzly Adams and his trained animals; he brought genuinely savage Indians such as Yellow Bear, War Bonnet, and Black Kettle, to New York.

He was the Ed Sullivan of an earlier century. He heard of a rare white elephant in Siam and promptly set out to purchase it, at a cost of \$250,000, from King Theebaw (whose greatest fame

came in Rudyard Kipling's poem "Mandalay"). He tried to buy an automaton (or robot) that allegedly had beaten Napoleon at chess. The "robot" turned out to be a wooden device with a legless man stashed away in the bottom, where he could manipulate levers to move the automaton's arms.

When Zulu tribesmen ambushed a British force in Africa, Barnum tried to hire the savages to appear in New York. He failed here and in other areas rarely, but when he failed, he always had an answer. For instance, he once bought what purported to be a gorilla but which was in reality an ordinary baboon. A zoologist exposed the fraud by pointing out that Barnum's animal had a tail and gorillas are tailless.

Barnum replied, "I know that ordinary gorillas have no tails, but mine has, and that makes the specimen more remarkable." When a touted giraffe did not appear in the traveling show, a reporter was critical of the misleading advertising. Barnum's answer: I had a giraffe but had to feed him to the lions during the trip.

There were many who were highly critical of Barnum because he had no scruples about exhibiting so-called freaks and unfortunates who were extremely obese, tall, skinny, ugly, or deformed. But it must be remembered that such men as Tom Thumb or Chang and Eng, while public spectacles, earned an excellent salary, met such men as U.S. Grant, Lincoln, Horace Greeley, Mark Twain, and other celebrities, and had a chance to travel, see the world, and live in a highly rewarding way which would have been impossible had it not been for Barnum.

Then, too, Barnum was on display as well for over fifty years. He was the topic of sermons, editorials, and public demonstrations. But he always gave the public more than it paid for. If a particular display was fraudulent, there were hundreds of genuine specimens that more than evened the score. In his American Museum, for example, he showed more than 600,000 distinctly different exhibits. No one was ever cheated by this master showman.

And Barnum was showman to the very end. When he passed his eightieth birthday, he knew that his life was nearing its end. So he asked the New York *Evening Sun* to print his obituary notice so that he could see it before his death. The editor complied, and Barnum read with great satisfaction his funeral notice.

Shortly afterwards, on April 7, 1891, Phineas Taylor Barnum asked to see the report on gate receipts for that day. He read, nodded with satisfaction, and a few minutes later he was dead.

During his career he sold over 82,000,000 tickets to a public starved for entertainment. He always kept his shows clean enough to please everyone; no lady or child was ever offended by a Barnum offering unless the person was emotionally insecure. He was not only the father of show business; he *was* show business.

He once cynically remarked that, "Every crowd has a silver lining," but the cynicism was only a camouflage for a warm, kind, and happy individual whose heart was in everything he did. And it wasn't lined with silver: there were those who would have held out for pure gold! ■

(Continued from page 8)

der floor crawl spaces. Keep such areas well ventilated and dry, and never stack firewood near the house.

5. Soil poisoning for a new or an established home will keep termites away for up to ten years, and perhaps even longer. Expensive, but worthwhile if you expect or see a problem developing. The poisons used will not harm trees or plants.

6. Consider using pressure-treated wood for any additions to your home. Again, more expensive, but giving added protection against termites. Such wood should not be confused with paint-on chemicals or wood which has been merely dipped in termite poison.

Termites are not "the end of the world" for a homeowner, but they are a serious problem, and they can cost a great deal of money if allowed to go unchecked. Inspect for them periodically (or, better yet, hire a professional inspector), immediately treat any suspected area, and you should stay ahead of the game. ■

## Obituaries



**PAST DISTRICT DEPUTY** John A. Long of South Orange, N. J., Lodge died recently.

Having served the lodge as a Trustee and as Exalted Ruler for 1963-1964, Brother

Long became District Deputy Grand Exalted Ruler for the North Central District in 1966-1967.



**PAST DISTRICT DEPUTY** Forest Gilbert, an honorary life member of Ludington, Mich., Lodge, died February 5, 1975.

Brother Gilbert held the office of Exalted Ruler in

1947-1948. He became District Deputy Grand Exalted Ruler in 1952-1953.



**PAST DISTRICT DEPUTY** Robert N. Kerr of Colonie, N. Y., Lodge died recently.

Brother Kerr, a Past Exalted Ruler of the lodge, was assigned to the State Capital

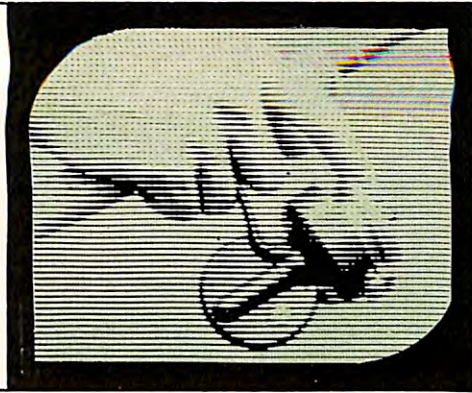
District as District Deputy Grand Exalted Ruler for 1968-1969.

**PAST DISTRICT DEPUTY** Frank Brock of Blackfoot, Idaho, Lodge died March 14, 1975.

In 1951 Brother Brock became Exalted Ruler of the lodge, and in 1953-1954 he was appointed to the office of District Deputy Grand Exalted Ruler for the East District.



by Don Bacue



## FAMILY FISHIN'

"You know something, Don," a friend of mine recently said, "fishing isn't what it used to be because the lakes aren't what *they* used to be."

He was talking about the small, country lakes and the sloughs, the places his father took him and taught him to fish . . . where your father and my father did the same for us. My friend wasn't just reminiscing, either. He was desperate. He'd given his seven-year-old son a junior fishing outfit for Christmas and still hadn't thought of a place for him to try it out. All the old lakes he knew when he was growing up are by now either dried up, grown over, or turned into parking lots for some of those booming "rural condominiums."

Of course, there's still plenty of water around; that's not the point. My friend can take his son to Lake Michigan or north to Lake Geneva or any number of lakes in the area. But taking his son to a lake that guarantees he'll catch fish his very first time out . . . well, that's another matter.

What my friend went on to say isn't quite true, not yet. But it's all *too* true for me: the good family lakes are gone. Soon, the only lakes left in America will be the mega-lakes, the giant lakes that are too large to fill in or too tough to die. It seems he's right.

After scouring my mental files for hours, I finally came up with *one* spot for my friend to take his seven-year-old. It's a little place called Tripp Lake in the heart of Whitewater, Wisconsin, home of the University of Wisconsin, Crummey's Bait and Marina, and little else. Oh, it's a pleasant enough town, where the folks are really friendly and the sun always seems to shine just a few degrees warmer than it does in most other towns. But there's not much "happening." And that, it seems, is Tripp Lake's one hope for the future.

Tripp Lake is a family lake in the truest sense of the word. The upper lake is deep enough to hold lunker bass, bluegills, crappie, and even, it is rumored, an occasional walleyed pike. There's also a small, home-town kind of beach, with smooth, clean sand and (in season) a lifeguard. There are picnic areas and a grassy slope overlooking all.

As the upper lake swells from rain and run-off, it spills over a small dam, runs down a stream that sneaks under Wisconsin Avenue, and emerges in the lower lake. On both upper and lower lakes, the 'gills are nearly always available, always accommodating. It's almost as if they know there's some young angler at the water's edge, not too sure of what he's doing or just how to go about doing it. All he knows is what dad tells him. And dad tells him he's going to catch some fish. And he does.

They're not whoppers. Not to you and me. But to him, they're the rising and the setting sun, a sign that he is just beginning to grow from super-dependent little boy to man, something he'll never forget for as long as he lives.

On a recent trip to the lake, I spent four hours plugging away and managed to net a dozen 'gills and two nice-sized largemouths. I wasn't particularly hungry, though, so I let them go. I kept thinking about the look on some little fellow's face as he landed one of those fish.

I also kept thinking about how much shallower the lower lake was than usual. Later, I found out that was because there was a squabble over whose responsibility maintenance of the dam is. The poli-

ticians claim it's the adjoining dairy's while the dairy, of course, claims it's the town's. Meanwhile, the lower lake is slowly drying up.

It's impossible for me to believe Tripp Lake will ever die, that it, too, will turn into just one more memory for we forty-plusers to cling to. Surely the squabble will be settled quickly. Tripp Lake is too important a recreational center to the community. Too important to the kids.

In fact, it's every bit as important as the lake from which I pulled *my* very first 'gill. And *it's* gone.

**Fishermen!** Here's your chance to *act* for America (and win a new Mepps lure, too!). If you have a favorite family lake you'd like to see *stay* that way, drop me a line c/o Don Bacue, *The Elks Magazine*, 425 W. Diversey, Chicago, Illinois 60614. Tell me its name and location, the type of fish present, any worthwhile tips, etc., plus whatever other facilities are available for mom and the kids (picnic tables, playground, beach). Let's start lobbying now to keep family lakes alive and healthy through use.

Selected entries will be published and their sponsors will receive a 1975 Mepps catalog and a new lure suitable for plugging in their favorite lakes. Deadline, July 31, 1975.



Scenes like this are common at family lakes, like Wisconsin's Tripp Lake, throughout the country.



# LODGE VISITS



## GRAND EXALTED RULER Gerald Strohm



Grand Exalted Ruler Strohm (left) and California-Hawaii Piggy Bank Chm. James Spence (right) congratulated Brother Jim Evans as he displayed his membership card bearing more than 50 stickers, each representing a piggy bank he has turned in for cerebral palsy. The occasion was GER Strohm's visit to the California Metropolitan District, including Pasadena Lodge.



A day's schedule of carefully planned activities was executed in style at Lakewood, Calif., Lodge when GER Gerald Strohm and Kay dropped in for a visit. The guest book was presented to Brother Strohm by Tiler Ed Long, PER Rex Swart, and ER George Templin. PGERs Horace Wisely, R. Leonard Bush, and William Wall were present for the welcome. Brother Strohm also talked with Jerry Martin, whom he had originally met when he was state president and Brother Martin was Lakewood's CP theme child.



Des Plaines, Ill., Lodge welcomed GER Strohm with a formal ball. Elks officials present included (seated, from left) ERs Albert Baumann, Woodstock, and Richard Sizemore, Fox Valley, PGER Glenn Miller, ERs Francis Bruns, Waukegan, and Fred McConnaughay, Elgin, and (standing) ERs John Hansen, Des Plaines, Robert Crawford, Chicago (West), Alan Bischof, Arlington Heights, Leon Szymank, Evanston, and Andrew Mantelos, Chicago (North).



Coral Gables, Fla., Lodge hosted Brother Strohm and his party recently at a reception and dinner for the Florida South District. Attending the event were (from left) SP Norman O'Brien, PGER William Wall, ER Marshall Dunn, GER Strohm, Past Grand Est. Lead. Kt. Chelsie Senerchia, and Metro Dade County Mayor Stephen Clark.

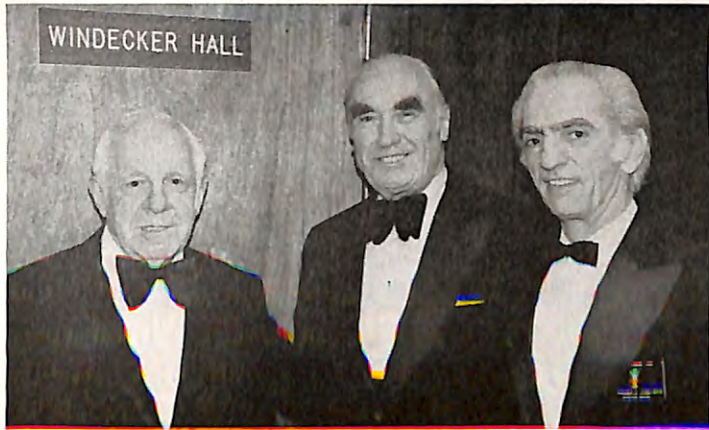


A 40th wedding anniversary party was given for Gerald and Kay Strohm by Buckhead (Atlanta) Ga., Lodge. Elks ladies' President Frances Edwards (center) presented Kay with the cake decoration as a keepsake, observed by (from left) PGER Robert Pruitt, Brother Phil Edwards, and Millie and ER Jay Adinaro.

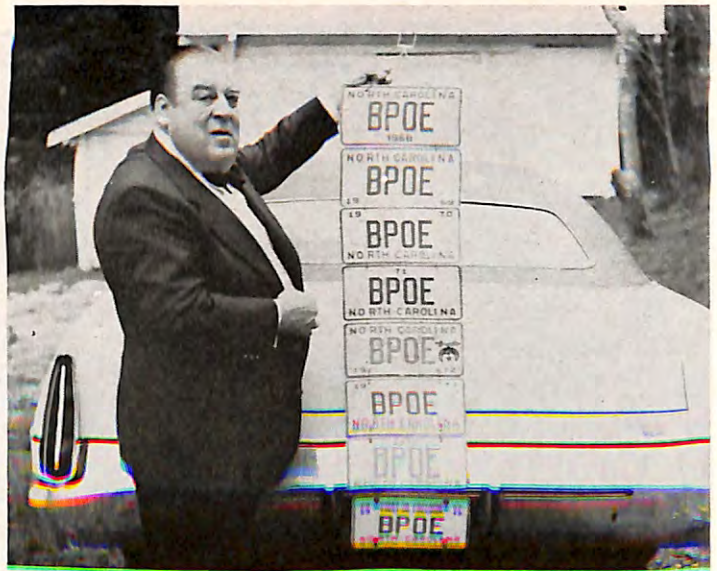


# NEWS OF THE LODGES

(Continued from page 23)



**ORANGE, New Jersey,** Lodge recently honored Past Grand Est. Lect. Kt. William Windecker (left) with the dedication of a hall in his name, PGER William Jernick (center) and ER Anthony Todisco were among those who congratulated Brother Windecker.



**LICENSE PLATES** proclaiming his affiliation with Elkdom have been obtained by PDD Russell Offhaus of Asheville, N. C., Lodge for the past eight years.



**ST. AUGUSTINE, Florida,** Lodge played host to GER Gerald Strohm (fourth from left) and Kay (third) on their recent visit to America's oldest city. Elks officers and their ladies who assembled to welcome the Strohms included (from left) DDGER Jesse Miller, PGER William Wall, Grand Trustee Robert Grafton and Mrs. Grafton (third and fourth from right), and SP Norman O'Brien and Mrs. O'Brien.



**CONTRIBUTIONS** of money, books, records, playing cards, and stationery, which were collected by the members of Hanover, Pa., Lodge during a recent Veterans Night celebration, were donated as a holiday surprise to the VA Hospital in Lebanon, Pennsylvania. Hospital recreation specialist Nello Fratti (left) accepted the gifts and a check from ER Ray Swartz.



**GREETING** the honored guests as they arrived at Woburn, Mass., Lodge for the celebration of Past Exalted Rulers and Old Timers Night were (from left) VP Francis Buckley, life member Thomas Jones, ER James Meehan, life member Anthony Chester, and VP Harry Safarty. The presentation of pins to 25- and 40-year members was one of the evening's highlights.



**CEREBRAL PALSY,** the state major project for New York, benefited from a donation made by Massapequa, N. Y., Lodge. Fund Chm. Eugene Borentz (right) presented the check to VP Vernon Allin as ER James Montario observed.





**EAGLE SCOUT CERTIFICATES** were recently awarded to (from left) Richard, Jack, and Mark Conroy by ER Richard McGrath at Brockton, Mass., Lodge. In the fifteen years that the lodge has sponsored a Boy Scout troop, this is the first time that three brothers have achieved Eagle Scout status.

◀ **THERAPY EQUIPMENT** for Children's Specialized Hospital in Mountainside, N. J., was purchased with proceeds from the annual Charity Ball sponsored by the East Central District's Crippled Children's Committee. (From left) Assemblyman Joseph Garrubo, Ball Chm. Wilbur Moyer, District Crippled Children's Chm. Ralph Sanders, and Congressman Matthew Rinaldo talked with poster child Paul Hutchinson during the ball at Union, N. J., Lodge.



**THE NATIONAL FOUNDATION** received the proceeds from a recent dinner-dance at Lyndhurst, N. J., Lodge sponsored by the lodges of the North Central District in honor of PGER William Jernick (center). Participating in the tribute to the Past Grand Exalted Ruler were (from left) Bloomfield Chm. Ed Chapman, Newark Co-chm. Frank DiVicaro, Newark PER Thomas Casabona, DDGER Charles Doherty, State VP Frank McCann, PSP George Frick, GL Committeeman Edward Connolly, and PSP Fred Padovano.



**WARRINGTON, Florida, Lodge** recently honored businessman Jack Hertz for his service to the community by naming him Citizen of the Year. Mr. Hertz, who had served as secretary of the volunteer fire department for 25 years, received his award from ER Harold Todd during the lodge's 16th anniversary dance.



**A DINNER-DANCE** to benefit the cerebral palsy fund was held recently at Fairless Hills, Pa., Lodge with visiting Elks including Grand Secy. Homer Huhn Jr., PSP William Kuhn, Grand Est. Lect. Kt. A. Lewis Heisey, Past Grand Est. Lead. Kt. H. Beecher Charmbury, State Secy. and Mrs. Howard Schran, and SP and Mrs. Alex Brady taking part in the festivities.



**GOLDEN ANTLER AWARDS** were presented to several members of Freehold, N. J., Lodge in special ceremonies held recently.





**A BILLIARD TABLE** was presented by the Elks' ladies of Colonie, N. Y., Lodge to the patients of the Ann Lee Home. Administrator Jack Dwyer thanked (from left) Helen Tresky, Pres. Lillian Salisbury, Past Pres. Lorraine Symanski, and Helen Wisniewski.



**FIVE NEW BROTHERS** joined Clifton Park, N. Y., Lodge in the last class initiated by ER James Capasso (seated, center) during his term of office. Assisting in the ceremonies were (seated, from left) Est. Loyal Kt. Bruce Jerome, Est. Lead. Kt. David Stack, Est. Lect. Kt. Gerald Guyer, and Secy. Donald Reagan Jr.



**DISPLAYING** the Boy Scout flag donated by Hillside, N. J., Lodge were the members of Troop No. 94. Comm. Chm. Bill Smith, Americanism Chm. Walter Reutter, and ER Art Cutillo were among those taking part in the presentation at Hurden-Looker School.



**A PLAQUE** was presented by ER David Reichard (left) to Esq. Ray Eberly, who was chosen Red Lion, Pa., Lodge's Elk Officer of the Year. Brother Eberly received his award at a recent dinner-dance during which Burnell Miller, house manager of the lodge, was also honored.



**AMERICAN LEGION** Commander Raymond Allen (left) presented a flag that was flown over the nation's Capitol to Dover, N. H., Lodge. (From left) PDD Ronald Simpson, DDGER Harry Mullen, ER Edward LeBlanc, and Est. Lead. Kt. Richard Jacques accepted the flag at the dedication of the lodge's new home.



**THE CITIZEN OF THE YEAR AWARD** at Cobleskill, N. Y., Lodge was bestowed upon Mrs. Ethel Benninger, director of the Office of the Aging in Schoharie County. ER James McBain (left) presented Mrs. Benninger with her certificate as DDGER Alexander Litster observed.





**TWA AIRLINES** entertained 150 children of Hyannis, Mass., Elks with a luncheon and a complete tour of their facilities at Logan Airport in Boston. Brother Ronald Bird, manager of passenger services for TWA, handled arrangements for the trip with the assistance of Brother Russell Young, who served as co-chairman.



**AMERICAN FLAG PATCHES** were donated by St. Mary's County, Md., Lodge to the members of the local sheriff's department. Accepting the patches from ER Merle Handy on behalf of the department was Deputy Ronald Maloy (left).



**HONORED** by Wakefield, Mass., Lodge for their 50 or more years of service, Brothers Charles Monterief (second from right) and Harry Mortimer (second from left) accepted their certificates of appreciation from ER John Bohling (right) and 25-year member John McCarthy.



**CHECKS TOTALING \$3,000** were donated by Newport, Vt., Lodge to area schools to assist them in maintaining sports programs. Accepting the checks from ER Cyril Worth (left) and Youth Chm. Art Dow (right) were (from left) Fred Bushey and Steve Poulin, representing Sacred Heart High School, Fred May, of Lake Region Union School, Secy. William Caputo, representing North Country Union High School, and Howard Johnson, recreational director of the Babe Ruth Club.



**PAST EXALTED RULERS NIGHT** at Mamaroneck, N. Y., Lodge was the occasion for the initiation of 40 candidates in honor of Grand Est. Lead. Kt. James Gunn, a member of the lodge.



**PRESIDING** over the evening's meeting during Past Exalted Rulers Night at Slidell, La., Lodge were (from left) PERs Herbert Hostler, George Ketteringham, Samuel Sullivan Jr., Patrick Walsh, Harlin Adams, and Elmer Lee.





**NEWINGTON CHILDREN'S HOSPITAL** was the beneficiary of a \$1,800 donation made by Hartford, Conn., Lodge to the state major project. The presentation of the check by Est. Lead. Kt. Ray Boulanger (second from right) to State Major Project Chm. Francis Adams was witnessed by PER Angelo DiGianni (right), SDGER Arthur Roy (second from left), and Dr. Burr Curtis (left), the hospital's medical and executive director, who was initiated into the lodge on the same occasion.



**NEW EXALTED RULER** Edward White (left) received the congratulations of his father-in-law, Secy. John Grippo, a Past Exalted Ruler, after his installation at Middletown, Connecticut, Lodge. Brother Grippo acted as the installing officer during the recent ceremony.



**THE ROOM** containing Jersey City, N.J., Lodge's Heritage Corner was recently set aside for the display of historical items. (From left) PDD and Americanism Chm. James Dolan, ER Stephen Pilewicz, and Secy. Lewis Larsen took part in the room's dedication and in an Americanism Committee rally initiating the lodge's Bicentennial observance.



**BROTHER WALTER DEMMY**, Ephrata, Pa., Lodge's first honorary life member, received the congratulations of immediate PER Barry Simmons and Grand Est. Lect. Kt. A. Lewis Heisey during a special banquet held recently at the lodge.

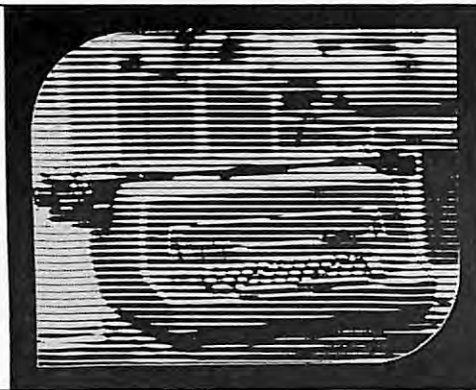


**A MEMBER** of Mount Carmel, Pa., Lodge for 70 years, Brother Stanford Moyer was recently honored for his service to Elkdom. ER Frank Criniti presented a certificate of appreciation to Brother Moyer on behalf of the lodge.



**A BICENTENNIAL ESSAY CONTEST** was sponsored recently by Falmouth, Mass., Lodge, with the winning students receiving their awards at a lodge banquet. PER T. Francis Creighton (standing, left) and Youth Chm. Francis Black (right) presented certificates and Bicentennial books and medallions to (seated, from left) Shirley White, Maureen Flaherty, Jacqueline Souza, and (standing) T. Shawn Tavares, Leopold Janks, and Richard Gasperoni.





## An End And A Beginning

Grand Exalted Ruler Gerald Strohm closes out his administration at the Grand Lodge convention in Dallas this month. He enters the annals of Elkdom as another in a long string of distinguished American gentlemen who, over our 107 year history, have unselfishly given of their time and considerable talents to guide us forward.

Jerry and Kay have traveled close to 200,000 miles as they covered every state of the Union. Those who know about business travel will have no difficulty in appreciating the enormity of this job. Keeping up with a schedule in all sorts of weather, catching planes, missing some connections, sitting around airports just waiting, eating all sorts of food on the banquet and luncheon circuit, entertaining and being entertained, jet lag, lost sleep, speeches, press interviews, necessary business as chief executive officer, etc., etc. It is NOT an easy job at all.

Men like Jerry Strohm are one of the major reasons for the success of the United States. Throughout all of the nation's 200 years, some of our very best men and women have given unselfishly of themselves to benefit

others through hundreds of organizations, fraternal, civic, business, professional, etc. The charitable works of organizations such as ours remove from government a substantial burden of providing services it would ordinarily be expected to furnish. Thus, easing the load for us all.

Brother Strohm now joins the ranks of the Past Grand Exalted Rulers who comprise our Grand Lodge Advisory Committee. Year after year, these distinguished and highly qualified men devote thousands of hours of time and their considerable talents to the well being of the lodges and state associations in their areas of assigned jurisdiction. Brother Strohm will find that his many hours of work on behalf of Elkdom will diminish somewhat, but he will still have a big job in store.

Our sincere thanks to Jerry for a job well done . . . and our best wishes in his new duties. We include in our thanks his wife, Kay, without whose cooperation, understanding and forbearance, he would not have been able to carry out his important duties nearly so well.

## Americanism Program Wins Award

The fine efforts of the Order's Americanism Committees have been publicly acknowledged and commended by the Freedoms Foundation at Valley Forge through the awarding of a Coveted George Washington Certificate for the year 1974.

It is particularly rewarding that this recognition comes from an organization founded for only one purpose . . . to publicly acknowledge the efforts of Americans who "go the extra mile" to safeguard and perpetuate the freedoms and liberties that were won some 200 years ago by George Washington and his men. Its announced goals are simple and magnificent: *To make Americans proud of America, and to develop*

*responsible citizens.* What could be more eloquent?

We of the Order of Elks commend the Freedoms Foundation for its continuing efforts that coincide so well with our own. As every Elk knows, we are strictly an American organization and we pledge ourselves to furthering the destiny of the greatest nation on this troubled planet Earth.

Congratulations to the Americanism committees of Grand Lodge, subordinate lodges and state associations. May their efforts in the years to come continue to merit ever more public approval. By standing up to be counted, they have done much to further THE IMAGE OF ELKDOM.





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Your home can reflect the candlelight appeal and gracious atmosphere of Early American Colonial elegance when you grace your table with this incredibly beautiful service. Through a special purchase, we can offer you the famous Pistol-Handled Flatware with all its stunning Colonial simplicity in magnificent, satin finish stainless steel at just a fraction of what you would pay for luxurious Sterling Silver. Each and every piece is a masterpiece of authenticity—an exquisite replica of the famous Paul Revere settings that highlighted many a candlelit Colonial dinner. The knives are the genuine hollow pistol grip handles; the forks are the graceful 3-tined design. And the entire 50-Piece Set is made of modern stainless steel, to give you years of carefree service.

**LIMITED SUPPLY AVAILABLE AT  
THIS VERY SPECIAL LOW, LOW PRICE**

Don't be disappointed! Take advantage of this amazing low price while our supplies last. Order now and we'll send you the complete service for 8 including 8 Pistol Grip Hollow Handle Knives; 8 Dinner Forks; 8 Salad Forks; 8 Soup Spoons; 16 Teaspoons PLUS a SPECIAL FREE GIFT of a matching Butter Knife and Sugar Spoon—50 pieces in all. The entire set is yours for just \$22.95 on full money back guarantee if you are not absolutely delighted. But don't delay. Due to the rising cost of quality stainless steel, the price of this set will be increased in the very near future. Take advantage of our truly low price while current supplies last. Mail coupon today!



LIMITED SUPPLY  
Mail Your Order  
Today!

Complete Luxury Service For 8  
**50 PIECE SET ONLY \$22.95**  
While Supplies Last

**CROWN-CASTLE Ltd., Dept. PGX-316**  
51 Bank Street, Stamford, Conn. 06901  
Please send me the Stainless Steel Pistol Grip Flatware I have checked below on full Money Back Guarantee if I am not absolutely delighted.  
(Please add \$2.00 postage and handling with each order.)

**Check Quantity Desired**

Service For 8 (50-Piece Set) \$22.95  
 Service For 12 (74-Piece Set) 33.95  
 Service For 16 (100-Piece Set) 44.95

Enclosed is \$ \_\_\_\_\_

Charge my  BankAmericard  Master Charge  
 American Express

Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_ (Please Print Clearly)  
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--- Conn. Residents Add 7% Sales Tax ---



**WET LOOK!**

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



Black Loafer



Blue Loafer



Green Loafer



Burgundy Loafer



Black Oxford



Brown Oxford

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

**2 PAIRS for \$19.95**

White Loafer

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

In that \$40 shoe store! Remember? You went crazy over the look, but you didn't go crazy with your money. Now Haband, the Mail Order people from Paterson, N.J., have a more sensible way to join the fun without paying the price!

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And the same fine type of detailing throughout! The interesting buckles. The slightly higher heel that makes you look a bit taller. The roomier toe, matched bindings, exact size and width. Even the new luxury linings. Built-in cushion heel. Haband sells hundreds and hundreds of thousands of pairs of business shoes all over America. Honestly, why pay import prices?

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So new in the expensive import high-gloss look that it is hardly off the boat. Yet we can send you white or any color you choose **RIGHT NOW.** Just mail this coupon!

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Direct from **HABAND**

Try these International **COLORS!**

You'll be very well dressed. Or stay with the basic Executive Black or Brown. They'll be the favorite pair of All-Occasion Shoes you've ever owned!

Haband's Imported Look **GENTLEMEN'S SHOES 2 PAIRS for \$19.95**  
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IS YOUR SIZE on this CHART?

	5 1/2	6	6 3/4	7	7 1/4	8	8 1/2	9	9 1/4	10	10 1/4	11	11 1/4	13
A														
B														
C														
D														
E														
EEE														

**SHIP AT ONCE!**

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. 721-49 HABAND PAYS THE POSTAGE

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

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