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magazine
AUGUST 1975



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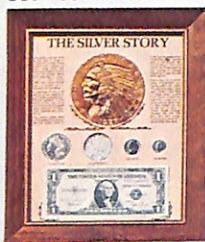
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A NEW BEGINNING



A Message From the Grand Exalted Ruler

Beginnings are always challenging and exciting events. In this, the beginning of our year together, I hope that we shall be able to meet the challenge, and that our experiences during the year will be exciting adventures into improvement and the building of a pride in our Organization which will mean that this year will be better than any year that has preceded it.

I believe that we can safely say that we belong to as fine a fraternal Order as can be found anywhere in the world. Year by year we have extended our services to those who are in need and have served our membership well. I believe we can also safely say that each of us has served his Country in a manner which befits good citizenship. During this year we should continue the services which we have been rendering and strive to improve and increase them as much as possible, consistent with the performance of our other duties.

Experience has shown that there are wide areas of endeavor still open to us and broad horizons stretching before us for the doing of good to those who are in need. During this year when we will be visiting with many of you and discussing our mutual interests, I hope that we may bring to you some interesting ideas, some experiences, some valuable new projects which will catch your fancy, and we hope to glean from you those ideas which you have found to be successful

and fruitful, and to carry them on to others for their consideration. We believe in this way we may spread the work of our Order and may encourage those who hear of it and are working with it to continue their efforts. We hope to make up in sincerity and hard work what we may lack in brilliance, in oratory and in personality—to speak to you simply and clearly and to share with you our experiences, so that we may turn them to the betterment of our Order and to the betterment of our Country.

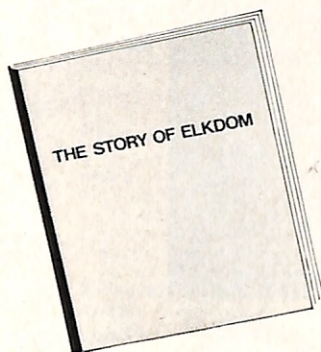
Particularly during this 200th year of our existence as a nation, it is important for us to consider that which we should be doing to further the interests of our Country and to preserve that which we have for those who will follow us. Have you ever considered what your duties of citizenship are? At the present time, they are simply to obey the law, support your government by the payment of taxes and to continue the operation of it by voting. Today no one is being asked to die, or to fight, or is being required to render military service to his Country. None of this came about automatically. It had to be bought and paid for by sacrifice and courage and determination to risk everything for the realization of an ideal.

It would be well for us to consider what it cost William Hooper...

Willis C. McDonald

Willis C. McDonald

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the **Elks** magazine

VOL. 54, NO. 3/ AUGUST, 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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LETTERS



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

• The guy using a chain saw, on the cover of the June issue, is a prime prospect for the memorial tablet when the tree starts to fall. It appears he is making an undercut. If so, it's on the wrong side of the tree. If he is cutting to the left, as he is leaning, he's cutting with the top of the saw. That's a "no, no!" Come out sometime—we'll show you how.

P.G.E.R. Frank Hise
Corvallis, OR

• I have just finished reading "Rally Past The Flag," by Ross Olney [May, 1975]. It is a fine collection of good auto racing stories.

However, I must take issue with a statement made in the fourth story, that of the amazing finish in the 1974 Ontario 500. In that event the Unser brothers, Bobby and Al, made a dash for the checker with Bobby the victor, a mere .58 seconds ahead of Al.

Here, Mr. Olney states, "It was the closest finish in auto racing history."

Not quite so. It would be the closest finish for Indy type cars, but no one could argue that the finish in the 1959 Daytona 500 miler is the "closest" in a race of that length.

That year the great Lee Petty and Johnnie Beauchamp hit the line in a dead heat! After 3 hours, 41 minutes and 22 seconds of racing, they crossed the line together, both getting the exact same time!

It was not until four days later, on Feb. 26, 1959, after a study of every photograph available, that the winner was made official.

At the finish, Bill France, NASCAR President, had called Beauchamp the winner. Yet, photos proved him wrong. The decision was reversed and Lee Petty given the nod. This was "the closest finish in auto racing history."

Al Powell
Miami, FL

• A few weeks ago I planted 18 peat pots in the house; only one grew. I would like to ask a few questions:

1. How much shine or light from a lamp should they get per day?
2. How far above should the lamp be?
3. What maximum & minimum temperature should be maintained?

John W. Maen
Faribault, MN

In planting peat pots (or cubes or Jiffy-7 or anything with seeds), the most important prerequisites are temperature and moisture. Generally, a room temperature of between 68 and 72 degrees is fine for germination (sunlight is not necessary until after the seedlings have sprouted). Moisture is crucial. The soil or moss in which the seed is planted should be kept moist (but not soaking wet) from planting time to sprouting. If the soil dries before the seedling appears, it's finished!

Once the seedlings pop up, they should receive moderate sunlight—all day in an eastern facing window, several hours a day in a southern facing window, depending on the time of year and the strength of the sun's rays.

If good sunlight in your home is scarce, think about investing a couple of dollars in one of the "grow lights" on the market today. They come close to duplicating the complex ray structure of the sun. Additional instructions should accompany the light.

Jon Peterson
Backyard Gardener

• Always enjoy the "Backyard Gardener." Especially the May column—on cuttings. Even though we have special problems (high altitude), Mr. Peterson's suggestions are very helpful.

Might I add the person from Valdosta, GA, can get help on canning or freezing from The Ball or Kerr people. (Address is on jar boxes or lids.) Henry Field Co. of Shanandoah, IA, will answer any specific gardening questions.

Euell Gibbons has many books out on wild foods. They should be available from any public library or a book store.

I wonder if Mr. Peterson would have any ideas on how to prevent worms getting in onions? Besides chemical applications?

Mrs. Jim Roat
Red Lodge, MT

It's hard to prescribe when one isn't sure of the illness, according to gardener Peterson. If the worms in your onion patch are actually nematodes, tests have shown that African marigolds planted right among the crops will greatly discourage the pests.

However, if the worms are onion mag-

gots, non-chemical treatment is a little more difficult. According to Jeff Cox at Organic Gardening and Farming magazine, radishes can be planted among the onions as a "trap crop." The maggots prefer radishes and will desert the onions at the radishes' expense. This is just a short-term diversionary tactic, however. The real cure lies in properly balanced soil, which yours apparently is not. Mulching is an effective, organic means of adding depleted nutrients in the proper amounts to the soil. Or you may have your soil chemically tested at a nearby agricultural station and specific recommendations made.

If you're still unsure as to whether the worms in your onions are nematodes or onion maggots, check with your county agent and proceed from there.

• The article "Hope For A Dreaded Disease," by Frank Aukofer [May, 1975], was a true inspiration for so many of us whose lives have been affected by this "dreaded disease." I have read the story so many times, especially when things looked dark. It has given my husband and me new hope and also some inner peace.

Thank you for this story. I am sure you have done much good with it!

Mrs. Gaby Pettey
St. Augustine, FL

• It was brought to my attention by Life Brothers Ira Warren and LeRoy Greenberg of No. 1289 that during their earlier membership in Concordia, Kansas, No. 586, they recall the password "Good Fellowship" being used as late as Nov. 7, 1922.

This being the case, the "Did You Know" column stating passwords were abandoned in 1889 is in error.

However, my knowledge of journalism being what it is, I offer as a reasonable and proper excuse for this journalistic error the following:

The mail service between Kansas and the outside world had severe disruptions during the late 1800's and early 1900s by such notorious non-Elks as the Daltons and the James Gang. As a result, late deliveries were commonplace and thus the delay in the abandonment of passwords!

John E. Weberg
Public Information Officer
Glendale, CA

• The travel articles are always fun to read, even the one about the airline nose-bag ["Look What's Coming to Dinner," June, 1975].

I must ask that Mr. Hulse use Delta Airlines, which has never failed to give me excellent meals. That article would put people back on the trains—if there were enough of them to matter!

A. Hamilton
Kennebunkport, ME



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IMPORT! IMPORT!



□ Let's say you are walking down a railroad track with a dozen or so children in your charge. Not too smart, perhaps, but there you are. It isn't a matter of whether or not you trust the engineer or the railroad, it's just that you must watch everything very carefully to avoid problems.

And so we must now watch what is happening about the delivery procedures of badly needed foreign oil to the United States.

There are three considerations the United States must face in the next decade or so:

How to haul critically important foreign oil. . .

How and where to unload it. . .

Who should *own* the unloading facilities. . .

Only one thing is certain, and you can believe it no matter what else you decide. Supertankers (huge oil-carrying ships the size of small cities) and deep-water ports far out in the ocean where these tankers can unload their oil will benefit the oil companies.

The oil companies insist that the big ships and new offshore ports will benefit *you*, as well, and this could be true. Although some people have become jaded to the promises and protestations of these companies who seem to get richer and richer while the rest of us get poorer and poorer (and thus somewhat resistant to *whatever* they say), the oil companies could have a real point this time.

Let's take a look at the considerations one by one.

If you put everything else aside, it is cheaper, more convenient, probably safer, more environmentally sound, and certainly more logical to use the "large economy size" vessel to haul crude oil (in VLCC's...very large crude carriers). Especially since the oil is now hauled in a large fleet of smaller vessels.

VLCC's (supertankers) are so large that crewmen have been known to stay aboard for months without ever going ashore. If you were to stand one of the VLCC's now on the drawing boards next to the Empire State Building, both would reach the same height. It's hard to imagine ships of such great size and bulk, but it's true. Supertankers are considered to be anything over 200,000 deadweight tons, with the newest ones being designed for more than 500,000 deadweight tons. This is the weight of one of these great ships *empty*. One such ship can carry more oil than *several* smaller tankers, with the resultant lessening of sea traffic, port congestion, and the danger of spills through collision. One of the *smaller* supertankers could carry the Eiffel Tower tipped over on its side, with plenty of room to spare. A medium sized supertanker

(275,000 DWT) can carry enough heating oil in one trip to heat 22,000 homes for an entire year.

Harmon F. Hoffman, General Manager of Mobil Oil's Marine Transportation Department, points out, "If tanker size had levelled off at the 50,000 DWT level common in the fifties, an additional 200,000 barrels of oil *per day* would be burned up simply to power the ships back and forth from the production fields to the refinery." That's equivalent to 20% of the oil America now imports from the Middle East.

But the size did not level off at 50,000 DWT. It kept rising, until today more than 80% of the tankers being built are in the "very large" (over 200,000 deadweight tons) class.

Wait a minute! Aren't we saving energy and conserving our natural resources, and developing new resources toward the day when we won't even *need* foreign oil? When the problem of mammoth tankers and facilities for them will cease to exist? Yes, we *are* conserving; and perhaps eventually we will not face the problems of importing millions of tons of crude oil. We are turning down thermostats and worrying about gasoline consumption and conservation.

But according to the American Petroleum Institute, oil imports *must* increase if the energy needs of American consumers are to be fully met in the next decade or two, until America is self-dependent for its oil needs. It takes many, many years to turn around a trend. In 1972, petroleum imports were 4.7 million barrels a day, or about 29% of all the nation's oil requirements. By 1985, the total volume of imports may be two to four times as much, or more than *one half* the nation's total requirements.

Not entirely from the Middle East,

of course, but the need for imported oil will probably continue. . . and increase. So it is not really whether or not we will use tankers to import oil (we are doing that now, and must continue) but whether we will use 80,000 DWT tankers or 250,000 to 500,000 or larger DWT tankers to do it. . . whether we will use a horde of smaller tankers or a much smaller number of larger tankers to get the oil to our waters.

The oil companies say that supertankers are cheaper to operate. They should know, and they would have little reason to fib. On a per-ton basis, the supertanker can be built for 15% less than a standard (80,000 DWT) vessel, yet operating the big one doesn't cost that much more than operating the smaller one. Both ships have a crew of about 42 men, and the VLCC uses proportionately far less fuel to run.

The API says that a tanker voyage from the Middle East involves a 24,000-mile round trip. The cost of shipping petroleum on such a trip can be reduced as much as 30% if 250,000 DWT vessels are used. This cost difference over the smaller vessels would represent an annual savings of over \$500 million in 1980, increasing to \$1.5 billion in 1985, according to this spokesman for the oil industry.

Let's agree that a great deal of money can be saved, though it is unclear yet just who would get the benefit of these savings. (The consumer, according to the American Petroleum Institute).

Since more than 80% of the world tanker tonnage now on order is in the VLCC category, it appears that the trend is to supertankers everywhere. By 1980, VLCC's will make up more than two-thirds of the free world tanker fleet.

There also seems to be little question



Future supertanker captains train in miniatures, like this one at the Grenoble, France, training facility. It handles like the real thing!

that the supertankers are safer when ecology is considered. Russell Train, Chairman of the Council on Environmental Quality, concluded that anticipated oil spillage from 50,000 DWT tankers would be *ten times greater* than for 250,000 DWT tankers. Other groups concerned with ecology have agreed with these figures after independent studies. Certainly there is no question at all that by reducing the number of vessels in the sea lanes, you cut the chance of collisions in harbors and at sea.

Nor does there seem to be any doubt that supertankers are at least as safe to operate as the regular ones. The crews are highly skilled and specially trained for supertanker work, and though the ship is much, much larger, it operates in much deeper, and presumably less populated, waters.

Current laws prohibit dumping oil, and international negotiations (not yet laws, but followed—according to the major oil companies—by their skippers) will prevent even the washing of ship's oil bunkers at sea, or at least dumping any residue overboard.

If worst comes to worst (as it once did at the supertanker port at Bantry Bay in Ireland) and a major spill does occur, the effect would be significantly less at deepwater terminals than in conventional closed port areas. Then, too, sophisticated clean up equipment stands by at every facility to quickly mop up any spillage.

So the supertankers are here to stay. And if we all play our cards right, we're all going to save a great deal of money on gasoline and other products as a result of these behemoths of the ocean. Right?

Not necessarily.

The large economy size is more logical in most ways, but point number *two* is still pending.

Unlike West Germany, Great Britain, Japan, and many other nations, most of them much smaller than the United States, this country does not have one single deepwater port along its entire 12,000-mile coastline. We are the only country in the world with such a tremendous need for oil, and with not a single place to unload a supertanker . . . not a single port, terminal dock, sea-dock or any other facility for VLCC's. Supertankers with cargo bound for the United States must pump their oil into standard sized tankers (a difficult and somewhat dangerous technique called "lightering," done while both ships are underway), which then haul the crude to U.S. ports. Or they must unload in other countries, notably Canada, where the oil is then shipped to the United States by other means.

We have not *one single* VLCC facility.

There are several ways to build a deepwater port capable of handling supertankers. One is to construct an offshore island, put piers and docks on it, and invite the big tankers in. Another way is to build an ocean platform similar to but much larger than the present "Texas Towers" dotted around the U.S. coastline.

Some countries have supertanker facilities directly connected to the shoreline, traditional fixed berths. There are also in operation today multiple buoy moorings, places where ships can tie in deepwater to unload.

Perhaps best of all is the SPM, or single point mooring. Out of sight of

land, and connected to shore by an underwater pipeline, this terminal is nothing more than a huge buoy or pumping platform to which the ship can tie. The crude oil is pumped into the buoy and to shore through the pipeline. The ship can swing from the buoy in any direction as it delivers its cargo.

The trouble is, it takes a three year lead time to construct such a deepwater port. And, according to David Christison, Manager of Planning and Technology in Refining for Mobil Oil, "This country today gets no benefits from the VLCC's economic carrying capacity or the foreign exchange savings it could bring." Not until we have deepwater ports in operation.

One representative of Standard Oil, a company with a number of shallow water facilities for smaller tankers built and operating on the same principle as SPM moorings, says that leakage is no problem at all. If so much as a pinhole develops in the pipeline carrying the oil to shore, everything instantly shuts down. And both seamen and shore workers are stationed to watch over pumping and hookups.

Standard says that an average of only two barrels of oil per year are spilled from the facility off Carpenteria, California, and that these spills are quickly cleaned up. Then what is that goeey stuff that often sticks to the feet of beachcombers?

"Natural seepage from the ocean floor," claims Standard Oil, and an independent expert agrees. This scientist has made a study of natural seepage, and he points out that oozing from the ocean bottom of the area accounts for *200 barrels*.

"Every day!" says Alan A. Alan, an expert on the subject and beholding to nobody.

The sticky problem is not really whether or not the United States oil companies will use supertankers. They use them *now*, but not *here*.

Deepwater ports? They, too, are sure to come to America sooner or later. Early in 1975, Congress passed and the President signed the Deepwater Port Act, a bill permitting the construction of supertanker ports. Federal authority was needed since the facilities will be in international waters. The bill handed over to the Department of Transportation the task of licensing and overseeing constructions.

The problem now is who will *own* these deepwater ports; this important matter could go either way.

What's the difference?

SEADOCK, a deepwater port planned for 30 miles off Freeport, Texas, is a good example of what is happening today. The Deepwater Port

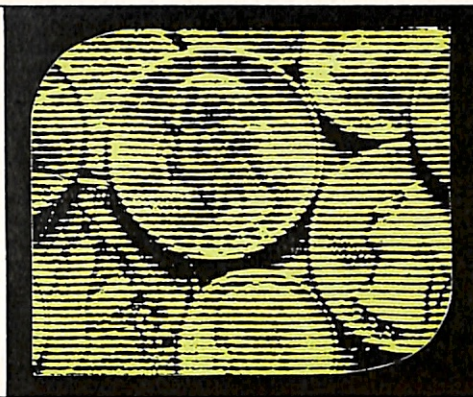
(Continued on page 41)



"What got me was the guy who raced down the aisle ahead of us, changing the prices!"

IT'S YOUR BUSINESS

by J. L. Slattery/R. Gosswiller



A LOOK AHEAD

One of our clients is a certain very large management consulting firm which calls upon us now and then to prepare special reports and so on. The many services which that big consulting firm offers to its clients—and the companies it serves are themselves quite large—include a broad range of services for improving inventory management. It would be quite usual for such a client-project to involve the use of *all* of the following fields of specialization: economics, finance, law, accounting, insurance, marketing management, purchasing management, sales management, warehouse management, one or more branches of engineering, computer and data-processing methods.

Obviously a very small business can't afford and doesn't need so broad and so deep an approach to its inventory operations. The typical small-businessman can usually get adequate general guidance about inventory management from his accountant and his banker.

But the field of small business isn't limited to small-scale retailing. And even in the retailing industry some businesses which are "small" by the Small Business Administration's standards are fairly large by everyday standards. And, of course, there are also those small businesses which are in wholesaling or are in manufacturing.

A manufacturing business can be quite small and still be faced—on a much smaller scale—with just about all of the same basic kinds of inventory-management problems that General Motors or U.S. Steel must deal with. But there is a very real danger that its owners and managers will tend to give inadequate attention to some of those problem areas.

Maintaining a Balanced Program

Inventory management has both an internal aspect and an external aspect. The two are intimately related.

The internal fundamentals are effective *physical inventory audit and control* and adequate *overall inventory accounting*. A small company that isn't careful even about the basic physical aspects of inventory management is a long way off from being ready to make use of the more sophisticated kinds of inventory-management concepts and methods. Such a firm is like some college student who is eager to "go to medical school and become a surgeon!" but hasn't yet

developed the habit of washing his hands when they're dirty.

On the other hand, take the firm that energetically builds up its inventory and maintains careful physical audit and control of it but tends to forget the basic purpose of having inventory in the first place—the purpose of obtaining *sales income*.

It is through *genuinely realistic and adequately detailed plans for making sales* that the internal and the external aspects of inventory management are related in an *effective* way. In the past two years there have been some striking *business disasters* which resulted from the debt financing of inventories in enthusiastic programs of expansion that were based on nothing more than excessively confident *hopes* for "bigger markets!" and "bigger sales!" and "bigger profits!" What some of those firms actually got was *no profits, big losses—and bankruptcy*.

Last spring, Mr. Donald V. Selbert, chairman and chief executive of the big J. C. Penney Company retail merchandising firm, said that Penney was already formulating an overall corporate strategy designed to help guide the company through the years ahead up to and including 1990.

This kind of broad-scale long-range planning is, of course, not feasible for the typical small business. But many small-business owners and managers need to try to see ahead, as clearly as they can, over a period of at least several years. In this article we'll assume that you are one such businessman.

A New Era

Mr. Lester R. Brown, an internationally eminent agricultural economist, has warned: "We may be on the verge of one of the great discontinuities in human history. Those who think the final quarter of this century will merely be an extrapolation of the third will be seriously disillusioned."

Quite a few Americans—including many businessmen—have already been pretty sharply disillusioned since the end of the 1960s. "What went wrong?" they ask, as they read headlines about recession, unemployment, and so on. Let's quickly review some recent-era history.

In the early 1960s a great many Americans—and among them were plenty of economists, business leaders, labor lead-

ers, and government officials—evidently had come to believe that the U.S. both could and would have *uninterrupted non-inflationary prosperity*. The qualifying term "non-inflationary" often wasn't included explicitly in their thinking. They simply thought about "prosperity" in a way that *implied* the absence of the effects of strong inflationary trends.

The course of economic events since 1968, however, has very strongly suggested that a condition of uninterrupted non-inflationary prosperity is not in store for America in the foreseeable future. And yet last May—which is when this article was written—many businessmen seemed to be hoping for an economic recovery that would develop into another "boom" period.

Mr. Walter Hoadley, chief economist at Bank of America, the country's largest bank, took quite a different view. He declared that another period of the kind of "boom" prosperity which the U.S. has had "in our volatile, unstable past" might well bring "an inflationary explosion that will jar the marrow of national governments and global economy alike."

And *Time* magazine, in its May 5 issue, soberly remarked: "If the present recession does nothing else, it should drive home to the U.S. the unsettling realization that the nation no longer enjoys a wide range of economic options." It added: "Unless the U.S. summons up a high degree of self-discipline and coherent economic policy, the nation could blunder into the frustrating pattern of stop-go economics in which every boom would be choked off by the ever-present counterforces that it unwillingly—but inevitably—brings into play."

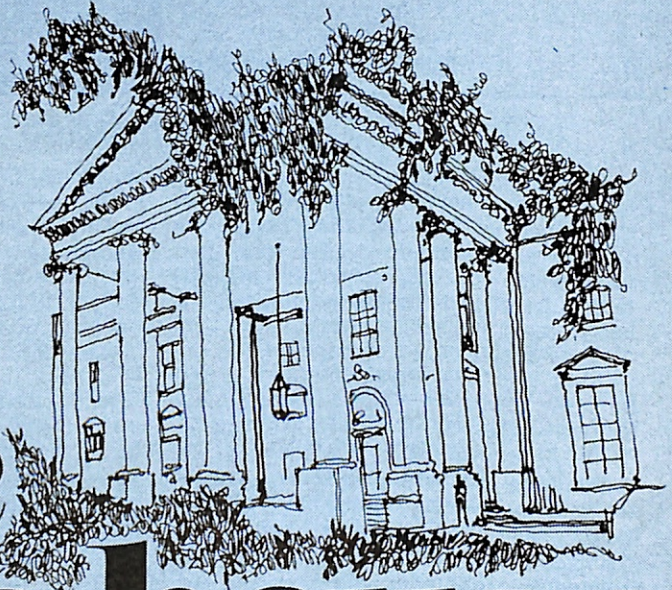
But we ourselves think it extremely unlikely that there will develop in America anything like the kind of unified national economic-cooperation spirit which dominated Japan during the years of its remarkable economic recovery and growth after World War II. On the other hand, we feel that *Time's* warning about the alternative prospect was and is a well-founded one. And we make that assumption in this article. Now let's see what it implies for us.

The Ups-and-Downs Prospects

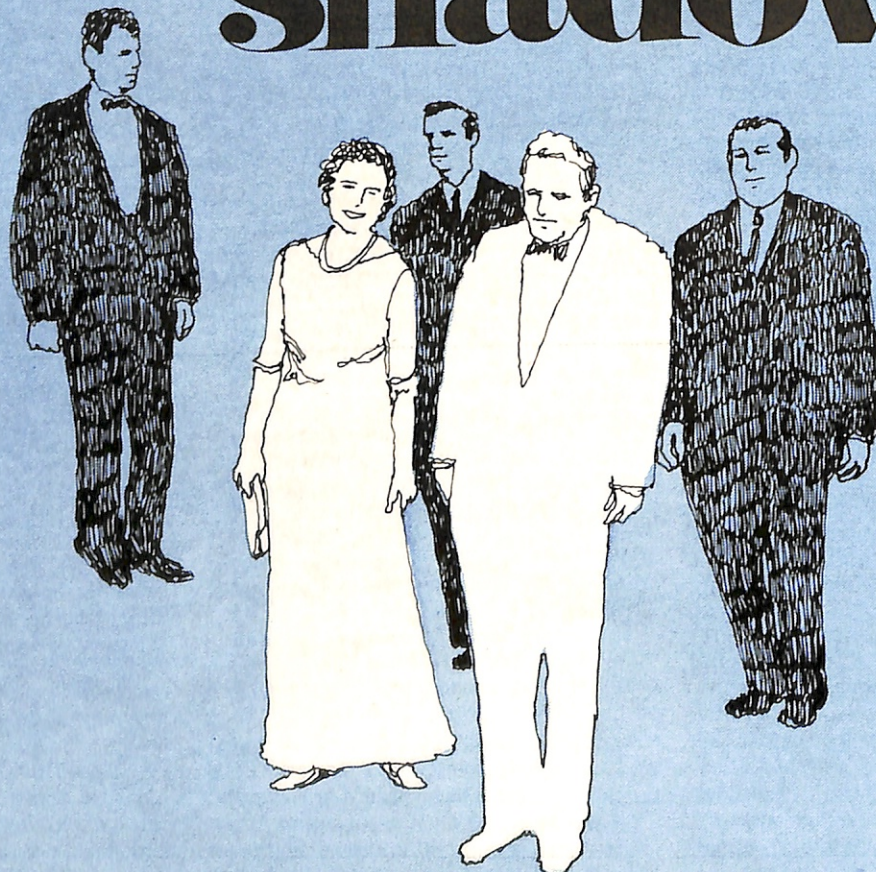
It now appears that the *closest* the U.S. can get to "economic stability" in the foreseeable future will be a new kind of
(Continued on page 45)

by Shaaron Cosner

□ At 6:40 p.m. on a cold November night, a group of government men stealthily tred through the tombstones of a Springfield, Illinois, cemetery. They hid in a tomb near the catacomb which held the body of Abraham Lincoln and waited, shivering, for almost two hours. Then they heard the noises they had been waiting to hear. Two men were sawing the padlock off Lincoln's catacomb. The cover was being lifted off the sarcophagus. The government agents silently approached the pair when a percussion cap accidentally fired and the two graverobbers fled. They were arrested ten days later by these same agents and charged with attempting to kidnap Abraham Lincoln's body for \$200,000 ransom. The year was 1876 and the agents who



the white house shadows



had meticulously tracked the kidnapers down belonged to the Secret Service, America's most mysterious law enforcement agency.

Although there have been secret service agents since as early as the Revolutionary War, the Secret Service as we know it today was formed as a branch of the Treasury Department to prevent the widespread counterfeiting which had run rampant during the Civil War. It was ironic that over a decade later Secret Service agents would be protecting Lincoln's body from harm for it was the President who on April 14, 1865, gave the verbal go ahead for such an agency just before he left to take his wife to Ford's Theater. In July of that same year, after the government had returned to a semblance of normalcy, William P. Wood, a "roguish, devil-may-care guerrilla leader" in the Mexican War and Civil War veteran, became the head of thirty Secret Service men, mostly former private detectives or army acquaintances. According to Michael Dorman in *The Secret Service Story*, these men were told they belonged to the government twenty-four hours a day and were advised to be honest and loyal and to save money on expenses, to "keep on hand enough personal reserve funds to carry on service business between pay days. That first year, Secret Service men captured more than 200 counterfeiters and in ensuing years tracked down operations located anywhere from a church (the pastor was financing a revolution in his native Yugoslavia) to a prison and run by anyone from a Negro convict who drew a dollar with indelible pencil (and passed it) to Professor Joseph Woods, who made twenty dollar bills to spend in towns where he spoke on "Counterfeit Money and How to Detect It."

The agents were so successful in carrying out these initial duties that they were soon being "borrowed" by other government agencies. The Secret Service was called upon to organize a counter espionage group to break a Spanish spy ring operating in Canada against the United States, solve the case of a railroad laborer thrown into a vat of steam in a sugar refinery, suppress the powerful Louisiana Lottery, infiltrate the Molly Maguires, investigate the Teapot Dome Oil scandals, restore order to a small cow town in Nebraska terrorized by drunken cowboys, end slave labor practices of German, Polish and Jewish immigrants in Florida and find a runaway daughter



who had eloped with a Naval officer. Although Congress had attempted to put an end to this borrowing in 1907, agents were again used to uncover violations of neutrality in 1915 and by snatching a secret-laden briefcase inadvertently laid on a seat, proved Germany planned to buy up newspapers to influence public opinion, organize strikes, corner the market of liquid chlorine and indulge in other subversive activities.

Today, one of the main concerns of the Secret Service is the protection of the President of the United States and other government officials. This added duty came about when a man named Leon F. Czolgosz in 1901 joined a reception line for McKinley at the Pan American Exposition and fired two shots into the President's chest. This was the third assassination in thirty-six years (Lincoln, 1865, and Garfield, 1881) and soon after, the Secretary of Treasury assigned Secret Service men to protect the President on a full-time basis. The President-elect, the Vice-President or next in succession, former Presidents, their wives or widows and minor children as well as visiting dignitaries were also gradually added to the Secret Service duties and the agents found themselves confronted with the cranks, fanatics, publicity and job seekers and social climbers who seem to pursue those in public life.

In order to protect these high government officials and their families, Secret Service men are skilled in areas ranging from boxing, wrestling, judo, swimming and horseback riding to op-

erating firearms, fire fighting equipment, helicopters and speedboats. Their shifts guarantee complete protection at all times, regardless of the hour or day, and they are responsible for all food, presents and "crank" mail sent to the White House. Through the use of scientific methods, agents today have compiled a file of some 2,000,000 cards on every piece of "crank" mail since 1940 and it was said that at the time of Kennedy's assassination, four hundred people were being checked out and 32,000 items had been received in the mail. When President Eisenhower received a letter which said, "I am going to kill you, Mr. President," the agents used their scientific methods to ascertain that it had been sent from a small Arkansas town and had been typed on a portable typewriter which had an "o" with a very minute crack. Blown-up photos of the "o" were sent to agents in Little Rock and letter-to-the-editor departments of nearby papers as crank letter writers often write to newspapers as well. Six months passed before an Arkansas postmaster in a small town spotted a letter containing the same type. This time the writer's return address was included and agents found a married woman, mother of three, who was suffering a severe mental breakdown. In this case, as in others when a mental problem is evident, relatives are encouraged to have the person treated at an institution until he has recovered. If he escapes, the Secret Service is notified; if he remains at home, relatives are asked to keep the person at home when the President is in that particular city and a policeman is placed nearby to make sure they comply. In addition, agents carry descriptions and photographs of potential troublemakers in each town the Presidents visits.

Some of the "crank" letters are harmless. Many are more easily tracked down than the Arkansas case. In *Six Against Crime*, Harry Edward Neal described one letter sent from Atlanta which read, "I have started a new kingdom in Alaska and I am now the King. If you do not make a new state in the Union, you will find yourself looking into a .22 Winchester rifle." It was addressed to the President and signed with a name like "King Henry I of Harrisonia." Agents traced the letter to a twelve year old boy who, with some friends, had pooled the deeds to one square inch of land in Alaska obtained with cereal box tops.

Probably one of the biggest prob-

lems faced throughout the years of guarding the Presidents has been in the field of transportation. Agents have traveled to Panama with Teddy Roosevelt, the first President to visit a foreign country while in office, to Europe, South America, Casablanca, Cairo, the Aleutian Islands, Canada, Yalta, China, Russia and Korea. When the President travels outside the United States aboard the Presidential jet, navy ships are stationed every 250 miles along his route and military planes are on stand-by alert. (Inside the United States, airports are closed down for fifteen minutes prior to Air Force One's glide pattern and a vehicle precedes the jet down the runway.) Fire trucks and ambulances follow. When the President travels by car, he rarely drives himself; however Taft and Wilson were said to be "fast travelers" and Harding was known as a "regular speed demon." President Truman's sister, Mary Jane, did her speeding from the back seat, constantly cajoling agents to go above the legal limit; and headstrong Calvin Coolidge once insisted on directing his own motorcade and promptly got lost—twice—before reaching his destination. Even in agent-driven automobiles, the danger is still prevalent as evidenced by then Vice-President's Nixon's narrow escape from an incensed Caracas mob and Kennedy's assassination in the Presidential car which was even preceded earlier by a plot on the part of a 73-year-old mental patient to ram the President's car thus detonating seven sticks of dynamite.

In addition, prior to car and airplane travel, the Presidents were still in constant danger. Boyden Sparks writing in *The Elks Magazine* once reported that Teddy Roosevelt, while traveling in his carriage, was followed parallel by a street car filled with citizens eager to catch a glimpse of the popular President. Just as the carriage approached a crossing of the trolley tracks and road, however, the car, out of control, headed straight for the President's carriage. The Secret Service agent riding atop the coachman's box saw the speeding trolley car careening down upon the carriage and could have jumped to safety but he refused to leave the President. He was pitched under the wheels and crushed while Roosevelt suffered minor injuries.

Presidents traveling by train or boat are protected by an advance party of agents who check all points along the railway (all switches, bridges, and underpasses included) and water routes as well as the conveyances. When President Harding planned a trip down the Ohio River, for instance, agents preceded him to check on the craft he would be using. They found

an old side-wheel excursion steamer whose operators had sold hundreds of tickets for tourists to "travel with the President." Despite special touches of oriental rugs, a palm garden and easy chairs below for the President's comfort and despite the fact that the owners would lose money, agents firmly obtained a safer craft without tourists and the next day the foredeck of the old tourist steamer collapsed on top of the oriental rugs, palm garden, comfortable chairs and tourists.

If "being on the road" offers such a great risk for the President, it would seem that the agents could relax when he is safe at home among his family in the heavily guarded White House, but even here incidents range from the attack on the gates of the Blair House across from the White House on November 1, 1950, which resulted in the death of one policeman and injuries to two others, to the "organized attack" on Teddy Roosevelt by the Mafia's Black Hand Society when agents found six ominous black hand prints right on the side door of the White House and soon quickly traced the source to Quentin Roosevelt, the President's ten year old son, and five

friends who had been playing nearby.

The "Diaper Detail," or protecting Eisenhower's children and grandchildren, has provided some of the more interesting moments in Secret Service history. Agents assigned to Eisenhower's grandchildren were stationed in the driveway of the John Eisenhower home in a station wagon complete with direct phone to the police and White House, short-wave radio, machine guns, riot guns, gas masks, fire alarm, emergency food supplies and package-screening equipment. When Barbara Ann Eisenhower went to an all girl's camp in West Virginia, agents found themselves sleeping in a tent, cooking out, going on overnight hikes, learning Indian dances and being honored as members of the sacred camp organization. They have lived in Lynda Johnson's sorority house, followed Luci to classes and tried to keep up with the lively John-John in the White House and, although the agents on this detail are rotated quite frequently so that the children will not become too attached, there have been many sentimental partings when they went on to other assignments.

(Continued on page 45)

1974-1975

Excellence of Public Image Contest



THE WINNERS of the 1974-1975 Public Image Contest have been chosen from entries received by GL Lodge Activities Committee Chairman George F. Chambers. Most lodges have conducted programs during the year related to community service, and have therefore much improved the image of Elksdom in the eyes of the local community. The top three winners in each of the five membership divisions are listed here.

Lodges through 300 members

1. Staten Island, N.Y., Lodge
ER John Vecchio
2. St. Charles, Mo., Lodge
ER Dan Korte
3. Brigham City, Utah, Lodge
ER Mel Campbell

601 through 1,000 members

1. Rockville, Conn., Lodge
ER William Pease
2. Southampton, N.Y., Lodge
ER Alan Baumann
3. Havre de Grace, Md., Lodge
ER Kenower Coakley

301 through 600 members

1. Poplar Bluff, Mo., Lodge
ER Raymond Bryan
2. Thousand Oaks, Calif., Lodge
ER Richard Flake
3. Red Lion, Pa., Lodge
ER David Reichard

1,000 through 2,000 members

1. Paramount, Calif., Lodge
ER Robert Day
2. Bakersfield, Calif., Lodge
ER Roy Hamilton
3. Pomona, Calif., Lodge
ER John Gebel

2,000 or more members

1. Springfield, Mass., Lodge
ER John Monko
2. Carmichael, Calif., Lodge
ER Willis Dillon
3. Watervliet, N.Y., Lodge
ER Francis LeBeau

THE JOY OF GIVING

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PGER R. Leonard Bush (center) congratulated ladies' President Betty Crossley and immediate PER George Oldfield of Henderson, Nevada, Lodge as he presented them both with honorary founder's certificates in the Elks National Foundation. The contributions of 39 members' wives produced the ladies' certificate, while Brother Oldfield's award was the result of a personal donation.



Four new participating memberships in the Foundation were established at Freehold, N. J., Lodge with Chm. Jack Nason making the presentations. ER Joe Beams thanked the men for their contributions. Joe Elwell was also honored at this time for achieving honorary founder's status.

At Tewksbury-Wilmington, Mass., Lodge, donations to the Foundation from the Elks' ladies have become a regular project, with eight members pledging \$100 each and one member pledging \$1,000. Rita Fortier, ladies' past president, and Pres. Elsa Criscitelle made the latest contribution this year which was accepted by Foundation Chm. Ernest Roy and immediate PER Arthur Griswold. Mrs. Fortier herself donated \$300 to the fund.





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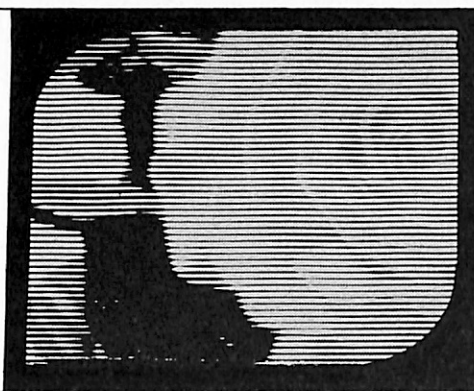
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BACKYARD GARDENER

by Jon Peterson



BY ANY OTHER NAME

Shakespeare once said, "A rose by any other name would smell as sweet." Ahh, but would it reveal its age?

Not many people question the rose's position as the most popular flower in the world. Even fewer realize the rose stretches back in history to ancient Greece and the days of Homer, who referred to it as the source of perfume for the oil with which Aphrodite anointed the deceased Hector. What are thousands of years, though, compared to what modern science has learned? Archaeologists have identified fossils of roses found in Montana and Oregon—fossils dating back 35 million years.

Though most certainly "A rose is a rose is a rose," the appearance of the flower has changed dramatically over the years, partly by chance and partly by crossbreeding, or hybridization. The earliest roses were wild, single-row flowers. Fossils and surviving historic descriptions depict them as having either five or six petals . . . total! What a difference from the multi-petaled double rose hybrids of today.

Exactly how many types of roses there exist today is a matter for conjecture. Even among horticulturalists, the number of recognized species varies from a few dozen to over 250. In addition to the various species, there are several different classes, including the early and later (hybrid) tea roses, named after the similarity of smell to the old China tea chests, hybrid polyantha climbers, poly pompons, floribundas, ramblers, and so on. While modern-day hybridizers must be acquainted with them all, you and I must fortunately concern ourselves only with what we like. Which brings me to the point of this month's column.

Just a few weeks ago, rosedom's highest honor was bestowed on four new roses, including a magnificent salmon-pink climber named *America*, the first in its class to capture such an award in 18 years. The award is the All-America Selection award, and the other three winners are *Cathedral*, a floribunda with fragrant, golden-apricot blooms; *Seashell*, a soft, pink-tinted, peach hybrid tea; and *Yankee Doodle*, an impressive, large-flowered, coral-orange hybrid tea. The awards were presented at the All-America Rose Selections Award Luncheon in New York City.

Of the four award winners, *America* is the only one produced by an American hybridizer. William Warriner, research director for the famed Jackson & Perkins Company in Medford, OR, won the 1976 award, adding it to two previous winners—*Medallion* in 1972 and *Bon Bon* in 1974.

Traditionally, climbers do not do well in competition because their blooms are not showy enough to compete with the other classes. *America* is a notable exception. It bears up to four-inch blooms in small clusters along long stems. In the bud stage, they're easy to mistake for hybrid teas. This climber averages eight feet in height; and, a spicy fragrance, no doubt due to its link with *Fragrant Cloud*, one of its parents, is its strong point.

Jackson & Perkins, of course, will introduce *America*, as well as *Seashell*, a vigorous bloomer. Another fragrant winner, *Cathedral*, will be introduced by the Fred Edmunds Rose Company of Wilsonville, OR.

Here are some other roses I regard highly for flower-loving gardeners:

Promise (light pink hybrid tea).

Pointed, oval buds spiral open to light, clear pink blooms of high centered form. The five- to six-inch blooms have from 35 to 40 petals of good substance. This tall, upright plant reaches a height of five to six feet, with light green, glossy, wide oval leaves. Extremely vigorous, the plant is very free blooming and produces blooms singly on 12-to-14-inch stems. *Promise* was hybridized in 1966 by William Warriner from *South Seas* and *Peace*.

Cayenne (bright, brick red hybrid tea).

The high-centered, very double blooms of brick red reach four inches across. They boast unusually beautiful form and—good news!—excellent keeping quality. The plant grows to four or five feet with good, upright habit. Vigorous and disease resistant, *Cayenne* is very free blooming, producing blooms singly on 12-to-18-inch stems. Hybridized in 1966 by William Warriner from *South Seas* and an unnamed seedling.

Tampico (Shrimp-coral hybrid tea).

Oval, pointed buds are shrimp-coral colored with a large base of the same color blended with yellow. The color grows even brighter as the buds spiral open to five-inch blooms of beautiful,

sometimes irregular, form. The unique color is long lasting, even when the blooms are old. This upright, 3½-to-4-foot plant has lush foliage of wide oval leaves. Blooms are produced on 12-to-14-inch stems. Hybridized in 1963 by William Warriner, *Tampico* is a cross between *South Seas* and *Hawaii*.

Climbing First Prize (pink blended climber).

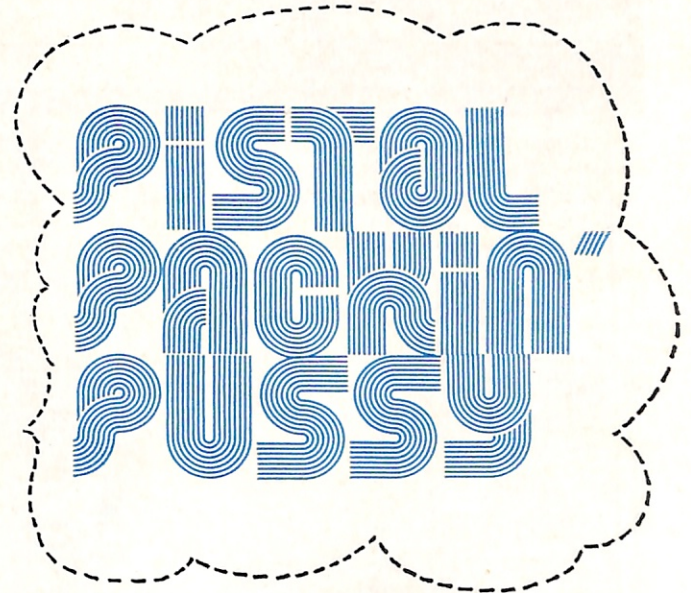
An offspring of *First Prize*, the highest rated exhibition rose in the nation, new *Climbing First Prize* offers the same fantastic bud and bloom as its illustrious parent on a vigorous, free-blooming, climbing plant. Deep rose pink buds of perfect urn-like shape unfurl into magnificent high-centered blooms of luscious deep pink, blending to a light red, with a lighter silver-pink reverse. Blooms measure six to seven inches across—even larger than on the hybrid tea parent—and cover the plant in spectacular abundance. ■



The number of roses in existence is a matter for conjecture. Species recognized by experts vary from a few dozen to more than 250. *Seashell*, above, is a hybrid tea and a recent winner in the All-American Rose Selection. It is being introduced by Jackson & Perkins of Medford, OR.

The skunk has a personality—
and an odor—all its own.

by Irwin Ross



□ No creature that walks or crawls has the easy-going, devil-may-care manner of the skunk. Combine the arrogance of a mule with the courage of a jet pilot, and you have the skunk's personality. Intensify a thousand times a liquid stench of burning glue, condensed sewer gas and essence of garlic, capable of being sprayed ten feet with deadly aim, and you have the reason. The mere sight of a skunk apparently strikes horror in the hearts of bird and beast. A dog, for instance, may be brave in the face of bull, bear or lion but will likely run shamelessly away from the little stink-kitty.

A member of the weasel family, the skunk is about the size of a cat; thick-set, carrying the hindquarters high and the head low. His heavy fur is jet black except for a white patch on the head, from which white stripes of varying length, extend back, sometimes to and even along the tail. He will not run from your approach but may stamp his feet and watch you out of the corner of his eye with the deadly caution of a gunman loosening his pistol.

Come too close and he's apt to stiffen, facing you with a beady stare, as if to say: "One more step and I'll let you have it." You'd better take steps in the opposite direction, for the stink-kitty doesn't need to aim his business end at you. Throwing his swivel hips he can fire right over his shoulder!

The skunk's formidable weapon, his exclusive patent, is a liquid musk secreted by two large glands located strategically under the tail. The tail serves as a flag of battle, and of warning—when the flag is raised, and the feet stamp, look out! Each of the two musk glands contain enough ready ammunition for about six rounds.

Both six-guns can be fired separately or simultaneously at any angle up to 90 degrees of the body. The aim is deadly at close range, provided the skunk can see his target. Hamper his vision, thus spoiling his aim, and he's apt to fire blindly, gassing innocent bystanders and generally stinking up the whole neighborhood.

The skunk knows where his liquid shrapnel does the most good; so, when possible, he deliberately aims at the eyes and nose, blinding and suffocating his enemy in one action. Entering the eye, the musk causes a painful, temporary blindness. Entering the nostrils, it produces a swelling of the mucous membrane, resulting in choking, gagging, and sometimes vomiting.

The musk was once used for medicinal purposes, in the treatment of asthmatic conditions, but was soon discontinued. The treatment proved to be worse than the disease! We pause here, and pay tribute to woman; her powers never to be slighted. For years she's worn the lowly skunk's fur and

called it Alaska Sable. Now, she's wearing skunk musk and calling it *Evening in Podunk*. Skunk musk, deodorized of course, is used as a base in expensive perfumes.

Skunk musk is so potent that the skunk tribe has outlawed its use in civil battles. Males of the species frequently fight, especially during spring mating season, but they rely entirely upon tooth and toenail, and main strength. Gas warfare is definitely out.

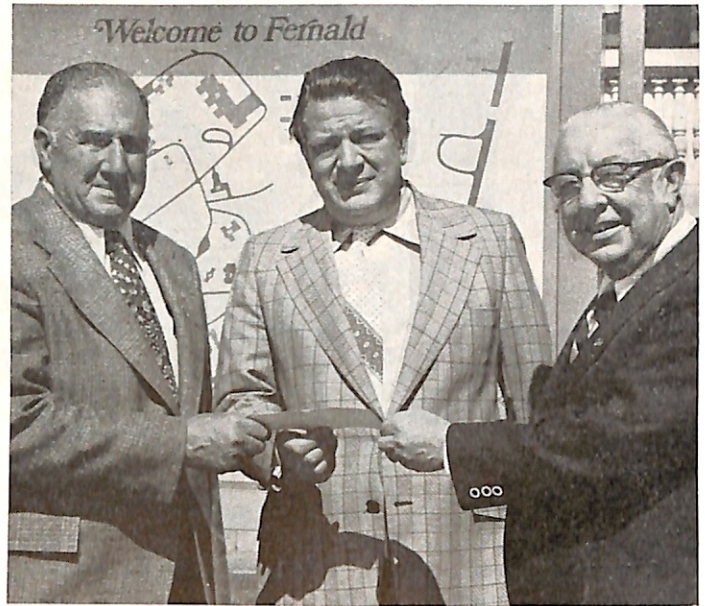
Aside from its trigger-happy tendencies, the skunk is a lovable and useful creature. Not only is it a valuable fur bearer, but rids the land of many harmful insects. It is particularly fond of wasps, crickets, grasshoppers and beetles—actually, such citizens of the crawly clan make up over 40 percent of its diet. Other staples include berries and fruit, mice, grain and carrion. Contrary to popular belief, few skunks raid the farmer's poultry.

If you have the misfortune of getting "skunked," you have this antidote from an experienced South Carolinian: "Upon reaching home, remove all clothing and bury at a depth of six feet. Bathe for two hours in a tubful of strong lye-soap suds, being sure to thoroughly wash the hair. Sprinkle the body moderately with the contents of a dime bottle of toilet water and put on clean clothes." . . . And you'll still stink to high heaven! ■

NEWS OF THE LODGES



THE FIRST RECIPIENT of the Park Gagnon Memorial Scholarship, an award established by Bellingham, Wash., Lodge, was Greg Thiel, a recent high school graduate. Mrs. Mae Gagnon, wife of the lodge's 30-year secretary in whose honor the fund is named, was first to congratulate Greg.



A GIFT to the Walter E. Fernald State School for exceptional adults and children in Belmont, Mass., was arranged by the Massachusetts Elks Association and presented to Dr. Hugo Mosher (center), superintendent, by VP Harry Sarfaty (left) and SDGER W. Edward Wilson. The fund to which the \$1,000 contribution was made helps provide extra recreational services for the residents.



SPORTS CELEBRITIES gathered at Vallejo, Calif., Lodge recently to honor local sports editor Dave Beronio (second from right) who was selected as the lodge's citizen of the year. (From left) Jackie Jensen, former American League batting champion, heavyweight boxer Buddy Baer, and former world light heavyweight champion Archie "Mongoose" Moore attended, as did Lefty Gomez of the Baseball Hall of Fame, and Ernie Nevers, Leo Nomelleni, and Tom Hamilton of the Football Hall of Fame.



UTAH GOVERNOR Calvin Rampton (left) offered his congratulations to Arthur Clifford Preston for his selection as a Golden Key Award recipient by the Governor's Committee on Employment of the Handicapped. Mr. Preston, who is Scoutmaster for Boy Scout Troop 534 which is exclusively for handicapped boys, was nominated for the award by Salt Lake City Lodge which sponsors the troop. The lodge was represented at this meeting by immediate PER Paul Moyes (second from left) and DDGER Joseph Cronin Jr.



THE HALL OF FAME of the Tennessee Elks Association welcomed PDD W. J. Neese (center), a PER of Paris Lodge, into its ranks recently. Paris ER Billy Morris awarded the plaque to Brother Neese, observed by PDD Victor Steffes, who is also a PER of the lodge.



A CRIPPLED CHILDREN'S CLINIC which raised \$1,700 through the efforts of Sidney, Neb., Lodge employed the work of six doctors and six dentists to examine 27 children over the course of a morning. Assisting the medical staff were (front row, from left) Virg Knackstedt, county welfare director, social worker Charlotte Kenton, Sidney Chm. Rex Swanson, State Chm. Walter Hampton, Marie and Jim Creger, and (back row, from left) then-ER Del Lamm, and Committeemen John Ward and Stan Deidrick.



GREETED by ER Byron Hillstrom, then-GER Strohm visited Ogden, Utah, Lodge, where Mayor Stephen Dirks (second from right) was given the outstanding citizen's award. Present were (from left) Trustee Ernest Durbano, Grand Trustee Alton Thompson, then-SP W. S. Thain, PGER Robert Boney, and Americanism Chm. George VanDrimmelen.



SCHOLARSHIP CHAIRMAN John Pasquale of Paterson, N. J., Lodge presented the lodge's awards for high school academic achievement to Lucille Cinderella and Michael Spinelli.



THE CHARITY FUND of Eureka, Calif., Lodge was the beneficiary of the profits earned by the Elks-Polack Brothers Circus. Art Ostenson (right), general chairman of the circus, presented then-ER Howard Pendleton with a check for \$3,343.22.



BROOKLYN, New York, Lodge honored PDD Les Bellows (third from right) of Staten Island Lodge in celebration of his 50th anniversary as an Elk. (From left) ER Thomas A ena, New York immediate PSP Harry Macy, and PDD Vincent Giganti, Brooklyn's secretary, presented Brother Bellows with a plaque at the lodge's installation of officers.



OUTGOING STATE PRESIDENT Alex Brady (left) of the Pennsylvania Elks, was given a testimonial dinner at his home lodge, Monongahela. PGER E. Gene Fournace, Grand Secy. Homer Huhn Jr., and PSPs Edgar Herwick, Charles McGinley, and James Ebersberger gathered to honor Brother Brady, and Testimonial Co-chm. Jack Runkle (right) presented him with the lodge's gift of appreciation.



AT GULFSTREAM PARK in Hallandale, Fla., a horse race was named in honor of then-GER Gerald Strohm and the Florida Elks' Harry-Anna Crippled Children's Hospital. Mrs. A. K. Forest (left), owner of the winning horse Star of Fools, and winning jockey Gerland Gallitano presented Jerry and Kay with a symbol of the race.



THE GOAL of Liverpool, N. Y., Lodge for the year's contributions to cerebral palsy was discovered to have been exceeded when tabulations were made at the end of a fund-raising drive. Co-chm. Wilber Ball (right) and Thomas Fields (second from right) presented a check for \$8,486.11 to PER Robert Sullivan, observed by VP Dale Hartpence and ER E. Douglas Cole (left).



TEN THOUSAND MARCHERS participated in the Connecticut VFW Loyalty Day Parade held recently in East Hartford, including ER Fran Reinholz (left) and the lodge's officers. Youth activities was the theme chosen by the lodge for its float.



LIFE FOR OTHERS is the name of the project initiated by Vero Beach, Fla., Lodge in cooperation with the National Kidney Foundation, the Jackson Memorial Hospital, and the University of Miami Transplant Center to recruit kidney donors. Joey Goodine (right), 18, of Weymouth, Mass., who has had a successful transplant operation, was flown to Vero Beach as a guest of the lodge to help kick off the program. Duncan Chalmers, Paul O'Halloran (left), and ER Charles James helped set the program in motion.



EL MONTE, California, Lodge provided four bands, 12 organists, and four emcees for a music festival whose proceeds, amounting to \$3,097.22, were donated to the City of Hope at Duarte, California. Lois Muldoon, chairman of the Rosemead Circle of Hope, thanked immediate PER Bob Davenport and Est. Lect. Kt. Chuck O'Connor for the lodge's help and theirs.



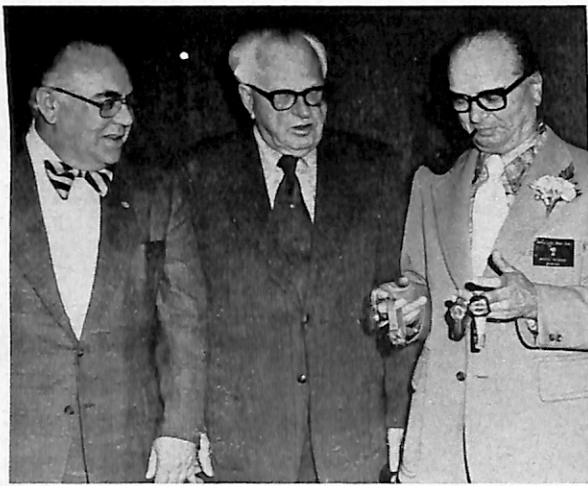
A CHARCOAL DRAWING by Sam Kakelegian (right) of Boston Celtics player Don Nelson (second from left) was a gift from Portland, Me., Lodge to the basketball star at a recent banquet held by the lodge in his honor. Eddie Griffin (left) and then-ER Robert Crabb joined in on the fun.



BROTHER GEORGE MILO SR. (center) of Montpelier, Vt., Lodge was the recent recipient of two awards, including a \$1,000 honorary founder's certificate. SDGER Raymond Quesnel (right) and then-ER Wayne Bates were on hand to make the presentations and to applaud Brother Milo's achievements.

MARINER TROOP 1015, sponsored by Alameda, Calif., Lodge, is being assisted by the lodge in their project to refurbish a 40-foot captain's gig. Alameda Mayor Chuck Corica, a member of the lodge, and ER Donald Follrath work with the girls, who are (kneeling) Janice Carrol, Suzie Miller, Peggy Winkler, Jane Abrew, and (back row) Kathy Keenan, Bobbie Jayne, Cindy Black, Bonnie Jayne, Meridith Young, and Beverly Follrath.





DURING ANNIVERSARY WEEK celebrations at Devils Lake, N. D., Lodge, Secy. Monte Monroe (right) was presented with two engraved watches in recognition of his 38 years of service to the lodge, the last 33 years as secretary. Admiring the gifts were two of the lodge's guests, PGER Ray Dobson (center), and then-SP Carl Elliott.



A STATION WAGON purchased by the New York State Elks for the Special Children's Center will facilitate the visits of Home Service Director Doris Salerno (second from right) to families of the disabled. Ms. Salerno and Mrs. Leonard Miscall, president of the Center's auxiliary, accepted the car keys from (left to right) Ithaca ER Macario Gessini, Major Projects Chm. S. A. Curtiss, and Ithaca PER Marty Hancharik.

LODGE NOTES

EVERGREEN, Colo. New member James Randall, currently serving with the U.S. Navy, is the first active serviceman to be initiated by the lodge. Brother Randall joined the lodge in a ceremony conducted by his stepfather then-ER Carl Wamser.

MAYNARD, Mass. The lodge's donation of \$400 to the Liberty Athletic Club, a women's track and field organization, was used to purchase new uniforms for the team.

WILLIMANTIC, Conn. A television set was the lodge's gift to the state veterans hospital in Rocky Hill, Conn. Accepting the set from DDGER Alan Lyon and the lodge officers was hospital executive officer Major Agostinelli.

GULF-MOBILE, Ala. Life member John Lynch, a former secretary of the lodge, was recently awarded a National Foundation participating membership certificate and pin.

SKYFOREST, Calif. Lee Martinez, Sue Rupp, and Debbie Bopp are winners in the lodge's scholarship competition.

KNOXVILLE (Pittsburgh), Pa. Nearly 85 members attended a holiday party sponsored by the Twilighters, the lodge's senior citizen group which is now in its second year.

CALIFORNIA-HAWAII. The operations required by Doug Wilson, former cerebral palsy poster child, were financed with the help of state association funds.

CLARK, N. J. A \$500 contribution from the Elks' ladies was received by the lodge. During a recent dance President Barbara Reagan presented the ladies' check to ER Paul Gruytch and PER Frank Rokosny.

NEW CASTLE, Pa. Brother J. W. Staudinger, a life member of the lodge, died recently.

DAYTON, Ohio. The lodge awarded a trophy to PDD Marc Humpert for his 33 years of service. James Flynn, president of the PER Association, made the presentation to Brother Humpert during a dance at the lodge.

BIG BEAR LAKE, Calif. PER Ernie Neuman recently witnessed the installation of his son, ER Ed Neuman. This was the first time in the lodge's history that a father and son have served as Exalted Rulers.

HAMILTON, N. J. Two \$100 certificates were awarded to the lodge's Shuffleboard League for their contributions to the National Foundation.

STATEN ISLAND, N. Y. The lodge held a party honoring PDD Leslie Bellows, a 50-year member, for his service to the order. Among those present for the occasion were Past VP Paul Sadosky and PDD Vincent Cataldo.

BIRMINGHAM, Ala. Brother Claude Crouch, a member of the state association's Americanism Committee, was recently awarded the Grand Lodge Americanism Certificate of Merit.

LARGO, Fla. The lodge completed its \$1,000 pledge to the Department of Parks and Recreation for a city recreation complex. Then-ER Robert Methven presented the final installment to Art Kader, assistant director of the department.

ST. JOSEPH, Mich. Following their naturalization, 30 new U.S. citizens were the honored guests at the lodge's Law Day luncheon, where they were presented with American flags.

MARIETTA, Ohio. The lodge building, constructed in 1900, was recently designated a national historic building by the Historic Sites Commission of the Department of the Interior.

DUNELLEN, N. J. PER Donald Munro recently donated to the lodge an American Heritage Board which he had made. Accepting Brother Munro's gift on behalf of the lodge was PER Stephen Terrible.

SALIDA, Colo. Steven Post, Mary Katherine Cortese, and Shannon Arnold, scholarship winners, recently received their awards from ER John Loring and Brother John Ophus, principal of Salida High School. On the same occasion Brother Ken Williams presented awards to Brian Spence, David Minary, Frank DeBuono, Rhonda Gleason, and Beth Sandell, division "Hoop Shoot" winners.

RED WING, Minn. The peewee hockey team sponsored by the lodge won first place in the Cottage Grove Winter Tournament and in the Dakota Hockey League of Southeastern Minnesota.

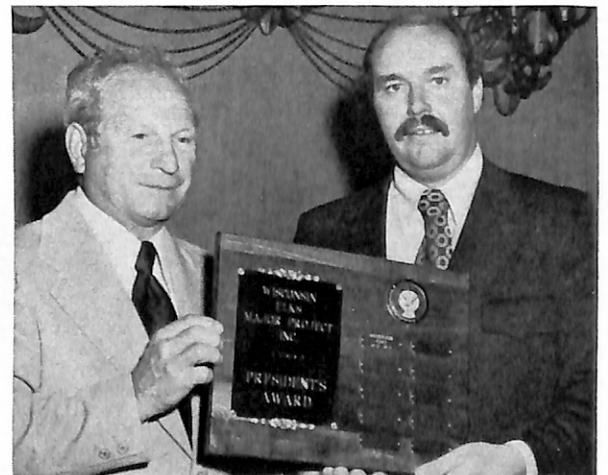


SALEM, Oregon, Lodge recently hosted a luncheon honoring then-GER Gerald and Kay Strohm (second and third from left). Special guests included PGER Frank Hise, newly elected Oregon SP C. J. Wilkins, State Secy. L. A. O'Neill, and Chief Justice Hal Randall (right) of the GL Grand Forum and his wife Pat (third from right). ER Harry Summers and his wife Lorainne welcomed the guests.

THE HIGHEST CONTRIBUTOR of all lodges in the State of Wisconsin to the cause of cerebral palsy research and treatment on a per member basis was Sheboygan Lodge. ER Lee Verhulst (right) accepted the State President's Award on behalf of the lodge from District Major Project Chm. John Ehler.



A 12-MILE WAGON PULL to raise funds for West Virginia hospitalized veterans was completed by area Mayors Howard Byard of Glendale, a PER of Moundville Lodge, Don Krupica of McMechen, Anthony Scaffidi of Benwood, PER Tom Carpenter, chairman of the "Have a Heart" campaign sponsored by Moundville Lodge, then-ER C. Edward Denhem, Don Maupin, and Ben Thompson. Approximately \$1,694 was raised on the walk, which was followed by a country-western show, also held by the lodge for fund-raising.



A TRUST FUND in the name of Jack Showers, which is administered by the Past Exalted Rulers of Santa Monica, Calif., Lodge, provided the funds to be donated to St. John's Hospital and Health Center in Santa Monica for the purchase of new laboratory and X-ray equipment. Sister Marie Madeline, the Center's executive director, accepted a check for \$2,000 from (left to right) PERs Jim Schooler, Virgil Kingsley, PDD, Charles Hagan, and Francis Goplen.



AN EXERCISE PROGRAM for the handicapped was supported by members of Westbrook, Conn., Lodge when they purchased a ramp so that people in wheelchairs would be able to mount horses. ER Bradford May (center) and Youth Chm. Emmett Kiernan presented a check for this purchase to Ms. Cindy Clarke.

LODGE VISITS

GRAND EXALTED RULER Gerald Strohm



An American Heritage Center, recently built and dedicated at Oklahoma City, Okla., Lodge, was viewed by Brother Strohm (second from left) and PGER Robert Pruitt (second from right) when they were in Oklahoma for the state convention. The center consists of an ash cabinet and an original oil painting by lodge member George Schuchardt (left). PER Don LaPoma showed the cabinet to the visitors.

At the Albuquerque, N. M., International Airport, Jerry and Kay deplaned to visit the lodge, while enroute to the business proceedings of the New Mexico Elks Association which were to take place at Farmington Lodge.



◀ Texarkana, Arkansas-Texas, has a very unique location, since the state line which divides the town runs directly through the center of the U.S. Post Office. Standing on this spot were (from left) PDD Dillon Seymore, DDGER Fred Carter, Texarkana, Ark., Lodge's ER Joe Cunningham, then-GER Gerald Strohm, DDGER Harvey Nelson, and PDD Richard Hebel. Brother Strohm and Kay received an original oil painting as a gift when they visited the lodge on their recent tour of the two states.



Then-GER Gerald Strohm (left) recently visited Lebanon, Ore., Lodge where PER Bert Moersch (center), who joined the lodge in 1915, was honored for his 60-year membership in the order. PGER Frank Hise was present to greet Brother Strohm and to congratulate Brother Moersch.

◀ Mountain Home, Ark., Lodge welcomed then-Grand Exalted Ruler Strohm and his wife Kay with a luncheon in their honor. An "Arkansas Traveler" certificate was presented to Brother Strohm by State Representative Vada Shied, as ER Willis Hinesly looked on.





News of the State Associations

AID provided by the Ohio Elks for the Xenia disaster area was valued at over \$16,000, according to an announcement made during the state association's 77th annual convention in Columbus April 24-27. It was estimated that \$185,000 was spent on community service projects throughout the year.

Approximately 1,200 delegates and guests, including featured speakers PGERs E. Gene Fournace and Edward McCabe, attended the convention. A luncheon honoring outstanding students from throughout the state was highlighted by the presentation of more than \$20,000 in scholarships and awards.

Winner of the state ritualistic contest was Bellefontaine Lodge. Elk of the Year Francis Cupp of Chillicothe Lodge and Harry Baujan of Dayton, named to the Elks Hall of Fame, received their awards from State Trustee Robert Kennedy.

Contributions of Ohio Elks for the treatment of cerebral palsy, the state major project, totaled approximately \$61,000, and more than \$77,000 was collected for the National Foundation. Nearly \$116,000 was spent on youth activities throughout the state.

Irving Davies of Lakewood Lodge was elected and installed as State President of the association. Other new officers include Vice Presidents Floyd Shambaugh, North Canton; Eugene Buchy, Greenville; Eugene France, Bowling Green; Secy. Richard Baker, Findlay, and Trustee Leonard Nethers, Newark.

Ohio Elks will return to Columbus August 22-24 for a fall planning conference.

DISTINGUISHED GUESTS attending the annual convention of the Iowa Elks Association May 2-4 in Waterloo included National "Hoop Shoot" Director Gerald Powell, Illinois SP Richard Stropes, and PGER Glenn Miller. There were 467 Elks and their ladies present for the three-day session.

Wayne Ames of Charles City Lodge



Newly elected SP James E. Spence (left) and immediate PSP Dan Davis (center) welcomed guests (from left) PGER Horace Wisely, Arizona SP Michael Deir, then-GER Gerald Strohm, and PGERs Raymond Dobson and R. Leonard Bush to business proceedings at the California-Hawaii convention at Sacramento.

was chosen to lead Iowa Elks as their State President. Assisting him will be Vice Presidents Charles Ewoldt, Storm Lake; Larry High, Iowa Falls; Paul Techel, Ottumwa; Al Bornmueller, Ames; Secy. Sanford Schmalz, Muscatine; Trustee Leo Youngblut, Waterloo, and Treas. Rodney Smith, Ames.

A fall meeting of the state association is scheduled for November 7-9 in Des Moines. Mason City was the site selected for the spring meeting to be held April 30-May 2.

THE 60th SESSION of the California-Hawaii Elks Association was held in Sacramento May 14-17. Attending the convention were 5,044 persons, including special guests then-GER Gerald

Strohm and PGERs Horace Wisely, R. Leonard Bush, and Raymond Dobson.

A total of \$892,808 for treating cerebral palsied and handicapped children was deposited with the major project committee by 189 Exalted Rulers from California and Hawaii lodges. Over the past 25 years, the association has raised more than 12 million dollars for this charitable cause.

James E. Spence was chosen to head the association as State President. Top honors in the state ritualistic contest were taken by Alameda Lodge.

The mid-term conference of the California-Hawaii Elks Association is scheduled for November 7-8 in Santa Monica. The next annual convention will meet in San Francisco May 19-22.



Several tours were conducted during the course of the New Mexico Elks Association convention. (From left) California-Hawaii PSP Yubi Separovich, Kay and Gerald Strohm, DDGER Don and Mrs. Holland, Mrs. Separovich, Mrs. Greeley Myers, daughter of PGER Robert Boney, Mrs. and PSP Dan Davis, Mrs. R. L. Adams, wife of Farmington Lodge's immediate PER, and Mrs. R. L. Batley, wife of the newly elected State President, participated in one of them.



Gerald Strohm, Grand Exalted Ruler at the time of the New Mexico Elks convention recently held at Farmington Lodge, was welcomed by PGER Robert Boney of Las Cruces Lodge.

CONTRIBUTIONS toward the Louisiana major project, the Southern Eye Bank in New Orleans, amounted to nearly \$30,000 for the year. The announcement of this total was made during the Louisiana Elks Association annual convention, held April 25-27 in Alexandria.

The convention's featured speaker was GER-nominee Willis McDonald. Three hundred members and guests, including PGER William Wall, heard Brother McDonald's address.

Among the awards presented was the state ritualistic trophy. The team from Slidell Lodge bested Baton Rouge to capture this award.

The state association officers elected for the coming year include SP Harold Sylvester, Opelousas; Vice Presidents George Ketteringham, Slidell; Ray Majure, Shreveport; Secy. Ellis Ponthieux, Shreveport, and Treas. C. W. McGill, Slidell.

The mid-season conference will be held December 5-6, with Shreveport Lodge acting as host. Next year's annual convention will be held in New Orleans.

FARMINGTON LODGE welcomed nearly 600 delegates, ladies, and guests to the 46th annual convention of the New Mexico Elks Association, held April 10-12. GER Gerald and Kay Strohm, PGER Robert Boney, California-Hawaii PSPs Dan Davis and Yubi Separovich, and GL Committeeman Jerry Gorman were among the dignitaries present for the occasion.

Elected State President was Robert Batley, Farmington Lodge. His new fellow officers include Vice Presidents Ray Camp, Carlsbad; Ike Alarid, Santa Fe; Secy. Howard Nunez, Albuquerque, and Treas. E. H. Jahraus, Albuquerque.

First place in the state ritualistic con-



Standing beside the Missouri Elks' new mobile dental unit were three officials of the State Benevolent Trust, PSPs Tom Briggs (left), finance chairman, George Murray (third from right), director, and Francis Carr (right), a member of the Board of Management. Also present were (from left) immediate PSP Donald Nemitz, then-GER Strohm, and PGER Edward McCabe.

test was taken by Albuquerque Lodge, with Carlsbad finishing second and Los Alamos third. A special sportsmanship award was presented to the team from Clovis Lodge.

Brother Dave Rocco of Gallup Lodge was named Elk of the Year for his efforts in the fund drive for cerebral palsy, the state major project. Cerebral palsy ticket sales for 1974 were totaled at \$84,550, with Santa Fe Lodge leading in per capita sales, followed by Las Cruces and Raton Lodges.

The fall and spring meetings of the state association will take place at Grants-Milan Lodge on October 17 and 18, and at Tucumcari Lodge, April 22-24.

A RIDER re-creating Paul Revere's ride on the 100th anniversary of that event visited the annual convention of the Missouri Elks Association, held April 18-20 in St. Louis, as part of the Americanism program. Attending the convention were 387 registered delegates representing 45 lodges. GER Gerald Strohm and Kay and PGER Edward

McCabe and Mrs. McCabe were among the honored guests.

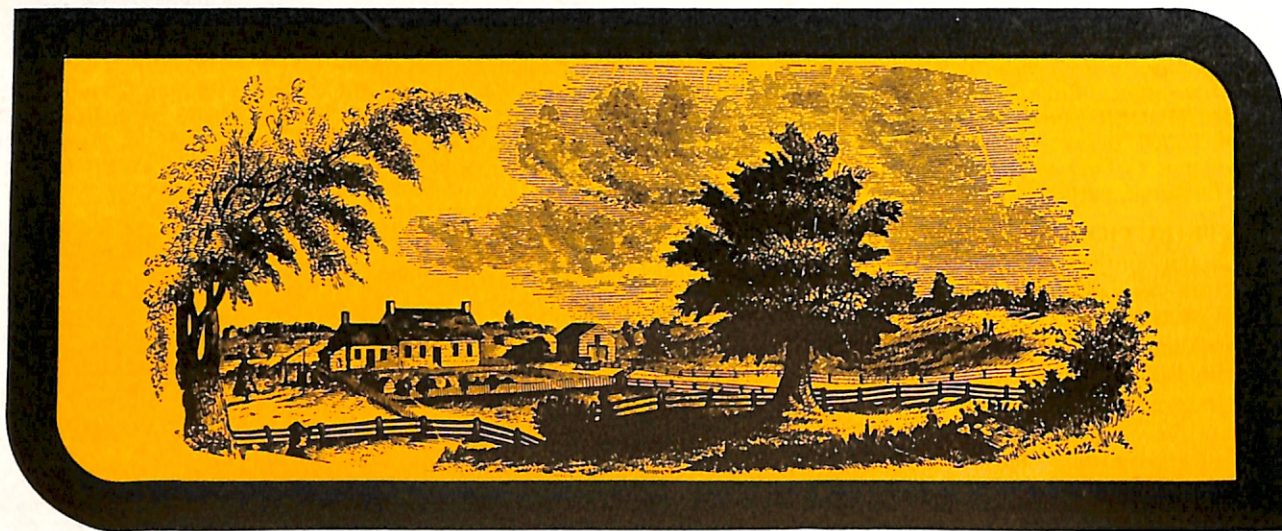
A \$62,000 mobile dental unit, whose purchase was authorized by the state association at the spring meeting, was on display during the convention. A contribution of \$7,500 for the establishment of an Elks dental wing at St. Johns Hospital in Joplin, Mo., was approved at the fall meeting.

It was reported that the state now has 18,028 Elks. Donations received by the Missouri Elks Benevolent Trust, which sponsors the state major project, reached a record high. The team from Washington Lodge won the state ritualistic contest.

R. Max Frye of St. Joseph leads the slate of officers elected for the new year as State President. Other officers include Vice President-at-large Jesse Edwards, Springfield; Secy. Donald Keck, St. Joseph, and Treas. Richard Martin, St. Joseph.

The fall convention is planned for September 12-14 in Jefferson City. A spring meeting will take place April 9-11 in St. Joseph.

The Simple Pleasures



by Jerry Hulse

□ With summertime in full bloom again, it brings with it the melancholy remembrance of another summer, a year ago, when I traveled across mid-America visiting small towns and farms, watching with fascination while electrical storms lit up the heavens at night. I continued this odyssey into the autumn, breathing the sweetness of new-mown hay, moving over covered bridges and beside rivers and streams, taking a front row seat while mid-America conducted her harvest.

As one who has lived his entire life in the city, I made a surprising discovery: Smalltown America still exists. I was elated. Until now I'd spent my days navigating the freeways of Los Angeles, fighting traffic and being jostled by the crowds. Because most cities are brutal, one's primary aim is to survive, and so it becomes a challenge, a fascinating game. Now, though, I was discovering the unfamiliar: those small towns and villages which, until this trip, I'd only glimpsed on calendars and read about in Steinbeck novels. On this journey I photographed Amish farmers in their buggies and listened to the melody of the threshing machine; I drove through the flat, unending prairieland of Kansas and the

wheat fields of Oklahoma and the corn fields of Indiana.

While our cities grow bigger and more crowded and constantly noisier, in rural America the simple pleasures survive: the pie baking contest, the harvest celebration, the county fair. During this summer-to-autumn odyssey I studied the great flatlands of mid-America, a tableland of pastures and tall green corn and rural villages, their lights winking back as I drove on through the night. There was Locust Grove, a whistle stop in the "green belt" of eastern Oklahoma where, for the first time in years, I went fishing. It was a setting reminiscent of a Norman Rockwell painting—a lovely lake surrounded by rolling green hills and their red barns and rail fences and cattle grazing beside deserted country lanes. Later I swam in the Grand River where willows spread their shade along the banks; afterward, with darkness and only the light of a harvest moon, we sat listening to the crickets and locusts and eating catfish and watermelon fresh off the vine.

Throughout Oklahoma it was a time of fairs and rodeos. There was the annual Rooster Day Celebration and Rodeo at Broken Arrow, the Oklahoma

Cow Chip Throwing Contest at Beaver, the Osage Muzzle Loading Matches at Tulsa, the Choctaw Indian Festival at Talihina and the annual Family Fun Festival and Float Drop on Lake Hudson.

In Guthrie, OK, the entire town gathered for the 89er Celebration which honors the memory of the men who tamed the once-wild land. For three days they paraded, dressed as their grandmothers and grandfathers did. They took part in the Old Fiddlers Contest and once when it rained, the celebration went on anyway. The 89er fling is a mixture of horse riders, floats and flags, cotton candy and Crackerjacks. In Guthrie it's big potatoes, this tribute to another time and other lives.

Smalltown, U.S.A.: There's the Clothesline Fair at Prairie Grove, AR, Turtle Days in Churubusco, IN, the Black Hills Steam Threshing Bee in Sturgis, SD, and in Coshocton, Ohio, crowds turn out for the annual Apple Butter Stirrin' Festival, which this year honored the 200th birthday of Johnny Appleseed.

Women in 18th-century costume cooked up apple butter in huge black kettles and youngsters marched in the Johnny Appleseed parade. Afterward

there were sack races and hoop rolling and pie-eating contests as well as a corn husking bee. Yes, and a spelling bee, too. And somewhere in that simple background I heard the old-fashioned circus sound of a steam engine and brass pipe calliope.

From Ohio I crossed the state line into Indiana where, on a late autumn afternoon, I reached the village of Greenfield, the land of poet James Whitcomb Riley. In his memory a festival is held in October by the residents of Greenfield and the surrounding Hancock County area. A chill had developed and so the leaves were turning and, in the words of the beloved Indiana poet, "the frost was on the pumpkin."

The theme in Greenfield was "The Ol' Swimmin' Hole." There were canoe races and an antique car show, a fiddler's contest, go-cart races and country and western music.

Outside his home on Main St. a marker identifies Riley as Indiana's "Hoosier poet," a man who, in the words of one writer, "aimed at the heart rather than the intellect, penning lines about pink sunbonnets, an old sweetheart, roses full of dew and strawberries melting on the vine." But this was autumn and so the strawberries were gone—although the dew of a morning shone like diamonds in the fields surrounding Greenfield's old frame homes.

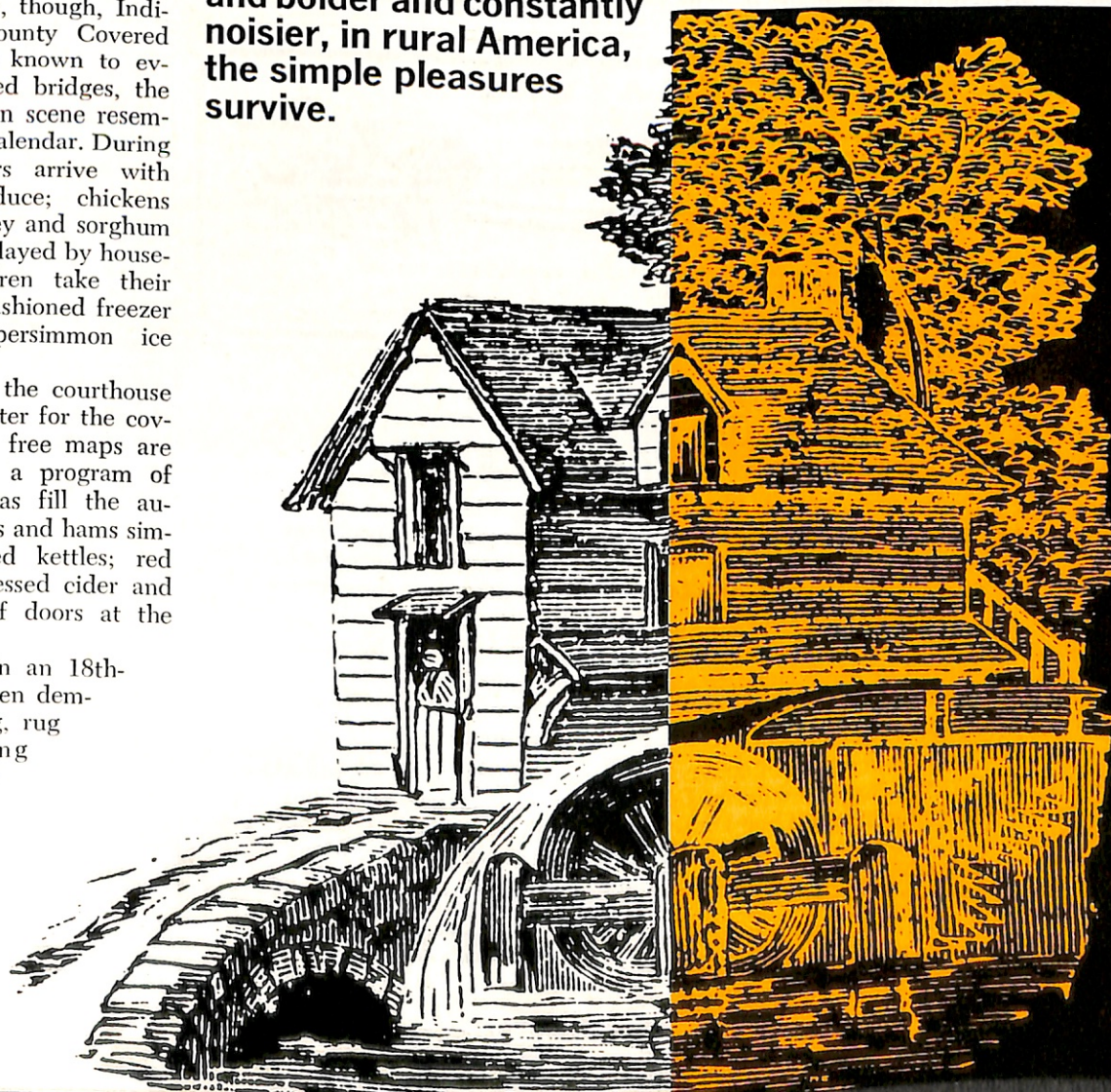
Of all its celebrations, though, Indiana's annual Parke County Covered Bridge Festival is best known to everyone. With 36 covered bridges, the festival offers an autumn scene resembling an old and dated calendar. During the celebration farmers arrive with freshly harvested produce; chickens are barbecued and honey and sorghum and cured hams are displayed by housewives while the children take their turns cranking an old-fashioned freezer running over with persimmon ice cream.

Tents are set up on the courthouse lawn where guests register for the covered bridge tours, and free maps are distributed along with a program of events. Heavenly aromas fill the autumn days: bacon, beans and hams simmering in old-fashioned kettles; red hot crullers, freshly pressed cider and pancakes served out of doors at the fairgrounds.

A few miles away in an 18th-century village, craftsmen demonstrate candle dipping, rug weaving, blacksmithing and the art of quilt making. Motels are booked for miles around during the festival, so that dozens of visitors are



While our cities get bigger and bolder and constantly noisier, in rural America, the simple pleasures survive.



accommodated in private homes. (For details write to the Tourist Information Center, Department C.T., Box 165, Rockville, IN 47872.) In Iowa's Madison County, another autumn covered bridge festival features the pressing of apple cider, the art of turning a kettle of corncob jelly, quilting, spelling bees and the sale of corn husk dolls.

Smalltown, U.S.A.: In Churubusco, residents make whoopee during Turtle Days, a celebration initiated by the 1948 sighting of a "giant turtle" in Farmer Gale Harris' lake. It touched off a stampede by hundreds. The curious tramped through the Harris lettuce patch and cornfields, mutilating his hoped-for harvest. Newsmen made it worse, spreading rumor as gospel. Although the "Beast of Busco" never surfaced again (indeed some skeptics say the turtle probably never even existed) a legend was born, and with the legend the annual celebration unfolded, a festival which takes on more glitter with each passing year. Riding U.S. 33 into town, motorists are met by a sign reading, "Churubusco, Turtle Town, U.S.A."—this along with replicas of the turtle (known affectionately as Oscar) which are displayed in store windows throughout the little village.

My summer-fall odyssey continued until I arrived in the small Indiana

town of Auburn where, during summer evenings, folks sit on their porches and swings, listening to the crickets and watching the fireflies, enjoying the simple life. White frame homes are surrounded by ancient elms and the courthouse sits on a grassy square in the center of town. It is, I suspect, how one might have found Peyton Place, one of those towns with its loves and hates, happiness and heartaches, hopes and sad, sad memories of dreams often unfulfilled. Auburn, IN, population 7,000.

Before returning to the freeways of Los Angeles I attended the annual DeKalk County Free Fall Fair in Auburn. The streets had been roped off around the courthouse and booths were set up along with carnival rides, and directly outside the courthouse door a bingo game was drawing a tentful of players. A pretty girl sang a medley of ragtime tunes, including "Piano Roll Blues" and "Alexander's Ragtime Band." Practically the entire town turned out during the fair, even though I hear it's much the same every year. But that's one of the charms about Smalltown, U.S.A.—the simple pleasures go forgotten.

Returning home I witnessed the spectacle of autumn in the West. In Colorado aspen leaves clung to the trees like golden coins; the campers and

fishermen had taken their leave and now the mountains rose up beside valleys and streams and rivers which were totally deserted. Suddenly the earth had turned gold and red and the temperatures were dropping. Frost was in the air, and soon the first snows would come and the leaves would disappear, altogether, and autumn would give way to winter.

Almost overnight summer's verdant veil had become a scarlet shawl. The scene was the same across the entire land, all the way from New England to the Pacific Northwest. Fields of golden pumpkins lay beside the highways and there were roadside stands that displayed America's harvest: corn and squash, yams and huge potatoes.

I stopped near the Kansas-Colorado border. It was a Saturday afternoon and free cider was being poured for everyone. "Stick around for the parade," said a friendly, red-faced farmer.

Later there were fireworks and more cider, and after this I drove on to Denver and over the Continental Divide. Near Vail I ran into a snow flurry. Already the leaves were falling from the aspen trees. Before long winter would arrive. For a brief second I closed my eyes. I wanted to remember this peaceful scene, for in a couple of more days I'd be back in Los Angeles—fighting the freeway crowds. ■

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(Continued from page 23)

have provisions to attach a lightweight sleeping bag beneath them. What are some of the better brands? Gerry, Kely, Camp Trails, Eddie Bauer, and Coleman are all well regarded. For a good frame and pack, expect to pay \$40 to \$50.

Sleeping Bag. If there's any room for skimping in backpacking, this is not the place. Figure on paying from \$70 to \$120 for a good down- or Dacron-filled bag. (I prefer down, as it's warm and easily compacted into a small, light stuff bag.) Gerry, Eddie Bauer, Coleman, Alpine Designs, Recreational Equipment, Outdoor Leadership Supply, and Powderhorn all make good ones. To go with it, a foam pad with nylon shell smooths out the bumps for a peaceful night's sleep.

Boots. We've saved the most important item for last—and good boots are worth their weight in gold. In fact, entire articles have been devoted to the topic. In the limited amount of space we have here, let me emphasize that *fit* is more important than *brand*. Be sure to buy your hiking boots from a reputable dealer and a salesman with experience. (Don't be afraid to ask.) Mainly, you want to be sure the boots support your feet while leaving enough toe room to "wiggle." And, when you push your foot forward, you shouldn't feel any pressure against the toe of the boot.

Two more points: be sure to wear two pairs of socks when you go boot shopping and be sure to break your boots in before field testing them.

Can Science Short-Circuit Lightning?



Severe thunderstorms produce fierce lightning displays.

Dr. Heinz W. Kasemir, Project Director for NOAA's Atmospheric Physics & Chemical Laboratory in Boulder, Colorado, monitors a recording device aboard the NOAA research aircraft. The chart records pertinent information.



by Karen J. Gilleland

Flashing lightning, with its violent, thunderous roar, is one of nature's most devastating weapons, causing, in an average year, more deaths and more property damage than tornadoes and hurricanes.

Lightning, however, is a vital part of nature. It adds nitrogen to the rain and, ultimately, to the soil. And it plays an important role in balancing our planet's ecological and electrical budgets—a job carried out by 100 lightning strikes every second somewhere around the world.

Despite lightning's vital role, there are times when it is desirable not to have to worry about lightning strikes. Space launchings, for example, are occasions when scientists prefer that the skies be lightning-free. The Apollo 12 Saturn rocket was hit twice by lightning in its first minute of flight. The rocket's electronic instrumentation survived these jolts, but such massive discharges can pose a serious flight hazard. Very dry periods in forest areas are also times when lightning can be hazardous. In fact, severe lightning causes about 70 percent of the destructive forest fires in the Pacific Northwest each year.

What can be done about these hazards—can lightning actually be prevented?

This question has prompted a great deal of scientific research. And, at last, scientists at the National Oceanic and Atmospheric Administration (NOAA) in Boulder, Colorado, may have the answer. Last summer, the NOAA experiments, headed by Dr. Heinz W. Kasemir, shifted from the investigation stage of the previous two summers to attempts at actual lightning suppression. Dr. Kasemir says, "The experimental phase is now about 80 percent complete, and we consider it to be successful. Some questions still must be answered, however, before lightning suppression advances to an operational practice."

He explains that during a thunderstorm, positive and negative electrical charges build up in the clouds. These electrical fields are insulated from one another by the intervening air, which is a poor conductor of electricity. The isolated charges continue to grow until they are large enough to overpower the insulating effect of the air. When the fields are sufficiently strong—about 500,000 volts for each meter of air separating them—they cause a breakdown of the insulation of the air; and



A modified old World War II B-26 bomber readies for take-off on a stormy afternoon in Colorado. It is on a scientific mission to study lightning. The storm-chasing aircraft has two field mills—one on the nose cone and one on top—which monitor atmospheric electric fields. Inside the plane, scientists monitor information from these field mills and an array of other weather-sensitive instruments. Chaff to "seed" the storm and prevent lightning is dropped from a chute at the back of the plane.

"Lightning is one of nature's most devastating weapons--yet it plays a vital role in nature's ecological balance."

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an ionized, conductive channel forms between the electrical charge centers in the cloud. The electrical discharge along this channel is the lightning bolt.

The NOAA lightning-suppression experiment is based on the observation that when an elongated, conductive object is inserted between opposite electrical fields, the object itself develops a positive and negative pole. Instead of exploding, the ions escape from the ends of the conductor in what is called a corona effect. Coronas are commonly seen during storms as a glow on the wing tips of airplanes, on ship masts, and on high-power transmission lines. This continuous release of ions prevents the high-voltage buildup that would result in a lightning stroke.

Working on this principle, NOAA scientists decided to drop chaff—hair-like aluminized nylon fibers about four inches long—into the region of the storm's electrical field to force a corona. Hopefully, the corona's low-level discharges would be able to neutralize the storm's massive energy fields. By aligning themselves with the electrical field lines inside the thunderstorm, the chaff fibers promote ionization and increase the conductivity of the air. Corona discharge on chaff fibers appears to begin at about 30,000 volts per meter, considerably lower than the 500,000 volts per meter needed to touch off a lightning bolt.

To perform the chaff-dropping missions, the scientific team flies two aircraft—a converted old World War II B-26 bomber and a Convair T-29 on loan from the Air Force. Both aircraft carry a chopping device to make the chaff. A little more than four pounds of chaff, about 20 million fibers, are dispersed through the cloud on two separate one-minute passes. This amount creates a corona current sufficient to counterbalance the electrical current generated by an average thunderstorm. The minute, hair-like chaff filters back down to earth over a wide area (about 100 square miles) and is not detectable in the environment.

Instruments aboard the aircraft measure the intensity of the electrical fields

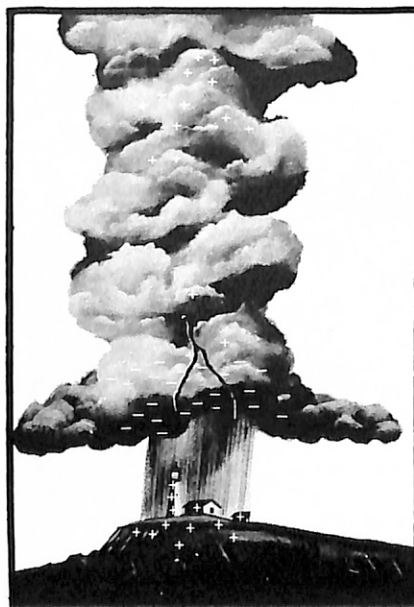
around the planes and detect nearby lightning strokes. Other instruments allow scientists to compare the occurrence of seeded-versus-natural lightning.

As each mission begins, the scientists look for clouds in the cumulus congestus stage; that is, a fluffy cumulus cloud that is beginning to rise and darken into a thunderstorm. The aircraft penetrate the storm cloud at two levels. The B-26 flies at the level where water in the cloud is freezing, usually about 16,000 feet, while the T-29 soars about 20,000 feet off the ground, where the temperature drops to -4° F. According to one airborne scientist, "When you're in the storm, it's a rough ride."

Both aircraft enter the cloud, spew the chaff fibers, and continue to fly in the cloud as the storm develops. The instruments constantly observe electrical fields and other weather phenomena—ice, water droplets, updrafts, and downdrafts. When the electrical activity indicates that the cloud is maturing into a thunderstorm, the aircraft leave the cloud and fly monitoring patterns nearby, but outside, the storm. A total observation period of about 25 minutes after seeding is needed to obtain enough information about the lightning-suppression effect to be meaningful.

During the experiment, scientists studied 28 storms. Ten storms were actually seeded with chaff, while 18 were designated as control storms and were not seeded. At the conclusion of the experiments, a statistical comparison showed that chaff apparently speeded up the natural rate of an electrical field's decay about five times. Seeding thunderstorms with chaff reduced the number of lightning strikes observed by 75 percent.

Dr. Kasemir is optimistic about the results that can be achieved through lightning suppression. Although some questions remain, he says, "Scientists are hard at work trying to completely bridge the gap from the experimental stage to the operational stage." Thus, it does look as if man can in-



This illustration shows how positive and negative charges build up during an electrical storm. When the opposing charges become strong enough, they touch off a lightning bolt. Seeding prevents this massive discharge by encouraging a lower-level, near-continuous corona discharge.

deed alter the sometimes devastating course of lightning. So, lightning, beware. Science is striking back!

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The South Dakota Elks Association-sponsored arts and crafts contest for veterans was completed recently. Winners and honorable mentions were Loren Ruble, John Kravic, William Tom, Charlotte Davies, Ralph Quintana, Joe Holy Bear, Jim Fox, Charles Anderson, Pete Ladelfa, and Harley Bristol. The VA Center in Hot Springs hosted the contest.

A number of clock radios were donated on behalf of Bordentown, N. J., Lodge to the Vineland, N. J., VA Hospital. William Jones (left), hospital director, accepted the gifts from PER Bernard Giehl.



Rhode Island Vets Chm. Joseph Thibodeau (second from right) arranged that a shipment of deer skins be sent to the Rhode Island Veterans Home for therapy purposes. Looking over the goods were (from left) Asst. Therapy Director Alfred Mello, R.I. Veterans Home Director Louis Alfano, and Smithfield Lodge's immediate PER John Manney.



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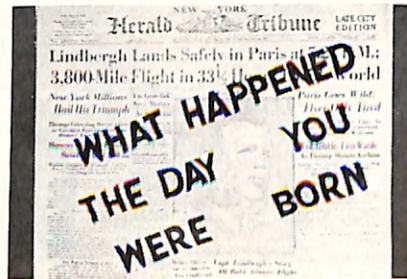
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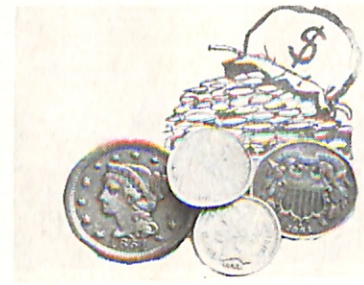
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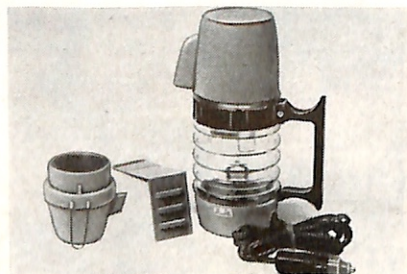
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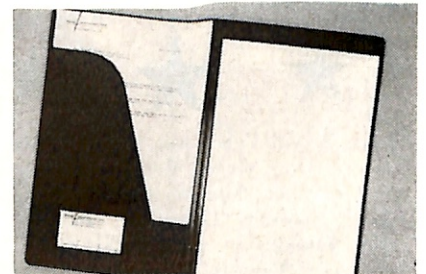
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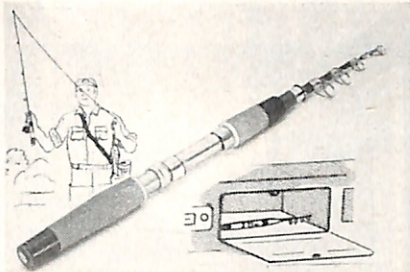


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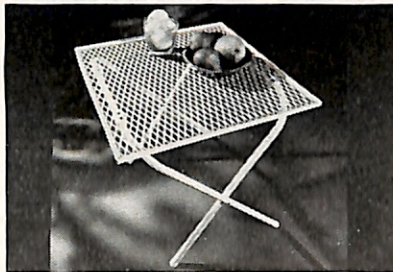
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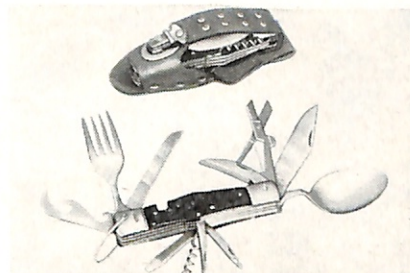
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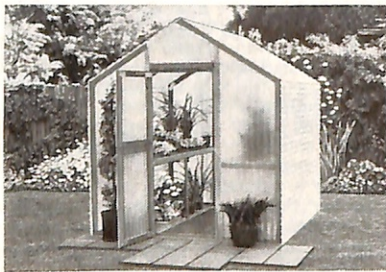
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Grow Super vegetables and flowers! Write today for FREE brochure with Budget Plans and all Accessories. MCGREGOR GREENHOUSES, Box 36-8B, Santa Cruz, California 95063. (408) 476-5390.

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Look for the original Sleep Shade in this box



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Wheat Ridge, Colorado 80033

Coupon for Advertisement Inside Front Cover

THE KENNEDY MINT, Dept. EL-8,
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YES! Please send me the America's Treasury coin collections checked below at prices indicated. I enclose my check or money order payable to "Kennedy Mint." I understand you will buy these collections back, if I wish, at the same prices anytime within five years. Set #006 U. S. 20th Century Coins—\$49.95 plus \$2.45 shipping and handling

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Set #008 Wartime Coinage—\$19.95 plus \$2 shipping and handling

Set #009 Lincoln Memorial Coins—\$14.95 plus \$2 shipping and handling

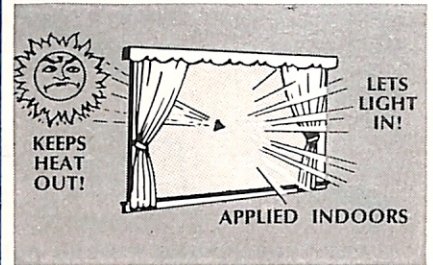
SPECIAL! Set #010 All 4 collections for only \$99.95 plus \$4.33 shipping and handling. You save \$14.85!

Please charge to my

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 Diners Club Carte Blanche
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Account # _____ Expires / /
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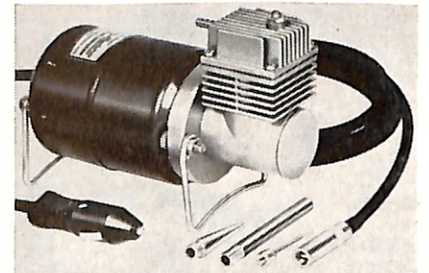
Elks Family Shopper



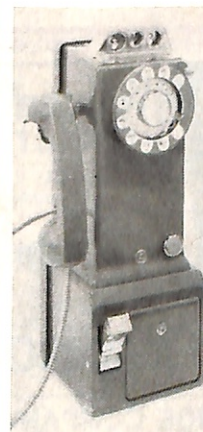
KEEP OUT SUN'S HEAT with Sun Conditioners. Rugged Mylar sheet reflects the sun's heat; is easily applied flat against a window pane indoors. Gives clear view out, keeps you up to 15 degrees cooler indoors. Standard 36"x58", \$4.00 ea.; Jumbo 58"x84", \$11.50 each. Easily trimmed. Handywares Co., 5 Ledge Rd., Old Greenwich, CT. 06870.



MEN WHO CARE love to wear cool, light, stretch wig. Like human hair, it covers all hair, sideburns too. Fits any head; washable. Black, off black, chestnut, dark or medium or light brown, dark blonde, black or brown mixed with grey. \$7.95 ppd. Specify color, style, #M-130. Franklin Fashions, Dept. EL-85, 103 E. Hawthorne Ave., Valley Stream, NY 11580.



AIR FOR YOUR SPARE tire, air mattress, pool raft, air jack is easily provided by Auto-Flator. Works off your car cigarette lighter and operates on 13-volt system. Just 6½" long, it produces 60 lbs. of pressure. Includes 10-ft. air hose, attachments, plug. \$32.95 + \$1.50 shpg. J. W. Holst Inc., Dept. EA-85, 1864 E. US-23, East Tawas, Mich. 48730.



PAY AS YOU PHONE and save the money in the coin box below this original Pay Station Phone. Regular working older model pay station phone has been rebuilt and refinished to be used as a regular phone. Money when placed in coin slot, drops through coin box which is a savings bank. Black or green, \$125.00 plus \$20.00 shpg. Catalog 50¢. Grand Com Inc., Dept. EL-8, 324 5th Ave., N.Y. 10001.



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Yards Of "Diamonds!"

Our simulated originals—3 carats of sparkling beauty, 36" chain—Only \$9.95

That world famous Fifth Avenue Jeweler sells 6 real diamonds on a 28" gold chain for \$590! If you can't quite go that high — flaunt our "perfect counterfeit" — 6 sparkling 1/2 carat size simulated diamonds on a full yard of gold wash chain. But who's to know? After all, our fiery, fabulously beautiful pure white simulated diamonds are precision cut and faceted like the real thing, polished to flash their brilliance with every movement. You get six evenly spaced along a full yard of gleaming golden chain. We dare you to tell the difference and will cheerfully refund the entire purchase price if you don't sparkle with pleasure the moment you put them on! **Your choice of 3 lengths** — or drape all three round your neck and look merely sensational for \$19.85 for the complete set — a savings of \$5.00 over buying them separately. Mail coupon now!

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Full yard of 6 "diamonds" only \$9.95
 45" chain, 5 "diamonds" only \$9.95
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SAVE \$5 — get all 3 lengths for only \$19.85

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- ___ (DTA) 45" chain(s) 5 simulated diamonds only \$9.95
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- ___ (DTC) **SAVE \$5.00** — get one of each — only \$19.85

Please add 60¢ per order to partially cover postage and handling. If after receiving my order I'm not delighted, I may return it within 30 days and you will refund the full purchase price (except postage and handling).

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CHARGE IT. Fill in credit card information. Master Charge
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Credit card expiration date _____

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no need to pay \$50

Stretch Wig Completely Covers All Your Hair and Sideburns



M-121

M-130

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



M-107

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**Take Your Fingers
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Makes Flossing As
Easy As Brushing — More
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2 YEARS SUPPLY OF
DAILY TOOTH FLOSSING
ONLY \$2.99



SO ECONOMICAL, TOO!

The new "Floss Stik" keeps teeth really clean where brushing can't. And it's completely sanitary as it reaches in between and all around teeth. Uses only 4" of floss each time and stores a 40-yr. supply in the easy-grip handle. And, with an extra 40-yr. refill included in the low \$2.99 price, that's a TWO-YEAR supply of daily flossing! Order No. Z-403741

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THE BIG BIKE FOR
ALL SEASONS

Model VT-812
with knob tires

Model
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Price—

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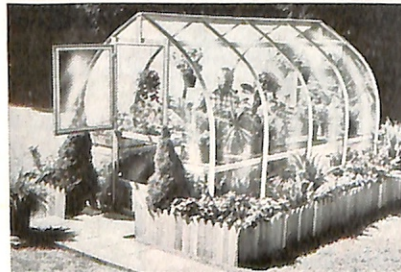
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"SUPER BRONC"**

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

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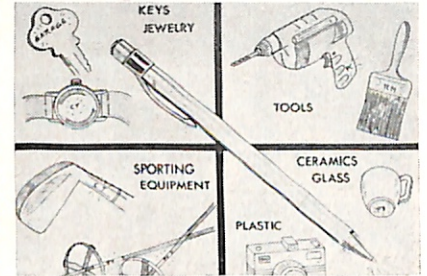
Save More!

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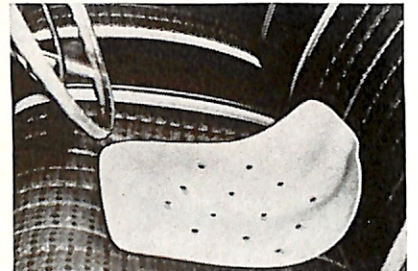
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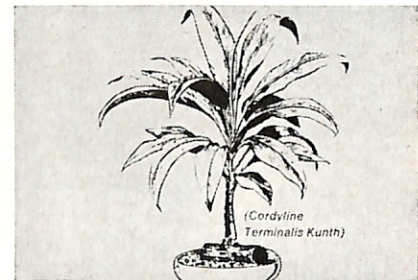
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WRITE ON GLASS, METAL, PLASTIC with new Engraving Tool. Sharp permanent engraving tool is durable Tungsten-Carbide that writes clearly on any surface, never needs sharpening. Excellent for protecting items from loss and theft; handy for decorating ceramics. \$2.98 plus 50¢ shpg. Valley Gifts, 1000 Crescent Drive, Great Falls, Mt. 59404.

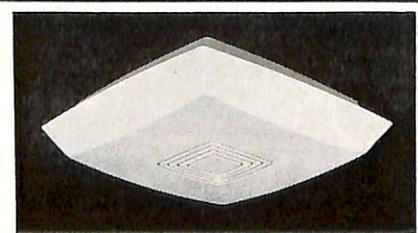


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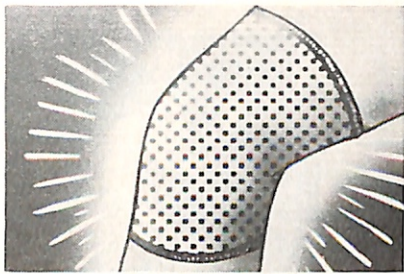


(Cordylone
Terminalis Kunth)

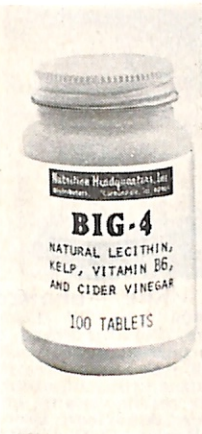
HAPPINESS PLANTS FROM HAWAII are easy to grow, lovely to look at. Just place in water and it sends out shoots which develop into exotic foliage. In time, you enjoy lilac-scented flowers and small berries. Can grow up to 6 to 10 ft. tall. 2 plants, \$2.00 plus 50¢ shpg. Gary Evan Hawaii Nursery, Dept. CMH2, 175 Fifth Ave., N.Y. 10010.



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BE ONE OF THE FIRST IN AMERICA... ONLY \$59⁹⁵

This little phone folds in half and is a complete self contained unit with the dial in the center. A marvel of the age of miniaturization and Italian ingenuity. Fitted with a standard plug it is ready for instant use. Available in white only.



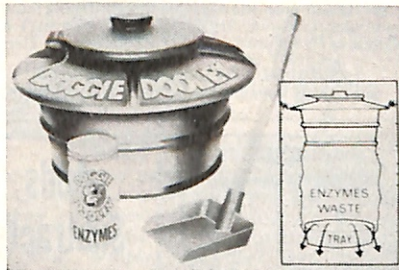
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 Sorry, no C.O.D.'s—(N.Y. residents add sales tax.)

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**Grow Your Own
Egyptian
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Guaranteed to grow!

The life-juices of the Beauty Plant have been used as a skin moistener and beautifier since the first Pharaoh of Egypt. It was said to be the Secret of Cleopatra's Beauty. It is the secret ingredient of many lotions today!

You can actually use the Beauty Plant to soothe burns and sun burn. Just break off a leaf and rub the clear life juices on your burn. It feels so good! Keep your Beauty Plant (aloe vera) in the kitchen for Natural first-aid.

Put it in a pot — water it once a week and watch it grow... up to two feet tall. The bigger the pot, the bigger it gets. Comes with easy instructions. It blossoms with spikes of large red flowers.

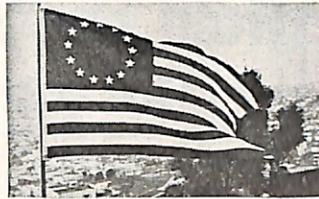
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\$2.00 3 for \$5.00

Please add twenty-five cents for postage.

ROBERTA'S Dept. EE-4

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The Grand Union "Continental Colours" (1775 to 1777), the first national flag of the United States, size 3'x5' is priced \$13.50; 4'x6' \$19.80.
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Flags are of cotton bunting, finished with canvas heading and brass grommets. Satisfaction is guaranteed; all orders shipped within 7 days. Write for free color brochure of 23 "Historic Flags of America."

NATIONAL HERITAGE CO.

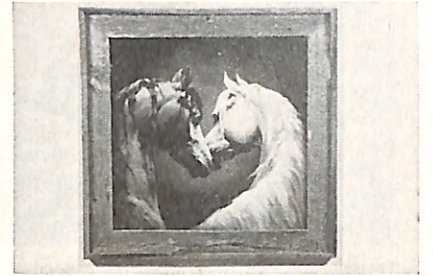
Dept. 719, 101 Elsie St., San Francisco, Ca. 94110



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Only \$6.95 Single Soft cotton front elastic back. Firm resilient Domed Molded rubber pads.
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MADE IN ENGLAND — WASHABLE — Forget Rupture Worries — Complete Body Freedom For Men or Women Suffering from inguinal hernia, State hip size (not waist) & side(s) ruptured. Also Post Operative Use. MONEY BACK GUARANTEE SURGICAL INTERNATIONAL, Dept. 30 Box 24, 401 Kennedy Blvd., Somerdale, N.J. 08083

Elks Family Shopper



MAGNIFICENT HORSE PICTURE in glowing color. This beautiful 36"x36" lithograph of two handsome horses tenderly nuzzling one another is called "The Courtship" and is painted by P. Fullerton. A striking picture for your home. \$3.00 plus 50¢ shpg. (Frame not incl.) American Consumer, Dept. KH 27, Caroline Rd., Philadelphia, Pa. 19176.



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Long Range**

**RADAR
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RADAR SENTRY GOES POWERFUL

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

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J. W. HOLST, Inc., East Tawas, Mich. 48730

**PLAY GUITAR IN 7 DAYS
OR MONEY BACK**



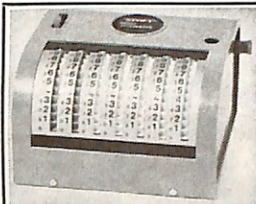
In this Special Introductory offer you get ED SALE'S famous 60-page Secret System worth \$4.00 which shows you how to play a beautiful song the first day and any song by ear or note in seven days! Contains 52 photos, 87 finger placing charts, etc., plus 110 popular and western songs, (words and music); a \$1.00 Chord Finder of all the chords used in popular music; a \$3.00 Guitarist Book of Knowledge; and the extra special \$1.00 Value NEW wallet size Tuning Device for tuning any guitar by ear.

Total Value \$9.00—Now **\$3.98** SEND NO MONEY!

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Unconditional Money Back Guarantee

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BALANCE YOUR CHECKBOOK

Automatic Calculator adds, subtracts or multiplies. Totals to 99,999.99. Accurate and precision made. Ideal for checking bank and tax statements, grocery tapes, business expenses, bills and budgets. Solidly constructed but light weight, it measures only 5 1/2"x5"x4". Ideal for home or office. Send only \$6.95.

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See Advertisement on Inside Back Cover

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GUARANTEE: If upon receipt I do not choose to wear these slacks, I may return them to Haband for full refund of every penny I paid you!

72K-001

3 for \$23.85 4 for \$31.60 All 5 for \$39.26

IS YOUR SIZE ON THIS CHART?

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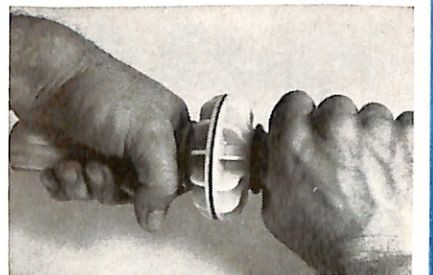
44-45-46-47-48-49-50-51-52-53-54.

Inseams: 26-27-28-29-30-31-32-33-34.

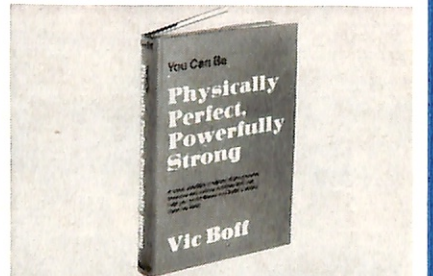
COLOR	How Many	Waist	Inseam
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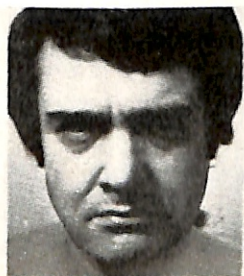
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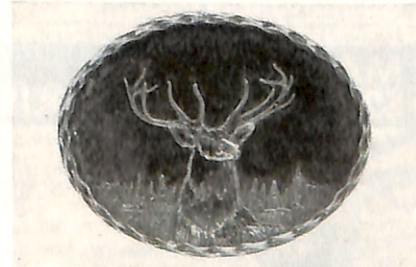
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(Continued from page 8)

Act gives states the veto power over superport projects. Seadock (as well as LOOP off Louisiana, Ameriport off the Mississippi state line, and others) is a consortium of oil companies organized and standing by to build the off-shore superport. Certain politicians in the state of Texas favor public ownership of such deepwater ports, while others feel ownership should be held privately, most likely by the oil companies who build the ports.

The key is where the money will come from to build the ports. The oil companies are quick to point out that millions of tax dollars would be needed for public ownership, but that they, themselves, would be willing to put their own money into these "high risk" ventures. Dave Coslett, a Seadock spokesman, says that Seadock "sees no justification for asking the Texas taxpayer to assume the huge financial risk this project will entail."

One might ask when the oil companies last put pure good will ahead of profit, but nevertheless a great deal of money is involved, and tax dollars are in short supply right now.

So the superport projects move ponderously forward. They are the most efficient, economical way to unload supertankers, which are already here to stay in the rest of the world. American deepwater ports are needed. We will no doubt have them in the future, with the first one somewhere in the Gulf of Mexico.

There is little doubt they will reduce the cost of oil, there is little doubt they will be at least as clean, and probably cleaner...and certainly there is no doubt at all that somebody will profit.

Do the oil companies take advantage of you at the pumps because they own the stations? Some say yes, some say no. Whether or not the price of oil products to the consumer will be reflected in the reduced shipping costs could depend on whether or not the oil product buyer (the taxpayer) owns the facility that makes the lower cost possible. Perhaps the taxpayer should own and control the deepwater ports where the oil must be unloaded...but it appears at this point that SEADOCK, at least, will be owned by Seadock, Inc. (the oil companies), even though a Texas commission recommended public ownership.

Perhaps the public shouldn't become involved, for a huge investment must be made.

The needed deepwater ports, meanwhile, should (and could) be in operation in 1977 or 1978.

Only we taxpayers can decide who will own them and what will happen from there.

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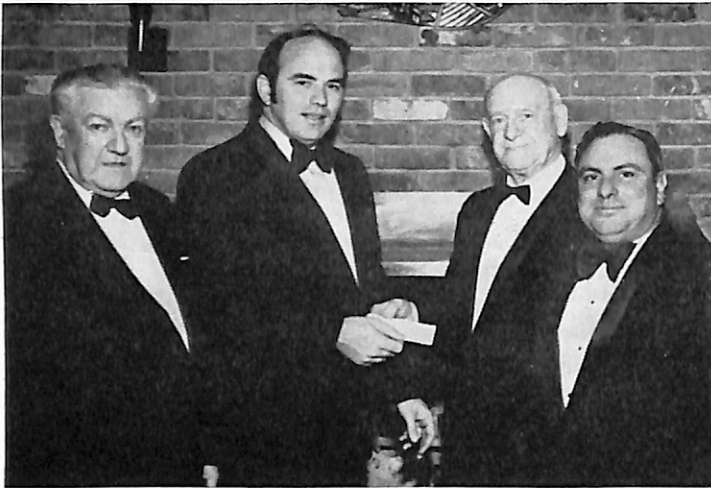
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NEWS OF THE LODGES

(Continued from page 21)



NEWINGTON CHILDREN'S HOSPITAL, the state major project, was the beneficiary of a \$1,000 contribution from Greenwich, Conn., Lodge. ER John Knapp (left) and PER Gene Malattera (right) observed as Est. Lead. Kt. Jack Munger (second from left) presented the check to Trustee William Albinur.



FIFTY-YEAR PINS and certificates were recently awarded to PERs John Breslin (second from left) and Joseph Melillo (second from right) who, along with PER Arnold De Massi, are the first 50-year members of Lyndhurst, N.J., Lodge. Then-ER Roy Rawson (left) and PER James Breslin (right) presented the awards during Old Timers Night at the lodge.



CONGRATULATIONS were extended by (back row, from left) Youth Chm. Gerald Wood and then-ER Robert Brenzel to the members of Hudson, N.Y., Lodge's girls bowling team for their championship performance in the New York State Elks Junior Bowling Tournament held at Oswego. (From left) Debbie Ames, Carol Jablanski, Cindy Brown, Krista Senison, and Diane Kozel displayed their trophies.



CHAPLAIN SOL DORNSTEIN (center), who recently celebrated his 87th birthday, became a life member of Newark, N.J., Lodge during a regular lodge meeting. He accepted his life membership card from then-ER Anthony DiViccario (left) and Secy. Peter Wejanowski.



A BENNINGTON FLAG, Greenwich, N.Y., Lodge's recent gift to the Saratoga Battlefield National Historical Park, was presented by ER Jack Wheeldon (left) to Michael Phillips, chief park historian. The presentation was made in anticipation of the nation's Bicentennial observance.



THE RECIPIENT of the Elks Distinguished Citizenship Award at Jacksonville, Fla., Lodge was Robert Feagin (second from right), president of the Florida Publishing Company. Leo Charles (left), the Elks club manager, and PER Gerald Wilson (right) observed as he accepted his plaque from ER W. W. Kingston Sr. (second from left) recently.



CROSSWICKS INDUSTRIES' "Channel 6" received Point Pleasant, N. J., Lodge's Community Service Award for its television coverage of local events. (From left) Crosswicks representatives Art Jones and Bill Donaghue accepted the plaque presented to them by Mrs. Harry Windrath and then-ER Diron Avedisian in memory of Brother Windrath.



RITUALISTIC TEAMS from five states participated in the New England ritualistic contest held recently at Burlington, Vt., Lodge. ER Jules Leopold (seated, front) thanked the members of the New England committee for their assistance and congratulated the Massachusetts team, which took top honors in the competition.



A CLASS OF CANDIDATES initiated recently at Providence, R. I., Lodge by then-ER Richard Bugbee (seated, second from left) and the lodge officers was named for Bishop Louis Gelineau (seated, third from left), one of its members. Following his initiation, Brother Gelineau, the first bishop to join the lodge, received gifts from Rabbi Jacob Handler, Father James O'Kane, and Rev. Dag Sandstroem, all lodge members.



A BENEFIT DANCE held recently at Wilmington, N. C., Lodge earned \$500 for the lodge's heart fund. Brother Fletcher Taylor (right), special events chairman for the fund, accepted the check from immediate PER Tom McLean.



CREDITED with recruiting the most new members for Meadville, Pa., Lodge during the past lodge year, immediate PER Henry Pazdyk recently received his Golden Antler Award from Secy. Russell Stauffer. A gain of over 300 members, including reinstatements and transfers, was recorded by the lodge.



THE "HOOP SHOOT" VICTORY of nine-year-old Cris Carpenter, who was a national winner in his division, was a cause for celebration at Gainesville, Ga., Lodge. "Hoop Shoot" Chm. Jack Bell congratulated Cris for his achievement.



AMONG THE 450 brothers in attendance at Hiialeah, Fla., Lodge for the South District homecoming visit of outgoing SP Norman O'Brien (center) were (from left) PSP M. Kimmel, PSP F. Holt, Past Grand Est. Lead. Kt. C. Senerchia, PGER W. Wall, then-ER W. Murphy, then-VP A. Ramos, then-ER R. Royster, South Miami, and PDD H. Baruch. Gifts of appreciation were presented to Brother O'Brien on behalf of the lodges in the district.



ROCKVILLE, Connecticut, Lodge's recent contribution to the Newington Children's Hospital fund amounted to \$1,359, representing \$1.97 per member. Then-ER Rodney Gray (right) and PER Frank Sierakowski (center) delivered the lodge's check to PSP Francis Adams, state major project chairman.



STATE "HOOP SHOOT" WINNER David Bendl received his trophy from then-ER Arnold Siegel at East Brunswick, N. J., Lodge recently. David had taken first place in the 12-year-old division.



THE SOUTHEAST DISTRICT of Massachusetts held its Veterans Service bowling banquet at Attleboro Lodge recently. ER C. Gus Ferrara (right) welcomed (from left) Michael Matondi, chief of recreation at Brockton, Mass., VA Hospital, Asst. Hospital Director William Kelleher, Dr. George Abbot, Carl Cook, assistant VAVS hospital chairman, and Mrs. Cook to the lodge for the festivities.



MEMBERS of Hawthorne, N. J., Lodge's PER Association took part in the presentation of the Citizen of the Year citation to John Pauldine (third from right). The participating PERs included (from left) Ken Kimble, Matthew Giannelli, PDD A. Frank O'Plinus, Thomas Pratt, Paul Bonzkowski, M. John Brusich, George Abbood, and Joseph Reiser.



SCHOLARSHIPS OF \$500 each were offered by Pittsfield, Mass., Lodge to three outstanding seniors from St. Joseph's, Taconic, and Pittsfield high schools. Dr. Thomas Whalen (second from left), Pittsfield superintendent of schools, expressed thanks on behalf of the students to immediate PER Philip Bump (third) as PDD and Scholarship Chm. Edward Haddad (left) and ER Winthrop Wychoff observed.

It's Your Business (Continued from page 9)

"recession-and-recovery" pattern. We say "a new kind" to distinguish it from the older "boom-and-bust" type that occurred in, say, the era of roughly 1920-1940. We don't mean that we think that "another Big Depression" is actually impossible. It's just that we don't think it's probable that one will be occurring in the foreseeable future.

In looking ahead over the next several years, one very important fact to keep in mind is that the U.S. economy has recently become much more subject than previously to *changes in the world economy*. And at the same time, the American economy has come under severe pressures as the result of major changes, in many quarters of public opinion, in ideas about such matters as "social values" and "national purposes."

The Big Problem of "Resources"

In the article "Into a New Era: How Your Life Will Change," the March 3 issue of *U.S. News & World Report* said: "Shortages of all kinds are likely to erupt at times at the supermarket or department store, as access to easily available resources dwindles, and the world demand for U.S. foodstuffs grows."

And the prospect of *energy shortages* remains serious. Last April the National Electric Reliability Council, in a special report, warned that shortages of electrical power might be felt in most areas of the nation as early as 1978. As Federal Energy Administration chief Frank G. Zarb had already cautioned, the Council said that there might be "some form of rationing or planned power supply curtailment," with severe impacts on the economy and on life-styles.

The hard fact is that the long era of "abundance" in America is over! At least it's over for the immediately foreseeable future. Those businessmen who fail to realize that this big change has occurred could find themselves in serious difficulties as time goes on.

We're not saying that the U.S. will be living under scarcity conditions of the kind which by their very nature would impose hardships—a scarcity of fresh-water resources, for instance. The resources problem in America is essentially that of deciding on bases and programs for the *allocation* of resources—and "resources" here includes both physical resources and manpower resources. This whole matter has both a socio-politico-economic aspect and—more fundamentally—a basic *physical-limitations* aspect. Obviously, a ton of steel that goes into the manufacture of automobiles can't at the same time be used in the construction of a factory.

A Change in Management Attitudes

The 1960s were an enthusiastically expansionist era in business and finance. The years ahead are almost certain to see heavy emphasis on a much more conservative managerial outlook. This is already happening in banking and in retailing, to cite just those two industries. Last winter Mr. John J. Balles, president of the Federal Reserve Bank of San Fran-

cisco, said: "Now is the time to look primarily at the soundness of assets and the quality of earnings." Bankers are going to be applying that idea not only to their own institutions but also in their scrutiny of businesses which come to them for loans.

Costs, Taxes, and Prices

When this article was written (in May) it seemed very likely that during the years just ahead many small-businessmen would find themselves being squeezed by rising costs and taxes on the one hand and, on the other, by various forces working to hold down the prices businessmen would be able to charge. Back in the 1960s the prevailing business policy was to keep on raising prices as costs and operating expenses went up. There was all too little interest in trying to *control* costs and expenses.

White House Shadows (Continued from page 12)

All those protected by agents have reacted to the stress of constant surveillance in different ways. It was said that Teddy Roosevelt had a way of looking "through" his shadows and expected them to keep up on his impromptu five mile hikes without being noticed. Franklin Roosevelt, on the other hand, was greatly appreciative of their efforts due to his vulnerability in his wheelchair. They have followed Presidents on leisurely walks through pelting rain at night, on miles of golf courses throughout the United States, and social functions ranging

In the years ahead it may not be so easy to operate in that manner.

How We'll Try to Help

We've indicated our reasons for believing that you had better be able to navigate your business successfully through tough and choppy economic and business conditions. The articles we'll be offering here during the remainder of this year are intended to help you get better prepared for that demanding task.

The topics of those articles will be: "Your Costs—and Your Prices" . . . "The Big Change in Retailing" . . . "Productivity" . . . "Sales Management in Small Businesses."

January will of course bring our feature "The Small-Business Outlook for 1976." And for February we've picked the important idea of "Goal-Directed Management."

Next month: "Your Costs—and Your Prices." ■

from elegant affairs of the so called "evening clothes period" during Taft's administration to the vaudeville theaters with Wilson. (Wilson enjoyed the music and comics; the agents preferred the classical pieces and Shakespeare presentations.)

Almost every President has succumbed to the temptation to "ditch" his agent, but as long as there is a President, the inconspicuous, furtive, sunglasses-clad Secret Service agent will be lurking nearby, watching the crowd for the upraised hand of the next John Wilkes Booth or Lee Harvey Oswald. ■

Obituaries



PAST GRAND LODGE COMMITTEEMAN W. S. Compton of Fort Myers, Fla., Lodge died recently.

Brother Compton held the office of District Deputy Grand Exalted Ruler for the Southwest District in 1961-1962 and became a member of the GL New Lodge Committee in 1970-1971.



PAST GRAND TILER Nelson H. Vandongen, an honorary life member of Grand Haven, Mich., Lodge, died March 29, 1975.

Brother Vandongen was the lodge's Exalted Ruler in 1947-1948 and the District Deputy Grand Exalted Ruler for the West Central District in 1950-1951. Having served on the GL Lodge Activities Committee in 1969-

1970, he became Grand Tiler in 1972-1973.

PAST DISTRICT DEPUTY Frank R. Clayton of Sitka, Alaska, Lodge died March 3, 1975.

In 1963-1964 Brother Clayton held the office of Exalted Ruler. He was appointed District Deputy Grand Exalted Ruler for the East District in 1970-1971.

PAST GRAND LODGE COMMITTEEMAN Howard F. V. Cole of Corning, N. Y., Lodge died February 5, 1975.

Brother Cole was the lodge's Exalted Ruler in 1950-1951 and the District Deputy Grand Exalted Ruler for the South Central District in 1953-1954. He became a member of the GL Americanism Committee in 1963-1964.

PAST DISTRICT DEPUTY Robert J. Worland of Niles, Mich., Lodge died April 8, 1975.

In 1941-1942, while a member of Ishpeming, Mich., Lodge, Brother Worland held the office of Exalted Ruler. He was appointed District Deputy Grand Exalted Ruler for the Northeast District in 1943-1944.

DIGEST OF ANNUAL REPORTS



This digest consists of excerpts and summaries of the Annual Reports of the Grand Exalted Ruler, the Elks National Service Commission, the Elks National Foundation, the Elks National Memorial and Publication Commission, the Board of Grand Trustees, and the Grand Secretary.



Gerald Strohm

Grand Exalted Ruler

As I make this report to all of the members of the Benevolent and Protective Order of Elks, I do so with a sense of having gone through a year that is the highlight of my life and of Kay's. We are extremely grateful to all of those who have made this year possible for us and who have made it a *better* year. To my home State of California and to my home Lodge and to all of my personal friends in California I again express my thanks and, of course, to my sponsors, Past Grand Exalted Rulers Wisely and Bush, a thank-you that mere words cannot express.

In our travels from border to border and coast to coast, visiting all fifty States and the Panama Canal Zone, we have been tremendously impressed with the caliber of the people who are heading our Order. Wherever we have traveled, Elks and their ladies are outstanding in their enthusiasm for the things that Elks do for other people and we are aware that in every community the local Lodge is an important, vital institution.

In this message we again express our thanks for all of the personal courtesies extended to us and for the hand of friendship extended everywhere.

In preparation for this year as Grand Exalted Ruler and during the year in office it has been my privilege to become better acquainted with the workings of the office of the Grand Secretary. I am glad to be able to report to Elks everywhere that Grand Secretary Homer Huhn, Jr., and his very capable staff are doing an outstanding job. The operation of the head office of an organization as complex as is ours, and with the myriad of problems that are funneled through, demands dedication and ability on the part of all which goes beyond the call of a routine job.

Whenever I have made a request of

the Grand Secretary's office it has been met promptly and accurately, and I am confident that the succeeding year will see continued efficient operation.

Once again, as has been the case since 1939, our Order showed an increase in membership. This is proof of the fact that men across this country want to belong to our Order and they do so because they are aware of the things we do for other people. Doing things for other people is the principal justification for our continued existence and I have been reporting with extreme pride the things that I have witnessed across the country being done by Elks for the less fortunate.

Lapsation continues to be a problem and this past year was no exception. It is hoped that this will receive the attention of all and that we will save those Brothers who have indicated their desire to be associated with us.

The Elks Magazine, under the management of William H. Magrath, has completed another year of service to our Order by providing the story of Elkdom as it exists throughout America. This link of Grand Lodge to State Association to local Lodge is a vital one and all Elks have reason to be proud of this major fraternal periodical.

I am delighted with this means of communicating with Elks and their families through my monthly letter. It was heartwarming to hear from so many that they are consistent readers of the Grand Exalted Ruler's letter and other information available in the magazine.

As I began this year with the slogan "BETTER ELKS-BETTER AMERICANS," I close my too brief term of office with the feeling that we are actually BETTER ELKS and BETTER AMERICANS than we were a year ago. My prayer is that the succeeding year and years will each one make us *better* so that we will continue to have reason for "PRIDE IN ELKDOM and PRIDE IN AMERICA."

The men and women that we have met across this great country, both Elks and non-Elks, the things that we have seen being done for less fortunate people by both Elks and non-Elks and the leadership that we have seen provided by elected officialdom across the country, by both Elks and non-Elks, make

Kay and me know that this is a great and wonderful Order, justifying its existence in every community where it is located, and that this is a great and wonderful country destined for greater things for more and more people.

We are encouraged with the knowledge and the ability of our young people, who are the leaders of tomorrow. We have seen them in action and have been made aware of their dedication to making America *better*. We have observed that younger people are joining our Order and taking part in our accomplishments and this is a good sign for our future. We feel no fear for America so long as it is blessed with the people that we have met in all walks of life everywhere.

RECOMMENDATIONS

1. The extended use of probation for Lodges in trouble, financially or otherwise, is recommended, and with probation the requirement that all of the members of the Lodge be notified. This has proven to create concern on the part of many good Elks who otherwise are not aware that their Lodge is in trouble.
2. Once again, the recommendation is repeated that the Grand Lodge Statutes should be simplified and codified. There are ambiguities and inconsistencies in many sections which lead to Subordinate Lodge problems. In this rewriting of the Statutes it must be kept in mind that most of the readers and users are lay persons not conversant with legal complexities.
3. The cost of printing manuals and similar publications has increased tremendously and I repeat the recommendation that some solution must be reached. My proposed solution is the gradual development of an 8½ x 11 looseleaf system for all Grand Lodge material, including the Grand Lodge Statutes.
4. Positive steps should be taken to recognize the importance of Exalted Rulers and State Presidents. These two offices are keys to successful administration and should receive greater recognition for their accomplishments.
5. The Order of Elks face changes, as does every organization, and the time has probably arrived when some degree of involvement in protective politics is indicated. The public relations program has gained in efficiency during the last few years and should be continually promoted. But erosion of our rights through failure to positively protect our interests at State capitols must be stopped. This does not recommend partisan or personal politics.
6. It is recommended that the "Most

Valuable Citizen" award for non-Elks be promoted vigorously, to the end that (1) deserving citizens are recognized and (2) the local Elks Lodge is given credit for this acknowledgement.

7. The recommendation of Past Grand Exalted Ruler Glenn Miller that Section 9a of the Statutes be deleted is again repeated. If there is an acquittal there seems to be no valid reason for copies of pleadings and minutes to be forwarded.
8. It is recommended that the report of the visitations of the District Deputy Grand Exalted Ruler be revised, perhaps to three pages, and not to exceed 11 inches in length.



William J. Jernick
Chairman

Elks National Service Commission

In today's troubled world, America enjoys an uncertain peace. The present day-to-day changing crises in the Far East and Middle East recall other days of anxiety and the men and women who served in the armed forces. Their risks and sacrifices made it possible for us to savor all the privileges of today's freedom. Few have the remotest idea of the grim and terrible probabilities of what defeat would have meant.

Our cherished way of life was secured for us at great sacrifice not too long ago. When danger of losing it was imminent, public attention was centered on the members of our military and the cause they were defending. Public information media made everyone keenly aware of the military uniform as a symbol of our safety and the value of our precious national heritage. Enthusiastic and demonstrative appreciation for our nation's defenders was the patriotic order of the day.

We are grateful that the horror and destruction of combat has ceased. Neat white rows of crosses and stars on all continents mark the supreme sacrifices. The battle is finished for those who rest there. However, the fight still continues for those who are confined in Veterans Administration hospitals all over America. It is a lonely battle for survival against disability and disease. These sick and disabled veterans need us now as we needed them with their courage, health and strength when they had it to offer. While in service, they were assured that their honorable dis-

charge would forever distinguish them from other citizens. This was not an empty morale-building government promise. It followed a hallowed tradition established in 1776 by George Washington. Furthermore, it is just ordinary decency to be concerned with the ailing veteran when he needs us. Ill health of body or mind is defeat. Health alone is victory for him. Elks do not want defeated American veterans!

The Grand Lodge of our Order, with a wisdom that comes from an invaluable treasure of experience, knew that as time progressed, concern for today's problems would relegate wars and the unpleasant results of wars to the recesses of memory.

At the close of World War II a solemn promise was made:

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

This was not a mere gesture in keeping with the times when everyone was pledging undying gratitude to our gallant heroes. It was firmly implemented by the establishment of the Elks National Service Commission, which took over the duties of the Elks War Commission. Funds were provided and active hospital committees appointed. Our motives were simply to communicate to the hospitalized veteran the thought that regardless of his ailment, the Elks were behind him in his efforts to regain his health, return to his family and take his place in the community with dignity to enjoy the peace he served to protect.

Also, our activities constitute a form of necessary therapy which takes over when the maximum of medical assistance has been given. The presence of Elks in the hospital brings in the outside world and motivates recovery. Many veterans are without family or friends to visit them to bring a little cheer and encouragement. They need some courage in their lonely fight for existence. The fact that they are remembered is part of the cure.

Our expressions of remembrance are made in many ways. They are thoughtfully planned. Our Elks committees are members of the local hospital's Veterans Administration Voluntary Service. They meet regularly with the members of other organizations serving the hospital and care is taken not to duplicate effort.

Veterans Administration hospitals have many types of patients. Over 50% suffer mental disorders requiring long-term care. Some are bedridden—others are ambulatory. Many are confined to wheelchairs. Domiciliaries take care of the aging. Our programs, therefore, are designed to meet the need of each particular group. They are not occasional

efforts or momentary enthusiasm. They are regularly scheduled every week, every month, year after year without interruption.

Live entertainment, of course, brightens the hospital day. It includes auditorium variety shows, ward strollers, bingo and Monte Carlo games, boxing and wrestling bouts, outdoor carnivals, picnics, short trips outside the hospital for parties at Elks Lodges, baseball, basketball and football games, fishing and hunting trips, golf and other recreation. Also included are bedside visits, letter-writing, wheelchair pushing, assisting chaplains and help in hobby and craft instruction...in fact, any service within the capabilities of our Committee workers is performed cheerfully for the patient.

The dedicated Elks and their ladies who carry on this work of mercy are specially gifted persons. They display a zest for helping others and convey that enthusiasm to the patients. They give lively evidence that the patient will never be relegated to that hopeless limbo of the half-forgotten—half-remembered. It is one thing to *tell* a patient who has a serious disability or a long stay in the hospital that it is not the end of the road. But it is quite another thing to help him see it for himself...to help him believe it...to restore his will to live despite great odds.

This is the mission of our concerned committees. This is the kind of therapy that is beyond the scope and the time of a busy professional staff. This is an Elk's love for fellow man and an unsung sacrifice that is beyond adequate description. There is little glory in a hospital...there are no plaudits...no acclaims...just a personal contribution to the recovery of a man who was once hailed as the "savior of his country."

Elks' activities are not confined to service for the patient which has for years been generously given by committees located nearest the hospital. These patients come from every part of every state wherever an Elks lodge is located.

To establish a means for participation by every Elk in fulfillment of the solemn pledge of remembrance for veterans from their own communities, the Grand Lodge statutes provide that each lodge appoint a standing Elks National Service Committee. It serves as a back-up support to the committees serving the distant hospitals. These lodge committees provide needed items such as playing cards, games, hobby kits, paperback books, clothing, arts and craft supplies, holiday gifts, toilet articles and much more, depending on the need. All are identified with tags or stickers identifying the Elks as donors. Funds are raised in many instances. Donations of television sets, sports equipment and

other special material are projects of district and state associations.

Funding for bare essentials is provided to the hospital committees through a 20¢ per member annual per capita tax disbursed monthly by the Elks National Service Commission. While it is true that this modest contribution is less than the cost of one good cigar, it nevertheless establishes a firm base on which to proceed. It is of course not expected that these limited grants will cover all areas. As the program continues to expand each year, additional costs are met by generous donations from lodges and state associations, which, of necessity, should constantly increase.

All of these thoughtful activities for hospitalized veterans are an exemplification of Charity, Justice, Brotherly Love and Fidelity in its noblest expression. It is patriotism and Americanism which is deep and fervent. This is Elkdom in one of its truest benevolences, and translates our lofty sentiments into effective deeds.



John L. Walker
Chairman

Elk's National Foundation

Increased contributions, a conservative investment program, and sales of securities have resulted in another record year financially for the Elks National Foundation. The Foundation's annual report for the fiscal year April 1, 1974, through March 31, 1975, reveals contributions totaling \$2,050,484.02 bringing the 47-year cumulative figure to \$24,535,705.00 in donations. Sales during the year brought the cumulative gain on sales of securities to \$2,318,793.00.

During the 1974-1975 fiscal year the Foundation experienced its largest year of contributions by individuals, Lodges and State and District Associations in the history of the Foundation, an indication that the individual member is becoming apprised of the importance of the benevolent agency which has been created in our Order.

The following report of disbursements, made possible through the gifts of members and philanthropic-minded individuals outside our Order, contains no item of expense for administrative purposes. The foundation emphasizes again that as the Order's principal benevolent trust, it makes no deduc-

tion from income to defray administrative costs which amounted to \$277,313.80 and were paid by Grand Lodge.

Disbursements from Foundation income in 1974-1975 totaled \$1,206,111.75 and were distributed in the following manner:

State Association Projects—\$300,000.00. Foundation Funds annually assist State Associations with established major projects and those being organized.

Scholarships Allocated to States—\$247,209.28. Scholarship awards to students nominated by State Association scholarship committee judges.

"Most Valuable Student" Awards—\$323,862.84. This program provided scholarship awards ranging from \$700.00 to \$3,000.00 to outstanding students selected by State and National judges.

Emergency Educational Fund—\$211,555.95. This fund makes scholarship assistance available to the children of any Elk in good standing who lost his life or has become totally incapacitated.

Youth Leadership Scholarship Awards distributed in the 1974-75 academic year total \$53,849.68. The Foundation made this sum available to the Grand Lodge for its program awards to youth with outstanding leadership qualities.

"Hoop Shoot" Free Throw Competition—\$65,000.00.

Nathan O. Noah Scholarship Trust Fund—\$2,000.00.

T. L. Bear Fund (Grants for Vocational Training)—\$2,634.00.

The annual report states that no part of the principal fund is distributed for any purposes; it is income earned through wise investment that perpetuates our charitable programs.

We invite our members to read the statistics of the Foundation's annual report, particularly those holding office and charged with leadership, and decide for themselves whether they and the areas under their Elks guidance are supporting the Elks National Foundation as generously as they should.



George B. Klein
Chairman

Board of Grand Trustees

Following the close of the Grand Lodge Session and Installation of Offi-

cers in Miami Beach, Florida, July 11, 1974, the Board of Grand Trustees met, organized and elected George B. Klein as Chairman; Melville J. Junion, Vice Chairman; Lewis C. Gerber, Approving Member; Alton J. Thompson, Secretary; Edmund H. Hanlon, Home Member; Robert Grafton, Pension Member; Leonard J. Bristol, Building Applications Member-East; and Marvin M. Lewis, Building Applications Member-West.

It is with deep sorrow and a great sense of loss that the Board of Grand Trustees records the death of Edmund H. Hanlon on February 12, 1975. Brother Hanlon was elected to the Board in 1973 and was serving his third year on the Board. His passing is mourned by all Elkdom.

Kenneth V. Cantoli, of Hasbrouck Heights, N. J., Lodge No. 1962 has been appointed to fill the vacancy as Home Member until July.

The Board held meetings during the year as follows: October, 1974, Elks National Home, Bedford, Virginia; February, 1975, New Orleans, Louisiana; May, 1975, Elks National Home, Bedford, Virginia; and starting July 10, 1975, at the Statler Hilton Hotel, Dallas, Texas. This last meeting will adjourn at the conclusion of the Grand Lodge Session.

By direction of the Grand Lodge in session in Miami Beach, Florida, the Board procured and presented suitable testimonials to retiring Grand Exalted Ruler Robert A. Yothers, retiring Chairman of the Board of Grand Trustees W. Edward Wilson, and retiring Vice Chairman of the Board of Grand Trustees Wayne A. Swanson.

The Board reviewed the limits of the Fidelity Bond covering all Officers, officials and employees of the Grand Lodge and considered these amounts to be adequate.

The Board reviewed the coverage and limits of insurance on the buildings and other property of the Elks National Home and its operations and they have been adjusted to conform with the best judgment of the Board.

The New England Merchants National Bank of Boston, Massachusetts, continues to act as investment counselors for the investments of the Grand Lodge.

From May 1, 1974 to May 1, 1975, the Board received and reviewed applications from Subordinate Lodges requesting approval to purchase, sell, erect new buildings, make alterations or additions to existing buildings, purchase new furnishings, and to place mortgages upon their property. Authorization was granted by the Board and concurred in by the Grand Exalted Ruler for all of said applications in an amount totaling \$32,754,985.66.



Wade H. Kepner
Chairman

National Memorial and Publication Commission

In its report to the Grand Lodge Session of 1921, covering surveys made and consideration given, in connection with its authorized responsibilities, the National Headquarters Commission further recommended the following:

"That the sum of \$2,500,000.00 be appropriated for the purpose of purchasing a site and constructing a National Headquarters Building. That in addition thereto, the unexpended balance of the War Relief Fund remaining in the hands of the War Relief Commission be also applied to this said purpose. That an appropriate sum be raised by special levies against the Subordinate Lodges, proportionate to the respective membership from time to time as needed, not to exceed \$1.00 per capita in any calendar year."

In that report there also appeared the following:

"It will be remembered that more than 70,000 members of the Order of Elks were in the service of our Country during the World War.

"More than 1,000 of these Brothers made the last supreme sacrifice and laid down their lives in exemplification of their fidelity to the obligation of loyal patriotism and devotion to country which they assumed at our altars."

Thus was born the idea of the National Memorial Building—a war memorial conceived and executed in the mood of a spiritual victory and a bountiful peace that seemed eternal.

While the Building was originally dedicated in July, 1926, as a memorial to the Elks who served in World War I and particularly to those who made the supreme sacrifice in that conflict, 20 years later it was rededicated to include not only those members of the Order who served in World War I but also all members of the Order who served in World War II.

In describing the Elks National Memorial it is difficult to avoid superlatives. The majesty of its architectural design, the beauty of its interior, its masterpieces of art, have led artists, poets, critics and laymen alike to accord it high place among the notable memorials of the world.

During the past year more than 47,000 people visited the Building. Since its erection total visitors number over 3,000,000. Expenses covering maintenance of the Building are paid from the earnings of *The Elks Magazine*.

There have been printed over the years six editions of Memorial Books. Copies of the latest edition "The Story of Elkdom" are currently available at the price of \$3.50 per copy. The book not only reports the accomplishments of the Order, but presents in full color many of its beautiful murals and other artistic embellishments. Orders should be mailed direct to the office of Grand Secretary of Elks, 2750 Lake View Avenue, Chicago, Illinois 60614.

The Fidelity Appraisal Company of Milwaukee, Wisconsin, in its report of May 23, 1975, has appraised the Memorial and Magazine Buildings at a replacement cost of \$12,717,000 and a sound value of \$9,242,000.

Appropriate insurance coverage is maintained at all times by the Commission.

THE ELKS MAGAZINE

"It is not to be a mere bulletin or calendar of events, but a vigorous, high class, literary and fraternal journal, of which contents will render it worthy of a place upon any library table."

On May 31, 1975, there was concluded the 53rd year of the publication of *The Elks Magazine*. During the year ended on that date there were printed 19,561,351 copies of the Magazine. Total pages in the 12 issues for the period being reported, including covers, totaled 716—an average of approximately 60 pages per copy.

The Elks Magazine was conceived and instituted to be entertaining, as well as instructive. Primarily its purpose is to place in the hands of each one of the more than 1,582,000 Elks comprising the Order a monthly volume of fraternal information that will insure recognition of the Order's beneficent power; a keen appreciation of its uplifting mission; a deeper pride of membership and a constant inspiration to the renewal of fraternal obligations and an incentive to greater fraternal activity.

The present members of the National Memorial and Publication Commission sincerely hope they have adhered consistently to the standards set by the founders of the Magazine.

During the past year the Magazine has continued to strive for the highest standards in its articles and feature material. The editor, in reviewing approximately 3,000 manuscripts per year, seeks material of most appeal to Elks and their families.

In articles during the past year, the emphasis continued to be on such areas

of wide reader appeal as business, human interest, medical technology, sports, and current events. In the field of medicine, for example, the Magazine carried an article exploring the progress toward discovering a cure for cancer and another on the increasing popularity of the general practitioner, entitled "Return of the Family Doctor."

PUBLICITY

Working with the Grand Lodge Public Relations Department during the Dallas convention will be the firm that has assisted during two previous conventions, the Hal Copeland Company. The firm has long been established in Dallas and has a fine reputation, with excellent connections with all news media.

There were also a number of "drop in" salute ads inserted by various business firms throughout the convention week, plus a color banner on the front page and 181 column inches of news and pictures in the *Sun Reporter*.

Complete press kits were made up and distributed to all news media prior to opening day. The kits included advance copies of speeches of outgoing Grand Exalted Ruler Robert A. Yothers and incoming GER, Gerald Strohm, as well as the talks presented by the young men and women who won Elks scholarships.



Homer Huhn, Jr.
Chairman

Grand Secretary

During the year ended March 31, 1975, our Subordinate Lodges added to their membership rolls 126,418 by initiation, 21,988 by dimit and 12,837 by reinstatement. In the same period 80,241 were dropped from the rolls for non-payment of dues, 99 expelled, 33,735 granted dimit and 23,205 lost by death. The total membership of the Order as of March 31, 1975, is 1,582,735, showing a net increase of 23,963. The total number of Lodges on March 31, 1975, is 2,201.

The basic ingredient in the success of our Order is, of course, membership and it is most gratifying to report, therefore, that the March 31, 1975, figure of 1,582,735 is the highest in the history of the Order. This is also true of the 2,201 Lodges in existence as of the same date.

An analysis of the membership figures reveals that 126,418 new members were initiated into the Order during the past year. Yet our pride in this figure must be tempered by the fact that in

the same period of time 80,241 members were dropped for non-payment of dues. Once more, we are reminded forcibly that our net increase might have been considerably better had there been a little more attention to our perennial lapsation problem. It is most important to secure new members but it is equally important to retain those already on our rolls. The collection of dues is the joint problem of the Lodge Secretary and all the Officers and members of the Lodge and the Exalted Ruler should appoint an active Lapsation Committee to work with the Secretary throughout the year. Many Lodges let their lapsation work drift along until the end of the year

and then find that they are faced with a most difficult task. I believe that the present economic condition of our country dictates that much work must be done during the coming year.

An Elk's Lodge is in a sense a business and should be run in a businesslike manner. The collection of dues, which are the accounts receivable of the Lodge, is an important problem which should have the continuing attention it deserves. It is urged therefore that Exalted Rulers and Secretaries start the new Lodge year by putting into effect immediately a planned lapsation program, using the many worthwhile suggestions set forth in the Membership Control Manual. Only by the concerted

effort of all Lodges in the matter of lapsation can we hope to achieve an increase in membership next year approximating, to some degrees at least, our full potential based on the number of new initiates.

I am deeply grateful to the Lodge Secretaries for their cooperation in the timely filing of their March 31, 1975, Annual Reports. As of May 6, 1975, only 41 Lodges had failed to file as per the requirement of our Statutes, while 146 Lodges had failed to file as of May 6, 1974. This is quite an improvement and is of much assistance to this Office in preparing the Annual Report of the Order that must be sent each Lodge prior to the Convention.

NEW LODGES

GRANTED DISPENSATION	NAME AND NUMBER OF LODGE	INSTITUTED
Granted By Grand Exalted Ruler Robert A. Yothers		
	Los Banos, Cal., No. 2510	3-15-75
	Sheboygan, Wis., No. 2513	6-16-74
	Marlton, N. J., No. 2514	6-16-74
5-7-74	Seminole, Okla., No. 2516	
	Lake of the Ozarks, Mo., No. 2517	6-16-74
5-28-74	Lacey, N. J., No. 2518	
Granted by Grand Exalted Ruler Gerald Strohm		
	Howell, N. J., No. 2515	7-28-74
	Lacey, N. J., No. 2518	8-28-74
7-31-74	Seminole, Fla., No. 2519	9-28-74
8-26-74	Aripeka, Fla., No. 2520	9-29-74
9-3-74	Montague, Mass., No. 2521	11-17-74
10-18-74	Inverness, Fla., No. 2522	12-14-74
11-5-74	Kenosha, Wis., No. 2523	1-25-75
12-6-74	Forks, Wash., No. 2524	3-15-75
1-23-75	Tawas Area, Mich., No. 2525	3-1-75
3-3-75	Monroe, La., No. 2526	4-6-75
3-6-75	Laxington, N.C., No. 2527	3-15-75
3-7-75	Deale, Md., No. 2528	
3-24-75	El Macero, Cal., No. 2529	
3-25-75	Kinderhook, N. Y., No. 2530	
3-28-75	Skowhegan-Madison, Me., No. 2531	4-20-75
3-31-75	Tucson-East, Ariz., No. 2532	
3-31-75	Islip, N. Y., 2533	
3-31-75	Manasquan, N. J., No. 2534	
5-5-75	Americus, Ga., No. 2535	
6-9-75	Placentia-Yorba Linda, Cal., No. 2536	
6-10-75	Valdez, Alaska, No. 2537	

Charters Revoked and/or Surrendered

Lufkin, Texas, No. 1027	4-18-74
Evansville, Ind., No. 116	11-14-74
Oatwein, Iowa, No. 741	11-7-74
Americus, Ga., No. 752	1-7-75
Ensley, Ala., No. 987	1-13-75
White Bear Lake, Minn., No. 2047	3-31-75
West Hartford, Conn., No. 2176	3-31-75
Norwalk, Conn., No. 709	3-31-75
Bradford, Pa., No. 234	3-31-75
DuBois, Pa., No. 349	3-31-75
*Mid-County (Nederland), Tex., No. 2447	5-1-75

*Note: G.E.R. Strohm took up the Charter of Mid-County (Nederland), Texas, Lodge No. 2447 and ordered the merger of Mid-County Lodge with Port Arthur, Texas, Lodge No. 1069.

BENEVOLENT ACTIVITIES

Below is a list of Charitable, Educational, Welfare and Patriotic activities in which Subordinate Lodges are engaged, together with total moneys expended for the same during the Lodge year from April 1, 1974, to March 31, 1975:

ACTIVITIES	AMOUNT
Relief of Members, Widows, Orphans, Dependents, Burials, etc.	\$ 769,124.00
Summer Outings, Camps and Health Resorts ..	573,822.00
Cerebral Palsy	1,525,956.00

Crippled Children	1,625,396.00
Medical Aid and Hospitals	750,330.00
Care of Needy Families, including Thanksgiving and Christmas Baskets	1,233,347.00
Elks National Foundation	924,864.00
Youth Work (except for scholarships, free textbooks, etc.)	2,110,450.00
Scholarships, Free Textbooks, etc.	795,169.00
Red Cross, Salvation Army, etc.	268,791.00
Veterans' Relief	394,430.00
Miscellaneous	1,081,178.00
Flag Day, Constitution Day, Fourth of July, etc.	431,899.00
Total	\$12,484,756.00

STATE MEMBERSHIPS, GAINS AND LOSSES—1974

Lodge Year Ended March 31, 1975		
State	Gain	Loss
Alabama		415
Alaska	209	
Arizona	715	
Arkansas	9	
California		165
Canal Zone		17
Colorado	1,597	
Connecticut	251	
Florida	2,450	
Georgia		1,162
Guam	5	
Hawaii		5
Idaho	518	
Illinois		273
Indiana		129
Iowa	220	
Kansas		149
Kentucky	165	
Louisiana	292	
Maine	468	
Maryland, Delaware, Dist. of Columbia	745	
Massachusetts	1,605	
Michigan	1,380	
Minnesota		161
Mississippi		98
Missouri	854	
Montana	852	
Nebraska	1,042	
Nevada	292	
New Hampshire	373	
New Jersey	1,723	
New Mexico	689	
New York	1,699	
North Carolina		196
North Dakota	1,071	
Ohio	1,129	
Oklahoma	462	
Oregon	1,714	
Pennsylvania	1,010	
Philippine Islands	42	
Puerto Rico	11	
Rhode Island	70	
South Carolina		196
South Dakota	1,061	

Tennessee	108	
Texas		463
Utah	175	
Vermont	221	
Virginia	283	
Washington		587
West Virginia	31	
Wisconsin	1,645	
Wyoming	793	
Gain	27,979	
Loss		4,016
Net Gain	23,963	

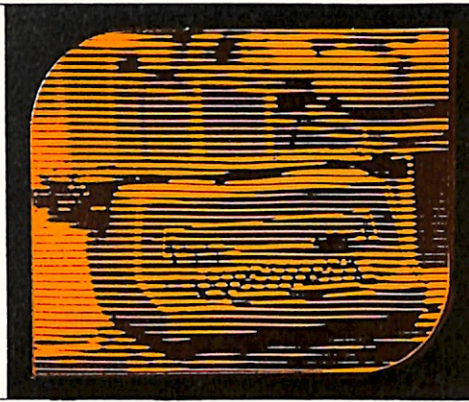
ACTIVITIES BY STATES

The following table shows the amount expended in Charitable and Welfare work by each State and Special Jurisdiction, during the period from April 1, 1974, to March 31, 1975:

State	Amount	State	Amount
Alabama	\$ 137,969.00	Nebraska	159,213.00
Alaska	117,103.00	Nevada	60,231.00
Arizona	235,120.00	New Hampshire	68,969.00
Arkansas	37,677.00	New Jersey	940,468.00
California	1,814,383.00	New Mexico	187,317.00
Canal Zone	24,598.00	New York	665,599.00
Colorado	482,771.00	North Carolina	128,906.00
Connecticut	229,111.00	North Dakota	120,959.00
Florida	785,494.00	Ohio	337,284.00
Georgia	127,956.00	Oklahoma	164,190.00
Guam	9,968.00	Oregon	476,324.00
Hawaii	32,163.00	Pennsylvania	583,832.00
Idaho	156,674.00	Philippines	25,568.00
Illinois	301,224.00	Puerto Rico	5,834.00
Indiana	305,673.00	Rhode Island	91,841.00
Iowa	110,992.00	South Carolina	100,478.00
Kansas	98,579.00	South Dakota	100,328.00
Kentucky	61,605.00	Tennessee	96,652.00
Louisiana	56,938.00	Texas	338,438.00
Maine	69,194.00	Utah	139,779.00
Md., etc.	181,117.00	Vermont	84,110.00
Massachusetts	661,625.00	Virginia	103,126.00
Michigan	333,487.00	Washington	429,389.00
Minnesota	121,712.00	West Virginia	90,017.00
Mississippi	27,189.00	Wisconsin	140,947.00
Missouri	152,217.00	Wyoming	54,204.00
Montana	118,214.00	Total	\$12,484,756.00

The foregoing Digest of Annual Reports was prepared by the staff of *The Elks Magazine* from texts of the official reports involved. Each of the reports was published separately in its entirety. In addition, the Grand Exalted Ruler, the Grand Secretary, and the several Chairmen presented supplementary remarks at Grand Lodge Session held in Dallas, Texas, July 13-17. These remarks appear in the printed Proceedings of the Grand Lodge Session.

EDITORIALS



The Dollars and Cents of Lapsation

The incoming chairman of the Lapsation Committee for one of the largest Elks associations submitted to his president a fine program he proposed for the coming year. We have seen the proposal and it brings out some very interesting and important points you could use in your lodge or state association.

He brings it down to a dollars and cents proposition . . . and after all, the operation of a lodge, an association or an Order is **BIG BUSINESS**, hence they should each be run in a business-like manner.

As he put it, "The collection of accounts receivable (which lapsation is) is a major program of all business." It thus follows that this problem should demand our untiring attention.

No lodge, association or Order can succeed by showing a loss of membership, just as no business can afford to lose customers year after year. The successful business goes out for new customers while doing its best to hold its old ones. So it is with our Order.

We proudly say that the Order of Elks has shown an increase in membership each year since 1939 . . . and we know of no other comparable organization that can make that statement.

Reducing lapsation to dollar figures we can all grasp easily, he pointed out that his state's lodges had dropped over 4,000 members from its rolls through lapsation last year. Taking the yearly dues figures of each lodge, that amounted to almost \$17,000! Add to that figure the money each lodge paid out to Grand Lodge for per capita dues and state association dues and the total dollar loss came to over \$186,000!

That huge figure is more than enough to support a state association major project. Averaging out that total amount, each of the lodges in that state lost over \$3,260 in CASH because of lapsation. And that is a large enough sum to do a lot of good in most local lodges.

It ought to be standard procedure for the Lapsation Committee of each lodge to look up the application of each Brother about to be dropped from the books for non-payment of dues, learn the name of the Brother who proposed him for membership and then ask that good Brother to personally see the delinquent member about getting his dues paid up. It took a lot of time and trouble to get that new Brother . . . it is well worth a little effort to *keep* him.

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On the beach . . . just a few steps from the Elks Club . . . with special rates for Elks!

Located at picturesque Diamond Head, this modern 14-story hotel offers comfort-plus accommodations, including top quality beds. The handsome structure is ideally located "on the beach" a few pleasant blocks from Waikiki's activity center. A variety of appealing room types and views are offered. Roof apartments include a separate living room.



Really enjoy Hawaii from this prime beach spot in Waikiki. Great swimming and snorkeling and a fantastic view of Waikiki Beach and Diamond Head.

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The easy way to lower your golf score

"My handicap dropped from 18 to 8 at age fifty."

I used to score in the hundreds and the high nineties year after year regardless of how often I practiced or how hard I tried.

I didn't lower my golf scores consistently until I discovered a simple secret. I found this discovery to be more important than the golf swing, hours on the practice tee or even a big booming drive.

Here is what it did for me.

I celebrated my 50th birthday with an eight handicap, the lowest in my life. Before this I was a real "hacker"; depressed about my game and my lack of ability.

What has changed from the "old days"? Well, I'm not any taller, stronger or certainly not any younger. And I really don't think that my golf swing has changed. But I sure have changed my golf scores.

I'm really proud of my golf game since I've discovered this secret; and if you would pardon my bragging a bit, maybe I can show you what I mean. The lowest five scores around my fiftieth birthday were 76, 81, 75, 78 and a sizzler of a 74. In my last tournament I tied for second low net and 4th low gross. I also won a special trophy for hitting the best tee shot "closest to the pin" on a tough 165-yard, par 3 waterhole.

In total I won three trophies in that one tournament. That's more than I had ever won in my *entire 22 years of playing golf.*

Up until now I have shared this secret with just a few friends and the results have been startling.

A California friend told me since using this discovery he no longer gets "psyched-out" and his handicap has dropped a stroke a month.

A senior golfer said that now he can swing without "looking up" for the first time in his life.

A Washington golfer wrote, "I beat my neighbor for the first time in 2 years and won \$22 in the process."

Another lady told me it cured her slice the first time out on the course. A 14 handicapper got great scores when he stopped "blowing" two or three holes each round.

But will my discovery work for you as well as it did for me? Well, I'm not promising you an 8 handicap... but then it might go even lower.

You see, the reason I will make you the most unusual guarantee in golf is really pretty simple. Many golf books and improvement guides are written by touring pros. Their problems and yours, as an average golfer, are miles apart.

The pro plays and practices more in a year than the average weekend golfer will in his lifetime. The pro's objective is to shoot sub par golf. The average weekender wants to break 90 and hopes to someday break 80.

I am an amateur golfer and the secret I discovered has been tailored to fit other weekend golfers. It won't tell you how to beat Jack Nicklaus in the next U.S. Open, but it sure will show you how to score in the next club tournament, and how to win those \$2 Nassau bets.

All you need to know are the basic fundamentals. I will show you how to put them to use.

Most books and articles and even many golf teachers give you tips like: "Keep your left arm straight" or "Keep your head down when you hit the ball." They tell you what to do, but they don't tell you HOW. *I will tell you how.*

Most pros already use my discovery, and many don't even know it. Their consistency comes from years of hard training and endless hours, even years, on the practice tee.

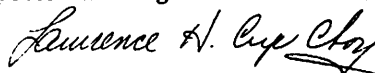
But now I will show you how to develop more consistency without those endless hours of practice and sweat. In fact, I'm so convinced that my United States Government copyrighted system will work for you that I will give you a 100% guarantee.

Now don't drop your putter, but read carefully about the best golf guarantee ever made. Send me only \$12.50 in check or money order, and I will rush you THE EASY WAY TO LOWER YOUR GOLF SCORE. Try my discovery on your own golf course for 18 days. If after that time, you are not completely satisfied that it is worth hundreds of times its cost, mail it back to me and your \$12.50 will be refunded immediately without question.

So if you are really sincere in that you want to improve your game, mail that coupon today. It's a money back guarantee so you have nothing to lose except a lot of golf strokes.

SWORN STATEMENT OF HANDICAPS

I am the assistant pro in charge of handicaps and golf scores at Allan Starr's golf club. I certify that all the golf scores and handicaps mentioned in this ad are duly posted and registered in the club books and certified by me.



Allan Starr, Dept. JE
Suite 1956, 190 S. King St.
Honolulu, Hawaii 96813

I sincerely want to lower my golf scores consistently without endless hours of practicing. I am enclosing my check or money order for \$12.50. Please send me THE EASY WAY TO LOWER YOUR GOLF SCORE so that I can try your discovery on my own golf course for 18 days.

If for any reason I return your material within the time limit my entire purchase price will be immediately refunded without any questions. On that condition here is my \$12.50.

Please hurry as there are a couple of guys I want to beat next weekend. So send via air mail. I am enclosing an extra dollar.

Name _____

Address _____

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2 PAIR NO-IRON KNITS 15⁹⁵

WERE 2 for \$19.95

Yes Sir! Haband Company, the mail order people from Paterson, NJ, have reduced the price on 100% polyester No-Iron Executive Slacks from 2 for 19.95 to 2 pair for \$15.95! *This represents a one-shot, one-season-only special sale that cannot be repeated.* You must understand that the slacks are our same all new, premium quality, latest fashion Executive Slacks. But the price break is a terrific opportunity for you to try the famous Haband deal. *Here is what you get:*

IMPORTANT LONG WEAR: New Non-Snag Knit won't snag & pull like ordinary doubleknit slacks

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Our amazing new Projection Glasses are the complete year-round outdoor glasses to be worn in all kinds of weather at all hours of the day or night! They are 24-hour-a-day glasses — not sunglasses (although you will never wear a pair of sunglasses that will begin to compare with them)! Look through them, and for the first time you will see the world with more beauty, more clarity, depth and definition . . . from the moment you put them on!

Suddenly the scenery is so beautiful it defies description. These scientifically designed glasses seem to focus and sharpen the full beauty and magnitude of nature's work. Clouds have a new, three-dimensional quality. Distant mountains, rivers, lakes, trees and flowers emerge from a haze of light into sparkling definition and awesome clarity. Truly you have never seen the world the way it should look until you've looked through these Projection Glasses.

How They Work

The lenses of your Projection Glasses are made of a combination of amber and red formulated to painstakingly precise optical specifications. The resultant color is a unique orange-amber tint that is actually beneficial to your eyesight. The amber improves the vision, red eliminates glare, conserving the "visual purple" of the retina which is normally consumed by bright sunlight. Results: you can expect a 10% improvement in daytime vision . . . greater night time vision . . . far better stereoscopic vision and greatly increased depth perception. Your ability to penetrate fog and haze is increased by 100%.

A Dramatic Breakthrough for Safety

Old-fashioned sun glasses reduce vision up to 10% or more, but Projection Glasses actually improve vision up to 10%! Yes, this 20% additional vision can help reduce the accident factor. And the Projection Glasses are ideal for driving in all kinds of weather, rain, fog, snow, etc. Your depth perception improves noticeably. You can judge distances better, you can see twice as far in fog and haze, reduce driving strain, the glare of oncoming lights suddenly becomes softened and not bothersome anymore. And even the scenery becomes more beautiful, clear and more colorful than you've ever seen it look before.

What You Can Expect Once You Put On New Projection Glasses

Golfers can play more easily on foggy or hazy days. It's easier to follow the flight of the ball, spot tendencies to hook or slice. Balls that end up in the rough are more readily located. You can locate pins at a greater distance, and the course will look fantastically more beautiful.

Fishermen can see more deeply into the water. Headache-producing glare off the water surface is practically eliminated. Fishing in bright sunlight becomes a pleasure. Dull, gloomy days evaporate into a new warmth and brightness. Skiers can forget blinding snow and glare from white surfaces. Snow and scenery will look more spectacular and you'll see more clearly and more safely.

Wear It Right Over Your Present Glasses

Now with our new improved clip on model you can wear the Projection Glasses right over your present glasses. They are so light (they weigh less than one ounce) you'll never know you have them on. Furthermore lenses are shatterproof and may be worn as safety goggles in industrial plants.

FULL MONEY BACK GUARANTEE

We unconditionally guarantee you have never worn a pair of sunglasses or any type of glasses that will improve your vision, show you more beauty, and increase your vision better than these fantastic amber-tint Projection Glasses. Don't confuse this with other glasses of this type. These have been perfected only after much research by an outstanding optical company. We are so certain they will improve your vision and bring you a new view on life that you've never seen before, that we offer a full money back guarantee. Wear them under any conditions and if they don't do all that we claim simply return for full money back. Order now, only \$4.99 a pair.

"You'll see more... enjoy more with PROJECTION GLASSES."

THESE PROJECTION GLASSES ADD NEW AND UNUSUAL BEAUTY TO EVERYTHING YOU SEE! SEE THROUGH FOG AND HAZE! ELIMINATE GLARE OF BLAZING SUN AND BLINDING SNOW! SEE EVERYTHING MORE VIVIDLY AND MORE dimensionally!

Praise From Projection Glasses Users

"Recently I had the opportunity to try a pair of your Amber Mellowtone Glasses, and I like them very much. They were a comfortable fit over my regular glasses and they had exceptional definition."
T. M. June Lake, Calif.

"I have had great success with your Mellowtone glasses worn over my regular prescription glasses."
B. E. New Orleans, Louisiana

"I have used the set ever since and found them surprisingly effective in obtaining exceptionally clear, distinct vision in very bright, and very dull natural light.

My father recently had problems with his eyes and the treatment prescribed makes it painful to drive at night with oncoming headlight beams.

Although he wears glasses I gave him the ones you sent and he wore them over his. He drove about 50 miles at night a week ago and he was elated over the results! He said he had no problems with lights even from drivers who did not dim, and there was no problem in seeing to drive."
J. B. Rockford, Ill.

"Several years ago I purchased a pair of your Mellowtone Goggles, and liked them better than any other I ever owned."

C. O. Garden Grove, Calif.

"I wish every flier could have a pair of these glasses. I used my precious first pair in July and believe me . . . they saved my life many times. They are simply great. They should be mandatory for all fliers."
B. H. Vacaville, Calif.

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