

the
ELKS
magazine
JUNE 1976

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A Message From the Grand Exalted Ruler

We Have Pledged...

ON JULY 4, 1976—the two hundredth anniversary of the founding of our republic as a free and independent nation—the Benevolent and Protective Order of Elks will rededicate the Elks National Memorial Building to the memory of those who gave their lives, and as a tribute to those who served, in the Korea and Vietnam conflicts. The celebration is scheduled for 1:00 pm at the Memorial Building.

EACH MEMBER who will attend the convention in Chicago, and those who will accompany him, is urged to arrange his arrival so that attendance at this notable event will be possible. Details of the program will be made available and transportation will be provided to and from the Memorial.

WE HAVE PLEDGED, and over the years have honored that pledge fully, that so long as there remains a veteran in our hospitals the Elks shall never forget him. We cannot, therefore, fail to rededicate this building to those who, in the service of others, gave so much to the cause of liberty and freedom in the world. The small amount of time and effort we will spend on this momentous date in our history is insignificant in comparison. A great outpouring of gratitude and an acknowledgement of the sacrifice is the least we can do in tribute. We, as Elks, have dedicated ourselves to the support of our country. The demands made upon us as citizens are minuscule compared to the enormous benefits which we receive in return. Our very existence as a fraternal order is dependent upon the continuance of our form of government and its strength and vitality. You can show your support for and your faith in your country and our Order by the expenditure of only a few moments of your time. We urge you to do so.

MATERIAL EDIFICES are only significant of the human feelings which inspired them. It is considered that our building in Chicago expresses the feelings of our Order and its members as beautifully, sincerely and adequately as possible. You and yours are invited to take advantage of this opportunity to view this magnificent structure, to feel the inspiration which its surroundings impart, to understand the solemnity of its interior and the simplicity of the message it conveys. You will come away with greater pride in your Order and your Country than you have ever had before.

Willis C. McDonald

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the **Elks** magazine

VOL. 55, NO. 1/ JUNE, 1976

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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10 MINING THE OCEAN

There's an international sweepstakes afoot . . . a race for the billions of dollars of minerals on the ocean floor.

L. B. Taylor, Jr.

18 MONUMENT TO FEAR

"Buy a house. Build as the spirits guide you," directed the seeress. "Thus will you find eternal life."

Wayne T. Walker

24 "S-W-I-S-H!"

The story of the Elks National "Hoop Shoot" Contest.

31 CALL HOOT OWL . . .

Need to know who played left end for the '49 Packers? Just call Hoot Owl . . .

Kate Holliday

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 - Alley Cat
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 - Theme From LOVE STORY
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 - Sweetheart Of Sigma Chi

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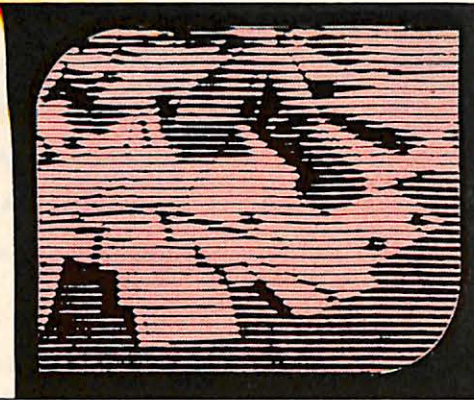
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LETTERS



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

• The article "Education Vacations," ["You and Retirement," April, 1976], was most interesting. Would it be possible to get information about available programs other than in New England?

I am not yet in the "elder" category, but enjoy the academic atmosphere, and am very intrigued by the combination of low cost and high degree of intellectual, cultural and recreational diversity offered.

Jean A. Bergman
Dallas, TX

• ... What colleges offer the Elderhostel programs?

Helen Stuart
Naranja, FL

• ... I am so glad to know such programs for senior citizens are becoming a reality.

Mrs. James L. Givan
Bethesda, MD

• ... I would like more information to pass on to my senior citizen group.

Kay Weis
Valhalla, NY

• ... Is there someplace I can write for more information?

William B. Bass
Kalamazoo, MI

For additional information on Education Vacations, write:

G. Michael McHugh
Cornell Alumni University
158 Olin Hall
Ithaca, NY 14853

Bette Dyer Lynch
Pomona Alumni House
LeBus Court
Claremont, CA 91711

Sallie K. Riggs
Box 1920
Brown University
Providence, RI 02912

Grace Graham
Vacation College
64 PLC
University of Oregon
Eugene, OR 97403

• We were very pleased to see in the "You and Retirement" feature for March, 1976, the good advice to retirees that there are personal benefits in volunteering for community service.

The tens of thousands of volunteers, including many retired persons, who serve the patients in VA hospitals and community care facilities are a great example of this. Not only is the Veterans Administration proud of them and grateful for the very special things they do, but we have observed for 30 years the energy, interest, sense of belonging, and knowledge of being needed and appreciated which men and women of all ages derive from volunteering.

Those are the rewards which have impelled so many wonderful people—B.P.O.E. members among the most active—to contribute over 200 million hours of service in our hospitals since the VA Voluntary Service Program was established in 1946. I know that Brian McKeogh and George Hall, who represent B.P.O.E. on our VAVS National Advisory Committee, will bear me out in this.

We hope many of your readers—retired or not—will follow G. W. Weinstein's wise counsel. We selfishly hope that a lot of them will contact the Veterans Chairman of their Lodge about joining their brothers in the VA Voluntary Service program.

Wilson J. Schuerholz
Director
Voluntary Service

• There is an error in the article "Marquis de Lafayette" ["Bicentennial Salute," January, 1976]. He landed near Georgetown, South Carolina and not North Carolina. We need all the Bicentennial publicity we can get.

Cecil W. Schneider
Georgetown, SC

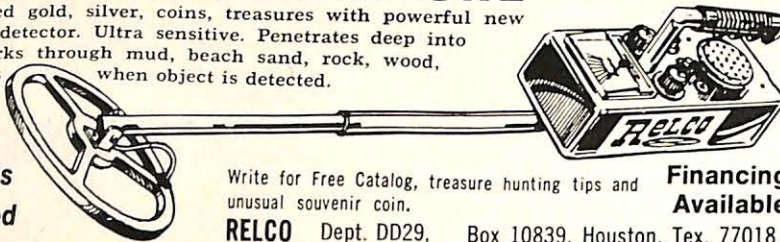
Whoops! Our apologies to South Carolina.

• Since I had heard of the Heimlich maneuver but never really understood the first aid procedure, I read "Could You Save Someone From Choking to Death?" [by Andrew Hamilton, April, 1976] with deep interest. Later I told myself, as probably many others have, "Now that I
(Continued on page 33)

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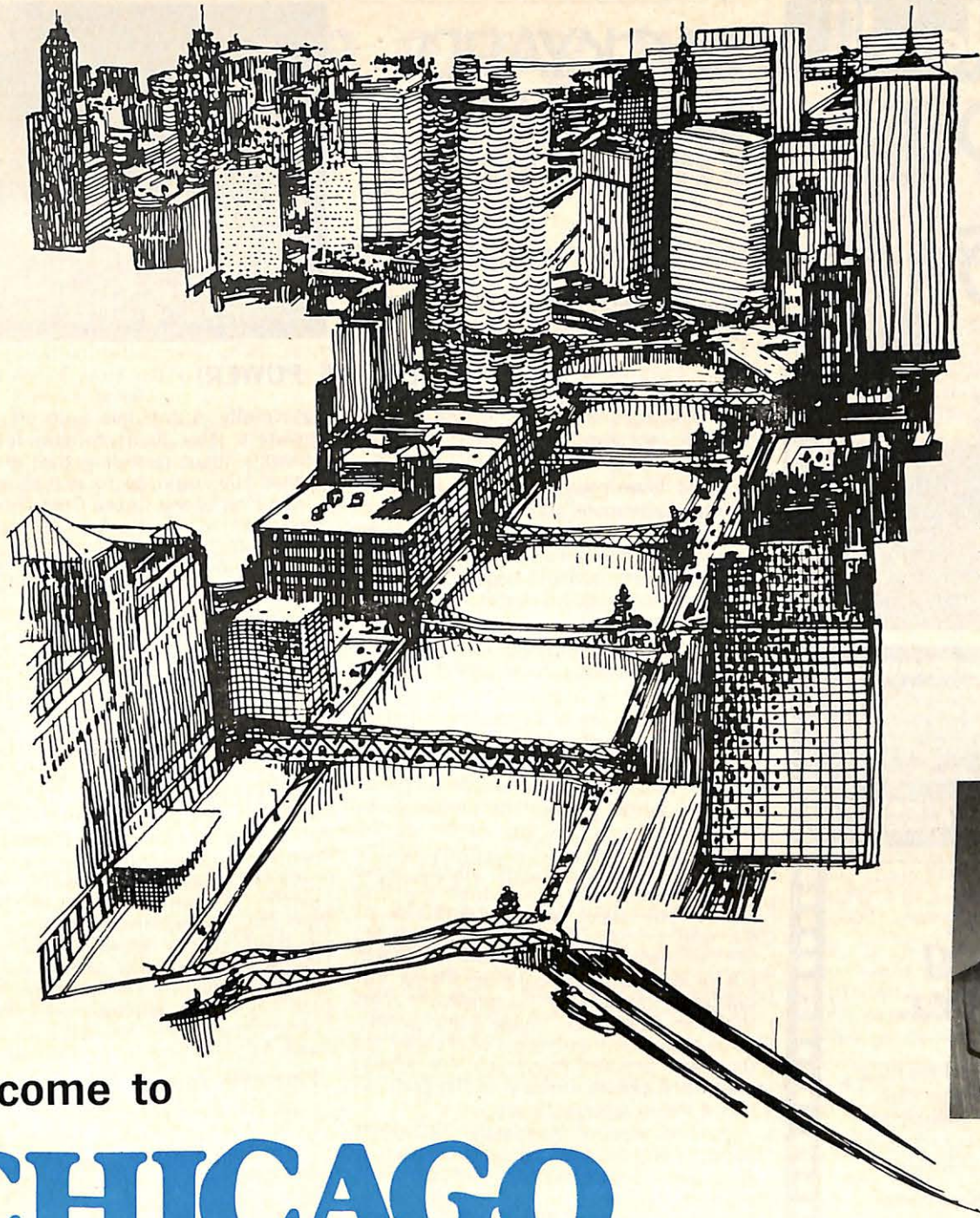
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Welcome to

CHICAGO

Brother Elks and their families

The 68,000 Elks of Illinois are proud to host the 112th Grand Lodge Convention, July 4 through July 8, and on their behalf, I am privileged to extend a hearty and most cordial welcome to the City of Chicago located in the "Land of Lincoln."

The committee headed by Chairman-Emeritus George Hickey and Co-Chairmen Robert Sabin and Fred M. Sheehan will make every effort to see that the word "Welcome" has its true meaning.

Chicago is noted for its many attractions, including its planetarium, museums, zoo, universities, art galleries, the Merchandise Mart, the largest hotel in the world which will be the Headquarters for our convention, but most of all, the Elks Memorial Building. This Memorial Building

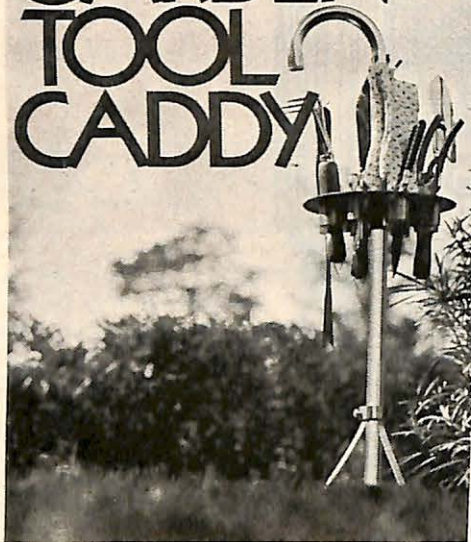
is one of the most artistic and beautiful edifices in the United States. It has been dedicated to the Veterans of World Wars I and II and will be rededicated on Sunday, July 4th in memory of the Veterans of the Korean and Vietnam Wars in a patriotic ceremony that no Elk or his family should miss.

It will be wonderful to see you in Chicago.

Glenn L. Miller
Past Grand Exalted Ruler

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by Helen Rosenbaum



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A pineapple plantation at your place—even if you live in Peoria or on Park Avenue?

Don't blow your top—plant it!

Your pineapple top, that is.

Yes, now that fresh pineapples are readily available, select one with a healthy looking, leafy, smooth-edged green top for an instant plant—all for the same price as the fruit.

Here's how to grapple with the pineapple—five steps from pineapple top to bottom:

1. *Invitation to a Beheading:* Removing the Crown—Begin by twisting off the crown of a ripe pineapple. You don't need big muscles or a special pineapple glove. Just get a firm grip on the pineapple by holding one hand on the center of the fruit and the other at the base of the leaves. A few firm twists should leave your pineapple top parted from the fruit without any sweet sorrow. Don't risk its life with a knife. Tempted to simply lop off the top? This may be the unkindest cut of all. For you could be slicing into delicate stem tissue. The pineapple roots that are developed, unlike other plants, do not replace themselves when they are damaged or die. Thus, you are greatly alleviating possible injury to the plant by doing the pineapple twist.

2. *The Way of All Flesh*—Still knife happy? Here's your chance. Carefully trim away any adhering pineapple flesh from the base to avoid its rotting and becoming smelly after planting. When the trimming is complete, delicately slice the bottom of the crown (its stem) until you see tiny root buds. Oops, cut no further unless you want to be a brute to the newly developing root.

3. *Is Plucking a Pineapple Like Plucking a Chicken?*—Your modest top is not ready to bare all. So just strip away three or four basal leaves which will give the stem needed leverage when ready for planting.

4. *Upside-Down Crown Won't Frown*—Hexed, vexed and perplexed after being twisted off, trimmed, and stripped, your pineapple top demands a few days to stand on its head and meditate doing yoga exercises. Place the crown upside down in a dry, shady spot for about a week before planting. This allows the leaf scars and the cut end to harden (No, you can't use band-aids) and in turn, prevents rot. Let your pineapple snooze

peacefully during this time off for good behavior. The plant probably feels guilty enough about deserting the family, who warned it would go to pot someday.

5. *Part of the Crown Goes Down*—with promises to send up a pineapple 780 days later? Well, you can root for fruit but it will take the pineapple plant approximately 780 days to give rise to a pineapple of your own—and then only under optimum conditions of light and heat. In any event, give your pineapple top a head start in life by directly potting. Use a good, light garden soil mixed with up to thirty percent well composted organic matter. Use an eight-inch porous clay pot. (As the months go by and your plant begins to grow out, transplant it to a twelve inch pot.) Be sure the drainage is sufficient because pineapple tops don't like to get their feet wet. You can provide drainage by placing a curved piece of broken crockery over the hole in the pot. Evenly spaced one-half to one inch of coarse gravel. Then add soil. Tamp the soil firmly around the base of the crown with your fingertips. Be careful not to get any soil onto the leaves of the crown. You wouldn't want anyone kicking sand in your face either.

Pineapple Without Paranoia

Follow these tips from the Pineapple Growers Association of Hawaii:

Feeding: Fertilize soon after planting and every two or three months thereafter with a reliable houseplant food. If using a solid plant food, scatter it on the surface of the soil and wash it in by watering. A liquid (fo'iar-spray) fertilizer can be used instead. Pour onto the base of the leaves and on the surface of the soil. Follow directions for "small shrubs" given on the label of the product you choose.

Watering: The pineapple is a member of the bromeliad family—feeding through the center of the crown formed by a circle of long, tapering leaves. Thus, water directly through this vase-like opening in the crown with tepid water about once a week.

Light and Temperature: As the pineapple is a tropical plant, frost or freezing temperatures will kill it. If you live in a warm climate and own a home, the pineapple should divide its time between the house and your porch or garden.

During these summer months, set your plant on a sunny porch or bury the pot
(Continued on page 21)

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.

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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.

Lawrence A. Cup Clay

Allan Starr, Dept. G-42
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A

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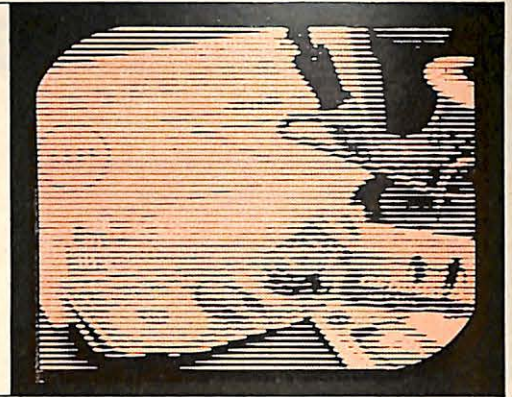


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by G. W. Weinstein



TRAVEL TIPS

Now that you know where you're going and how you're going to get there, there are two more things to do: stay healthy on vacation, and cut your travel costs as much as possible.

Health precautions, important for all travelers, become increasingly important as the years catch up with you. But there are steps to take that can allow you to relax and enjoy your vacation.

First, be sure you are in good health before you go. Have a checkup, and any necessary inoculations, before taking any extended trip. Have those shots in advance; they may have side effects which can mar your departure. When you visit your physician, ask him for three things: a list of first aid items, including medication, to take along; copies of prescriptions, both for newly-suggested medication and anything you regularly take; and the names of doctors in cities you plan to visit.

Take a medical record along too, including the basic information a physician would need in order to treat you in an emergency: any chronic conditions, such as high blood pressure or diabetes; a schedule of any regular medication you take, including dosage and time; any drug or food allergies; a record of immunizations. If you have a serious condition, of course, you should always wear or carry appropriate identification. Have your own doctor's name and telephone number, including area code, written down too; in a crisis your memory may desert you.

Take along an extra pair of eyeglasses, plus a copy of your prescription. If you are traveling abroad, and depend on any regular medication, take an ample supply in your hand luggage, packed in plastic bottles, as well as a prescription for the drug by its generic name. Pharmacies in other countries do not always use the same brands that we do, nor are medicines always prepared the same.

A simple first-aid kit is a good idea for any traveler; thermometer and aspirin, adhesive bandages and an antiseptic ointment, insect repellent and a sunburn lotion. Dr. Kevin M. Cahill, author of *Medical Advice for the Traveler*, also suggests a first-aid booklet, a basic anti-histamine and an antibiotic, and paragonic for the stomach upsets that seem inevitable with new foods and a different time schedule.

If you should need a doctor away from home, in America, consult the local hospital or the County Medical Society for a referral. Or visit the local hospital's emergency room. Overseas, try to get the name of an English-speaking doctor from your tour organizer or the U.S. Consulate.

Most important: don't overschedule. Rest and relaxation are an important part of vacation, especially for the older traveler. Avoid at all costs the kind of scheduling that results in "If it's Tuesday, this must be..." Savor the delights of a vacation spot slowly; you'll enjoy them more and stay in better health.

Here's a roundup of money-saving ideas for travelers, some big and some small, but all worth investigating:

✓ Trying new foods and enjoying nice dining spots is a highlight of any vacation, but restaurant meals add up. To cut costs, and still enjoy your vacation, think about saving restaurants for dinners and fixing your own breakfasts and lunches. If you're staying in motels, for example, try picking up bread and cheese and fruit the night before for a pleasant breakfast in your room the next morning. If you bring along an immersion heater, and some teabags or instant coffee, you can have a hot beverage too.

✓ An ice chest or insulated food bag is handy equipment for the auto traveler, making road-side picnics a pleasant interlude in the day, and giving you a chance for some all-important fresh air and exercise. Save the fast food hamburger stands for bad weather. Dinners can be delightful as well as less expensive, both here and abroad, if you experiment with local favorites instead of sticking to expensive hotel dining rooms.

✓ If you sign up for a package tour, however, be sure you know what is included—and what is not. Read the fine print. On a cruise, for instance, all meals are paid for; you will save no money by skipping breakfast or fixing your own. In European hotels, a Continental breakfast is frequently included in the room charge. This is rolls, marmelade, and a hot beverage—not the hearty breakfast you may be used to, but it's a good way to start the day, especially if you're paying for it anyway.

✓ Cut costs by traveling off-season, staying just outside a popular resort

(Continued on page 22)

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MINING THE OCEAN



by L. B. Taylor, Jr.

During the summer of 1974, the 618-foot Howard Hughes mystery ship, *Glomar Explorer*, slipped quietly out of Hawaiian waters on a super-secret mission that sent waves of intrigue rippling across the Pacific. When word eventually leaked out that the *Explorer* was trying to raise the sunken remains of a Soviet submarine for America's Central Intelligence Agency, it caused an international bombshell.

But while the Washington-headquartered CIA squirmed under the then-unaccustomed spotlight of publicity, a small group of scientists and mining engineers 150 miles to the south in the tiny town of Gloucester, Virginia, breathed a collective sigh of relief. These men work for a small company called Deepsea Ventures, and for years they have been locked in a frantic search with Hughes and other giant concerns for rich mineral reserves on the ocean floor; reserves that are expected to lead within the next decade to a multibillion-dollar business.

The Deepsea team, after years of exploration all over the world, had pinpointed an area in the Pacific that had a particularly heavy concentration of natural mineral resources much in demand—within range of where the *Glomar Explorer* had been sighted. The team feared that the Hughes ship had discovered their lode site before they could lay proper claim to it. Thus when the real purpose of the secret mission was revealed, they were understandably relieved.

Deepsea soon after filed for exclusive mining rights to 24,000 square miles of the ocean floor in the Pacific, about 1,000 miles southwest of San Diego, 650 miles from the nearest point of land, a tiny French island, in waters averaging 15,000 feet deep.

Deepsea's claim was an unprecedented giant step forward in an international sweepstakes underway to win the race for the billions of dollars worth of precious minerals that lie untouched on the floors of the world's oceans. Although the race has been underway for several years, it has greatly intensified in recent months as the full global implications of a few small nations controlling vast amounts of essential natural resources set in.

As the earth's more easily accessible resources dwindle dangerously, the hunt for additional supplies has escalated. For the long term—for the rest

of this century and beyond—two specific search areas offer by far the most promising returns for future generations. One is outer space. Based on studies from experimental flights to the moon and to other planets over the past few years, scientists say there are enough resources on neighboring celestial bodies, including the asteroid belt, to fulfill mankind's needs for as long as anyone cares to speculate.

But even though man has brought back samples from the lunar surface, and unmanned spacecraft have examined Mars, Venus, Mercury and Jupiter from close ranges, there still is a great gap between the exploration of space and its exploitation for the benefit of life on earth. It will be decades before even small amounts of the rich lodes beyond earth's boundaries can be harvested practically.

Within much closer reach—technologically, economically and time-wise—are the super-abundant stockpiles of minerals beneath the sea. These virgin mines have remained untapped until now largely because of man's inability to develop the technical skills needed to cultivate them.

At stake are countless billions of tons of black, rock-like objects that roughly resemble burnt baked potatoes. They are called nodules, and they contain rich concentrations of such vital minerals as manganese, essential in the making of steel; cobalt and nickel, important steel alloys; and copper, used in nearly everything electrical. There are enough of these nodules, experts say, to fill the world's metal needs for centuries. In fact, Dr. John L. Mero, an acknowledged authority formerly with the University of California's Institute of Marine Resources, has calculated that there are one and a half trillion tons of manganese nodules on the floor of the Pacific Ocean alone.

At present the major supply of these minerals from land sources is controlled by politically volatile developing countries in Africa. The large industrialized user nations are fearful these mineral-owning countries, following the example set by the oil controlling Arab cartel, may someday shut off the world's supply, or demand exorbitant prices whenever they wish in economic power plays that can further jeopardize the world's already shaky financial equilibrium.

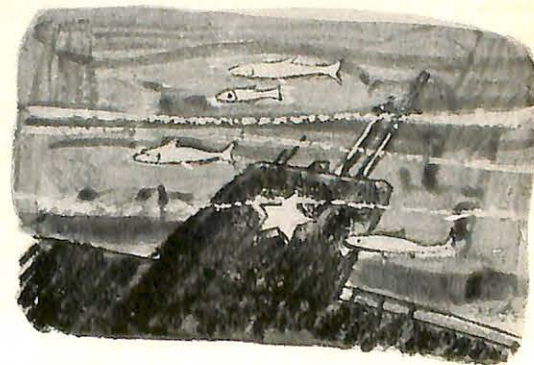
"As far as we are concerned, we owe a debt of gratitude to the Arabs for teaching the United States the facts about mineral resource availability," says John E. Flipse, president of Deep-

sea Ventures. "There still would be a lot of work on the drawing board if we hadn't got a kick in the tail on petroleum."

Flipse says the undersea nodules are of particular importance to the United States in that more than 90 percent of manganese and cobalt, and more than 70 percent of nickel consumed in America, has to be imported. Thus today, the vast amounts of money needed to make the necessary technical breakthroughs to gather underwater wealth are being spent—and the breakthroughs are being made. More than half a dozen companies have invested nearly a quarter of a billion dollars to get ocean mining programs underway. Among them, in addition to Deepsea, a subsidiary of Tenneco, Inc., are the late and secretive Hughes' owned Summa Corporation and Kennecott Copper Corporation.

Operations in relatively shallow depths already are being carried out in various parts of the world. Two large sulfur mines, for example, are being mined in the Gulf of Mexico. Barite is being taken from waters off Alaska; magnetite from Japanese waters; tin from off the shores of Indonesia and Thailand; and aragonite from the ocean bottom near the Bahamas. Such ventures, however, use simple extensions of land mining technology, which limits them to depths of less than 600 feet, and in most cases to 100 feet or less. And, of course, man has been extracting food from the sea ever since he has been on earth, and he has been pumping oil from off shore deposits for decades.

But it is in the deeper waters, hundreds of miles off shore where the real mineral treasures lay. Since 1964, Deepsea has conducted an exhaustive worldwide search in such waters, using powerful underwater television cameras to seek out potentially lucrative mining areas. From its research vessel, Deepsea technicians dangle a TV camera with a powerful set of lights about six



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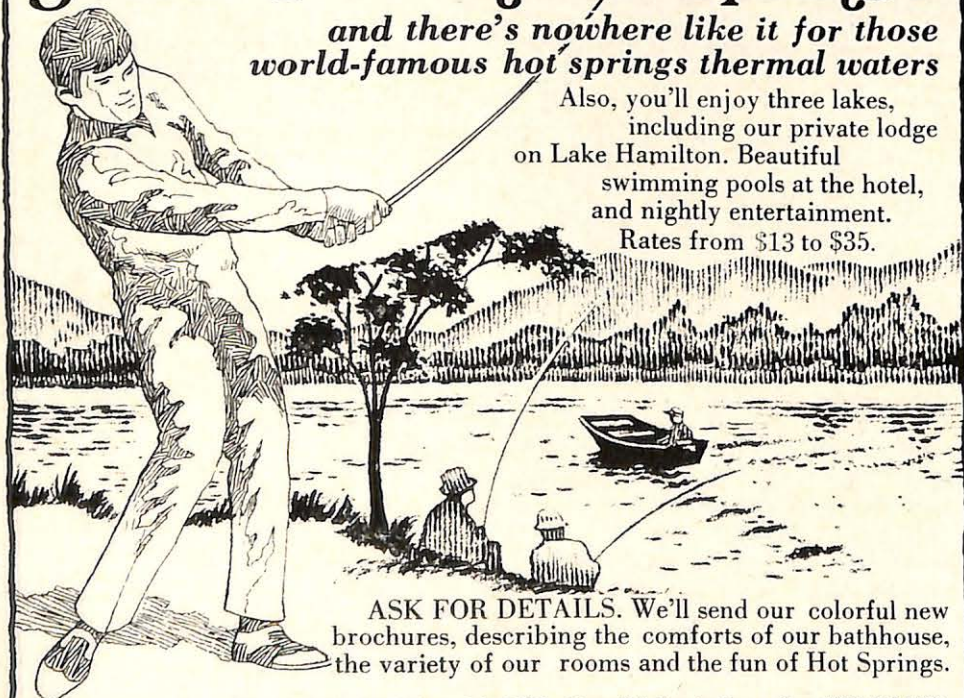
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feet above the ocean floor in waters up to 20,000 feet deep and more. The camera sends back pictures of all its surveys on closed circuit screens, and all this is video taped. Meanwhile, banks of the most advanced electronic navigational equipment, which adorn the ship's bridge, pinpoint the precise location of the nodule beds shown on camera.

The sleuthing has led the company to vast areas of the Atlantic Ocean, the Indian Ocean and even across Antarctica. For a while it appeared the Blake Plateau, a huge area in the Atlantic off the coast of Georgia and Florida, offered the most potential. Recalls Flipse: "The deposits in this area are extensive and include practically all of the forms in which manganese oxide sediments occur—platelets, nodules and pavements. The metal content of the Blake deposits, however, is low while the carbonates are high . . . suggesting these deposits are of marginal economic value."

Five years after the search began, Deepsea discovered what they now call, unimaginatively, "the Mother Lode," near the Equator in the Pacific where they filed mining rights. This lode consists of an enormously rich deposit of nodules.

Scientists long have known that vast stretches of the sea floor were covered with these nodules. They were first found, curiously enough, more than 100 years ago on an early oceanic expedition by Great Britain's HMS Challenger. During a three year search of the oceans, commissioned by Queen Victoria, a number of significant finds were made, including an assortment of manganese nodules. But for unexplained reasons, the British explorers never bothered to analyze them, shelving them instead in London's British Museum.

Scientists say these nodules, which are more than a third manganese, apparently have been forming, undisturbed, on the seabed for 30 to 50 million years. They range in size from marbles to slabs, though most are potato sized. They lay open on the ocean floor in a single layer that, for as yet undiscovered reasons, is not buried by falling sediment.

Not only are the nodules extraordinarily plentiful, but they are a renewable resource. It is estimated that six million more tons of them form every year. The minerals seem to come from the seawater, and they accumulate around virtually anything—a shark's tooth, a whalebone, pebbles, even grains of sand. Over the years they build up layers somewhat like the skin of an onion—at a thickness rate of up to four inches a century. This figure was determined by examining a coating of iron-

manganese oxide around a naval shell fired during the Second World War.

Flipse says Deepsea plans to produce at least one million metric tons of dry nodules annually from the Pacific deposit—possibly by the end of this decade. From that ore, the company hopes to realize 1,000 tons of copper, 12,400 tons of nickel, 2,400 tons of cobalt, and 280,000 tons of manganese annually. At today's prices that represents a market value of more than \$155 million. Further, Deepsea estimates that as many as 10 mining units, each with a capacity of a million metric tons per year, could be operating in the 1980s.

Although exact processing details are zealously guarded, the plan is to lift the nodules from the ocean floor at

depths of more than three miles, and subject them to a hydro-metallurgical process for the removal of the metal values. Deepsea has developed and successfully tested a method for sweeping the sea bed with a device resembling a gigantic vacuum cleaner. It sucks the nodules up to a surface ship.

Deepsea built a mini-pilot processing plant for extracting the metal values from nodules in 1971, and currently is constructing a larger, scaled-up demonstration plant for further testing and evaluation at its Gloucester headquarters. Basically, the nodules are crushed and dried, then various technical chemical processes are used to separate the different minerals.

To help fund its current three-year, \$20 million evaluation program, Deep-

sea has teamed with United States Steel, Union Miniere of Brussels, Belgium, and three Tokyo companies. Flipse believes it eventually will cost the group \$250 million or more to get into commercial operation by the 1980s.

Of the three major questions challenging success of the venture, only one has been satisfactorily answered to date. That is the technical feasibility. Flipse says the technology now is available to locate and mine the nodules. The second question is whether the nodules can be mined, refined and sold at prices competitive with other sources. Flipse is confident they can, particularly in lieu of the political and economic instability of the developing nations that now control most of the world's supply of these minerals. Add to this

CHICAGO CONVENTION PROGRAM

112th Session Grand Lodge, B.P.O. Elks, Chicago, Illinois, July 4-8, 1976

REGISTRATION

SATURDAY, JULY 3, 9 am and continuing daily during the Convention. Representatives (Exalted Rulers), Grand Lodge members, visiting Elks and ladies—The Conrad Hilton Hotel, 725 South Michigan Avenue, Chicago, Illinois. This is the Information Center for delegates, their families and visitors. The first obligation is to register so that all concerned will be properly informed about the Convention and the facilities offered by Chicago, recommended restaurants, ladies information, sightseeing tours, etc.

REGISTRATION HOURS

Saturday—July 3	9 am to 5 pm
Sunday—July 4	9 am to 5 pm
	8 pm to 10 pm
Monday—July 5	8 am to 5 pm
Tuesday—July 6	9 am to 5 pm
Wednesday—July 7	9 am to 5 pm
Thursday—July 8	9 am to 10 am

GRAND LODGE SESSIONS

All held at the Conrad Hilton Hotel as follows:

SUNDAY, JULY 4, 8:30 pm—Official Grand Opening Ceremonies. International Ballroom and Grand Ballroom. Address of welcome by Hon. Glenn L. Miller, Past Grand Exalted Ruler, who will preside. Principal address by Grand Exalted Ruler Willis C. McDonald.

MONDAY, JULY 5, 9 am—Opening Grand Lodge Business Session—International Ballroom and Grand Ballroom. Election of Grand Lodge officers for 1976-77. Report of Americanism Committee.

MONDAY, JULY 5, 2 pm—District Deputies-designate and State Association Presidents—photos as per advance notification and schedule.

TUESDAY, JULY 6, 9 am—Grand Lodge Business Session—Grand Ballroom. Following business session at 1:30 pm Grand Exalted Ruler-elect's personal conference with Exalted Rulers at which the Grand Exalted Ruler-elect will outline the Grand Lodge program for the coming year—International Ballroom. (Note: Arrangements have been made for a special—no host—luncheon in the International Ballroom for the convenience of Exalted Rulers. Tickets to be purchased during registration.)

WEDNESDAY, JULY 7—Open Session of Grand Lodge, International Ballroom and Grand Ballroom. Reports and awards by Elks National Foundation, Elks National Service Commission and Youth Activities Committee. Following business session at 12:30 pm, Grand Exalted Ruler-elect's personal conference with State Association Presidents. (Note: Arrangements have been made for a special—no host—luncheon in the Bel Air Room—3rd floor—for the convenience of all. Tickets to be purchased during registration.)

11 AM MEMORIAL SERVICE

(Ladies invited and expected to attend Wednesday morning session and Memorial Service.)

WEDNESDAY, JULY 7, 9 pm—Grand Ball—International Ballroom and Grand Ballroom, honoring all Exalted Rulers and their families. All Elks and ladies invited. Admission by badge. Surprise entertainment. Refreshments available.

THURSDAY, JULY 8—Final Grand Lodge Business Session, International Ballroom. Installation of newly elected Grand Lodge Officers (11 am). Ladies invited to meet and encourage the newly elected officers.

FRIDAY, JULY 9, 9 am to 5 pm—Induction of District Deputies-designate, followed by Conference with Grand Exalted Ruler, State Association Presidents invited—Beverly Room—3rd floor. This session will conclude at approximately 5 pm. Advance return reservations for those involved should be determined by this mandatory schedule. The hotels will honor late checkouts without extra charge, if notified.

RITUALISTIC CONTEST

SATURDAY, JULY 3, SUNDAY, JULY 4, MONDAY, JULY 5—Preliminary Contests, Palmer House Hotel, State Street and Monroe, Chicago, Illinois.

WEDNESDAY, JULY 7—Finals, Grand Ballroom, Conrad Hilton Hotel. Details of schedules will be available in final printed program of the Convention upon registration.

EXHIBITS

Display of activities by Grand Lodge Committees and Commissions, in addition to State Associations and others—Registration area—Conrad Hilton Hotel.

SPECIAL ACTIVITIES FOR ELKS AND LADIES

Visitors will be welcome throughout the Convention period to all neighboring Elks Lodges. Starting Sunday there will be free buses daily (10 am—5 pm) to our beautiful Memorial Building from the Conrad Hilton. Schedules posted in Registration Area. There will be special discounts on outstanding sightseeing attractions and entertainment. Coupon book given at time of registration. Details at Information Desk (Registration Area).

SUNDAY, JULY 4, 1 pm—Rededication of Elks National Memorial Building. Free buses from Conrad Hilton. For additional details see the announcement on page 17.

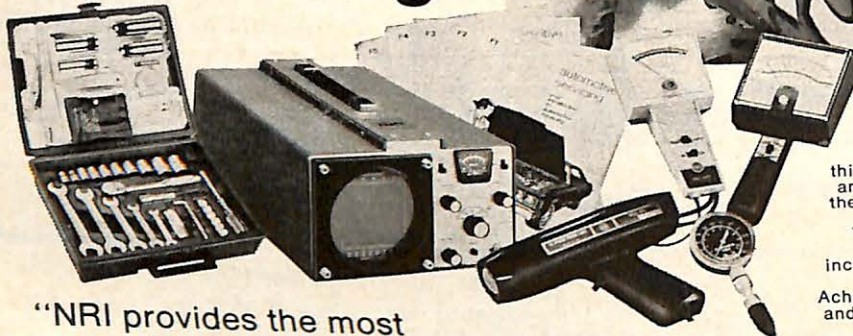
MONDAY, JULY 5, 10:30 am—Special ladies entertainment in nearby theatre. Details will be published in official program.

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the dire prediction of the U. S. Geological Survey, which said in a recent report that “the future drain on mineral resources will be enormous.”

The third question is the stickiest of all. It regards the legalities of such an operation. There is no precedent for the mining claim Deepsea has filed. Oil is a different matter. Most of the known offshore oil reserves lie on continental shelves. According to the 1958 Geneva Convention, and subsequent international court rulings, these shelves belong to the adjacent coastal country. There is little international disagreement about such coastal resources. But mining in waters two to three miles deep, hundreds of miles from the nearest land is altogether another situation with uncharted ramifications all its own.

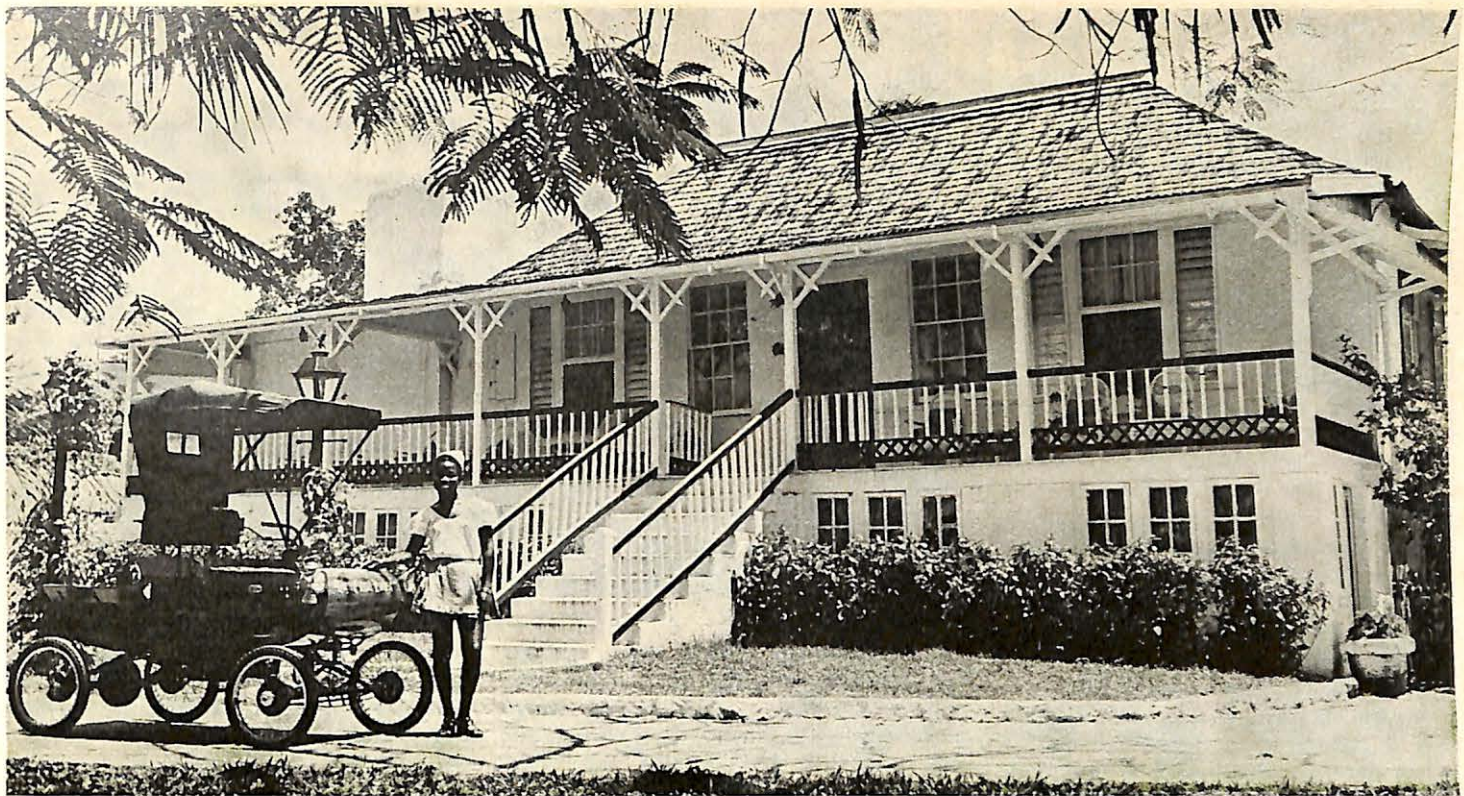
In a letter to Secretary of State Henry Kissinger, Deepsea said the area for which its claim was made, “is beyond the limits of seabed jurisdiction presently claimed by any State. The overlying waters are, of course, the high seas. Deepsea asserts the exclusive right to develop, evaluate and mine the deposit and to take, use and sell all of the manganese nodules in, and the minerals and metals derived therefrom. It is proceeding with appropriate diligence to do so, and requests and requires states, persons and all other commercial or political entities to respect the exclusive rights asserted therein.”

Just what will happen now is anyone's guess. So far the State Department has not formally responded. However, a possible sign of encouragement occurred last August when Kissinger proposed seabed mining under international supervision. In a major speech, the Secretary urged that a world organization be set up to allot mining rights and collect royalties for deep sea areas outside national jurisdictions. He proposed that such an organization could conduct mining of its own, using the profits and royalties to aid development of poor nations.

But, Kissinger added, private and state corporations should be guaranteed a major role in exploiting undersea mineral resources, and that the U.S. should insist that industrialized nations have a major role in determining mining policy. These were welcome words to Flipse and his associates.

Kissinger further warned that, “there must be accommodation or there will be disaster,” in appealing for international agreements on the sea, as well as in outer space. He said a 12-mile territorial limit—compared with the three miles the U.S. currently recognizes—would be accepted by America in an overall ocean-resources agreement. Also,

(Continued on page 34)



Vacation villas run the gamut from five grand a week to near budget rates.



Describe Your Needs...

by Jerry Hulse

□ Fads come and go in travel, but one that promises to remain indefinitely is the villa-rental game of which Eugenia Bedell is the queen bee. Her Caribbean Home Rentals and Villas International lists more than 1,000 properties—some expensive, others downright dirt cheap. If money is no object, Ms. Bedell will place you in a grand little villa on Peter Island in the Caribbean for a mere \$720 a night. Or if you wish, a package deal can be arranged for something like \$5,000 a week. It's spacious as a queen's castle (four bedrooms, four baths, a swimming pool) and comes complete with maids, servants, gardeners and meals. Indeed, it's a hedonist's dream come true.

And then there is Sir Richard Musgrave's digs in the Aegean, a perfectly magnificent villa on the island of Syros with four bedrooms, four baths and a boat. One may take possession for \$1,000 a week. Only this doesn't take

into consideration the busy mid-July to early September high season when he ups the bite to \$1,450. None of this, incidentally, includes food or liquor. Just the villa and the boat. There was a time when Sir Richard charged a bit over \$2,000 a week and furnished booze, groceries, a speedboat for water-skiing and a minibus plus driver for sight-seeing. The problem was he had few takers, so he was forced to lower his rates.

To reach Sir Richard's sun-washed world the guest takes a ferry from Piraeus or else flies to Mykonos where Sir Richard will be waiting with his yacht. Or for a few extra drachmas one may fly directly to Syros by air-taxi from Athens. Sir Richard's villa is a mind-boggler, a Moorish-style mansion that sits like a piece of white ivory on a cliff overlooking the sea, all within sight of the storied islands of Delos and Mykonos.

Describe Your Needs . . .

Although Eugenia Bedell lists European parcels, her main concerns are Mexico and the Caribbean. She has scads of rentals in both vacation areas. On Jamaica alone she offers vacationers the pick of 300 villas, cottages and great homes. Name an island, she has an answer. Take the nifty number which was built originally for Henry Ford II on the French island of St. Martin in the Caribbean: five bedrooms, three baths, a salt-water swimming pool and yards and yards of beach. It's up for grabs for anywhere from \$850 a week for three couples to \$1,000 for eight guests. On another French island (St. Barthelemy), a home belonging to a U. S. congressman—two bedrooms, one bath—is available for \$385 a week during winter and \$325 in the summer season.

In the British Virgins, Ms. Bedell lists a colony of a dozen homes, all brand new, on the island of Jost Van Dyke. Owned primarily by artists, musicians and writers, they range in price from \$350 to \$400 a week in winter and \$175 to \$200 in summer. They are accessible only by boat. Once arrived, the guest has absolutely nothing to do. A jet-setter would go bananas. The peacefulness is the island's charm. It has no nightclubs, no restaurants, no souvenir shops.

If beachcombing isn't your bag, Ms. Bedell will steer you to a small cottage on a sugar plantation on the island of St. Kitts. It is off the beaten track. Literally up a dirt road, says Ms. Bedell. Sunwashed and remote and peaceful save for the chatter of birds. She's also enthusiastic about Tobago, an island far south in the Caribbean where a movie company filmed the story of the Swiss



The Windward and Leeward twins near Montego Bay.

Family Robinson. There is one particular rental on an eight-acre estate, the price being \$700 a week during winter and \$400 in summer. It's perched by the water—four bedrooms and two baths surrounded by flowers and fruit trees. The staff includes a maid, cook and gardener. Just bring yourself and groceries.

Ms. Bedell got in the villa-renting game eight years ago when she noted how many of the Caribbean homes were unoccupied. Apparently the owners were too busy back in the cities trying to support their sunny sanctuaries to enjoy them. At the same time, Ms. Bedell found that a growing number of families were searching for vacation homes in the Caribbean. As a result, she founded her company which supplies photos and information on island properties.

Beginning with a dozen rentals, she now represents nearly 1,000 homeowners on Barbados, Jamaica, Grand Cay-

man, St. Thomas, St. Croix, St. John, Tortola, Virgin Gorda, Peter Island, Jost Van Dyke, St. Martin, St. Barthelemy, Nevis, St. Kitts, Antigua, Martinique, St. Lucia, St. Vincent, Grenada, the Grenadines, Tobago, Puerto Rico and the Bahamas. After doing the Caribbean, Ms. Bedell expanded her operation to include listings in Bermuda and Mexico (with particular emphasis on Puerto Vallarta and Acapulco) as well as flats in London and villas in Greece, Portugal, Spain and a scattering of other European destinations, including apartments on the beach in Sorrento and properties along Spain's Costa del Sol.

One of her listings in Acapulco is a four-bedroom, four-bath villa with swimming pool, cook and maid. It overlooks the bay, renting for \$1,400 a week summer and winter. Among her offerings in Puerto Vallarta is a six-bedroom six-bath layout priced at \$1,735 a week, with the services of cook, maid and handyman. Divided among six couples, it comes out to less than \$150 per person a week. What Ms. Bedell offers are custom-made rentals based on the client's preferences.

She names dozens of pluses favoring her rental program. For example, one may dine whenever the desire strikes; there is no need to get gussied up for a meal; a soft drink is as close as the refrigerator ("and doesn't cost you outlandish prices"); you may set up your own bar, drive your own car and entertain friends inexpensively. When writing for rental information, she implores her clients to describe their needs—the number of bedrooms they wish, the number of adults and children in the party, etc. After that she'll respond with pictures and descriptions of the desired properties. Write to Eugenia Bedell, c/o Caribbean Home Rentals and Villas, International, 28



The Farnums at Montego Bay.

Highwood Ave., Tenafly, NJ 07670.

While Ms. Bedell is zeroing in on villa vacationers, a pert brunette in Manhattan performs a similar service. Only Claire Packman is heavier on Europe than she is the Caribbean, listing dozens of rentals across the continent. Calling her operation At Home Abroad, she offers everything from villas along the French Riviera to castles in Germany and country homes in England. Her footsteps lead to properties in Mexico, Scotland, Wales, Spain, Portugal, France, the Caribbean and elsewhere. Drop her a line c/o At Home Abroad, 136 57th St., New York, NY 10022.

Meanwhile, an ex-Marine from Pasadena is harvesting a heap o' coconuts peddling Hawaii for peanuts. With the help of Peter Henze, hundreds of vacationers are presently living like millionaires on blue-collar budgets. Barbara Hutton? Doris Duke? They should have it so good. Take Sugar Cove, a \$180,000 condominium near Sprecklesville on the island of Maui. Three couples can enjoy the good life for \$155 a day, or less than \$26 apiece.

One of Hawaii's most luxurious condominiums, Sugar Cove is a three-bedroom pad among the palms filled with antiques and custom furniture, its walls paneled with koa wood, the sea murmuring at its door.

For the bargain shopper, Henze has far more reasonable properties. On the same island, for example, he will arrange to put a couple into a studio apartment at Kihei near Haleakala for only \$30 a day. What's more, there's a bonus which permits children under 12 to join their parents for free. Other units start at \$28 a day on Kauai or \$35 a day on the friendly island of Molokai.

Henze, who was born in London and educated at Stanford, took over the presidency three years ago of Creative Leisure, a San Francisco-based company that deals exclusively in condominium rentals both in Hawaii and Mexico. Soon he expects to expand his operation to include Fiji and South America. As of the moment, though, Hawaii is his big pineapple. His typical family includes a couple with two

(Continued on page 30)

Stained Glass Offered

Eight stained-glass panels, which were made in Italy prior to 1906, have been made available for purchase by Stockton, CA, Lodge. The 6½ by 9½ foot panels, each enclosed in a steel frame, created a majestic leaded-glass dome 42 feet in diameter and 20 feet high for Stockton's lodge building. When Stockton Lodge sold its old quarters recently, it salvaged the panels with an eye toward keeping these art treasures within the Order. Lodges interested in purchasing one or more of the panels should address all inquiries and requests for photographs to Henry Wolters, Jr., Building Committee Chairman, Stockton Lodge No. 218, 317 North Grant Street, Stockton, CA 95202.

Rededication July 4th

Elks National Memorial Building 50 Years Old

The Elks National Memorial Building, 2750 Lake View Avenue, Chicago, Illinois, was dedicated in 1926 to the memory of those members of the Order who served and sacrificed their lives for their country in the first World War. In September, 1946, the Memorial was rededicated to those Elks who likewise served and sacrificed their lives in World War II.

At 1:00 p.m., July 4th, 1976, as part of the Order's Bicentennial Celebration, and as part of the opening of the 112th Grand Lodge Session, the Elks National Memorial Building will be rededicated to the memory of those who served in the Korean and Vietnam conflicts. This rededication ceremony will take place nearly 50 years to the day since the Memorial Building was first dedicated on July 14th, 1926.

This important ceremony will feature prominent speakers, and a musical program has been planned. The meeting will be attended by large delegations of Elks, as well as the general public. Free buses from the Conrad Hilton and other downtown hotels will provide transportation for Elks and their families to and from the Memorial Building. Elks from states surrounding Chicago are invited to attend with their families. In addition, those coming to Chicago for the Grand Lodge Session are urged to attend.

The Memorial Building will be open to the public throughout the week of July 4th, from 10:00 a.m. to 5:00 p.m.

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In search of eternal life, Sarah Winchester kept workman busy 24 hours a day for 38 years building a . . .

Monument to FEAR

by Wayne T. Walker



□ "Buy a house," advised the Boston seeress, "continue to build on it as the spirits direct. Thus, you will break the curse on you and find the key to eternal life."

For thirty-eight years, Sarah L. Winchester listened to those spirits and carried on an unbelievable building project; keeping workmen busy 24 hours

a day expanding, remodeling and finishing a structure that has been described as one of the largest, most complicated, and bizarre private residences in the world.

Renowned as "the gun that won the West," the famous Winchester repeating rifle has the dubious distinction of having killed more game, more In-

dians and more United States troops than any other weapon in this nation's early history. It is this latter reputation that brought about this amazing, but weird legend. . .

Sarah L. Pardee was born in 1839, the daughter of Leonard and Sarah Burns Pardee of New Haven, Connecticut. As a young lady, she was the belle

of the town—highly cultured, an accomplished musician and was proficient in speaking four languages. Only four feet ten inches tall, the pretty Sarah Pardee weighed less than one hundred pounds.

On 30 September 1862, at the height of the Civil War, she married William Wirt Winchester, son of the famous Winchester repeating rifle inventor and manufacturer. They had one child, a daughter named Annie Pardee, born on June 15, 1866. Unfortunately, their infant girl died just over a month later, on July 24, from marasmus. Deeply shocked, Sarah never recovered from the loss.

There were no other children. On 7 March 1881, William Wirt Winchester died of pulmonary tuberculosis. Still grieving over the infant's death fifteen years before, the death of Sarah's husband further intensified her torment almost beyond her mental endurance.

Later, frantically seeking an outlet for her grief, Sarah consulted a spiritualistic medium. According to several sources, the seeress explained that the two deaths had been brought about through the spirits of all those who had been killed by the Winchester rifle.

Sarah was also informed that her own life had been cursed by the spirits and her only escape was to buy a home and build on it continuously. As long as she carried out this program, she would never die.

Doctors and friends alike had been trying to persuade her to leave the East, seek a milder climate and take up a hobby that would consume her time and help to ease her deep-seated grief.

In 1884, whatever the reason, Sarah Winchester arrived in San Jose, California, where she bought an eight room farmhouse and 162 acres of land from a Dr. Caldwell. Immediately, she began her life-time building that quickly mushroomed the eight rooms into a 26-room mansion within the first six months. Freight cars were shuttled onto a sidetrack at Santa Clara and rich imported furnishings were unloaded and transported to the new Winchester residence.

It was fine therapy, Sarah found the planning occupied her sorrow-disturbed mind and she quickly became thoroughly enthused.

Money was no problem for she had inherited nearly \$20 million plus 48.8% of the Winchester Repeating Arms Company. This stock gave her an income of approximately \$1,000 daily (tax free until 1913).

Sarah had no master plan, but built wherever and however she so desired. She kept a staff of 18-20 domestic servants, 10-22 carpenters and 12-18 gardeners and field hands toiling constantly. A bell in a belfry high in the

new gables tolled; sending workers to the orchards and fields, as well as bringing them in. (Gossipy rumors were circulated among the townspeople that the bell tolled at night summoning the incoming spirits and toward morning to warn the ghostly visitors it was time to return to their entombment.) Steadily, the mansion spread over the southeast section of the estate, engulfing several outlying structures.

Every morning Sarah made the rounds with John Hansen, her foreman, and inspected the progress of the work. Many times she used a saw-horse drawing table and any handy material, like a piece of brown wrapping paper, to draw plans on the spot. Hansen never argued, he only worried about the interpretation. Sarah was never discouraged by mistakes, she simply ordered the error torn out, sealed up, built over, or around; thus creating fantastic oddities in the house.

Nevertheless, this dainty little lady had a great deal of inventiveness, innovating many things far ahead of her time. She was the first to utilize wool insulation. A window catch was patterned after the Winchester rifle trigger and trip hammer. An inside crank was used to open and close outside window shutters. Illuminating gas was manufactured by a new process on the grounds of the estate and the gas lights were operated by pressing a button.

A predecessor of present day intercoms, annunciators were installed in all the rooms to signal her whereabouts to the servants. The numerous fireplaces had the first hinged drops for ashes and concealed wood boxes. Her one piece porcelain laundry tubs had mould-

ed-in washboard and soap trays.

Sarah was intrigued by the number 13, and the aura of the occult was very evident in her building. The peculiar Greenhouse had 13 cupolas and the interior courtyard contained an occultist's half-moon shaped hedge. There were 13 lights on the chandeliers; ceilings with 13 panels; rooms with 13 windows; 40 stairways, most with 13 steps and all the turned posts installed upside down; 13 bathrooms; closets opening onto blank walls or into space; and stairways that went nowhere. It seemed that wherever possible, Sarah incorporated 13 or its multiple (26, 39, 52), and used spiritualistic meanings in many of her designs.

As the years went by, a palatial elegance began to unfold in the maze. Beautiful parqueted floors, their exquisite and intricate designs highlighting optical illusion patterns assembled from six different rare hardwoods. Some of the floors required the work of one man for an entire year.

The rooms were filled with priceless beauty—gold and silver chandeliers; art glass windows valued at \$10,000 each and doors valued at twice that amount—both inlaid with German silver and bronze. They were purchased through Tiffany's of New York, but probably originated from all over Europe; including the crystaleries at Val Saint-Lambert in Belgium.

One of the fanciest rooms was the Grand Ball Room, which had not one marring nail in all its hand-carved richness. However, it was not worked on by the regular carpenters, as Sarah had arranged a special contract for \$9,000 which was a fabulous sum then.



Sarah Winchester's bedroom

A room referred to as the sacred Blue Seance Room was actually a fancy bedroom used at one time by her Japanese head gardener and his wife. At other times, it had been utilized by the chauffeur and also her foreman. According to wild legends though, it was only unlocked by Sarah herself, when she visited it at night, donned ceremonial robes and communicated with the spirits.

Loving music, Sarah would often exercise her arthritic hands and fingers when she couldn't sleep by playing on the Rosewood Grand piano in the Grand Ball Room, or on the huge organ. This started rumors that "Ghostly music" came from the Grand Ball Room, where visiting spirits were relaxing and dancing.

Eventually, a six-foot cypress hedge surrounded the estate, but there was no barb wire, fierce dogs or armed guards to shut people out. In fact, Sarah was proud of her incomparable gardens so lush with acres of blooming flowerbeds bordered with rare dwarf boxwood and shaded by imported ornamental trees and shrubs. In the gardens were ornate Victorian bubbling fountains with decorative spurting frogs, as well as life-sized European lead statues.

During her early years in the Santa Clara valley, Sarah was neither cold

or distant and frequently entertained people, especially the young people of the vicinity. Little girls were her favorites and she delighted in watching them romp through her gardens or thump on the piano.

The generosity and charitable acts of Sarah Winchester will never be known in their fullest scope, but countless orphanages and benefits were sponsored by her. In 1911, she established the William Wirt Winchester Memorial Sanatorium for Tuberculosis in New Haven, Connecticut. It was endowed with \$1.2 million.

Over the years the cruel rumors and wild tales circulated back to Sarah from her neighbors and greatly disturbed the sensitive little mistress of Winchester House. She gradually became a recluse and began to withdraw back into her multi-roomed shell.

By the summer of 1922, the mansion contained 160 rooms with 10,000 windows; 2,000 doors, enough keys to fill two large water buckets; nine kitchens; 40 bedrooms; 13 bathrooms; and 47 fireplaces built of rosewood, cherry, mahogany, oak, teak, pipestone and Italian marble—all handcarved and no two alike.

A year after Sarah's death, the home was sold and has been opened for visitation ever since as a tourist attraction. Such distinguished visitors as Robert

"Believe-it-or-Not" Ripley and Harry Houdini have passed through the phenomenal maze.

Two of her close associates—Roy F. Leib, her attorney, and Dr. Clyde Wayland, her personal physician—emphatically insisted she was very sane and clear minded up to the very end. All her servants and other employees denied she was even eccentric.

Covering six acres, her \$5.5 million building obsession has become a gigantic "Why"; If she was not a strong believer in the occult, why all the "13s" and the mysterious symbols?

In a dimly lit storehouse, still awaiting further continuation of Sarah's building project, are untold treasures; everything bought, catalogued, and stored by the woman who believed her project would bring never-ending life.

Or did she?

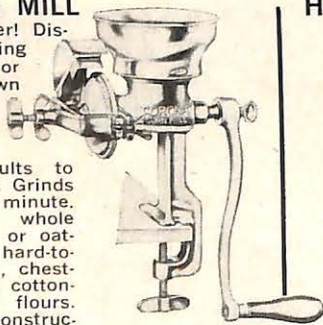
No matter what the answers, death could not be denied. On 5 September 1922, death slipped easily into the mansion where she lay in the huge bed and took her to be with the long mourned infant daughter and husband. Much of her wealth and property Sarah left to Frances Merriman, her niece and favorite companion.

Which brings up another question, if Sarah truly believed in her building project to ward off death—then why did she prepare and leave a will? ■

Shopping Ideas for Elk Readers

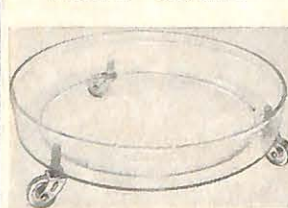
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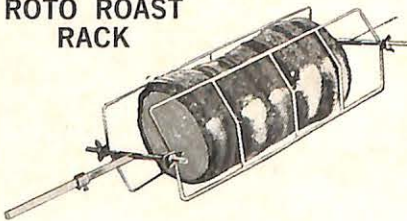
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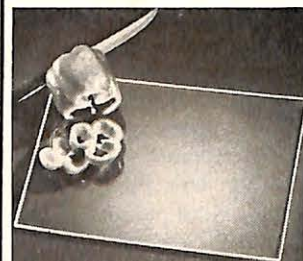
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Backyard Gardener (Continued from page 6)

in your garden. Away from hungry lawn-mowers!

Do not take your plant out of the house until all danger of frost is past. When you remove the plant from your house, keep it in a semishaded spot for several days to prevent sunburn. Yes, pineapples can get sunburned, too.

During cold months, keep your plant in the house. Bring the pineapple inside during early fall. Place it near a window for maximum sunlight. At night, move the plant away from the window to prevent freezing.

You can grow your pineapple in a basement through the use of a Plant Gro fluorescent light tube. This light can also be helpful if your windows do not let enough sunshine into the room where you are keeping the plant.

There are more than 2,000 varieties of bromeliads in 43 genera ranging from pineapples to epiphytic Spanish moss. Interested in joining a chapter of the Bromeliad Society in your area? Drop a line to the international chapter for the address of the Bromeliad Society within blooming distance of you and your pineapple:

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Now that you've mastered the top—let's get to the bottom of the fresh pineapple with these two taste treats.

Use fresh greens from your garden in this refreshing super summer salad.

Pineapple Grape Salad

with Tarragon Fruit Dressing

1 cup endive
1 cup Romaine lettuce
1 cup Boston lettuce
2 cups fresh pineapple wedges
1½ cups seeded grapes
Wash and dry salad greens thoroughly. Tear them into bite size pieces. Place the three cups of greens in a salad bowl. Add pineapple and grapes.

Makes 6 to 8 servings.

Serve with

Tarragon Fruit Dressing

¼ cup salad oil

1 tablespoon fresh lemon juice
1 tablespoon fresh orange juice
¼ teaspoon salt
½ teaspoon sugar

¼ teaspoon tarragon leaves

Pinch ground white pepper

Combine oil, lemon and orange juice, salt, ground white pepper, sugar and tarragon. Beat vigorously with a rotary beater. Pour over salad and toss lightly.

No partridge in your pear tree? Don't despair—here's a delicious answer for what to do with some of those pears along with the pineapple.



The Pineapple Twist

Pineapple Pear Marmalade

2 cups uncooked, fully ripened, fresh mashed pears
2 cups cooked, chopped, fresh pineapple
¼ teaspoon salt
1 package (1¼ oz.) dry pectin
5 cups sugar
½ teaspoon grated lemon peel
Few drops yellow food coloring
Hot paraffin wax

Combine first 4 ingredients in a 6-quart saucepan. Cook over high heat, stirring constantly until mixture comes to a full rolling boil; boil 1 minute. Stir in sugar. Bring to a full rolling boil; then boil hard 1 minute, stirring constantly. Stir in grated lemon peel and food coloring. Remove mixture from heat; skim off foam. Stir and skim for 7 minutes to cool slightly and to prevent pineapple from floating. Pour quickly into sterilized glasses, leaving ½ inch space at top of each. Cover with ½ inch melted paraffin. Cool and cover with another ½ inch layer of melted paraffin. Cool and cover glasses with lids, foil or paper.

Makes 9 six-ounce glasses.

Let Freedom Ring



This year, and every year. And as we did last year, the Grand Lodge Americanism Committee is requesting each lodge to join the national chorus of bells on July 4th at 12:00 noon.

We want all church, school, and community bells ringing in one delightful chorus for a period of four minutes. With a member of our Order ringing the bells wherever possible, the world will know that the Elks have faith in our great nation for the present and the future—and that we are grateful for our heritage, a heritage that gives us the freedom to ring out our loyalties!

William H. Collisson, Chairman
GL Americanism Committee

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Profound Influence



If ever a family had a profound influence on the history of the United States from its inception, it would certainly have to be the Lee's of Virginia. Richard Lee and Henry Lee affixed their signatures to the Declaration of Independence and Robert made his mark on American history in the War Between the States, or the Civil War. His influence is still felt

among the military of the world.

Robert Edward Lee was born in the Tidewater area of Virginia in 1807, the son of Henry "Light Horse Harry" Lee, one of General Washington's cavalry leaders in the Revolutionary War. His father, Henry, followed his distinguished military career by becoming the Governor of Virginia but too much speculation in land deals brought him to the brink of financial ruin. He moved his family to Alexandria when Robert was only four years old.

Young Robert was a serious student with a distinct flair for mathematics, a fact that helped him gain admission to the United States Military Academy at West Point in 1825. He graduated with high honors, standing second in his class, and was commissioned an officer in the Corps of Engineers. He distinguished himself in the Mexican War and in 1852, returned to West Point... this time as its Superintendent.

Though it is a historical fact that Lee led the armies of the South against the Union forces during the Civil War, historians have consistently emphasized that Lee condemned slavery as morally wrong and economically unsound. He liberated all his slaves. The issue that prompted Lee to command the forces of the Confederacy was what we term "state's rights." He felt the Federal government had only the authority conferred upon it by the states. The states therefore had the right to secede if they wished. But he wrote, "I can anticipate no greater calamity for the country than the dissolution of the Union... Secession is nothing but revolution."

General Winfield Scott offered Lee the post of field commander of the army. The very next day, Lee learned that his state of Virginia had seceded from the Union so he resigned his commission and went home. The Governor asked him to take command of the state's defense forces and Lee accepted.

His military tactics and organizational abilities remain a model to this day.

When the Civil War had been lost and Lee was about to surrender to Gen. U. S. Grant at Appomattox, he had only about 8,000 men and two artillery batteries with enough ammunition for about 2 more hours of fighting. His troops were in ragged uniforms, almost exhausted and had been unfed for close to a week, yet when they came to him and asked if it was true that they were surrendering, they added, "Say the word and we will go at them again." What a tribute to a leader of men!

To quote Admiral H. G. Rickover, "If he did nothing else Lee proved to the world that once aroused and believing in a cause, the American soldier can be a tough fighting man; in peace, the most forgiving."

The post war period was tough on Lee as it was on all the defeated Southerners, yet Lee shunned offers to write of the great events he had such a large hand in shaping. He became president of what is now Washington and Lee University and devoted his remaining years to teaching and urging students to work hard, keep the peace and restore the southern states. He died October 12, 1870.

A bureaucratic foulup regarding the restoration of Lee's citizenship delayed what should have been a routine matter until 1975... 110 years after the end of the Civil War.

No recounting of the events which helped shape this nation would be complete without a tribute to Robert Edward Lee of Virginia.

You & Retirement

(Continued from page 8)

area, or staying in an older but still-elegant downtown hotel. Some of the finest center-city establishments have cut room rates to compete with new high-rise motels on the outskirts of town. Use toll-free numbers to call ahead for reservations—and ask about senior citizen discounts when you call. Or try one of the clean and pleasant "budget" motels; a new "1976 National Directory of Budget Motels" has just been published and is available for \$2.50 from Pilot Books, 347 Fifth Ave., New York, NY 10016.

✓ Don't waste money on tourist traps. Instead, find out from a local tourist bureau or national traveler's organizations, such as the AAA, what is really worth seeing. There will be a lot of Bicentennial events in towns and cities all over the U.S. this summer; watch for announcements of historic re-enactments, musical events, parades, and the like. Special things are happening in the cities where it all began. Philadelphia's Bicentennial Committee, for example, is opening a \$12 million Living History Center at the edge of Independence Mall; it features the world's largest movie screen plus multi-media displays of all facets of American history. Admission is tentatively pegged at \$3.50.

✓ Industry tours are a highlight of travel for many savvy vacationers; you can visit a cookie factory or a newspaper plant or a brewery for an interesting, informative, and free day. Sometimes you can arrange these tours on the spur of the moment; sometimes advance reservations are necessary. One way to plan your trip around a visit to one or more wineries is through a recently published pamphlet, "Wine Country USA/Canada," available for \$2 from Reymont Associates, 29V-Reymont Ave., Rye, NY 10580.

✓ If you enjoy shopping for local goods, look for factory outlets on your travels. Fine quality merchandise is frequently available in factory shops at bargain prices; it may be last season's merchandise or slightly irregular, or it may be brand new surplus goods. Plan ahead; there is a Factory Outlet Shopping Guide, with separate editions for New Jersey, New York, Eastern Pennsylvania, New England, the Carolinas, and Washington, D.C. Each is available for \$1.95 plus .30 for postage and handling from FOSG, Box 183JD, Oradell, NJ 07649.

✓ Protect your cash by using traveler's checks, but don't buy far more than you will need and don't keep them after you return from your trip. If you do hold onto them, the issuing company earns interest on your money; you get no use out of it until you spend them or cash them in and return the money to your bank. Save money, too, by buying traveler's checks, if you can, without a service charge. Barclay's Bank is one institution which sells free traveler's checks year-round and New York's Citibank offers them free every May as a promotional device. Some local banks offer them free to depositors. Shop around in your area. ■

LODGE VISITS

GRAND EXALTED RULER WILLIS C. McDONALD



A trip to Monroeville, PA, for the Metropolitan District's dinner-dance meant a new experience for GER Willis McDonald (center) and his wife Elizabeth—their first helicopter ride. Welcoming Brother McDonald's "chopper" were PDD Thomas McLaughlin, PSP Charles McGinley, PDD Ed Donnelly, PSP Fred Reno, Al Monzo, and PGER E. Gene Fournace.



GER Willis McDonald recently honored the Mississippi Elks with a visit to their mid-year conference held at Gulfport Lodge. Together Brother McDonald and his wife Elizabeth signed the register.



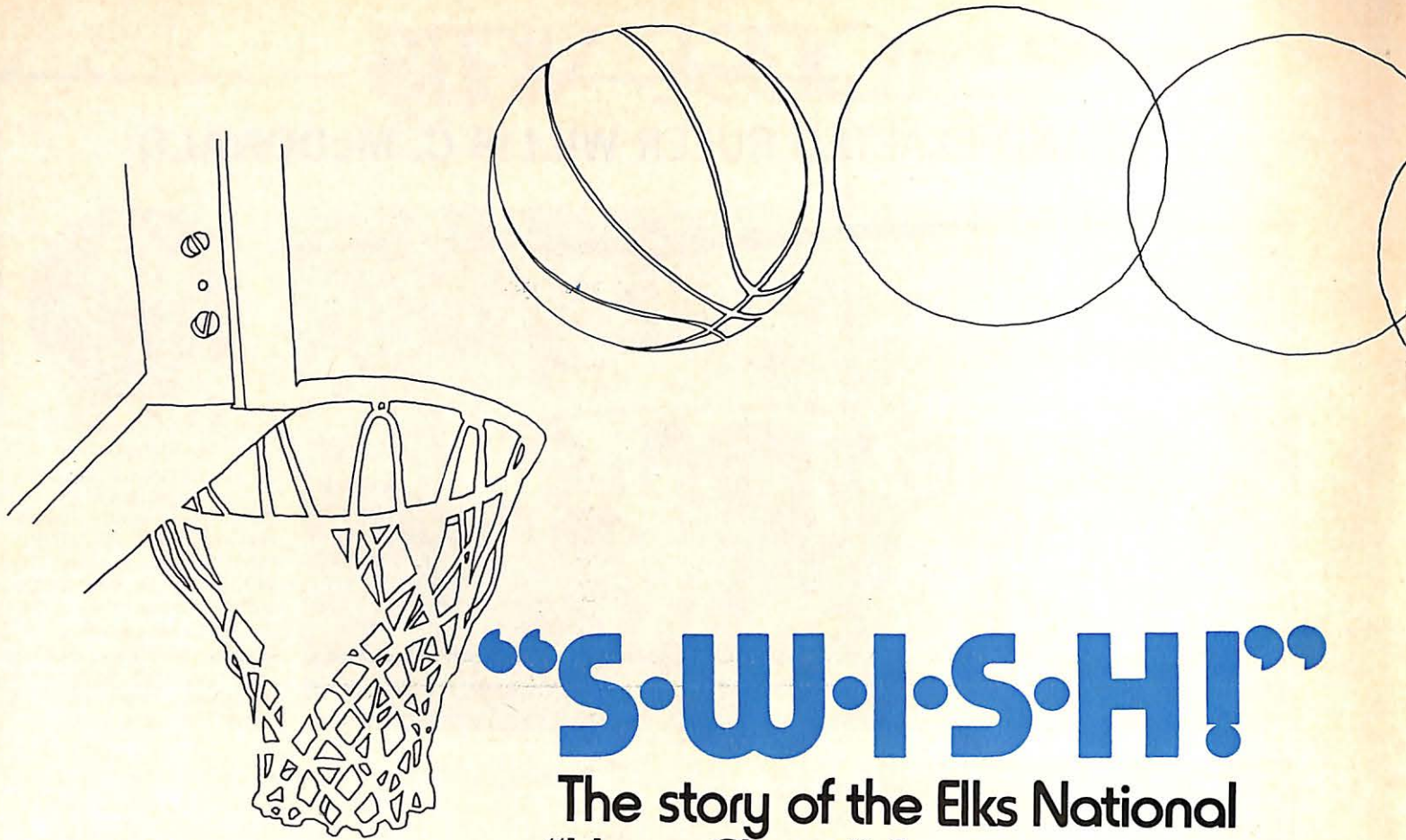
A red carpet welcome was extended to Willis McDonald (third from left) by (from left) GL Committeeman Jerry Gorman, PGER Robert Boney, Mayor Harry Kinney, and Brother Richard Mather, president of the Chamber of Commerce, when the GER arrived at the Albuquerque airport during a recent New Mexico trip. Scheduled activities for Brother McDonald and his wife included a tour of the Rehabilitation Center workshop in Albuquerque, which is supported by the state Elks.



During a quarterly session of the New Jersey Elks held at Ridgfield Park, special guests Willis McDonald (third from left) and PGER William Jernick (second from left) were named honorary colonels in the New Jersey militia as part of the Bicentennial celebration. State Americanism Chm. John Nordham (right) presented the commissions to Brothers McDonald and Jernick as SP Peter Greco observed.



During a recent stopover at Miami International Airport, Eastern Air Lines entertained Willis McDonald (center) and his party of Florida Elks in the V.I.P. room. With the GER were (from left) GL Committeeman N. Pat O'Brien, Past Grand Est. Lead, Kt. Chelsie Senerchia, PGER William Wall, and GL Lodge Activities Chm. Al Ehrlich.



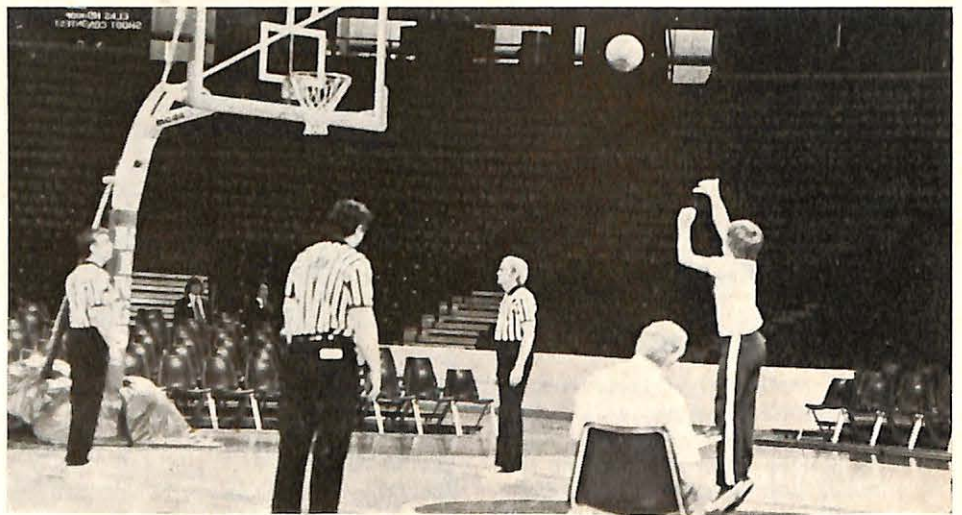
“S·W·I·S·H!”

The story of the Elks National “Hoop Shoot” Contest

Since, to most of us, the “Hoop Shoot” Contest is relatively new, it wouldn’t be unusual to think it’s a “Johnnie-Come-Lately” program for the Order of Elks. Nothing could be further from the facts...it’s actually *thirty years old!*

It all began when Brother Frank Hise (now Past Grand Exalted Ruler) walked into the gym of the old Roosevelt grade school in Corvallis, Oregon...his home town. He watched as the boys were playing with a basketball and he noticed that the smaller kids were being frozen out of much of the activity by the bigger, stronger boys. Hise began thinking of how things could be equalized and the smaller kids could get an even break so he set up a free throw contest. It worked very well.

Hise then took the idea back to his lodge (No. 1413) and they set to work to make it a youth activities project. They ran the free throw contests for about a dozen years and the idea was then picked up by the Oregon State Association. Rex Smith of the Association’s Youth Activities Committee got together with a Brother Elk who was, at that time, Athletic Director of Oregon State University at Corvallis. They liked the project and ran it for some 12 years until Hise’s urging prompted the Grand Lodge to adopt this tried and proven program as a national project. The year was 1970-71 and the



Looking for a champ

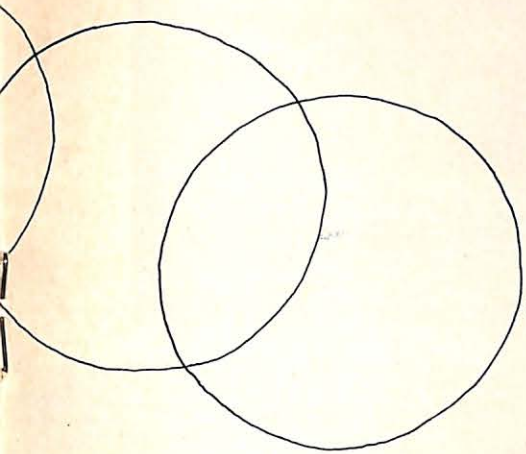
contest was for boys only. There were just 19 states involved that first year, under the jurisdiction of the Youth Activities Committee. The following year (1971-72) saw a total of 29 states involved and it showed great promise as a major project.

The big jump took place the next year (1972-73) when 42 states actively participated and over 750,000 boys entered. They had to set up 8 regional semi-finals to determine the finalists who would go for top honors at Kansas City, Missouri. And talk was already

pretty strong about opening the “Hoop Shoot” contest to girls. That move was to come in the 1974-75 contest year... and a wise one it proved to be.

Participants from all 50 states competed in 1973-74... a total of 1¼-million boys! “Hoop Shoot” was really on its way!

Grand Lodge officials recognized the phenomenal potential of the contests and they began thinking about adopting a name other than “free throw contest,” a designation that could not be claimed as a trade mark. It was then



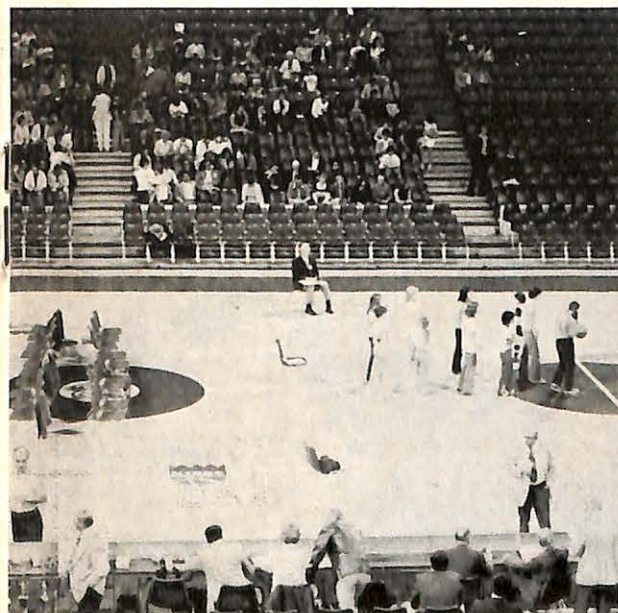
that the name "Hoop Shoot" was suggested and enthusiastically adopted. The name was copyrighted with the government on August 31, 1973. **The Girls Are Introduced**

Opening the contest to girls proved a wise move as participation nationwide jumped to over 2,200,000 in 1974-75 and to this year's record of over 2,750,000! During their first year, the girls could only compete on a state-wide basis because officials didn't have enough time to set up the necessary machinery to operate on a national basis for the distaff shooters. Even so, 26 states were involved and about a quarter of a million girls entered.

One more regional contest was added, bringing the total to ten. Each region would send six winners to the national finals...3 boys and 3 girls.

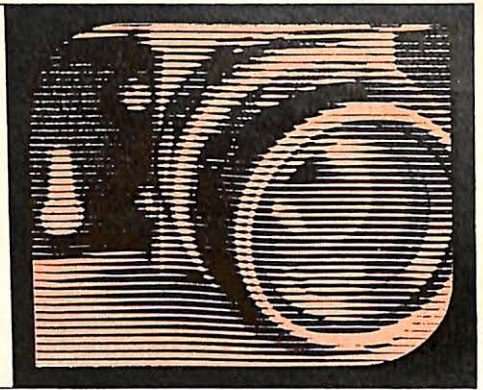
(Continued on page 35)

"The Elks have stayed in tune to the young people of our nation."



"HOOP SHOOT" 1975-76 champions are (from left) Scott Anderson, Newton, IA, Kevin Burdick, Pryor, OK, David Buchanan, Kaukauna, WI, Cynthia Hannahs, Springfield, OH, Julie Mayo, Dresden, TN, and Tracy Hatten, Brookings, OR. To present the awards (from left) Jack Ryan, Publ., The Elks Magazine, GL Youth Chm. Norman Lein, Past Grand Trustees Chm. George Klein, and PGERs Francis Smith, Frank Hise, and Edward McCabe. Not pictured are 2nd place winners Pam Kelly, Midwest City, OK, Teresa Thomas, Ida, LA, Diann Walsh, Varina, IA, Stan Covington, Blackfoot, ID, Tom Fisher, Muscatine, IA, and Tim Hunter, Alma, MI.

NEWS OF THE LODGES



STATE ELKS ASSOCIATION

PROGRAM FOR
CRIPPLED CHILDREN
OFFERED BY
DEPARTMENT OF SOCIAL SERVICES
DEPARTMENT OF HEALTH



WHEN the Missouri Elks' mobile dental unit for crippled children came to St. Louis County under the sponsorship of Clayton Lodge, John Roedel of KSD-TV, Channel 5, spoke with (from left) PER Robert Bechtel, PSP Donald Nemitz, and then-ER Bruce Schneider about the service the unit provides. The \$65,000 unit was scheduled to remain in the area for four to six months.

GUEST OF HONOR at the annual New Jersey North and Northeast Districts' theater party was seven-year-old Sean Patrick Lucey, the state Elks' poster child. Visiting with the lad on this occasion were (from left) Northeast and North District Chairmen Lewis Innella and Raymond Slonieski and PVP Jack Noonburg, general chairman of the event.

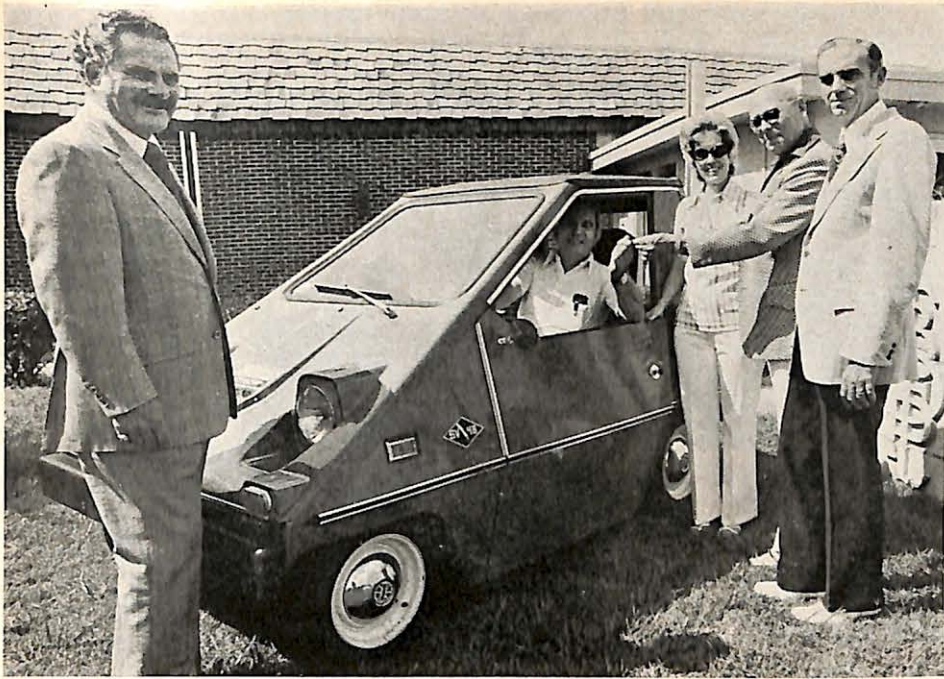


THE CONSTRUCTION of Heritage Corners by high school students was a Bicentennial project encouraged by the Texas Elks, who supplied the needed copies of historical documents. One such display created by the Youth Conservation Corps at Lake Somerville State Park under the direction of Dr. Harold Toy (right) of Austin Lodge was presented at the governor's office, as (from left) Ben McDonald, of the Department of Community Affairs, Clayton Garrison, of the Department of Parks and Wildlife, and Secretary of State Mark White observed.



MIDDLETOWN, Pennsylvania, Lodge was recently the scene of a Golden Antler Award presentation ceremony. Accepting their pins from Charles Little (third from right) were (from left) James Harold, Richard Eagle, Clyde Coble, Frank Dempniak, and Jacob Yaros.



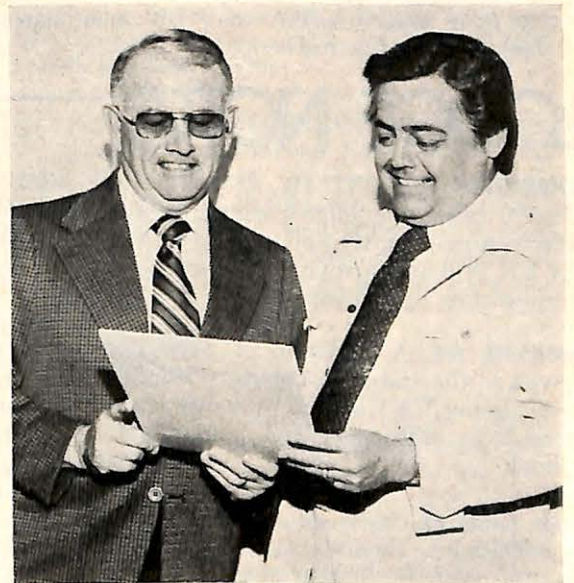


A DRIVE sponsored by the PER Association to raise funds for Huntsville, AL, Lodge had for its first prize an electric Citicar. Present as Brother James Leach accepted the vehicle's keys from PER Art Holmgren, project chairman, were (from left) Citicar dealer Russ Simpson, Mrs. Leach, and PER Thomas Childress, president of the association.

CEREBRAL PALSY MONTH was recently declared by Norwalk, CA, Mayor Pete Fogarty (left). Viewing the mayor's proclamation, which commended the Norwalk Elks for their efforts to combat the disease, was PER Richard Sekella.



A CHECK FOR \$300 was the contribution of the Massachusetts Metropolitan District's PER Association for the building fund of the Holy Rosary Home for the Aged in Somerville. Mother Gertrude Mary thanked the association's representatives (from left) Secy. Edward McFadden, Past President Joseph Sheridan, President Chester Staples, and Treas. Charles Irvine.



AREA SCOUTS will benefit from a donation made by members of the Home Lodge in Bedford, VA. Three Cub Scouts observed as (from left) Secy. Anthony Machnik, drive chairman, Walter Carwile, assistant director of the Elks National Home, and ER William Kehoe, co-chairman of the drive, presented the check to Scout representatives Thomas Slavicek and Martin Rowland, and local Pack leader Benny Meadows.

FOR FIVE consecutive years, Bridgeton, NJ, Lodge led the South District in contributions to the National Foundation. A plaque acknowledging this distinction was presented by DDGER John Eller (left) to PER James Horton (right), the lodge's Foundation chairman, as Edward Leach looked on.



WELCOMING New York SP Lucian Masur (second from left) to Peekskill Lodge for the South District's National Foundation dinner-dance were (from left) lodge and District Chm. H. Ellis Finch, State Chm. Greg Emery, ER Vincent Fanzo, and VP Richard Moore. The affair raised \$1,000 for the Foundation, and an honorary founder's certificate was purchased in Brother Masur's name.



STUDENT Mary Cusick, who was sponsored by Hyannis, MA, Lodge in the state oratorical contest, came away with the first-place trophy. Offering Mary their congratulations were ER John Marsden Jr. (left) and Len Gobeil, speech class teacher.

LODGE NOTES

CHARLOTTE COUNTY, FL. Proceeds of \$9,500 from the lodge's second annual Harry-Anna Charity Ball were presented by ER William Bostwick to hospital administrator Jim Oliver.

HUDSON, NY. A donation of \$200 was given to the Indigent Veterans' Fund of the Albany VA Hospital by lodge representatives William O'Neil and Gerald Shook.

RED LION, PA. New equipment will be purchased by the area Ambulance Association with the aid of a \$1,000 lodge donation.

FLORISSANT, MO. For some 25 years, Brother Howard Aue has collected letters and documents written and signed by George Washington, Thomas Jefferson, and others of the Revolutionary War period. These original papers will be on display in the lodge's Heritage Corner until July, 1976.

HIGHLAND, AR. SP George Mace, PDD Fred Carter, and North Little Rock Lodge officers conducted the institution, installation, and initiation ceremonies for Highland Lodge. Newly installed ER Lester Jallo welcomed the first initiation class of 194 candidates.

KINGSTON, TN. Three local charitable organizations were the recent beneficiaries of lodge contributions totaling \$1,500. Representatives from the programs received their checks from ER Donald Wallace.

HOUSTON, TX. Seven veterans who wrote thank-you letters for a lodge-sponsored holiday dinner received Sugar Bowl and Astro-Bluebonnet Bowl tickets.

VERO BEACH, FL. Almost 400 members and guests at the monthly birthday dinner responded to an appeal for Harry-Anna Hospital construction funds. In less than an hour, \$1,500 in cash and pledges was made available for the hospital.

MCCOOK, NE. Tiler for the past 32 years, J. R. Chrisman was recently honored for his service to the lodge. ER Jim Carson extended thanks to Brother Chrisman on behalf of the lodge.

WESTWOOD, NJ. Stacey Callanan, a high school senior, was chosen to attend the "Presidential Classroom for Young Americans" in Washington, DC. Sponsored by the lodge, Stacey received a check for her week of study from ER Jim DePalma.

LIVINGSTON, MT. An Americanism program sponsored by 14 fraternal groups and service clubs, and held at the lodge featured PGER Francis Smith as the principal speaker.

TROY, NY. Toastmaster Walter Wirmusky, Past District Deputy from Hoosick Falls Lodge, and Chm. Ralph Alcombright were among those in attendance at the Northeast District's annual charity ball. Over \$2,000 was raised to aid cerebral palsy victims.

CENTRALIA, IL. Proceeds from a fund-raising dance, and a lodge contribution voted by the Board of Trustees were donated to the National Foundation. South District Chm. John Saunders accepted the \$750 from lodge Chm. Gene White.

YUCCA VALLEY, CA. A recent initiation was a special occasion for the officiating Exalted Ruler, Larry Blakesley, who welcomed his son Harold to the order.

GLEN BURNIE, MD. Angels Haven and Bello Machre, homes for the mentally handicapped, received \$500 each from the lodge. ER Louis Auger, Trustee Anthony Dominick, and PER James Frye presented checks to the home representatives.

EDISON, NJ. Elks Camp Moore benefited from a recent lodge contribution of \$500. Brothers James Coletto and John Clova contributed \$1,000 each to the Edison Elks building fund.

WARREN, MI. The lodge extended special thanks to Chm. Ron Frischman for encouraging enrollment in the National Foundation. All of the members from three consecutive initiation classes joined the Foundation.

WEST SHORE, PA. In honor of GER Willis McDonald, nine candidates were initiated into the lodge. ER David R. Windsor welcomed the new members, who included his son David M. Windsor.



A PENNY A DAY from each member of Watertown, WI, Lodge added up to 100 percent participation in the state major project to aid cerebral palsy victims. PGER Francis Smith (left) and SP Warren Foster (right) were on hand to applaud ER Ralph Meiers' presentation of the lodge's check to State Chm. Paul Jenkins (second from right).

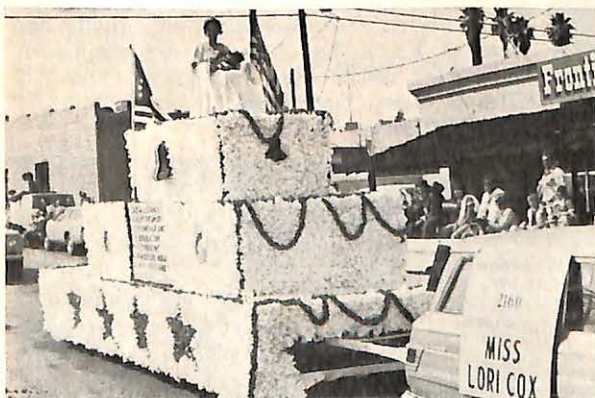


EXCEPTIONAL PROGRESS made by Jeff Parker in muscular and limb control over the past two years was rewarded when the ten-year-old cerebral palsy victim received a bicycle as a gift from Olympia, WA, Lodge. Therapist Abby Meach and ER George Barlow helped Jeff test his bike.



SCOTTSDALE, Arizona, Lodge received honorable mention for its entry in the town's Parada del Sol. Est. Lead. Kt. Jack Miller and Trustee Jack Meier joined several of the ladies to help carry out the float's theme, "Our 50th State."

GAMES, music, and refreshments were on the agenda during New Milford, NJ, Lodge's canteen for crippled children. With three of the more than 100 children at the affair were (from left) Committeeman Tony Bas-sagio, Chm. Joseph Rizzi, Est. Lead. Kt. Tony Stagno, and Mr. Cheperko, director of the Bergen-Passaic County Retarded Children Unit.



A CAKE commemorating the birth of America was depicted by the float designed by Brother Lucky Nilles and constructed by members and ladies of Wickenburg, AZ, Lodge for the local Gold Rush Days Parade. Atop the structure rode Miss Lori Cox, who was honored by the lodge for her outspoken support of the Pledge of Allegiance.



Describe Your Needs...

(Continued from page 17)

children, young clients who can't afford big hotels or eating out in restaurants three times a day (not to mention the high cost of soft drinks and hard liquor in a hotel bar). So they come to Henze who controls 3,000 condominium rentals on five islands of Hawaii: Oahu, Kauai, Maui, the "Big Island" and Molokai. The biggest bundle is on Maui, the big isle's most popular neighbor.

Creative Leisure's employees inspect each condominium it represents. Dozens are rejected for various reasons, the company accepting only the finest Hawaii has to offer. Unlike certain private condominium landlords, Creative Leisure delivers thorough descriptions of each property along with brochures.

By renting through Henze rather than with an absentee owner, the vacationer has someone to complain to in the event a faucet leaks or the water heater goes pow. Representatives in Hawaii guarantee customer satisfaction. And should the vacationer be disappointed with his apartment, Creative Leisure will move the family elsewhere. Names of celebrities as well as unknowns fill the company's registry—

film stars, TV personalities and sports figures.

Just next door to Laurance Rockefeller's luxurious Mauna Kea Beach Hotel, both the well heeled and the bargain buyer vacation at Puako Beach resort for as little as \$35 a day. Along the Kona Coast, opulent suites rent for \$65 a day and at Poipu Beach on the island of Kauai deluxe two-bedroom units (with room for two couples) are priced at \$80 a day. Along with the condominiums go free tennis, beach towels and chaise lounges.

On Oahu, Creative Leisure passes out keys to condominiums priced from \$25 a day for a studio apartment (a couple of blocks from the beach) to \$120 a day for a snug two-bedroom pad with two baths overlooking the Pacific at Waikiki. Other properties are available on Oahu's North Shore at Kuilima Estates where a studio apartment is bid at \$180 a week or \$400 a month. One-bedroom units rent for \$240 a week (\$600 a month) and a three-bedroom spread with two baths is priced at \$650 a week or \$1,350 a month. At Kapaa, on the island of Kauai, rates start at \$25 a day. High on the scale are two-bedroom apartments roomy enough for five persons. They bring \$49 a day along with daily maid service.

Creative Leisure was founded seven

years ago by Texas millionaire Clint Murchison. Now operated by 34-year old Peter Henze, the company recently expanded its operations into Mexico. Properties are available in Mazatlan, Puerto Vallarta and Acapulco. Rates for a cliffside apartment overlooking Banderas Bay in Puerto Vallarta start at \$45 a day during winter or \$30 in summer. Super deluxe villas along the gold coast south of town (five bedrooms, five baths, private swimming pool, tennis court and a staff of five) fetch \$450 a day during winter which tallies out to less than \$50 a day per person based on five couples dividing up the rent.

In Mazatlan, Creative Leisure lists properties for less than \$10 a day per person in the low season and \$12 in winter. The Acapulco operation includes 35 villas (two to five bedrooms) that rent from \$165 to \$500 a day in winter and \$90 to \$340 in summer, including a staff of maids, cooks and gardeners. Henze figures that his best value in Acapulco is a condominium overlooking the golf course near the new convention center. These units are up for grabs at \$40 a day in summer and \$65 in winter.

For brochures of both Hawaiian and Mexican properties, write to Creative Leisure, 1280 Columbus Ave., San Francisco, CA 94133. ■

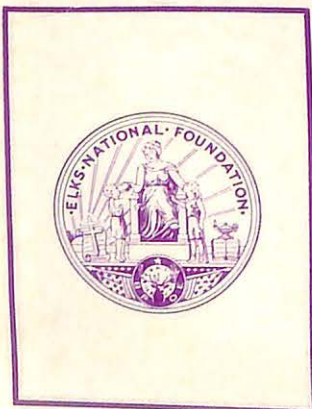
THE JOY OF GIVING

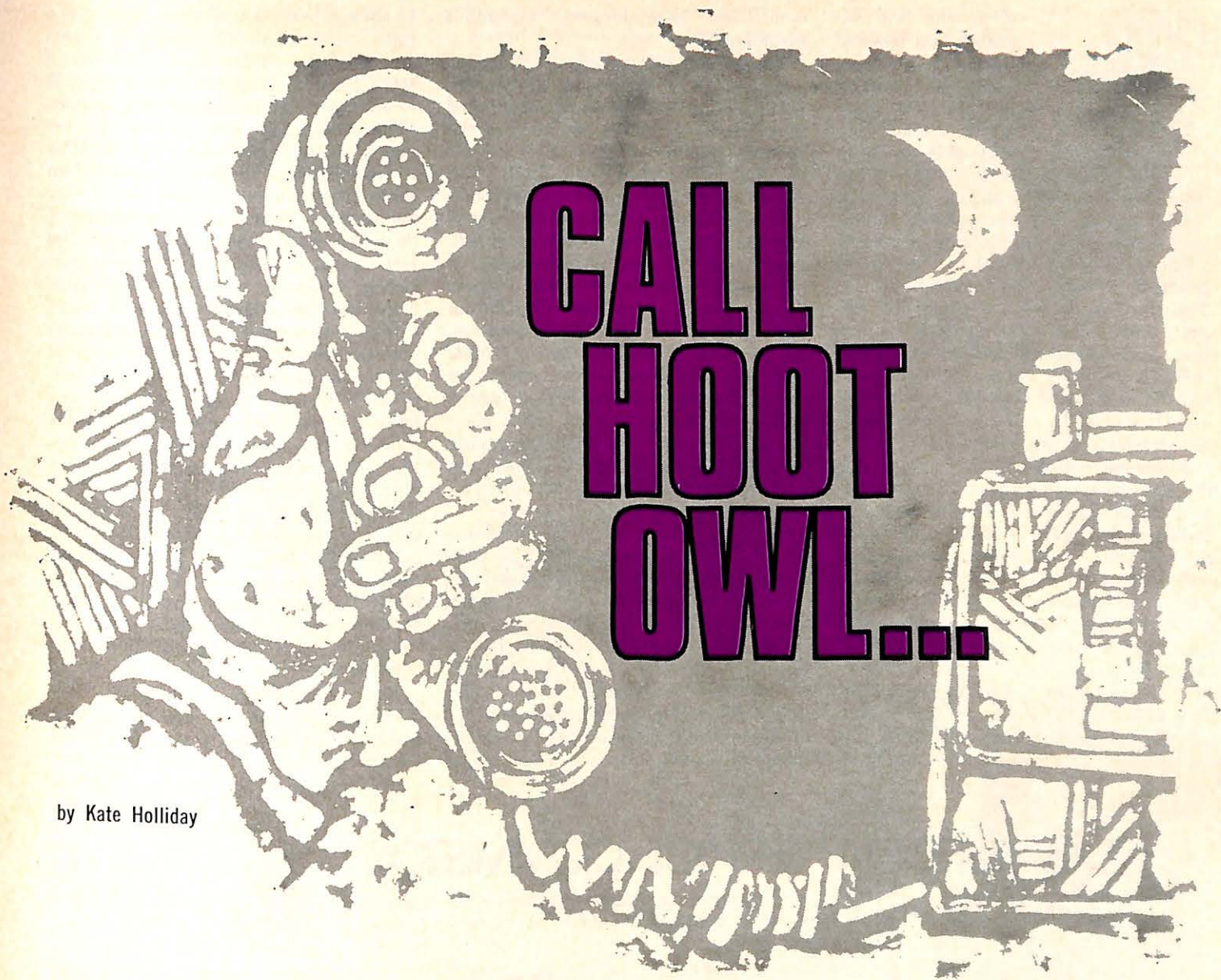
Elks National Foundation

2750 Lakeview Avenue • Chicago, Illinois 60614

Proceeds of nearly \$10,000 were realized by a raffle sponsored by the Massachusetts Circle District's National Foundation Committee to benefit the Foundation. Prize winner Ted Geis (fourth from left) received the keys to a 1976 Pinto from District Chm. Edward Ardini as (from left) DDGER Robert Shell, SDGER W. Edward Wilson, Mrs. Geis, Ford dealer Bud Atamian, Guy Abruzzese, area chairman, and District Co-chm. Robert McDonnell looked on.

A custom-made National Foundation plaque was designed and built by PER Joseph Tucker (left) and In. Gd. Norbert Geis (right) for Newport, KY, Lodge. Accepting the plaque on the lodge's behalf were (from left) DDGER Edward Meier, State Chm. Jerome Staubach, and ER Herbert Weber.





CALL HOOT OWL...

by Kate Holliday

"Is it a felony to eat money?"

The caller was serious. So was the unhesitating reply. "Yes, because you are destroying it."

The phone rang again. "Does the moon have children?"

Once more, a measured answer. "No, not our moon."

"Where can you get ice cream cones after midnight?"

A list of 24-hour drug stores was provided.

It went on . . .

Ever get bugged trying to pin down the name of an actor you are seeing on the Late Show? Ever have an argument in a bar about who played left end for the Packers in '49? Ever climb the walls seeking an elusive legal term, the spelling of an Italian word, or wondering which president, beside Ford, was left-handed?

If you live in Los Angeles, your sanity is safe. You don't go crazy: You call "HOOT OWL." You don't even have to remember a number. You just

dial the words on your telephone. And from nine p.m. to one a.m., seven days a week, a trained reference librarian will give you the dope.

Today, the Los Angeles Public Library, in cooperation with the Pacific Telephone Company, is unique in providing this after-hours service. It began June 4, 1973, to the delight of the local populace, and, through brief newspaper accounts, plus a hefty dosage of word-of-mouth, it is now known across the country and beyond. Fielding around two hundred questions a night on every conceivable subject, it not only gets calls from all over Southern California but across the nation and around the world.

A case in point: Recently, a man phoned from Manila to ask if there were cobras in the Philippines. Disregarding the obvious fact that he probably could have gotten the information from someone in the next block, HOOT OWL looked it up, gave him a negative answer, and heard his relieved

thanks as he put down the receiver.

A brain-child of Wyman Jones, Los Angeles City Librarian, and directed by Barbara Edge, a 27-year veteran of library work in this country and abroad, the project was an admitted experiment. Yet, the idea was sound. Phone company records had shown that numerous attempts were made each evening to reach the main headquarters and its branches after the nine p.m. closing. Further investigation proved that these came from a cross section of people, not only kids who were doing their homework and those having cafe discussions, but from individuals whose jobs kept them up a good portion of the night, who really *needed* to know something—newspapermen, court reporters typing trial transcripts, even the police.

Texas-born Ms. Edge, whose mind is a treasure-house of information in a wide variety of fields, recruited an extraordinary kind of person for her staff of four. They were women and

CALL HOOT OWL...

men who had expertise on several subjects, plus an active participation in one or more hobbies. They were also able to keep their cool before the telephonic public and, in particular, "night people." At this writing, for instance, one is highly qualified in art and music, plus sports. Another is versed in political science and current affairs. The third is an acknowledged TV expert, with a vast store of data, too, on cars and airplanes. Individually and collectively, they rarely get stumped. On the infrequent occasions when they are, they give the caller a lead to where the answer can be found.

Financed with Federal money under the Library Services and Construction Act, as administered by the State of California, HOOT OWL's yearly budget is a pittance, \$31,000. And its first night was disheartening. Despite throwaways and posters in the schools, in restaurants, in every library, and help from the press, only eight people sought help. But then it began to build. Its biggest night, incidentally, came after President Nixon had fired Archibald Cox as Chief Prosecutor. The calls ran fifty-fifty on "Who's my Congress-

man?" and "How does one impeach a president?"

Edge and her colleagues labor in quarters whose location is kept secret. Suffice it to say, they are surrounded by every known book of reference the library provides—and some they've bought out of their own funds. Star charts are handy, as are various tomes on trivia, film and TV yearbooks, and the like. Because they are, after all, residents of the entertainment capital of the world, they do get a lot of show biz queries, of course. But they do not have a television set in their quarters. As you and I, they rely on *TV Guide* and the daily newspaper listings for some of their answers. But, if you're going daffy trying to recall who's playing second male lead in a film made in the '30's, they will run down the cast for you from a book and put you out of your misery.

They do *not* give personal advice of any sort, nor medical, legal, or consumer advice. On a few occasions, when there seemed to be an honest emergency, Ms. Edge has recommended First Aid measures. (She has a teacher's credential in the subject, and is thus authorized.)

Though trying to keep each conversation to a maximum of three minutes, they still have gotten to know some

of their callers so well they have given them names. "Mr. Echo Park" wants sports data. "Jamie, in Silverlake," seeks facts on pets, such as if it's OK to administer birth control pills to cats. "The Hollywood Kid" wants the reviews of the latest books, while "The Burbank Lady," who is evidently an aspiring author, not only seeks rules on grammar but once offered one of them an editing job. And, from the Los Angeles suburb of Huntington Beach, whenever the local paper runs a contest, they get dozens of trivia calls—all the same—every night. Last, and to Ms. Edge most touching, is "John," a patient in a veteran's hospital. With an I.Q. which she calculates at "over 200, at least," he poses some of the most complicated scientific and engineering questions they've ever encountered.

A lot of drunks call HOOT OWL, as you can imagine. Recently, one inquired as to how many grains of sand there were in the Sahara. Imperturbably, Barbara Edge replied, "They haven't been counted yet."

People call for recipes, of all things. Apricot sauce, for instance.

Kids doing their homework call. "What are the people who play with bombs?" (Anarchists.) "Can normal people be on the Supreme Court?"

ELKS NATIONAL SERVICE COMMISSION

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



Dr. George Easley (center), chief of staff at the Clarksburg, WV, VA Hospital, thanked representatives of Morgantown, WV, Lodge for the lodge's gifts of electric razors, paperback books, and playing cards. Making the delivery were (from left) DDGER W. C. DeWeese, Vets Chm. F. W. Lang, ER Dave Collins, and Trustee Rex Riffle.



The installation of cable television at the VA Hospital in Elsmere, DE, was a project sponsored by Wilmington, DE, Lodge under the leadership of ER Frank Anseume (center). Joining with Brother Anseume to celebrate the completion of the installation were Dr. Harry Walkup, hospital director, Robert Ryan, assistant director, Trustees Chm. Millard Petticord, Richard Hubbell, Rollins Cablevision assistant manager, Henry Magers, Rollins general manager, and Dr. William Jones, hospital chief of staff.

(You have to have a law degree, at least.) "Is Devil worship legal?" (Yes—if you don't advocate some form of illegal behaviour as part of it.) "What color is the White House?" (When last seen, white.)

They get people who want the home addresses of movie and TV stars and, if the information has been released, they give it. They get wrong numbers from Paris. They are asked the name of the judicial concept which states that, if a man can tell right from wrong, he is sane enough to stand trial for murder. (The "M'Naghten Rule".) Someone wants to know how many

calories there are in a banana split.

Seven nights a week, from nine to one, HOOT OWL keeps the public from going out of its collective mind and/or productively in its swing-shift work. The four who man its phones, whose brains are there for the tapping, do the job with zest, even took salary cuts to do it. And they believe firmly that the program is of such value that every city, large and small, should have something like it. Yet, despite queries from across the nation, today they do it alone.

Sometimes HOOT OWL suspects a put-on and reacts in kind.

Someone asked, "How far is far?" Barbara Edge considered: Zen or a prank? Deciding the latter, she answered, loftily, "Twice the distance from here." The receiver clicked.

They have a special fondness for one short-lived customer. He called from Boston several times a week for a month, his voice very young and very polite, reading slowly off a list of things he wished to know, obviously for school.

Then, silence. They figure his father got the bill. . .

P.S.: Buchanan was our only other left-handed president. ■

Letters

(Continued from page 4)

know how, I'll probably never have occasion to use it." How very wrong I was!

While having dinner with an octogenarian, she suddenly choked and couldn't breathe. Thank God, I knew what to do! After several maneuvers, a small piece of roast beef, no larger than the end of one's little finger was ejected. Outside of several sore ribs, thankfully she is okay.

On behalf of both of us, thank you again.

Robert J. Grady
Horsehead, NY

• I have just finished reading the article on the Heimlich maneuver by Andrew Hamilton in the April issue. I wish to thank you for this advice. It may save many lives.

Several years ago I had the scare of my husband choking, and was at a loss as to what action to take. Certainly appreciate having this advice. I am passing it around to my friends. There can't be too many more instances when a person stands by and doesn't know what to do to help someone gasping for air. Through the grace of God my husband lived through his ordeal.

Mrs. John B. Paveglione
Ishpeming, MI

• I read with great interest your article regarding the Heimlich maneuver. I had an experience which illustrated the effectiveness of this method.

While dining I suddenly choked on a piece of meat and fortunately one of the people at the table had just seen the Heimlich method demonstrated and applied the procedure to me immediately. After four or five attempts, the meat was dislodged and I was able to continue my meal without any after effects.

The article states that "the victim cannot speak or help himself. . ." The victim can help himself by using simple sign language. I tapped the nearest person and pointed to my throat. Let it be known that you are choking. . . this way there can be no confusion as to whether you are choking or having a heart attack.

Gloria Stoda
Peoria, IL

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(Continued from page 14)

the U.S. would approve a 200-mile economic offshore zone, provided other nations had navigation rights in it. The Secretary said basic agreement on principles governing behavior of multinational corporations and host countries is achievable, although a treaty isn't.

But even if the U.S. Government views Deepsea's claim favorably, how will other nations react? Will the age-old concept of the freedom of the seas be recognized? Or will the United Nations ideal that the resources of the seas are part of the "common heritage of mankind" be observed?

The United Nations, in fact, has been wrangling over international sea agreements and laws for more than seven years with nothing decided. And even Flipse admits the chances of member nations agreeing about anything regarding so complex an issue are slim indeed. Those knowledgeable with the problems involved say there is little chance of the passing of a universal law of the sea within the next year or two. But they believe, as Flipse does, that such a law is inevitable sooner or later.

The real fear is that the law will snarl enterprising organizations such as Deepsea in tangled anchors of red tape that will discourage the substantial investments needed to recover the sea's minerals. To avert this, Deepsea and other ventures are soliciting protection in the form of Federal legislation. And

Senator Lee Metcalf of Montana, a strong supporter of the mining industry, has sponsored such a bill, which is pending in Congress.

Without some form of protection, such as Metcalf's bill would offer, what would happen if pirating gunboats from foreign powers run U.S. mining vessels off their claims? Speculation on this type of question runs wild. Could it lead to open warfare on the high seas? Could rich cargoes of minerals, worth millions of dollars, be hijacked hundreds of miles from nowhere? Could ships be confiscated such as the U.S. tuna boats were off the coast of Peru? Such issues are causing interested companies more concern than are the technological developments needed to harvest the ocean's wealth.

Nevertheless, Flipse contends there are enough nodules available for everyone, and he firmly believes that any bureaucratic restrictions on ocean mining are unacceptable to the free market and to the entrepreneur.

"The success of this program is, typically, dependent on a favorable balance of technological, economic and political factors," he says.

Meanwhile, Deepsea continues its research efforts confident that the technical phase of ocean floor mining has been mastered, and hopeful that the legal aspects will not become snarled in red tape as the world continues to drain its fast-diminishing reserves of easily reachable natural resources. ■

Obituaries

PAST DISTRICT DEPUTY Charles B. Emery of Shreveport, LA, Lodge died February 18, 1976. In 1943-1944, Brother Emery was Exalted Ruler of his lodge, and he served the North District as District Deputy Grand Exalted Ruler in 1951-1952.

PAST DISTRICT DEPUTY Frank Wortman of McMinnville, OR, Lodge died January 30, 1976. Exalted Ruler of his lodge in 1920-1921, Brother Wortman was appointed District Deputy Grand Exalted Ruler in 1926-1927 for the North District.

PAST DISTRICT DEPUTY Nathaniel P. Maurer of Oceanside, CA, Lodge died February 29, 1976. In 1948-1949, Brother Maurer served as Exalted Ruler of his lodge, and became District Deputy Grand Exalted Ruler for the South Coast District in 1953-1954.

PAST DISTRICT DEPUTY Howard D. Strawman of Berkeley, CA, Lodge died March 8, 1976. Brother Strawman was Exalted Ruler of Berkeley Lodge in 1968-1969, and held the office of District Deputy Grand Exalted Ruler in 1972-1973 for the Bay District.

PAST DISTRICT DEPUTY Arthur P. Olin of Oneida, NY, Lodge died March 24, 1976. Exalted Ruler in 1953-1954, Brother Olin held the office of District Deputy Grand Exalted Ruler for the Central District in 1959-1960.

PAST DISTRICT DEPUTY George H. Wallerius of Salina, KS, Lodge died March 26, 1976. Exalted Ruler of his lodge in 1939-1940, Brother Wallerius was named District Deputy Grand Exalted Ruler for the West District in 1940-1941.

PAST DISTRICT DEPUTY James W. Cliffe Sr. of Sycamore, IL, Lodge died recently. Exalted Ruler of Sycamore Lodge in 1953-1954 and in 1973-1974, Brother Cliffe was appointed District Deputy Grand Exalted Ruler in 1964-1965 for the Northwest District.

PAST DISTRICT DEPUTY William P. Buning of Orlando, FL, Lodge died recently. A Past Exalted Ruler of his lodge, in 1949-1950 Brother Buning served as District Deputy Grand Exalted Ruler for the Central District.

S·W·I·S·H!

(Continued from page 25)

The man who had headed up the program since it was adopted as a national project, Gerald L. Powell of Peru, Indiana, recommended that girls become fully involved in the competition. The program became so large that the Advisory Committee set up a special "Hoop Shoot" Committee, with Powell as National Director and with operating funds furnished by the National Foundation.

Acceptance Of The Contest

School officials, coaches and parents have been overwhelmingly enthusiastic in their response to "Hoop Shoot." One parent recently wrote Powell: "Thanks again for a wonderful opportunity for my daughter. I don't presently belong to the Elks, but I think I will submit an application for membership as soon as I complete my next family move. This Hoop Shoot has great possibilities and I think I want to take part in your efforts." He is an Army Major.

Another wrote: "The strain on parents was almost unbearable. Our baby stood out there on the floor all alone, where we couldn't help her. And it didn't seem to bother her . . . she was growing up."

The parents of one finalist from Alaska wrote: "The Elks have stayed in tune to the young people of our nation."

Dr. Warren C. Bowlus, Director of Health, Physical Education and Athletics of Davenport, Iowa, Community School District wrote: "Considering our involvement in many extracurricular activities, we believe the annual Elks Free Throw Shooting Tournament has shown the greatest growth. We hope this department can continue to help in sponsoring this contest."

Randy Horne of Dresden, Tennessee, wrote: "Competitive spirit is what the world thrives on, whether it be in business or sports. The Hoop Shoot contest brings out this competitive spirit. It teaches a person how to win in good grace and how to accept the moment of defeat without bitterness. . . a quality many people do not possess."

William Spaulding, Editor of a New Port Richey, Florida, paper, wrote: "The 'Hoop Shoot' builds character, strengthens the mind, refreshes the body and certainly lifts the spirit of youth." **How Good Are "Hoop Shooters"?**

A television reporter and cameraman, covering the finals of the 1975-76 contest in Kansas City, watched with amazement as one young man (who eventually won his class) swished ten in a row. The reporter commented that he hadn't any idea the kids were that good. He was emphatic in saying he

hadn't seen any better free throw shooting even from the pro's. A check has been made with a college coach and he confirmed that the records of the kids equalled or surpassed college or professional players. The record books reveal that the 1974 champion of the NBA hit 90% from the free throw line . . . the ABA champ hit 88%. All three of the boys who won their age class this year hit 92%. . . two of the girls hit 84%! And while the youngsters aren't exposed to the heat and fury of a full basketball game, one must admit that performing before large crowds in the intense competition they face would affect even a seasoned veteran.

Any basketball coach will tell you that many a game is won or lost at the free throw line. . . that's why they're so enthused over "Hoop Shoot" as excellent training for youngsters.

Full Participation Urged

Grand Exalted Ruler Willis C. McDonald was overwhelmed by the project as he attended the 1974-75 finals. "I'd heard a lot about it but didn't realize what a wonderful thing it was until I saw it in person," he said. The same sentiment was echoed by several Past Grand Exalted Rulers.


McDonald added that he had learned that entire school systems in Indiana had run the contest in cooperation with their local Elks Lodges, so that all the youngsters competed in their age brackets. Through cooperation of the Vincennes, Indiana, school system, they had a record 8,312 participants in 1974-75. There were over 100,000 entries in each of three states. . . California, Indiana and North Carolina.

Getting to the finals means that the boy or girl goes to Kansas City with both parents, all expenses paid. This year, they stayed at the beautiful Crown Center Hotel, one of the nation's most luxurious, they were given a tour of the Truman Library at Independence, Missouri, a big banquet-style breakfast before the contest, attendance at the Kings-Bulls pro game and the sumptuous Sunday night banquet.

GER McDonald, in urging 100% participation, stressed that it's an easy contest to operate since it's so well organized, has unquestioned acceptance from school officials, coaches and parents, and is one of the most effective means of furthering *The Image of Elkdom*. He urged that all 2,200-plus lodges "Get in the ballgame" next year.

During the professional Kings-Bulls game this year, one of the really big stars missed 8 consecutive free throws, whereupon the crowd set up a chant, "Bring in the kids!"

National Director Powell said the same thing to the lodges who passed up a "Hoop Shoot" Contest this year. . . *Bring in the kids!* ■



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NEWS OF THE LODGES

(Continued from page 29)



STEWART FALL (second from left) and Michael Hald (third), members of Troop No. 1706 sponsored by Clawson-Troy, MI, Lodge, recently achieved the rank of Eagle Scout. Flags and certificates were presented to the boys by ER George Schwarz (left) and Youth Co-chm. Nelson LeSage (second from right), while Troop Committeeman William Markoff (right) and In. Gd. and advisor Walter Jensen (third from right) observed.



COACH OF THE YEAR in the small college division, Dave Mauer (second from right), athletic director of Wittenberg University, was congratulated by (from left) Morris Greenberg and PSP Willard Schwartz, 50- and 48-year members of Springfield, OH, Lodge. A commendatory plaque for Mr. Mauer and a \$25 donation for the Wittenberg athletic fund were presented by ER Ralph Dunfee (right).



THREE BROTHERS, Dan (seated, left), Joe (second from left), and John Barber (fourth), were among four candidates initiated at Manistique, MI, Lodge by the ritualistic team of Sault Ste. Marie Lodge. The class was dedicated to Tom Hoholik (seated, center), Manistique's Elk of the Year.

FIFTY-YEAR MEMBER J. C. Tracy and Brother Lawrence LeSage attended the initiation of their grandsons, Robert and James. Est. Lect. Kt. Terry Tracy (center), father of the new members, was also on hand for the event at Concordia, KS, Lodge.



A LAKE ERIE perch fry and a dance were two of the activities scheduled for Bellefontaine, OH, Lodge's National Foundation Night. (From right) Est. Lead. Kt. Ron Wisse and ER Ron Conterman congratulated Foundation Chm. John Carr for his aid in raising \$550 for the Foundation.





COLLECTING CHECKS for the Crippled Children's Foundation, Illinois Director Robert Steinhour (right) thanked Des Plaines, IL, Lodge Crippled Children's Committee Chm. Henry Laage (left) and June Gierahn, president of the Elks' ladies. The \$500 and \$400 checks brought the contributions to a total of \$4,902.50.



FOR SAVING THE LIFE of Wilbert Frick, Max Brodersen (second from left) and Ronald Sis (third) of McCook, NE, Lodge received the Elks Distinguished Citizenship Award during a recent lodge meeting from ER James Carson (left) and DDGER Kenneth Foster (right). When Brother Frick began choking on a piece of steak, Brothers Brodersen and Sis dislodged the meat and administered mouth to mouth resuscitation.



PER NIGHT was also an occasion for the initiation of two family groups at Texarkana, AR, Lodge. Among the candidates welcomed into the order that evening by the Past Exalted Rulers were a father and son from one family, and two brothers and their brother-in-law from the other.



THE SOUTHERN EYE BANK received a \$1,410.21 donation from Slidell, LA, Lodge. ER Bob Yancey (left) presented the funds for the state major project to C. W. McGill, treasurer of the Louisiana Elks Association.



THIRTY-YEAR MEMBERSHIP pins were presented recently to (front, from left) David Heelan, Alfred Marshall, and PDD Alex Birren Jr. of Chicago (North), IL, Lodge. ER Andrew Mantelos (front, right) congratulated the honored Brothers after they received their tokens.

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More for your money

by Mike LeFan



SUMMER'S FINALLY HERE

June and summer are finally here, bringing some bargains on bedding, furniture and furnishings, floor coverings, storm windows, and building materials. Other June bargains include large appliances, especially washing machines and TV sets. You'll find good buys on all summer clothes, fabrics, sleepwear, lingerie, hosiery, women's shoes, and boy's wear.

Men's clothing goes on sale too, especially after Father's Day. Watch for nice buys on sportswear, and on camping and sporting goods. Tires remain at reduced prices through August.

What's your economic outlook through the summer? Well, there's good and bad news for your family finances. Most food prices will drop, also gasoline and some small appliances. Your cost of borrowing money will decline—until fall, that is. The bad news is that clothes will generally cost more this year, along with large appliances. Your utilities will keep rising, also insurance and health costs.

Speaking of insurance, you can increase the coverage on your home by thousands and still reduce your premiums. You do it by increasing the deductible on your policy (also auto, or fire and theft). It just means you agree to absorb losses to a set amount—\$100, \$200, or whatever. Ask your agent.

Energy-conscious homemakers, trim your utility bills in the laundry

room. How? By washing in warm water (about 80 degrees) and rinsing in cold. At the average of 410 wash loads a year, this will save you heating costs on over 7,000 gallons of hot water yearly. With electric water heaters you save about \$55 annually, and about \$11 a year with gas water heaters. Clothes dryers are hot enough to destroy 99% of bacteria on clothes anyway. If you do diapers or have illness in the house and don't have a dryer, then wash at 140 degrees with chlorine bleach to be safe.

Camera bugs, stock up now on film and equipment for your vacation. Prices will be up soon. By the way, don't pull any film tabs when the flash fails on your Polaroid Color-pack camera. Just recock, put in a good flash, and shoot again. Works only when shooting indoor color flash, but you'll save 50 cents each time.

Get the most for your hotel/motel dollar by choosing a place just outside the most fashionable areas, or near downtown—they usually offer cheaper rates. Check the well-kept, smaller and older downtown hotels/motels instead of the newer ones where rising construction costs mean higher room rates. Eat in the snack bar or coffee shop instead of the formal restaurant. You'll have less elegant decor and a more limited menu, but you'll also pay lower prices.

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Don't throw out a full vacuum cleaner bag. Reuse it. Gently open the sealed end, empty the bag, then reglue it. You'll get at least two uses for the price of one.

Sears, Roebuck and Co. is offering a ladies' handbag with a surprise inside. When the front flap is opened, a loud alarm goes off. The idea is to scare the daylighters out of would-be pickpockets and purse snatchers. The alarm is powered by two small batteries and is controlled by a secret switch so you can turn off the thing before opening the purse. It's offered in shoulderstrap and short handle styles in several colors. Price is \$17.

"The State Wants My Land . . . Do I Have to Sell?" That's the title of a new 22-page guide for country land owners who might face the takeover of their property by the government. This question-and-answer booklet covers your rights under the law. Order from Reymont Associates, Dept. MM, 29 Reymont Ave., Rye, NY 10580. Price \$2 postpaid.

Supermarket Snoop reports that your store may be overstocked with canned and frozen fruits and vegetables. Prices are down as much as 40% from last year. Find the bargains and stock your pantry.

Our Sweet Tooth Reporter says the one-cent Tootsie Roll has returned and that the plain 15 cents Hershey bar has added nearly a quarter-ounce of weight (thanks to lower sugar prices). Who says there's no good news?

You want more? Okay. Look this summer for electronic digital watches as low as \$19.95. Several makers will offer under-\$30 models.

Does your car get the most for your money? Here's help—a 160-page book with hundreds of tips to save you money on fuel, repairs, insurance, financing, and more. Special offers can save you \$200. For your *Auto-Cyclopedia*, send \$1 to Armstrong Rubber, Dept. R3-MM,

500 Sargent Dr., New Haven, CT 06507.

Many older people are being conned with phony Medicare policies. If anyone tries to sell you any sort of Social Security, ask to see his credentials—and then call your Social Security office to check on him. Bonafide representatives won't object. Besides, they don't go around asking for money.

One American in three is painfully ignorant of basic money managing skills like balancing a checkbook, comparison shopping, figuring taxes, making a budget, or even tipping in a restaurant. *Sylvia Porter's Money Book* is a big help on these and other daily money chores. Get a copy at your bookstore. A very practical guide.

Tuna fish is cheaper and better for you when packed in water, not oil. Use flaked or chunk tuna for sandwiches, and solid-packed for salads or dishes where looks count.

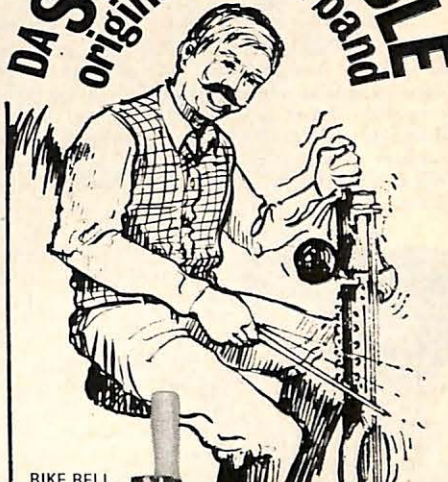
Hot weather's coming, but don't buy an air conditioner with a Btu rating above your needs—it'll cost you on electricity. Ask a reputable dealer or the electric company to advise you about your needs based on room sizes, windows, sun exposure, and so on. Compare the Energy Efficiency Ratios (EER) of several units. The *higher* the EER, the lower the operating cost. Buy the most efficient, lowest-capacity unit you need.

Money Saver of the Month: Instant nonfat milk can cut your milk bill as much as 40%. Find a brand that tastes right to you (if one doesn't, use it in cooking and try another). If milk costs you 50 cents a quart and an envelope for a quart of instant costs 29 cents, you save 21 cents on every quart you mix. At 2 gallons weekly, you'll save \$87.36 yearly. If no instant tastes right, combine half mixed instant and half whole milk. You'll still save. You're welcome.

Send questions, tips, and other mail to Mike LeFan, c/o The Elks Magazine, 425 West Diversey Parkway, Chicago, IL 60614. ■

DA STUMPF FIDDLE

original 1 man band



BIKE BELL
LOUD BERMUDA TAXIHORN
DING DONG BELL
SPRINGS
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BEATER STICK
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TINKLE BELLS
NICE ROUND BOTTOM (It bounces)

Fun...
Easy to Play

This is it...
The original one-man band! Just beat time to your favorite music.

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order now
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This rare musical instrument is hand-crafted of northern pine and high grade spring steel, completely assembled. Ideal gift any time. Birthdays, retirements, anniversaries, Christmas, and just for fun.

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Sheboygan, WI 53081

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Master Charge No. _____

Bank Americard No. _____

Please send me...

Luxury Big Shot Stumpf Fiddle (\$79.95)
 Nice red, white, and blue stripe duck sack (\$10.95) protects the fiddle

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TENNIS RACQUETPLATES
Stop racquet mixups and thefts! Solid brass with adhesive-bond backs, they stick tight to the end of any handle. Well-placed security! Expertly engraved. Full price \$2.50 each.



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DELUXE ALL BLACK ACETATE SATIN \$5.00. Postage and Handling 50c, each additional package 25c.



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For another sleep aid, try soft re-useable SLEEP WELL® EAR STOPS to banish noises. 1 Pair 50c, 5 Pair \$2.00. Large Box Postage and Handling 20c, ea. additional box 15c. If your Drug or Dept. Store cannot supply you, we will mail immediately upon receipt of M.O. or check. Calif. res. add sales tax.

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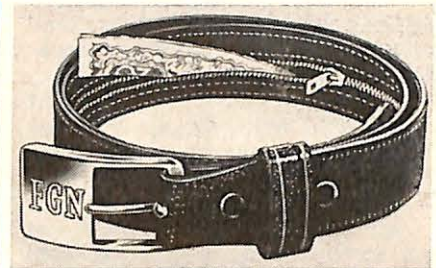
WRITE FOR FREE BROCHURE AND NAME OF DEALER NEAREST YOU.

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Elks Family Shopper



TERRY'S THE TICKET to comfortable leisure wear and Terry Loafer Shorts are perfect for after-shower, swimming, for shaving, at home, club, poolside or beach. Soft, plush Terry with wide covered elastic waistband; 2 oversize pockets. In gold or blue. Waist 30 to 40. \$12.95 p.p.d.; 2 for \$25. Send for free men's fashion catalog, Lew Magram, Shirtmaker to the Stars Ltd., Dept. EL6, 830-7th Ave., N.Y. 10019.



KEEP CASH HIDDEN in the secret zippered inner pocket of Money Belt. Smartly styled, 2"-wide leather belt comes in brown with gold-plated buckle or black with silvery rhodium buckle. In sizes 28 to 44; up to 3 initials on buckle. \$5.25 plus 75¢ shpg. Specify color, size, initials. Barclay, Dept. 51, 1575 North Dixie Hwy., Pompano Beach, Fla. 33060.

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An estimated 23,000,000 Americans have high blood pressure...Tragically, only half of them know it. Yet this "Silent Killer" can be easily detected and successfully treated and monitored. Now, a professional BLOOD PRESSURE KIT, with easy to follow instructions, is available for you to use in the comfort of your own home.

PROFESSIONAL QUALITY EQUIPMENT

- No-slip Velcro sleeve
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FREE - Complete step by step instruction booklet, recording charts, American Heart Assoc. booklet. SAFE, ACCURATE, EASY TO USE. Alerts you when to call your doctor. All for \$24.95 plus \$1.50 postage. Pays for itself many times over!

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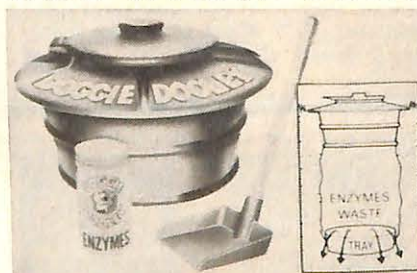
Cigar Store Indian

Collectors pay thousands for originals. Now you can have one for a fraction of their cost. These beautiful hand-cast reproductions are accurate in every detail, produced in limited quantity and individually hand-colored. A more romantic symbol of America's past is hard to find.

The 25" chief — \$29.95 p.p.d. To order send check to Americana Productions, P.O. Box 350, Denville, N.J. 07834 Master Charge accepted. (Give Interbank #, Acct. #, and Exp. Date)

Satisfaction guaranteed or your money back 4-6 weeks delivery N.J. residents add 5% sales tax.

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DOGGIE DOOLEY® keeps grounds clean, insect-free, sanitary. Rustproof heavy plastic doggie septic tank installs in ground; uses safe, non-poisonous enzyme-bacteria to liquefy pet stools for ground absorption. Shovel up stools, drop into tank, close lid. Enzyme-bacteria action does rest. Harmless to pets, lawns, shrubs. Handles wastes of 1 to 3 dogs. 17 1/2" x 11 1/2" with foot-operated lid, shovel, 6 mos. of enzymes, and moisture holding tray for faster action. \$13.95 plus \$1.85 postage. Extra 12 mos. enzymes \$3.95 plus 60¢ postage.

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SPECIAL

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

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

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CARPETS RUINED BY PET STAINS?

NO LONGER! Two chemical miracles PERMANENTLY REMOVE pet stains OR odors from carpets safely . . . for pennies compared to carpet replacement. ORDER: (#1 . . . URINE-OUT . . . removes even years old oxidized pet stains, ONLY \$6.45). OR: for odors only (#2 . . . KIL-ODOR, also ONLY \$6.45). Add \$1.50 for handling. Shipped by United Parcel. **SATISFACTION OR MONEY BACK. CLEANCRAFT, 2922 Santa Monica Blvd., Dept. LK, Santa Monica, CA 90404.**

Plant Now... Step Back... and Watch Out!

Amazing Super-Growing Species Soars Into A Magnificent Tree **IN JUST ONE YEAR!**

And if you think that's startling — just wait 'til you see the spectacular show when it starts to flower — Actually smothers itself in such lavish masses of bouquets, its branches appear to bend from the sheer mass and weight of the magnificent blooms.

That's the kind of wondrous results reported by the U.S. Gov't. Plant Research Stations . . . Botanical Gardens . . . and University Plant Scientists on what is undoubtedly the most fantastic flowering shade tree ever introduced in America — the incredibly beautiful Paulownia . . . the only flowering shade tree in all of nature that can do all of this and more:

READ WHAT THE EXPERTS SAY ABOUT THE INCREDIBLE PAULOWNIA . . . THE FASTEST GROWING FLOWERING SHADE TREE EVER DISCOVERED!

HEIGHT: Gov't. Plant Scientists and Botanical Experts report 18 to 22 feet of growth the very first year on specimen trees.

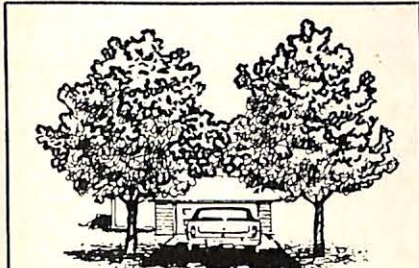
That's more growth in just one single season than even a fully matured 15-year-old flowering dogwood, or prize star magnolia.

SPREAD: University Researchers report beautiful ornamental spread of nearly 40 feet at maturity . . . packed with thousands of magnificent flowers. Think of it. It not only surges skyward in the most spectacular burst of beauty you've ever seen . . . but, also arches out in a magazine-cover display of color-drenched branches.

EASE: Leading editors report: . . . grows in almost any soil . . . and below-zero root-hardy, too. Yes, because nature has endowed this landscape-artist's "dream-tree" with super-growing strength . . . because it is virtually resistant to most every common disease . . . requires practically no care at all. You simply plant it and forget it . . . it's as simple as that.

A TOWER OF BEAUTY IN JUST ONE SINGLE YEAR!

Yes, who says you have to spend a small fortune for a flowering shade tree? — and then spend half a lifetime waiting for it to grow? It used to be that way — BUT NOT ANY LONGER. Not since we have finally



How's this for a natural archway in front of your driveway — twin towers of flowering beauty in less time than you ever dreamed possible.

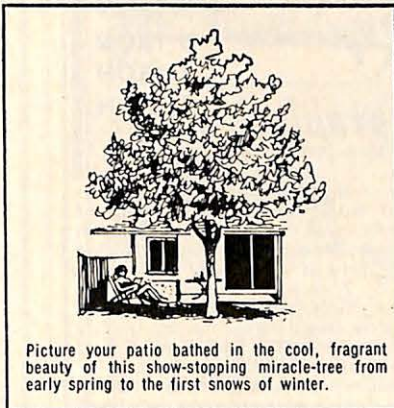
VITAL STATISTICS FROM LEADING EXPERTS

- MATURE GROWTH SIZE** — 45 to 60 feet
- MATURE GROWTH SPREAD** — 35 to 50 feet
- ZONE OF HARDINESS** — completely root-hardy from deepest south to as far north as Montreal, Canada. Flowers beautifully even after 10 below zero winter freeze.
- ONE YEAR GROWTH RATE** — Experts report growth range of up to 22 feet the first year after planting specimen trees under optimum conditions, up to 15 to 18 feet under poorer conditions when pruned for foliage growth only.
- FLOWERS** — When tree is at blooming size, in just a few short years, you'll enjoy thick panicles of fragrant lavender blooms. Highly recommended by landscape artists as specimen planting for front lawn.
- SOIL REQUIREMENTS** — Natural strength and vigor allow it to soar full forth in even poor soil. You can plant it anywhere.
- CARE** — No special care whatsoever. No spraying. No dusting. No special feeding. Naturally resistant to most every disease, pest or insect.
- TAKES BUT 10 MINUTES TO PLANT — REWARDS YOU WITH A LIFETIME OF BEAUTY STARTING THIS VERY YEAR!**

tracked down the one single tree in all of nature that hoists itself high, so fast you can literally measure the difference in both height and spread from week to week . . . or take a yardstick and measure the incredible difference in feet from month to month!

GROWS IN ANY SOIL — REQUIRES NO SPECIAL CARE — SOARS INTO A MASTERPIECE OF LUSH, GREEN BEAUTY IN JUST A MATTER OF MONTHS!

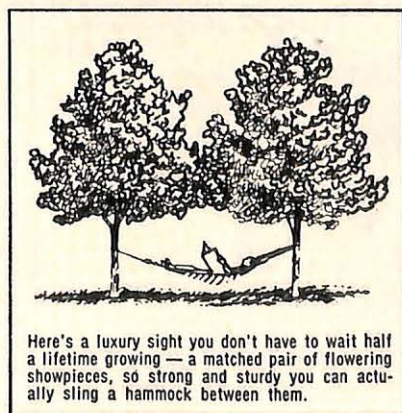
Best of all, unlike most trees that demand constant pampering . . . the only thing you do when you plant Paulownia is water it and enjoy it. That's why leading botanical gardens . . . landscape artists . . . garden editors . . . recommend it again and again for home-owners who want a stunning display of both beauty and shade . . . and with practically no more work than a couple of sprinkles a season.



Picture your patio bathed in the cool, fragrant beauty of this show-stopping miracle-tree from early spring to the first snows of winter.

ONLY A LIMITED SUPPLY YET AVAILABLE FOR RELEASE TO THE PUBLIC — FULL SUPPLY WON'T BE READY UNTIL 1977 . . . SO ACT NOW!

Now, the price of this super-growing shade tree is not \$20 or \$30 but a mere \$3.95 . . . yes, only \$3.95 for this magnificent shade tree that rewards you with such a glorious display of growth in just one single year! However, supply is limited. All orders filled on a First-come First-shipped basis. And since now is the time to plant, you must act now!



Here's a luxury sight you don't have to wait half a lifetime growing — a matched pair of flowering showpieces, so strong and sturdy you can actually sling a hammock between them.



Grows More In One Month Than Most Other Shade Trees Grow In An Entire Year . . . More In One Season Than Ordinary Shade Trees Grow In 2 Years, 3 Years Or Even 5 Years!
Photo depicts magnificent size, spread and beauty of mature Royal Paulownia (Paulownia Tomentosa).

Never Has There Been a Faster-Growing, Flowering Shade Tree Introduced To America — Royal Paulownia

Yes, plant this season — see it soar forth in a tower of beauty in just one year! It's the most spectacular splurge of both growth and beauty of any shade tree ever brought to this country. And it's so easy to grow even a child can do it!

SATISFACTION GUARANTEED OR MONEY BACK
And remember: Satisfaction is guaranteed. You must be thrilled in every way with this wondrous flowering shade tree or RETURN IT AT ANY TIME within 90 days for a full refund of your purchase price. Use the No-Risk Coupon below.

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MAIL NO-RISK COUPON TODAY
WEST-BOND NURSERY SALES CO., Dept. T-321
Caroline Road, Philadelphia, PA 19176

Please rush me the Flowering Shade Tree(s) indicated below:

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If after receiving my order I'm not delighted, I may return it within 90 days and you will refund the full purchase price (except postage and handling).

Total amount enclosed \$_____ (add sales tax where applicable).

Check or money order, no CODs please.

On orders over \$6, you may

CHARGE IT! (check one) Exp. Date _____

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"NO HANDS" TOTE GLASS



Ideal for home bartenders, party hosts, card players, boaters and fishermen.



This attractive and shapely crystal glass is held securely in place by its unique design and handsome leather neck strap. Rimmed with pure silver, the glass holds 14 oz. and is 7 1/2" high. Only \$14.95 plus \$1.50 handling, two for \$27.50 plus \$1.75 handling. Larger quantity discounts on request. (Michigan residents add 4% sales tax).

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to fit all brands of coffee makers

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#101 (#1) 2 CUP SIZE	400 Filters \$8.25 1000 Filters \$20.00	#102 (#2) 4 CUP SIZE	400 Filters \$8.75 1000 Filters \$20.75
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500 Filters, reg. 12.50, \$ 5.95
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2000 Filters, reg. 50.00, \$18.00 GUARANTEE

MONEY BACK

FILTERS for NORELCO, Etc., 800 for \$4.50

Shipped Prepaid. Send Check or M.O. To:
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Get razor and 1-yr. supply of blades (6-double edge surgical steel). Makes a very thoughtful gift.
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The Heavyweight Tote Bag

SIX COLORS — EIGHT SIZES

Extra sturdily constructed from heavy-duty 18 oz. color-fast canvas of 100% natural cotton. Strong, double-thick handles of Acrilan® acrylic encircle the bag for extra support. Corners finished in piping to complete the detailing and rugged craftsmanship of this unique tote bag.

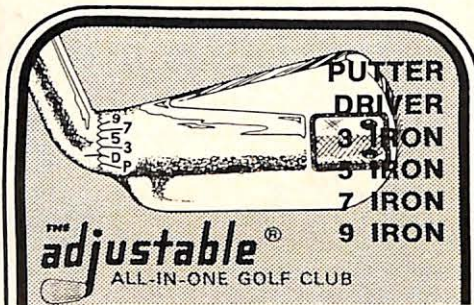


A) Medium blue bag, Red trim. D) Brown bag, Red trim.
B) Bottle green bag, Orange trim. E) Yellow bag, Brown trim.
C) Olive bag, Yellow trim. F) Linen bag, Brown trim.

Model	W	H	D	Price	Model	W	H	D	Price
410	10"x	8"x4"		\$6.95	618	18"x16"x6"			\$16.69
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514	14"x12"x5"			\$11.79	822	22"x18"x8"			\$21.69
516	16"x14"x5"			\$13.79	825	25"x20"x8"			\$24.95

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1885 Campeau St., South Bend, Ind. 46617

PUBLIC SALE—239.95

Manufacturer to you still in crates fully assembled.

Big powerful 7 H.P. Briggs & Stratton engine. Compare at \$449.95

Dozier blade and grass catcher available



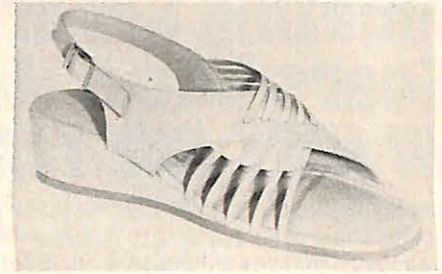
Brand new 1976 models with full factory warranty.

Full delivered price to your nearest freight office.

5 h.p. Briggs & Stratton Rototillers only \$219.00

Send money order, or send for free picture brochure while they last.
MOW-ITT MFG. SALES Dept. EK 817/461-2751
407 B Lillard Rd., Arlington, Texas 76012

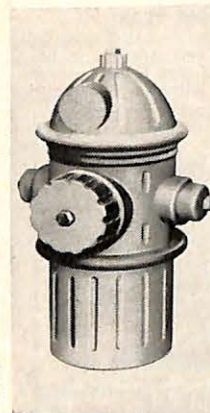
Elks Family Shopper



CRISS-CROSS FOR COMFORT and coolness. The Criss-Cross Sandal cradles your foot in thick and thin straps. Genuine leather by Kraus Originals. Adjustable buckle sling; 1 3/4" wedge heel. Cushioned insole. Multi-color or white, bone or navy. Sizes 5-10M. \$18 plus \$1 shpg. Old Pueblo Traders, 600 S. Country Club Rd., E6D, Tucson, AZ. 85716.



BURKE ELEVATING CHAIR helps you sit down or rise up. All Burke recliners, rockers and contemporary chairs allow you to rise to a walking position at the press of a button. Try for one week at home without obligation. Available in Hercules or Naugahyde in green or gold. Write for information. Burke Inc., P.O. Box 1064, Mission, Kansas 66222.



A PLUG TO LOVE for all it can hold. Fill it with fruits, wine, ice, sports equipment, toys, tools, clothes, shoes, books. Full-size replica of a real fireplug is 24" high with a 9" base diameter. Unbreakable plastic and fire engine red. Holds 24 cans of beer, 3 dozen apples, 25 lbs. of ice cubes. Top snaps tightly shut. \$6.95 plus \$1.50 shpg. J. W. Holst Inc., Dept. EF-66, 1864 E. US-23, East Tawas, Mich. 48730.

See Advertisement on Inside Back Cover

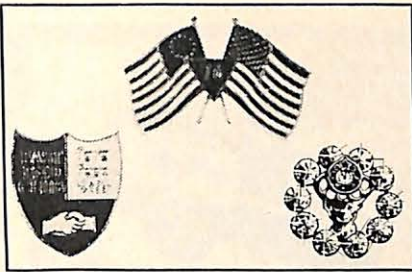
Haband's Incredible Man-Made New Price
DRESS SHOES, 2 pairs for \$19.95
3 pairs \$29.90 4 pairs \$39.75
HABAND COMPANY, Direct Service Dept.
265 North 9th St., Paterson, N.J. 07530
Gentlemen: Please send _____ pairs as specified for which I enclose \$_____

72A-409 (904) **FREE WHITE BELT**
GUARANTEE: Wear the shoes. Test them any way you wish. If not satisfied, you keep the belt, return the shoes any time to Haband for full refund of every penny you paid us!

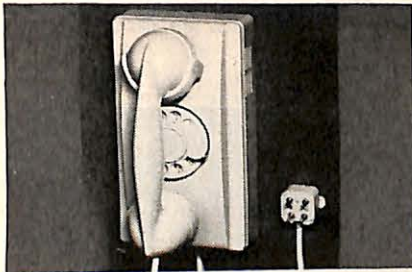
COLORS	How Many	What Size	What Width
White Loafer			
White Oxford			
Blue Alligator Grain Loafer			
Black Loafer			
Brown Loafer			
Black Oxford			

Name _____ Apt. # _____
Street _____
City _____ Zip _____
State _____
WHAT SIZE BELT? Available in 30 to 54.....

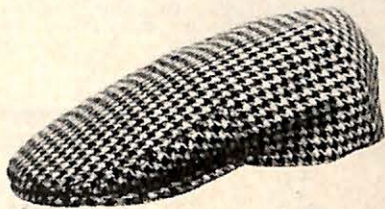
Elks Family Shopper



CUSTOM-MADE EMBLEMS at reasonable prices. Your trademark, award, pins, organization, school and business pins can be reproduced and made into a piece of fine jewelry. Send for free brochure from Fraternal Wholesale Jewelry Mfg. Co., Dept. CM10E, P.O. Box 8123, 1022 Reservoir Ave., Cranston, R.I. 02920. Tel: 401-942-4591.



JUST PLUG IN to make Standard Wall Phone work. Perfect for kitchen, den, etc., this factory-rebuilt standard wall phone is ready for instant use. Available in decorator colors: white, ivory, beige, blue, red, yellow. Only \$23.95 plus \$2.00 shpg. Complete catalog, 50¢. Order from Grand Com Inc., Dept. EK6, 324 Fifth Ave., New York 10001.



FOR TOWN AND COUNTRY WEAR—the "in" hat is Welsh Tweed Newbury Cap. Made from pure wool Welsh Tweed in rich brown dog's tooth pattern, this sporty cap is well-finished, complete with two ventilation eyelets in visor. Sizes 6¾ to 7¾. \$12.00 ppd. Send 25¢ for catalog. Austral Enterprises, Box 70190, Seattle, WA. 98107.

See Advertisement on Back Cover

100% Polyester DoubleKnit NO IRON LEISURE SUIT \$29.95*
HABAND COMPANY 72M 212-018
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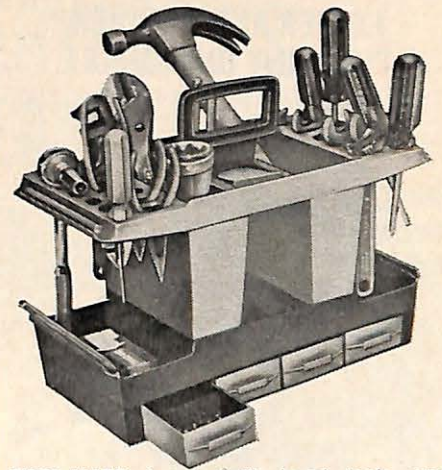
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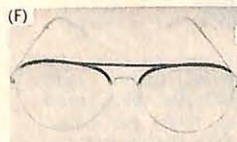
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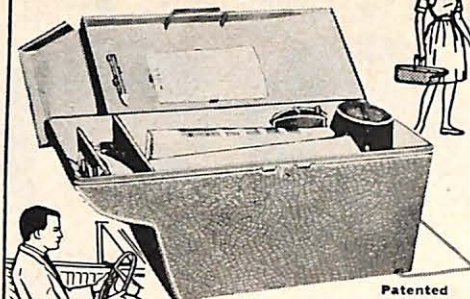
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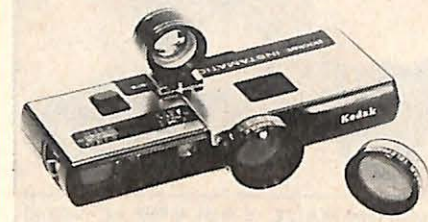
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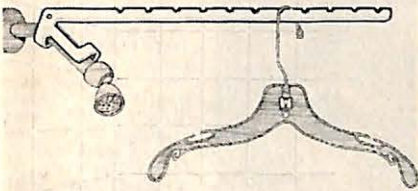
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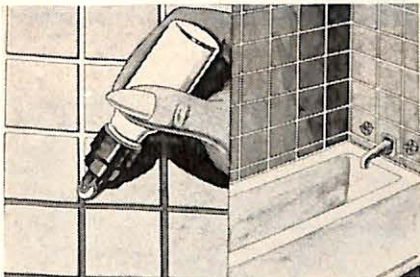
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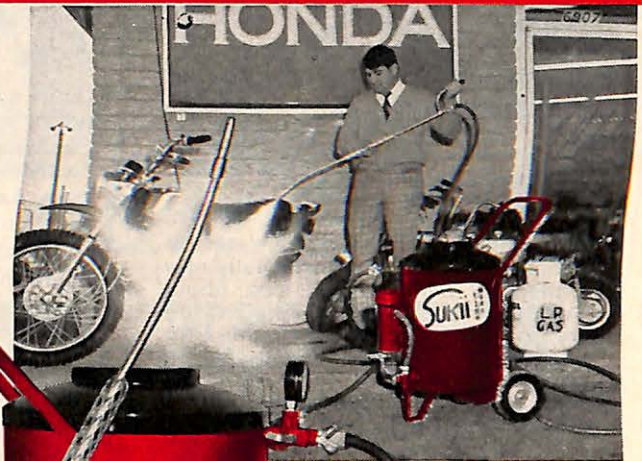
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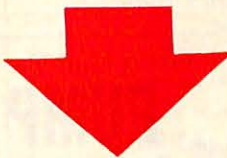
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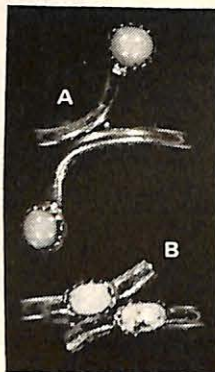
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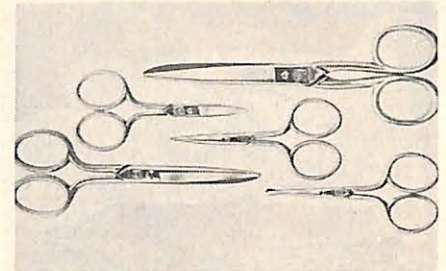
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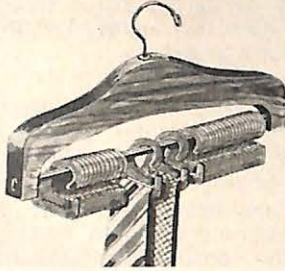
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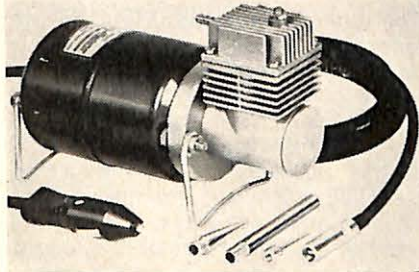
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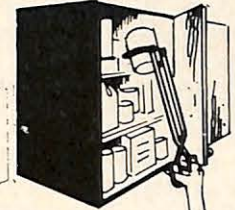
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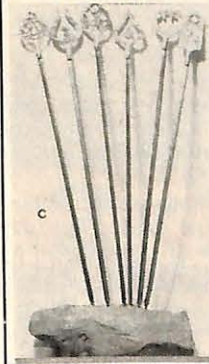
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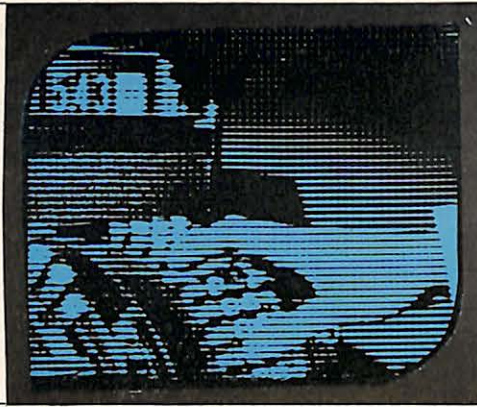
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IT'S YOUR BUSINESS

by John C. Behrens



TAKING THE POSITIVE APPROACH

Author John Behrens is a journalism professor on the Business Administration faculty at Utica College of Syracuse University where he enjoys "the best of two worlds writing and teaching." A professional writer who specializes in business topics and writing personality profiles about businessmen, Prof. Behrens has written more than 500 articles for such magazines as Financial Weekly, U.S. Oil Week, Contractor, True, Mankind, Vocational Biographies, Radio and Television Weekly and he handles news bureau assignments for Convenience Store News and Tobacco Journal. He has written four books about writing and history and his fifth about investigative reporters is due out in early 1977.

"It's a ripoff!"

The phrase is so commonplace today it has become trite. Yet too frequently the businessman or his establishment is considered the guilty party until proven innocent. The charge, in other words, has become the motto of the disgruntled customer of the '70s. Businessmen, whether corporate executive or small store owner, have become the targets of a new wave of anti-capitalism that is approaching the mood and tenor of the Depression years. Consumers are more likely to look to a Ralph Nader for honesty about products than the owner of the store that sold them the items.

Such suspicion has spawned organizations like the Consumers' Education and Protection Association of Ogontz, PA. Started in 1966, CEPA claims it has won hundreds of thousands of dollars in refunds from merchants for consumers. Perhaps that's the reason the organization now has more than 25 chapters in nine other states.

Meanwhile, Nader, the most prominent of consumer advocates, visits city after city hammering away at one of a number of goals; namely the need for tough legislation and strong support to compel sellers to back up product guarantees. And while the goal should have the endorsement of every ethical business-person, the zeal of the more vociferous advocates creates real concern.

At the same time, the Consumers Union, one of the country's oldest and largest consumer organizations and the publisher of *Consumer Reports*, became increasingly popular among Congress-

men. The organization's independent testing laboratories at Mount Vernon, New York, were an appealing resource center to legislators investigating any number of consumer issues. Consumers Union technicians appeared before a variety of Congressional committees . . . and still do.

Regulatory Reform

Congress, alert to new vibrations from the public, plodded to action. "Regulatory reform," some call it today as they try to describe the first years of this decade.

The results? According to Brooks Jackson and Evans Witt, two reporters who wrote a recent series for Associated Press about the government's control of our lives, the number of regulatory agencies has increased from 12 in 1965 to 24 today. Moreover, the number of federal employees to handle enforcement of the massive code of federal regulations (a compendium of 60,000 pages) has jumped from 58,455 to 105,000. Even President Gerald Ford has charged that the federal bureaucracy has become "sheer tyranny." Ford's comment comes too late, though, for some proprietors who were driven out of business because of government harassment and paperwork.

There appears to be a backlash developing against the bureaucracy and federal regulatory procedures. Most Presidential candidates are promising relief at least. Consumerism, however, is a different story. It has become a grass roots effort less likely to evaporate for similar reasons. In many communities it's a popular topic of citizen groups.

Advisory boards have been active during the past several years in a growing number of states and most have campaigned extensively to convince county and municipal legislators of the need for consumer codes. A typical example is Oneida County in upstate New York. A high school American studies teacher recently chaired an 18-member Citizen Advisory Board on Consumer Affairs comprised of county residents from various walks of life. The purpose? To create a code—in cooperation with business and consumer representatives—which would nail down the ambiguities of the business-customer relationship and put more teeth into compliance. Violators of the code could pay a fine up to \$500 and possibly serve a jail term. Some businessmen, naturally, felt threatened and said so.

And they were encouraged to express their views at open hearings, said Oneida County Consumer Advocate Virginia Gallagher, so all parties could discuss the pros and cons thoroughly. Those discussions haven't ended.

Consumerism No Fad

What can the small business owner expect from consumer groups in the months ahead? The word from business and chamber of commerce officials who have attended hearings on codes is unanimous; proprietors should participate in community consumer affairs meetings and voice concerns on questions that affect their interests. They should also be prepared to meet hostility head on and to become active in the political process if solutions can't be found. The consequences of indifference, on the other hand, could produce restrictive state and local legislation and place unwarranted burdens on owners and managers.

Profs. H. N. Broom and Justin G. Longenecker of Baylor University's Hankamer School of Business describe the disadvantages that can plague the small business owner in their book "Small Business Management" (South-Western, 1975). "Consumerism," they write, "... carries threats to small business. It is harder to build a completely safe product and avoid all errors in service. Moreover, the growing complexity of products makes their service difficult. The mechanic or repairman must know a great deal more to render satisfactory service today than was needed two or three decades earlier. Rising consumer expectations, therefore, provide a measure of danger as well as opportunity for small firms. The quality of management will determine the extent to which opportunities are realized and dangers avoided."

The professors insist that the small businessman must also have his own code of ethics to govern his actions. "A manager cannot be honest in big things and dishonest in little things. If one tries this, the cumulative effect of little dishonesties will be such as to pervert one's perspective of life and management . . ." Furthermore, they contend that the "buyer beware" attitude cannot be tolerated and the proprietor who implies that the free enterprise system is a hunting license simply for self-profit is going to face all kinds of customer wrath.

How can you put a personal code of conduct in practice that will match the wariness and cynicism of today's customer?

Sound advice comes from two University of North Carolina business faculty members in a just-published book on salesmanship. Authors C. A. Kirkpatrick and Frederick Russ insist that the traditional policy that the customer is always right has to be updated . . . as well as expanded. You've got to reaffirm the customer's faith in you and your firm when you deal with his or her problem . . . and it's got to be dealt with right away, they contend. You must go to the source of the difficulty whatever and wherever it is and you honestly must try to provide the answer within hours, not days or months. ■

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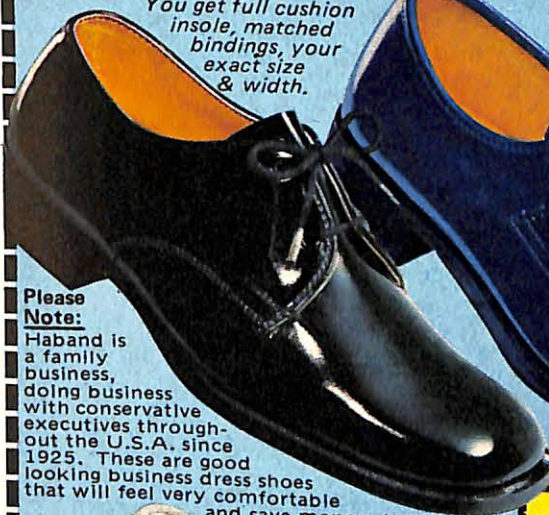
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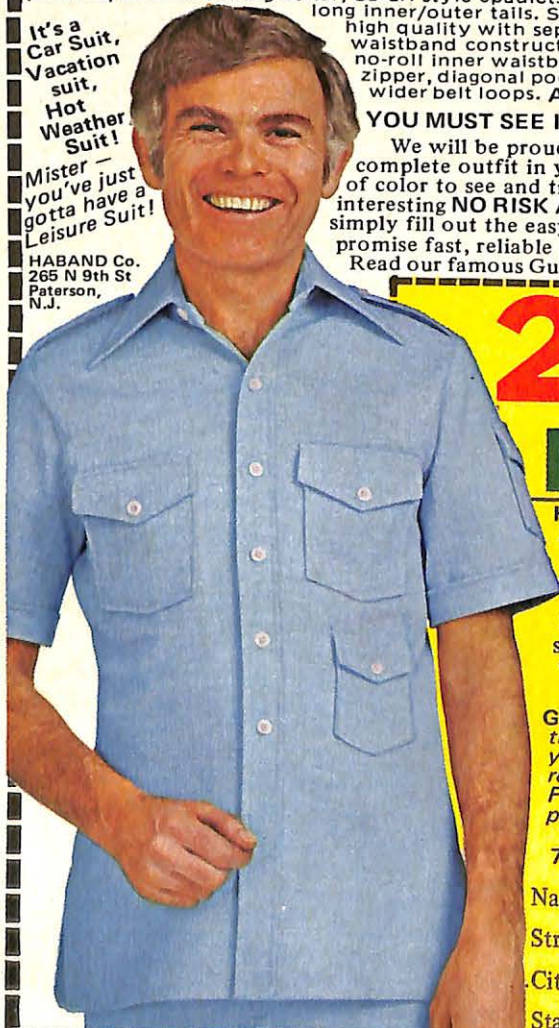
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