

the
Elks

magazine

AUGUST 1976

SOYBEANS: From Soup to Nuts



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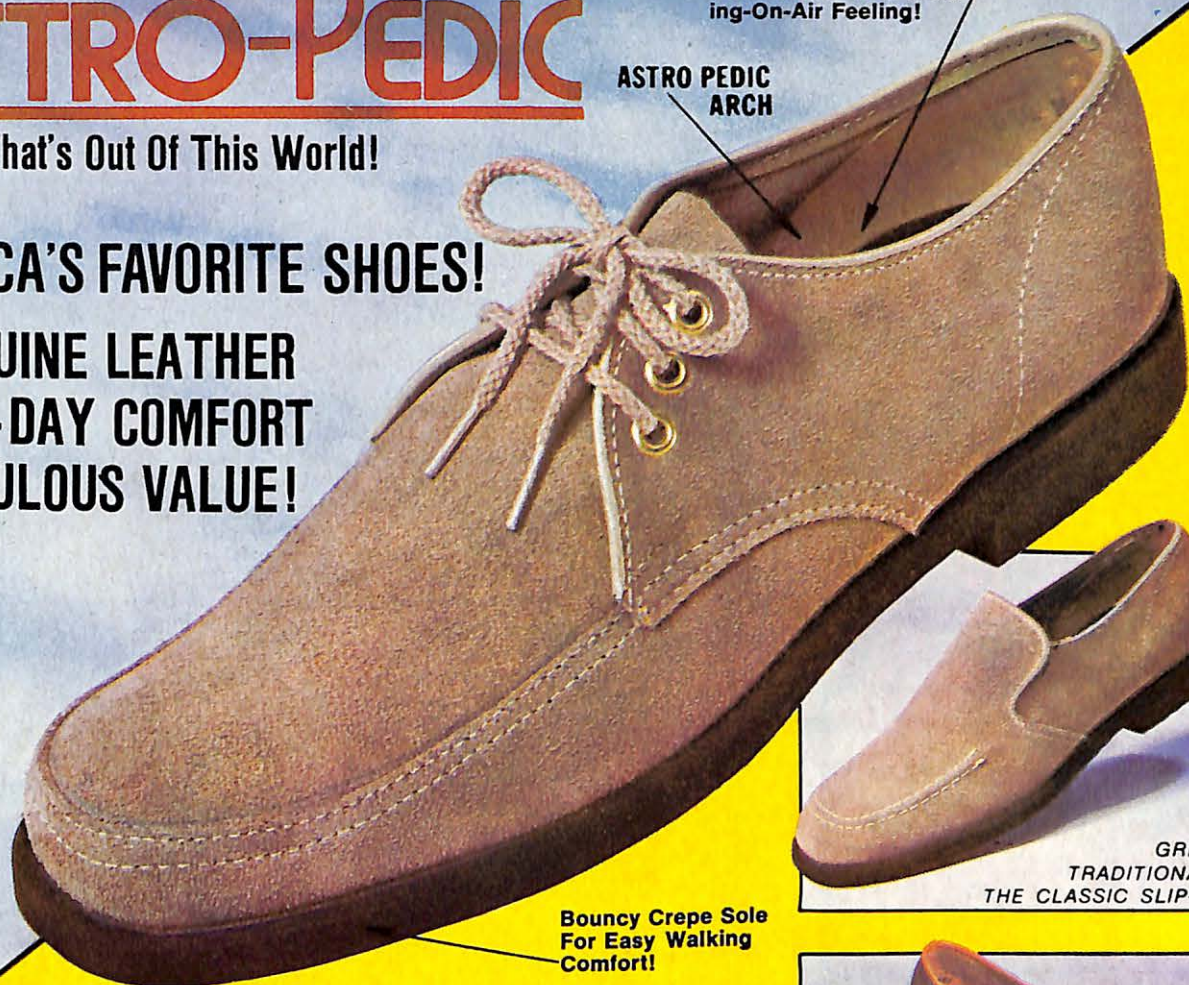
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6 SOYBEANS—FROM SOUP TO NUTS

One expert calls engineered vegetable protein "an invention the equal of bread."

Andrew Hamilton

10 THE SAFEST TRANSFUSION IN THE WORLD

A "revolutionary" technique that's a century-and-a-half old.

Robert Tinsley

25 SHARKS!

A person is more likely to be hit by lightning than attacked by a shark . . . or is he?

Joseph Stocker

37 THE HAPPY HEAVIES

There is no doubt that every fat man makes his weight felt.

John L. Kent

DEPARTMENTS

- 4 Did You Know?
- 5 Message
- 13 Backyard Gardener: Vegetable Gardens
- 16 It's Your Business: Insurance Packaging
- 17 Travel: New England
- 18 Elks National Foundation/ Joy of Giving
- 20 News of the Lodges
- 26 Elks National Service Commission
- 29 Visits of Willis C. McDonald
- 30 News of the State Associations
- 32 Digest of Annual Reports
- 42 Elks Family Shopper/ More for Your Money
- 52 You and Retirement: Good Health

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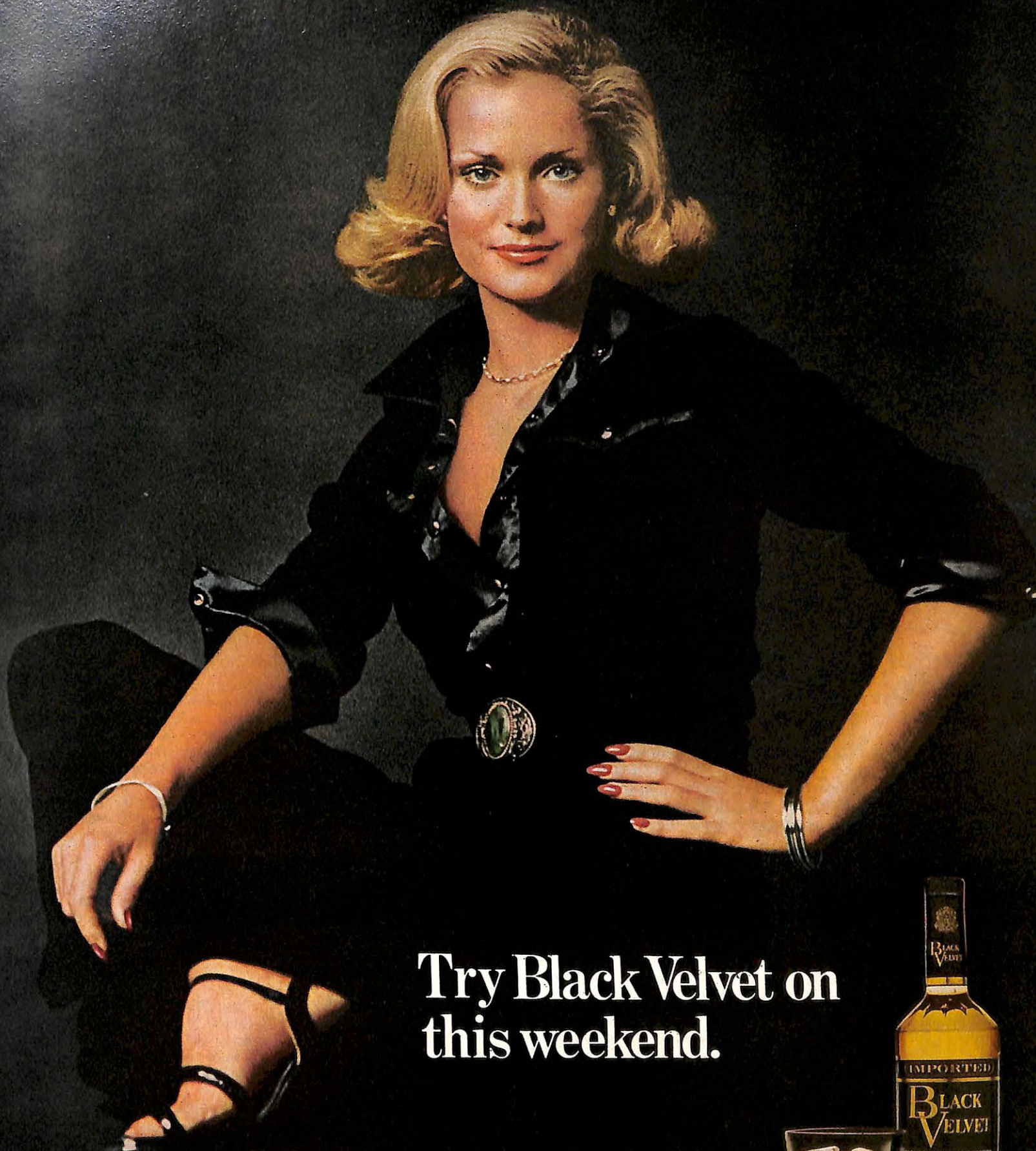
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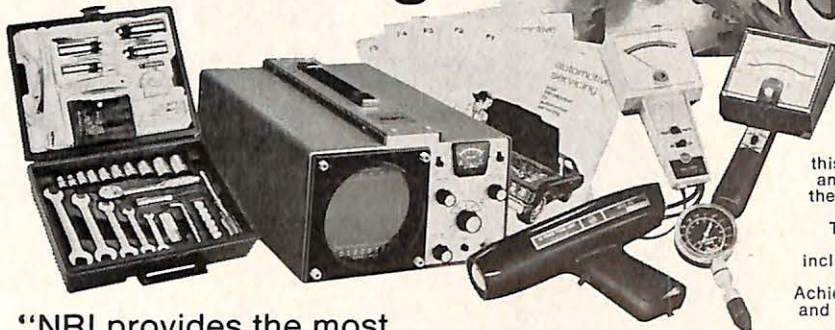


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did you know..



The record for attendance at a Grand Lodge session by qualified delegates came in 1973 in Chicago when 3,510 Grand Lodge members were reported by the Credentials Committee.

☆☆☆

The Board of Grand Trustees produced a sound and color film on life at the Elks National Home. The film's premiere was at the Grand Lodge convention of 1958 in New York.

☆☆☆

In 1975, the Trustees authorized, and a new and updated motion picture about the Home was produced. Titled, "The Best Is Yet To Be," the film is currently being loaned out to lodges through the office of Executive Director Doral E. Irvin in Bedford, VA.

☆☆☆

Exalted Grand Ruler Simon Quinlin suspended the charter of New York Lodge No. 1 in 1890 when proof was introduced to show that a few members had tried to prevent Grand Lodge from meeting in Cleveland. A member named Louis Mendel succeeded in getting a New York State Justice of the Supreme Court to issue an injunction restraining the Grand Lodge from holding any meetings outside New York State, and to restrain Grand Secretary Arthur C. Moreland from turning over to Grand Lodge the seal, papers and all other materials and appurtenances. Quinlin termed this a move to defy the will of the Grand Lodge, Moreland was expelled from the Order and the charter declared forfeited. After a couple of years of great controversy, the charter was restored and Moreland reinstated in 1893.

☆☆☆

It was at the 1893 Grand Lodge session in Detroit that the Order adopted a national Constitution and Bylaws. The name was officially designated as "The Benevolent and Protective Order of Elks of the United States of America."

☆☆☆

The Grand Lodge voted at its 1895 session in Atlantic City to incorporate nationally instead of just in New York. A charter was issued under the laws of the District of Columbia and a charter of perpetual continuance obtained in 1915.

moving forward



YOUR NEWLY installed Grand Lodge officers join me in extending greetings to you. We are all deeply appreciative of the high honor that you have bestowed on us and we pledge our dedicated service to our beloved Order. The opportunity to serve you is a great and welcome challenge.

IMMEDIATE Past Grand Exalted Ruler Willis C. McDonald and his able officers and committeemen deserve the gratitude of all of the members for the magnificent job that they have done during the past year. The history of our Order will certainly record the past year as one of achievement and progress. When one considers that these devoted men are volunteers it adds even more to the lustre of their performance.

PROBABLY at no time in the recent past have our citizens been more aware of the history and heritage of our country. We have been privileged to celebrate the 200th birthday of our nation and have participated in many of the Bicentennial activities. With the reminders of our history so fresh in our memories it is now time to look to the future.

THIS MUST BE a time of rededication to the principles that have brought our nation to greatness. By learning the lessons of history we can avoid those things that have created problems in the past and concentrate on those that have built the firm foundation upon which we may build for the future. As members of the greatest patriotic and fraternal order in existence we can all help to keep AMERICA AND ELKDOM—MOVING FORWARD.

A handwritten signature in cursive script that reads "Geo. B. Klein". The signature is written in dark ink on a light background.

George B. Klein

SOYBEANS: From Soup to Nuts

“Like Cinderella, when cleaned and dressed in new finery it becomes the princess of foods . . .”

by Andrew Hamilton

A revolution is rumbling through your supermarket and your kitchen. Many foods derived from soybeans—once rejected because of their peculiar taste, unpleasant smell, or lack of “chewiness”—have been greatly improved and are now rapidly gaining consumer acceptance.

Some examples:

Minneapolis—A young bride decided to make a summer salad using ham-flavored Proteinettes—chunks of look-alike, taste-alike soybean “meat” produced by the Creamette Company. She boiled the morsels with macaroni, dressed them up with tomatoes and herbs, doused on some mayonnaise hoping to disguise the shocking-pink color. After her husband had devoured the salad, she cautiously inquired how he liked the “meat.”

On guard for the first time, he asked, “What was it?”

When she told him, he shrugged. “It was okay—I thought it was tuna fish.”

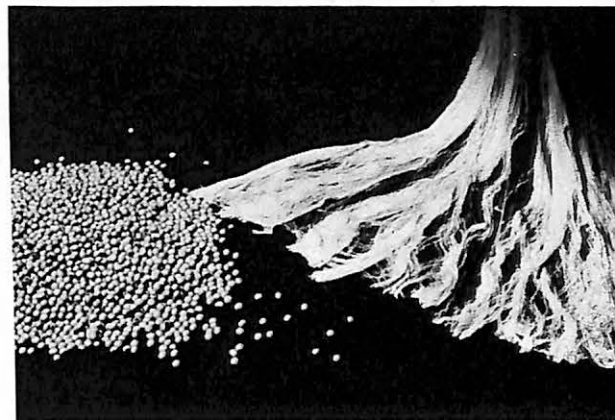
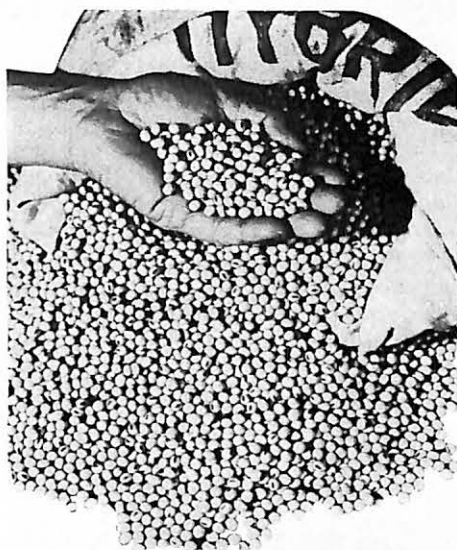
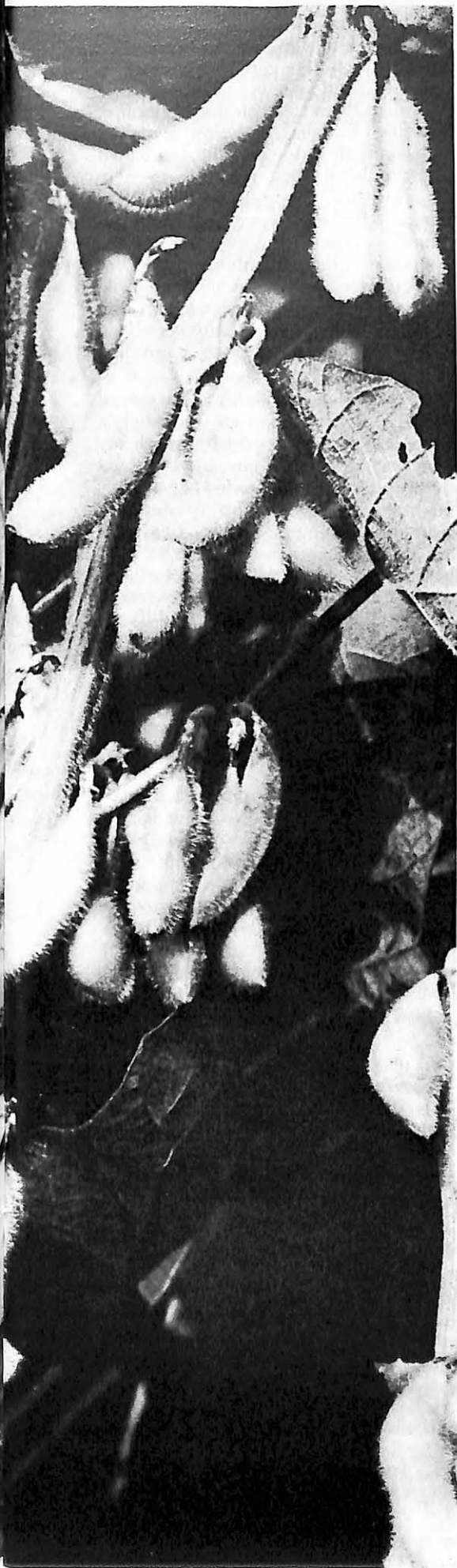
Skokie, IL—Encouraged by the 1971 U.S. Department of Agriculture ruling that soybean protein could be used in the National School Lunch Program, Mrs. Arlene Grashoff, director of food services in School District 68, decided to experiment. She concocted patties consisting of 70 percent ground beef and 30 percent soy protein. Result: the school’s meat budget was reduced by 9 percent, and she “didn’t get a single squawk from any student.”

Havana, Cuba—Fidel Castro was recently invited to a Seventh Day Adventist missionary school for lunch. In keeping with the church’s ban on eating animal products, he was served Loma Linda Foods “pork chops,” consisting entirely of soy protein derivatives. “Best pork chops I ever ate,” *El Lider* said as he wiped his bearded chin.

The soybean is an insignificant yellow, green, brown or black legume about the size of a chickpea. In its natural state, it is notably lacking in gourmet appeal. But like Cinderella, when cleaned up and dressed in new finery, it becomes the princess of foods. Pound for pound, it contains twice the protein of cheese, three times that of meat or fish, four times that of eggs, and 10 times that of whole milk.

A couple of years ago, a writer for *Time* hailed the soybean in a familiar figure of speech: “Faster growing than sugar cane or cotton, more protein-packed than red meat, able to reap more foreign cash than any other farm export. It’s a plant, it’s an export, it’s Superbean!”





The Cinderella finery of soybeans extends from the simple (breads and cereals) to the sublime (steaks and chops).

Americans are eating more soybeans today than we realize. They come disguised in bread, rolls, breakfast cereals and pancake mixes; lurk in casserole "meat stretchers," soups and chile beans; pose as steaks, lamb chops and smoked turkey. Recently in Ralph's, a Los Angeles supermarket chain, I counted more than 100 items containing soybean derivatives—and may have missed a few.

A score of America's largest food processors have placed soy protein products on the shelves of thousands of supermarkets—and are quietly researching additional items that will appear there in the near future.

To name some of them:

General Mills has enjoyed considerable success with Hamburger Helper as a meat-stretcher, Bac-O bits for garnishing salads and omelets, and Bontrae diced beef, ham and chicken morsels for casseroles. Similarly, the A.E. Staley Company and Cargill, Inc. offer a line of Burger Plus products for casseroles, lasagne and sloppy joe sandwiches. Jeno pizza rolls, LaChoy chow mein, and Carnation's Breakfast Bars all contain soy flour. Central Soya markets mayonnaise and salad oils under the Mrs. Filbert label, and boneless turkey, roast beef and pork tenderloin as Fred's Frozen Foods. Miles Laboratories—better known as the maker of Alka Seltzer and other medicinal products—has successfully promoted its Morningstar brand of Breakfast Links (sausages), Breakfast Strips (bacon), and Breakfast Slices (ham).

A recent study by the Arthur D. Little Company of Cambridge, Mass., pointed out that consumer resistance to soybean derivatives is fast crumbling. Such engineered proteins were a \$161 million market in 1970, a \$240 million market today, and will be a \$350 million market by 1980. The Stanford Research Institute, looking farther down the road, sees an eventual \$2 billion market.

The reason for this burst of optimism? "Improved taste," declares Dr. Akiva Pour-El, biochemist with the Archer Daniels Midland Company of Decatur, Illinois, the soybean capital of America. "Americans are discovering that the newest soybean derivatives are as natural tasting as meat—and "in many instances a lot cheaper."

Even more exotic soy protein products are beginning to emerge from the laboratory. The A.E. Staley Company is experimenting with mushrooms,

green peppers and such fruit as blueberries and strawberries. Anderson Clayton Foods, makers of Chiffon margarine, is testing cheddar and mozzarella cheese ("Mozzarella has to have spring, or it isn't the real thing for pizzas," said one researcher.) General Mills is on the trail of shrimps and scallops, walnuts and pecans. The University of Illinois is using soy milk as the basis for yogurt, diet sandwich spreads, ice cream and chip dips. So far, McDonald's is faithful to its pure beef hamburgers, on which its reputation rests, but is supporting research on soy milk that will achieve uniformity of flavor in milkshakes throughout its worldwide empire.

Why this emphasis on making food out of soybeans when America has a flourishing meat and dairy industry?



Simply because one acre can yield 500 pounds of edible protein directly from soybeans whereas the same amount of land would produce only 58 pounds of beef. The USDA reported recently that by 1980, some 8 percent of our meat would be replaced by vegetable protein, and 9 percent of our dairy products would be non-dairy. Such a substitution would mean 4,118,000 fewer beef cattle, 8,440,000 fewer hogs, and 757,000 fewer sheep and lambs, plus the retirement of 831,000 dairy cows.

Although soybeans are just coming into their own as human food in the United States, they have been grown and eaten in the Orient for more than 4,000 years. Bean curd in China, Japan and Indonesia—*tofu*, *natto* and *miso*—are dietary staples, the so-called "meat without bones." Soy sauce and bean sprouts have long been popular. In Japan, a dish of bean paste soup is as common as a cup of coffee.

Soybeans first came to this country in 1804, serving as ballast, it is said, on a clipper ship returning from China. Admiral Perry brought samples of the "soja bean" from his 1854 visit to Japan. Commercial production in the United States, however, was not begun until

around 1900. And for a quarter of a century the crop was so insignificant that the USDA did not begin to keep records until 1924. At first, soybeans served merely as a cover crop to fix nitrogen in the soil. (A farmer's rule of thumb: growing one bushel of soybeans puts one pound of nitrogen back into the land.)

Harvested green, the leafy 2-to-4-foot plants originally served as cattle food, silage or hay. The noted chemist George Washington Carver experimented with soybeans, but decided that peanuts held more promise. Other plant geneticists persisted, and today's hardiest and most productive plants represent the best of 10,000 varieties imported from around the world and improved by cross-breeding and selection.

During World War I, when the

United States was threatened with a shortage of cottonseed oil, USDA chemists turned to the lowly soybean and found it would produce 20 percent highly polyunsaturated oil. When the oil was squeezed out, a protein-rich cake or meal remained. Even today, this by-product is used to fatten cattle, hogs and poultry—as well as to produce a host of industrial products ranging from printing inks to linoleum to plywood adhesives.

The 1930s, however, saw the beginning of four decades of research that tipped up the soybean cornucopia and allowed a multitude of loaves and fishes to come tumbling out on your dining room table—a bounty that is only now being appreciated.

Chemists at the Ford Motor Company began to experiment with soybeans—producing enamels, plastics and synthetic wool. Henry Ford even envisioned a car with a soybean plastic body that he believed would revolutionize the automotive industry. But when other materials proved cheaper and better, Ford's dream vanished.

However, two chemists on the Ford research team—Robert A. Boyer and William T. Atkinson—continued to plug away. If a synthetic protein wool could

be produced, *why not a food product?*

Miles Laboratories took over the research, and in 1954 Boyer patented a process for isolating protein from soybean meal and spinning it into resilient, nylon-like threads. With the addition of flavoring, vitamins, coloring and fats, such spun threads could be fabricated into simulated meat products—even to the elusive "chewiness." These spun protein products were called "analogues"—a chemical term applied to one material that resembles another but has a different structure and origin. At first, the process was expensive and the pseudo-meats were sold largely in health food stores. With mass production, prices have tumbled.

A second major breakthrough occurred in 1970, when Atkinson patented a cheap and simple process by which soy flour was moistened into a plasticized mass, heated and extruded, spaghetti-like, through sieves. This produced a white granular material that is used today extensively in meat stretchers. In this form, soy protein is almost tasteless in itself, but soaks up the flavors of surrounding materials and is difficult to distinguish from the real thing.

Processing soybeans and extracting their many products is almost as complicated as refining crude petroleum and drawing off various grades of fuel. Giant Rube Goldberg machines swallow up the tough little raw beans, which are screened, hulled, cracked, heated and flaked. Next, flakes and hulls are whisked to an extraction tower where filters and evaporators separate out much of the oil. Then flakes and hulls are steam-cleaned, toasted, screened and pulverized. The final protein content and configuration determines the form in which they wind up on your dinner plate:

Oil—High in polyunsaturates, soybean oil is used to make margarines, salad oils, mayonnaise, cream whips.

Flour and grits (50 percent protein)—Mixed with water, flour becomes soy "milk," uniform in flavor and texture; grits are used in soups, gravies, breads, rolls, pancake mixes, sausages or dog food.

Concentrate (70 percent protein)—Produced in a wide variety of particle sizes, concentrates add protein value to casseroles, TV dinners, baby foods, and health foods.

Soy isolate (90 percent protein)—A highly-purified form of soy protein obtained by removing almost all fats and carbohydrates. This is the basic stuff from which textured soy protein is spun to simulate ham, bacon, beef or chicken, or extruded to produce granular material for meat-stretchers.

The heartland of America—Illinois, Iowa, Missouri, Indiana, Minnesota, Ohio, Arkansas, Louisiana and Tennes-

see—offers the best climate and the finest soil conditions in the world for growing soybeans. The bushy, green-leaved plant thrives best in a fertile loam if planted after spring rains and harvested before autumn frosts—allowing a growing season of about 115 days. Three or four to a hairy pod, the beans grow close to the stems of the plant and are harvested by giant threshing combines. Soybeans can be rotated with corn, rye and wheat to regenerate worn-out soils.

Other areas of the world where climatic conditions favor the growth of soybeans are Brazil and mainland China—but as yet these countries do not have the technical know-how to convert them into a full range of consumer products. In general, soybeans do not grow well in most parts of Europe or Russia.

But worldwide uses for soybeans are increasing. And today the United States is furnishing about 80 percent of the world's supply. To meet the need of protein-starved populations, Swift and Monsanto have developed a sweetish, milk-like soy drink powder in Brazil, and Del Monte a similar product in Kenya. General Mills sells a soy protein product in Pakistan to combine with meat sauces, and in Guatemala a tortilla mix. Archer Daniels Midland is producing textured soy protein meats in Thailand.

The United States is far and away the world's chief producer and consumer of soy protein products—both for animal and human consumption. During the 1970s, the once-insignificant little bean became this country's largest cash crop and No. 1 export, helping to balance our overseas payments by more than \$2 billion. This statistic is of vital interest, of course, to the million or more farmers and others in the agribusiness, and economists worried about America's economic affairs.

Of more concern to Mrs. Average Housewife and Mr. Average Breadwinner are three questions: Are soybean products cheaper than meats or other cereal products? Do they produce a better-balanced and more healthful diet? How good do they *really* taste?

Price: There was a time when soybean derivatives sold in healthfood stores were considerably higher than natural foods. But no longer. We have seen that Mrs. Grashoff of Skokie, Illinois, found that mass servings of hamburger-soy patties reduced her meat budget by 9 percent. Recently I compared prices at Ralph's supermarket in Los Angeles. Superburger meat (a 75/25 mixture of hamburger and soy protein) was 49 cents per pound; ground beef, 75 cents; ground chuck, \$1.15; and ground round, \$1.29. Another example: General Mills Hamburger Helper (5

servings) was 69 cents, to which a 75-cent pound of ground beef should be added; round it off at about 29 cents a serving. Still another: an 8-ounce package of Morningstar Sausage Links was 79 cents, while a regular 8-ounce package of a nationally-known brand of link sausage sold for 99 cents. On price, therefore, the average family does as well—or better—with soybean "meat," a fact already discovered by hundreds of schools, restaurants, factory cafeterias and hospitals.

Health and Diet: As early as 2838 B.C., Emperor Shung Nung of China touted soybeans as a health food. Today's medical researchers rate soy protein slightly inferior to meat from a nutritional standpoint. This is because, while soybeans are rich in minerals and Vitamins A and E and contain all eight amino acids essential to good health, they are light in one—methionine. But Dr. Jean Mayer of Harvard declares that vegetable proteins "have a way of boosting each other when you combine them in the right way." And the soybean's slight lack of methionine can be made up from other foods such as eggs, rice and wheat. Soybean derivatives can also be structured to benefit those on low-cholesterol, diabetic, non-dairy or religious diets. Perhaps it is no accident, points out Dr. James Estrom, professor of public health at UCLA, that the health and longevity of soybean-eating Seventh Day Adventists were well above the national average.

Taste: This has been a problem that is now rapidly being overcome. Finicky eaters have complained that some meat-stretchers had a "beany" or "mealy" texture, and that some ham slices had

the faint aroma and taste of maple syrup. In separate tests conducted among employees of the *New York Times* and *Forbes Magazine*, the taste of all-meat hamburgers outpolled those made from a meat-soy combination. But as Consumer's Union points out, rolls, mustard, ketchup and onions usually mask any unfamiliar taste. The fact is, however, that a great many people eat soy products everyday—and either don't realize it or aren't bothered enough to complain.

Helen Horton, Miles Laboratories home economist, says that consumer education must go hand in hand with the use of the new soybean foods.

"Be sure to read the directions carefully before you start to prepare a meal," she advises. "You don't have to worry about soy protein in canned or bottled foods. But keep packaged meat extenders in a cool, dry place. Analogues are a different story: they must be kept frozen until ready for use. When cooking a protein 'meat' be sure to add vegetable oil to your frying pan. Otherwise your 'sausage' or 'bacon' will simply roast. One unfortunate experience with soybean protein can leave a bad taste in the mouth for a long, long time."

To sum up: soybean derivatives are with us in many forms now and will increase many fold in the future. One of America's best known food authorities, Dr. Aaron M. Altschul, professor of nutrition at Georgetown University and author of *Proteins, Their Chemistry and Politics*, says, "I view the invention of textured soy protein foods alongside the invention of bread as one of the great food developments of all times." ■

"RAY DOBSON DAY" AT MINOT AIR FORCE BASE



In the biggest tribute it has ever paid a civilian, Minot Air Force Base in North Dakota celebrated "Ray Dobson Day." The Past Grand Exalted Ruler (second from right), a longtime member of the Base Advisory Council and the Military Affairs Committee of the Minot Chamber of Commerce, was honored for his unflagging support of the military and for helping to establish a rapport between the base and the community.

The evening's activities included a retreat ceremony, the dedication of a tree in Brother Dobson's name, and a review of the troops. Several plaques, the American flag which had been used in the retreat ceremony, and a collection of commendatory letters from government officials and military dignitaries were presented to the Past Grand Exalted Ruler.

At the banquet which concluded the tribute, Brother Dobson acknowledged the ovation he received from the 250 people in attendance, including (from left) Mrs. Dobson, Brig. Gen. George Miller, who delivered the testimonial address, and Mrs. Betty Smith, whose husband Col. Pierce Smith served as master of ceremonies.

On October 1, 1970, a team of surgeons performed open-heart surgery on a five-year-old boy named Terry Johnson to correct a congenital heart defect known as Tetralogy of Fallot, a combination of four defects of the heart and its blood vessels. Ordinarily this wouldn't be any cause for undue attention, because the surgeons told his parents that there was a 90% chance of correcting his condition—good odds in anybody's book, especially considering that his chances of surviving without the surgery were zero.

The problem lay in the fact that Terry and his parents were Jehovah's Witnesses. Their faith unequivocally prohibits the use of blood transfusions, and Terry would need a lot of blood.

To perform the operation without violating the parents' religious principles, Dr. Mortimer Buckley, head of the surgical team, and Dr. Myron Laver, an anesthetist, devised a procedure that combined two experimental techniques: autotransfusion, draining some of the patient's blood and giving it back to him later as he needs it, and hemodilution, replacing the drawn-off blood with a balanced salt solution known as Ringer's lactate.

They drained two-and-a-half pints of Terry's blood into three plastic bags containing an anti-clotting factor at the start of the operation and replaced it with Ringer's lactate. At all times the blood in the bags was connected to Terry's body by tubes. The heart-lung machine was primed with Ringer's lactate, saving about three pints of blood, and the solution was pumped faster than normal through his body. After the surgery had been completed, the blood that had been stored in the plastic bags was given back to Terry like a normal transfusion. The Ringer's lactate was excreted from the body normally. Before long, Terry's blood count was back to normal, and he recovered uneventfully without ever having been given any blood other than his own.

The techniques that Dr. Buckley and Dr. Laver used on Terry Johnson were considered experimental at that time but since then have gained wide acceptance. One of those techniques, however, the use of autotransfusions and autologous blood, your own blood given back to you, has been around, in one form or another, since 1818 according to a paper written by Dr. Donald Kuban and Dr. William Miles, and has been used off-and-on ever since.

If it has been used so often before, why was it considered an experimental technique? Dr. Ron Atkins, a plastic

surgeon and Assistant Professor of Surgery at the University of Texas Health Science Center at Dallas, believes that the use of autologous blood probably got some bad press somewhere along the line. "It's like a lot of things in medicine and surgery," he said. "The original idea is lost somewhere in antiquity. It worked for a case or a number of cases, and then someone found a difficulty with it. Immediately the bad press overcame its advantages, and it was discarded. We are continuing to find things that have been discarded like that."

Dr. Ruth Guy, the head of Parkland Hospital's blood bank in Dallas, believes that a transfusion in which the patient's own blood is used is the "safest transfusion in the world." There is no danger of contracting any disease, such as hepatitis, nor is there any danger of any allergic reaction. By being transfused with your own blood, you're not going to get anything you don't already have.

Dr. Guy has said that the greatest use of autologous blood lies in depositing it beforehand for use later in elective surgery. Elective surgery puts some of the biggest drains on the blood banks today with heart surgery and trauma surgery, surgery on accident victims, running close behind.

The patient, when planning surgery ahead of time, can arrange through his doctor to go to the hospital's blood bank about a month before the surgery and deposit some blood for his own use. If everyone would do this when planning elective surgery, the blood shortage would be greatly alleviated.

There are some people for whom pre-deposited autologous blood is the only way for them to be reasonably certain of surviving an accident or radical surgery. One patient at Parkland has a very unusual antibody in his blood. An antibody is a substance that destroys foreign matter in the bloodstream, including other blood cells that are not compatible. This antibody was only the fifth of its kind to be recognized in the world, so the chances of finding someone who would be able to give blood to this man are very slim. In fact, in the Dallas-Fort Worth metroplex area, which has a population of well over one million, there is not one person with the same blood type.

This man knows that he has a peptic ulcer, and, though he is very careful, he knows that there is the possibility that he might start bleeding at any time. If he were to lose a significant amount of blood, there would be nothing

anyone could do to help him. Over a period of time this man went in at regular intervals and put six or eight units of blood in frozen storage. Now, if he came in bleeding, they would be able to take care of him.

"For these people," said Dr. Guy, "it's the only thing you can do." Some of their patients this year have had to wait while they screened over three hundred units of blood before they found even one or two that would be compatible. Not everyone can wait that long. "If these people recover in health," said Dr. Guy, "the sane and logical thing for them to do would be to come in and put some of their own blood in frozen storage. There is no way that you can safely give that person an emergency transfusion unless he has his own frozen blood on storage." For these people autologous blood is the only answer.

Commenting on the safety aspect of depositing blood before surgery, Dr. Atkins said, "If we plan surgery several days in advance, why not take a unit of blood, which really doesn't alter their physiological mechanism at that time when the patient has a normal volume, save it, and then when they do have the altered volume from an excessive amount of blood loss, give it back. Actually, if you remove a unit of blood, it's been shown experimentally that you really have almost an undetectable amount of change in the things that would be measured normally—blood volume, hemoglobin, etc. The body has a tremendous ability to compensate for that. It's a safe procedure."

The blood banks are now actively encouraging the use of autologous blood. "We are trying harder than ever," said Dr. Guy, "to get people to use it. We are delighted when either a patient or a physician expresses an interest in autologous transfusions."

When asked why she thought autologous transfusions weren't being used more, Dr. Guy blamed it on inertia on both the part of the patient and his doctor. The patients don't want to go to the trouble to go and put their own blood on deposit for their own use. "People say," said Dr. Guy, "I'm going to have surgery. I'm going to need all the blood I've got.' Nonsense! They need to go in and give their own pint of blood. That's the safest they can get, and they're going to build it right back unless there is something drastically wrong that they can't build it back." In any case, no doctor would suggest that a patient give blood if he

(Continued on page 12)



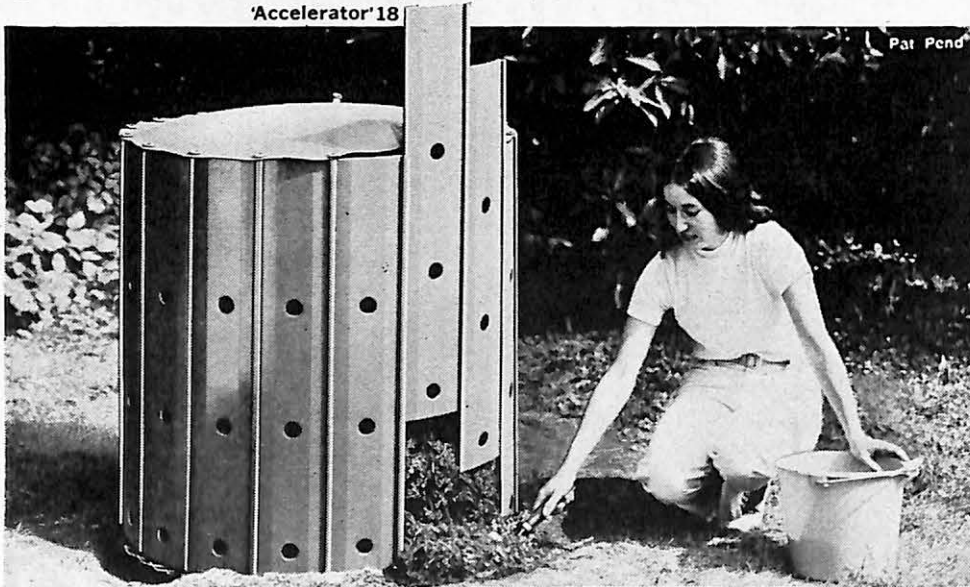
the safest transfusion in the world

by Robert W. Tinsley

THE ELKS MAGAZINE AUGUST 1976

You can easily make rich, nutritious compost from garden and kitchen waste.

You can grow more exciting vegetables, gorgeous flowers and luxurious lawns. But only if you add *growing power* to your soil with plant food and conditioning humus. To do this, you could buy expensive peat and fertilizer. Or you can make naturally balanced *growing power* compost from the *free* supply of garden and kitchen wastes that you always have available.



Drop garden waste in—shovel rich compost out!

The Rotocrop 'Accelerator' compost bin will help you turn "worthless" garden waste and kitchen garbage into rich compost—quickly...and generally at no cost. By the same recycling method found in nature. But, by providing ventilation and retaining fermentation heat and moisture, the Rotocrop 'Accelerator' speeds up this wonderful biological process. Cut grass, leaves, prunings, even kitchen leftovers become rich, crumbly, sweet-smelling natural food for your garden—in weeks.

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Decomposition is fast because the bin is cylindrical—no corners to cool off. Fermentation extends right to the edges of the heap. The rugged PVC plastic panels retain this essential warmth because, like wood, they have good insulating properties. But, unlike wood, they won't rot—will last for years.

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'Accelerator' 18 (above) 22 lbs. 3 ft. high x 34 in. diam. Holds nearly 19 cu. ft. Use on soil. \$45.80.



'Accelerator' 14 For smaller gardens. 3 ft. x 27 ins. 11½ cu. ft. Use on soil. \$39.80.



'Accelerator' B Use on hard surfaces. Special ventilator base. 3 ft x 27 in. 11 cu. ft. \$42.80.

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couldn't build his blood volume back.

The doctors share as much blame for the unpopularity of the use of autologous blood as do the patients. It's much easier to admit a patient for surgery and order blood from the bank than it is for them to try to explain to the patient why he should give his own blood beforehand. The primary problem on both sides is misinformation, or lack of information, or both.

The other area of autologous blood transfusions involves the use of a machine to take the blood, filter it, and return it to the patient as needed. One of the first of these machines in wide use was the Bentley Autotransfusion System. It took blood that had been spilled into a body cavity, pumped it into a transparent sphere to allow air bubbles to be removed, filtered the blood to remove clots and other debris, and passed it back to the patient.

Dr. Melvin Platt, acting chairman of the Division of Thoracic and Cardiovascular Surgery at the University of Texas Health Science Center at Dallas, said, "Rather than use a pre-packaged autotransfusion machine such as the Bentley Autotransfusion System, Parkland has developed their own system. I feel that a lot of places that see a good deal of trauma should do this. Our perfusionist, the man that handles the mechanics of the transfusions, has set up various devices that are similar in principle to what the Bentley does, but have a few safety features that he feels more comfortable with to avoid some of the problems such as air embolism (air bubbles in the bloodstream) that can occur even with the Bentley apparatus. There was a time when the Bentley apparatus was used here, and some experience was gained with it. Our perfusionist was not particularly pleased with its performance as a general, all-purpose tool for autotransfusion, so he worked out a system that I've gone over with him. I've been satisfied that it is safe and is certainly as effective, and in his hands more effective."

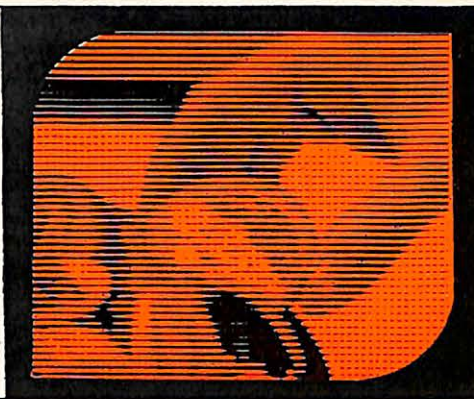
Dr. Platt believes that autotransfusion "has some great advantages, and I think it is especially an advantage in patients who have had truly massive blood loss."

Part and parcel of most autotransfusions is the technique of hemodilution, replacing blood that was removed or lost with a balanced salt solution such as Ringer's lactate. The main issue in hemodilution is how much is too much? Some people have used quite a lot of Ringer's lactate. Terry Johnson's red blood cells, the oxygen-carrying element, were diluted from a normal 60% of blood volume to 10% of blood volume without any ill effects. "Unfortunately," said Dr. Myron Laver, "medical tradi-

(Continued on page 14)

BACKYARD GARDENER

by Helen Rosenbaum



VEGETABLE GARDENS: ASPARAGUS TO ZUCCHINI

Are all those vegetables coming up in catalogue condition—healthy and ripe? Or have you and your salad bowl reason to gripe?

Vegetables can't read—but here are some excellent new books for vegetable gardeners whether your brussels sprout pout or sprout in the backyard or you are raising carrots, Chinese cabbage and lettuce under lights in your closet:

The New York Times Book of Vegetable Gardening by Joan Lee Faust (A&W Visual Library, \$5.95, Softcover). Written by the Garden Editor of the New York Times, each vegetable comes alive with watercolor illustrations of their various stages of growth along with facts at a glance—vegetables on parade, covering: Where to Grow, Varieties, Soil, Planting, How It Grows, Culture, Harvest, Pests, Diseases. In addition, there is a who's who of weeds, complete with sketches, and advice on What To Do About Bugs. Gourmet gardeners will find instructions for raising their own celeriac (turnip rooted celery), fennel, salsify and 12 different varieties of lettuce. Rabbits, beware!



Grumpy gardeners, goodbye. The fun book of the year has arrived! "Your carrots don't know where they're growing—and if you don't tell them, nobody will," declares Duane Newcomb in *The Apartment Farmer: The Hassle Free Way To Grow Vegetables Indoors, on Balconies, Patios, Roofs and in Small Yards*, (J.P. Tarcher, Inc.). Distributed by Hawthorn Books, Inc. \$7.95, Cloth, \$4.95, Paper). There is no potential growing space that has not been spotted and potted by the crafty Mr. Newcomb: Cucumbers growing out of cookie jars, tomatoes in sawed off whiskey barrels, corn in canisters and produce overflowing from gardens in the world's most crowded closets, windowsills

and who knows where. Lots of sketches packed with whimsy and wisdom including a floor plan for farming in a four room apartment. Can broccoli in the bathtub be far behind?

Food Gardens by Tom Riker and Harvey Rottenberg (William Morrow & Company, \$6.95, Softcover) is the ultimate garden book: 320 oversized pages chock-full of practical information, history and lore, combining such articles as "A Complete Garden For A Family of Six," reprinted from *Garden Magazine*, 1905; through the latest in Zoning of Hardiness. Lavishly illustrated with reproductions of rare 17th Century woodcuts and engravings from antique seed catalogues. You'll find everything you always wanted to know (and then some!) concerning food gardens indoors, outdoors and under glass—a welcome companion to the authors' blooming success of last season: *The Gardener's Catalogue*.

Rutabaga can't remember. So it's up to you to keep an accurate record from year to year of what you planted, when—and the results. Instead of frantic scribbles in the margins of old seed catalogues, rely on *The Gardener's 3-Year Note Book* by Todd Weintz (Paul S. Erikson, \$7.95, Spiral bound). In addition to space for your entries, each date contains specific gardening hints or an appropriate quote. The page signifying August 8 features this gem from Robert Browning:

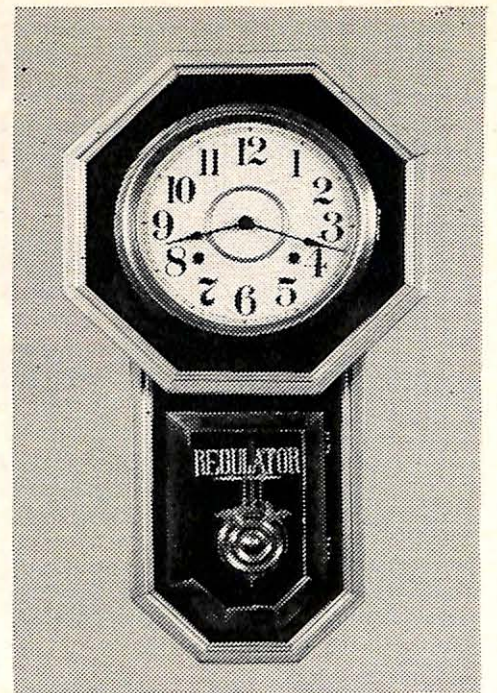
What in May escaped detection,
August, past surprises
Notes—and names each blunder.

And now that you've learned to love your lettuce and are more certain of that celery, here is a tasty tip from United Fresh Fruit and Vegetable Association:

Fresh Green Bean Salad Vinaigrette

- 1 pound fresh green beans, cooked
- 1 onion, sliced
- 2 tablespoons salad oil
- 2 tablespoons fresh lemon juice
- ¾ teaspoon salt
- ¼ teaspoon pepper
- 1 cup chopped celery

Lettuce
Tomato wedges
In large bowl mix green beans, onion, oil, lemon juice, salt and pepper. Cover and chill 1 hour. Add celery, mix lightly and serve on lettuce. Garnish with tomato wedges. Makes: 4 to 6 servings.



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The Safest Transfusion *(Continued from page 12)*

tion militates against an acute and extensive reduction in the number of red cells present in the circulation. This tradition is based partially on sound physiological principles, partly on myths."

Dr. Melvin Platt believes that "you can get by quite well with using a lot of Ringer's lactate. In fact, you can effectively double the patient's normal blood volume without doing any harm, provided that his kidney function is normal." The use of large amounts of Ringer's lactate "presents no problems, especially if the heart-lung machine is used," said Dr. Platt. "The heart-lung machine is so efficient at oxygenating what blood it does have presented to it, that you don't need that much. You can get by with a third of the hemoglobin in the bloodstream as you would ordinarily need."

There are two advantages to using hemodilution. The first is that less blood is required for transfusions, especially if the heart-lung machine is used. "That was one of the problems when heart-lung surgery was originally being done," said Dr. Platt. "The apparatus was being primed with whole blood, so that you started off the very first of the procedure already using some three or four units of blood just to have the heart-lung machine ready to start on the patient." Now the pump is being primed with Ringer's lactate, saving three pints of blood per operation before it even starts.

The second advantage is that there are fewer bleeding problems after surgery. Some time ago as many as ten or fifteen percent of the patients who underwent open-heart surgery had to go back sometime after surgery to try to stop the blood from oozing from the wounds. Surgeons recognized that this was caused by giving the patients large amounts of blood, but there was little they could do. "In any patient that receives a lot of blood," said Dr. Platt, "a certain number of those patients will suffer the consequences of having all of the various components in the bank blood they received diluting their own blood and causing it to clot poorly." In hemodilution, the patient's blood-pressure is being kept up by replacing the blood lost through bleeding with Ringer's lactate, a neutral substance. Thus the anti-clotting factors that have been added to bank blood can't impair his own blood's ability to clot. In addition, at the end of the procedure, the patient gets his own blood back with its clotting ability relatively unimpaired.

One of the primary questions about the use of autotransfusions has been whether or not it damages the blood's ability to clot. Dr. Platt believes that it

really isn't something to be concerned about. "Even the blood we obtain from the blood bank doesn't clot as well as it could," said Dr. Platt. "It obviously has additives in it to prevent it from clotting."

The problems that occur with clotting are mostly those caused by the injury itself. "If we take a patient who has a chest injury," said Dr. Platt, "and has a lot of blood in his chest that we are going to try to give back to him, any blood that's clotted has to be discarded. Much of the blood that is not clotted grossly will still have some clots at a microscopic level. That all has to be filtered out, and all of this clotting tends to absorb the clotting factors. Much of the blood that we return to the patient is devoid of the clotting factor, not because of what the autotransfusion has done, but simply because of the nature of the injury. The likelihood that the majority of this is due to the device is very, very small."

While some people in the medical field are very enthusiastic about the use of autotransfusions and predeposit autologous blood taking the majority of

the strain off the blood banks, others see its use as very limited. "I think," said Dr. Platt, "that the use of autologous blood and autotransfusions has its place; we recognize it; we use it whenever we feel that it is going to give the patient some advantages. But I don't think that it's ever going to supplant the use of bank blood, nor do I see it as taking over a major role in a blood bank's functioning."

Others, however, feel quite differently. Dr. Guy of the Parkland Blood Bank has high hopes for it. "A tremendous number of the transfusions that are being given today could be performed with the patient's own pre-deposited blood," she said. Dr. Laver said, "If these techniques prove to be tolerated well by patients in the older age group and those with severe coronary artery disease, then it will provide an enormous saving of blood and blood products."

With continuing research in the area and more technological advances, autologous blood and autotransfusions could indeed do a great deal to help alleviate the blood shortage. But only if the patients and the doctors know about it and are willing to use it. ■

Excellence of Public Image Contest 1975-1976

THE WINNERS of the 1975-1976 Public Image Contest have been chosen from entries received by Peter Affatato, a member of the GL Lodge Activities Committee. The contest has revealed many and varied community service programs conducted by the lodges during the year which have improved the image of Elkdom in the eyes of the community. The top three winners in each of the five membership divisions are listed here:



Lodges through 300 members

1. Simi Valley, CA, Lodge
ER Roger Reardon
2. St. Charles, MO, Lodge
ER Fred McDermott
3. Trona, CA, Lodge
ER Arnett Campbell

301 through 600 members

1. Westchester, CA, Lodge
ER Joe Hoover
2. Staten Island, NY, Lodge
ER Robert Greifenstein
3. Downey, CA, Lodge
ER Robert Clapp

2,001 or more members

1. Oceanside, CA, Lodge
ER Gordon Sloop
2. Carmichael, CA, Lodge
ER Arthur Smith
3. Vallejo, CA, Lodge
ER Charles Shallenberger

601 through 1,000 members

1. Bellflower, CA, Lodge
ER Harry Harlow
2. Oceano/Five Cities, CA, Lodge
ER Johnny Nichols
3. Redwood City, CA, Lodge
ER Cecil Cane

1,001 through 2,000 members

1. Palm Springs, CA, Lodge
ER Francis McKeough
2. Westbrook, CT, Lodge
ER Bradford May
3. Anderson, IN, Lodge
ER Lawrence Miles



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IT'S YOUR BUSINESS

by John C. Behrens



MORE INSURANCE PACKAGING

The economy is healthier, economists say, and sales are up for a number of businesses and corporations. But before you budget for next year's expansion you had better check with your insurance agent; your renewal premium may cost you more.

That's the word from a number of insurance agents and company executives who talked with me not long ago about the months ahead. Insurancemen are worried, too. They expect sales resistance and more price-shopping when they discuss higher rates and new coverage plans.

Insurance professionals differ about the marketability of the new policy packages. Some are dubious because of the rate structure. "It will have a much higher premium. In fact, it could have a rate four times higher than present rates in certain instances. I think the actuaries were conservative and the policy is going to be high for a time," said one knowledgeable company executive who requested anonymity. Another disagreed. "It's a welcomed policy that may be slightly higher priced," he insisted.

Dr. Raymond Albert, associate professor of insurance and business law at Utica College and a former legal counsel to Traveler's insurance, sees the new policy as a part of a change taking place within the industry. "The trend in insurance today is to package. One, it's to keep the image of the company more favorable because of the problems companies have experienced due to exclusions. Claims from many different policies, however, simply cost more. It's cheaper to package. Two, the company is trying to cut down on administrative costs . . . to reduce underwriting costs." Packaging, he suggests, is the expedient.

Will such packaging encourage more rate-shopping among insured and further erode the agent's role as a professional counselor?

"There will always be a number of people who will look only at the bottom line in insurance," he adds. "But I believe the majority of proprietors and insured in general will continue to buy their insurance on the basis of friendship and trust in a local agent they believe to be knowledgeable and honest. In my opinion, insurance buyers seek a one-to-one relationship based on trust; that's especially true where the buyer who has shopped has encountered the impersonal treat-

ment of a giant corporation that doesn't respond to a loss or claim as the insured thinks they should. People—and businessmen are no exception—don't really read and understand policies as they should. Consequently, they rely on the salesperson probably more heavily than they should. I don't think that's going to change though."

Some Advice on Planning Insurance Coverage

✓ Compare and don't necessarily shop for price only. Rate shopping, say agents and company officials, can work against you at critical times; when you have a claim for example. Everyone is interested in paying less but a businessman needs to be especially careful about bargain basement policies. Compare two or three company proposals examining the range of coverage, exclusions and the "extras" before making a firm decision.

✓ Know the company as well as the agent. Insurance agents know the advantage of socializing and being "Mr. Nice Guy" but remember the complexities of modern day insurance—particularly as it pertains to business—demand that you select an agent with real solid knowledge and a reputation for integrity. And find out more about your company than where the home office is located. Ask the agent for the address and write to obtain an annual report. Businessmen usually have some contacts in other states; use these to find out more about your company, its reputation and financial status.

✓ Go over the policy with the agent and clarify, point by point, the coverage you have and do not have. Take notes in your own words (most companies still use policies written by attorneys in a language difficult for policyholders) and have the agent review your notes. Ask about the deductibles if the agent doesn't mention them and examine your responsibilities. It's a good idea to date the notes and put them along with the policy for safekeeping.

✓ If you find you cannot get satisfaction from the agent or company about a claim or matter of service pertaining to your policy, there are three places to address your complaint. You may get prompt action by writing to the company president first. If that fails, file a complaint with the insurance commissioner of your state or the consumer advocate for your city, county or state.



by Jerry Hulse

□ I made a swing through New England recently, discovering the peacefulness of an earlier time. I wandered through villages with pre-revolutionary homes and visited the salty old seaside resorts of Maine and Massachusetts; I swam in the Atlantic and drove through rural valleys as green as Ireland, and more than one night was spent in an old country inn. In particular, I was impressed with the colonial village of Marblehead on the Massachusetts coast. Less than 30 minutes from Boston, it is as refreshing as the Atlantic breezes which fan the town and its stately hillside homes.

Settled by Cornish fishermen in 1629, Marblehead is hailed as the birthplace of the U.S. Navy and a center of blazing patriotism during the American Revolution. During this summer of '76 it is serving as a rest stop for vacationers traveling the Bicentennial trail.

Antique stores crowd narrow, twisting lanes; ancient elms spread their shade and the original "Spirit of '76"—painted for the nation's Centennial—

hangs proudly in Town Hall, presented to Marblehead by Gen. John Devereaux "in memory of the brave men who died in battle on land and sea for this country." It wasn't until after the Civil War that Marblehead, with its lovely harbor and charming old homes, became a summer place for wealthy Bostonians. Sailboat racing—the town's favorite sport—gained it the title of "yachting capital of the world."

Like an old-fashioned Christmas card come alive, Marblehead is photographed and painted by a procession of visitors. One of its historic buildings, Lee Mansion, was built in 1768 by a wealthy merchant prince; it remains today as one of the nation's proudest examples of Georgian architecture. With all its charms, though, Marblehead offers pitifully few accommodations for the overnight guest. At Pleasant Manor Guest House, a classic example of Victorian architecture, nine rooms are up for grabs at \$16 to \$18 a night double and \$14-\$16 single. The stately old three-story home with its antique fireplaces and four-poster beds reeks a flavor of old New England. Just off the Waterfront the 175-year-old

Nautilus Inn offers eight rooms (none with private bath) at \$12 single or \$16, \$18 and \$20 double. Its walls are plastered with old-fashioned prints and its windows frame a scene of sails and harbor. If you don't mind hiking down the hill to the bath, its charm and warmth are penetrating.

Marblehead is home base for Yankee Holidays, the tour operator that sends visitors off on leisurely motor trips through New England to spend the nights in a series of quaint and colorful old inns. Altogether, Yankee Holidays has lined up 91 inns in Massachusetts, New Hampshire, Maine, Vermont, Connecticut and Rhode Island, the idea being to spend a week—or more—inhal-ing the New England countryside and enjoying the warmth of a different inn each night. Cost for an eight-day, seven-night tour of New England comes to \$179 double occupancy or \$305 single, including shelter and car with unlimited mileage. Besides the car and accommodations, Yankee Holidays presents motorists with a kit bulging with maps, guides and other handy materials. The kit also contains a series of vouchers redeemable for a night's lodg-

ing at any of the inns. It's a do-it-yourself tour, with the visitor choosing from a 36-page brochure those inns that seem appealing. (Copies are available by writing to Yankee Holidays, Suite 1776, Atlantic Ave., Marblehead, MA 01945.)

The typical bus tours travel along the coast of Maine into New Hampshire, with a swing through the Green Mountains of Vermont and then into Massachusetts, Connecticut and Rhode Island, winding up again in Boston. Between stops, passengers are toasted with fresh cider and cranberry cocktails and stuffed with New England home cooking. Both group and independent tours are on the books through Dec. 31, with the busiest period being during the fall foliage months of September and October. In the north, colors usually peak during the first week of October, while southern New England gets its most shocking display toward the final days of the month.

Anyone who prefers the ocean to land can be put aboard a sailing vessel designed after the colorful old schooners that plied the coast of New England. It's a seven-day, six-night spree during which the skipper ties up at various harbors and pine-covered islands off Maine. Where one goes depends upon the prevailing wind. The entire Yankee Holidays week-long package costs \$275, including a Down East

lobster clambake and other meals. American Airlines has details.

Meanwhile, back in Marblehead, Watney's ale flows from the faucets of the Bull & Finch Pub, and next door at the Landing guests take their fill of scallops, clams, crabmeat and lobster fresh from the sea. In order to snag new customers, the proprietors provide a free mini-bus from noon till midnight for guests who find parking a problem near the congested wharf. Other visitors gather at Maddy's, a genuinely friendly New England chowder house that prepares scrod, haddock, seafood stew, clams and a wonderful lobster stuffed with shrimp.

From Marblehead I made my way to Rockport, another charming Massachusetts summer place. Artists have called Rockport "America's most paintable town," and indeed it is. New England church spires rise above a village framed by rocky shores, hidden coves and a peaceful harbor that's filled with rustic little lobster boats. A quaint old fishing village, Rockport has been an artist colony since the Depression years. There is a certain earthiness that is reminiscent of the American past when friendliness and neighborliness were taken seriously. In this small New England village people still seem to care about others and the simple endeavors remain precious. There is, for example, the annual Amateur Art Festival dur-

ing which tea and home-baked cakes and pies are served to visitors who gather to study the works of the town's artists. Held during the fall foliage season—this year Oct. 8-11—it makes for a pleasant stop during the annual whirlwind circle of New England.

During the holiday season Rockport once more reveals its community pride by staging a live Christmas pageant, its artists portraying biblical characters who gather before a manger outside the First Congregational Church. Historians should take note that this very same church was fired upon by the British during the War of 1812. As a result, one of the town's curiosities is the cannonball imbedded inside the steeple to this very day.

Another raid of equal ferocity took place in Rockport during its infancy. Only this raid was led by Hannah Jumper, one of the early suffragettes. Angered over the constant procession of carousing seamen, she led a company of women in an attack on the town's gin mills. Armed with axes, mops and brooms, they invaded every taproom in town, smashing bottles, overturning tables and rolling every barrel they found into the ocean. In memory of that historic event, the ladies of Rockport stage an annual reenactment of the Hannah Jumper raid. Swinging mops and brooms, they proceed from the Baptist Church to Dock Square and down

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ER George Hendershot (standing, left) was one of several National Foundation contributors recently acknowledged at Easton, PA, Lodge. During the past year's campaign, 20 participating members, 11 new members, and 7 finalists were recorded.



The Mother's Day Service at Mahwah, NJ, Lodge was the occasion for immediate PER Richard Kidd's presentation of \$100 Foundation certificates to Mrs. Paul Borish Sr. and Mrs. Mary Kidd in memory of their deceased husbands. In recent years the lodge has presented nearly 60 such paid certificates to the widows of departed Brothers.

Assisted by Brother Frank Geiger, Foundation Chm. Jack Gabrels (front row, left) distributed certificates to National Foundation members during Oceanside, CA, Lodge's Awards Night. ER Gordon Sloop congratulated the recipients.

Bearskin Neck, climaxing their march on Tuna Wharf where punch and light refreshments are served.

It is the sea, though, that draws Rockport's summer crowds, the shoreline twisting among rocky coves all the way from Eastern Point southeast of Gloucester to Essex and Ipswich. Some come to sail while others settle for long hikes along storm-tossed beaches, inhaling the salty air and studying the constantly changing tidepools.

Strolling through town the other day I stopped by Hull House, circa 1810. Open year-round, its half-dozen guest rooms are up for bid at \$18 to \$22 a night double, which includes a continental breakfast and the privilege of sharing the parlor with the Hulls. Equally charming is the Peg Leg Inn, its 32 rooms occupying five early New England homes that face one of Rockport's finest beaches. Appropriately, the proprietors' name is Welcome—Lillian and Bob—and in addition to the inn they operate an excellent restaurant—it's also called the Peg Leg—which is famous among New Englanders for its clam chowder, lobsters and fresh fish.

Earlier I looked in on the Yankee Clipper Inn, which, like the Peg Leg, is composed of more than one building, its 28 rooms being divided among three homes—the inn itself, the Quarterdeck

and the Bullfinch House. Rates range from \$16 to \$27 per person without meals to \$27-\$33 on the American plan, and during summer, lunch is served in the garden. In the same general area other vacationers bide their time at the 100-year old Ralph Waldo Emerson. Summer rates run from \$25 to \$33 a day single on the modified American plan to \$39-\$54 double, which includes use of the heated saltwater pool as well as the Emerson's new whirlpool bath.

After Rockport, my next stop was Kennebunkport which is a summer place along the rocky coast of Maine. Graceful yachts move among the lobster boats and the sun shines warmly from a cornflower sky. Since before the turn of the century Kennebunkport has welcomed the summer visitors—wealthy Bostonians and others up from Connecticut, the Carolinas and New York. Traditionally a proud old hotel by the sea, the Colony opens with the approach of June. During the next two and a half months vacationers swim in its saltwater pool and gather for lawn games, tennis and the putting green.

Couples who spent the summers of their youth in Kennebunkport return to introduce their own youngsters to the long sandy beaches and the salty air and rock shores. Traditionally, La-

bor Day signals the season's passing. Later the skies leaden and Atlantic gales whip the dunes, carrying the salt spray to boarded-up homes.

Before its renown as a resort, Kennebunkport was recognized throughout New England as a shipbuilding port. During nearly a century more than 800 vessels were turned onto the Atlantic from its shores. Finally as the shipbuilding industry came to an end, Kennebunkport turned to the vacationer, becoming one of the outstanding resorts of the '80s and '90s. Private homes opened their doors to guests and an old farmhouse was expanded into Kennebunkport's first hotel. Its reputation as a summer place was about to begin.

Soon land speculators made their appearance, buying farms along the coast and building a magnificent hotel, the Ocean Bluff, which took up to 300 guests. After that they ran a spur line off the railroad to bring prospective buyers to the hotel to be entertained—and sold on the summer place. Elegant old Victorian homes appeared on the Atlantic shores while Kennebunkport grew famous as a resort catering to the whims of the wealthy. Later when the Ocean Bluff was destroyed by fire, the Colony rose from its ashes, and other resort hotels took shape along the rugged New England coast. ■



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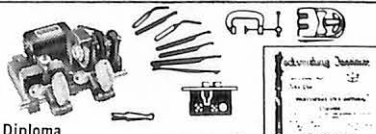
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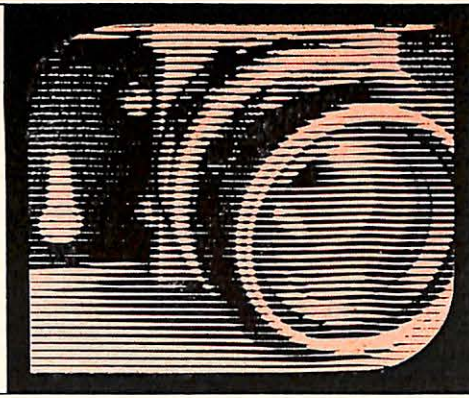
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NEWS OF THE LODGES



COSTUMES, wigs, replicas of Mount Vernon and Independence Hall, and a minuet dance created a vivid portrait of life in America in 1776 during Waukegan, IL, Lodge's Bicentennial Ball. Immediate PER Don Collins (standing, sixth from left) and Bicentennial Chm. Robert Dawson (seventh) thanked the committeemen and their ladies for helping to make the event a success.



THE YWCA Teen Drop-In Center's fund drive received a boost from the Coshocton, OH, Elks' donation of \$1,000 to the cause. ER Tim Turner gave the lodge's check to Ms. Carol Leighty, YWCA youth director.



PRIDE IN AMERICA was expressed by essayists Valita Sellers (second from right) and Steve Amhi (second from left) in the themes that won first and second place in Hillside, NJ, Lodge's recent contest. Bernard Schalkoff (center), chairman of the English Department at Hillside High School, witnessed the presentation of \$50 and \$25 savings bonds to the students by ER Jerry Padovano (left) and Bicentennial Chm. Charles Ritz.



ALASKA GOVERNOR Jay Hammond (seated) recently received Chm. Gaylord Orsborn (third from right) and 12 students in his office at the state capital. The young people were winners in the Alaska Elks' contest designed to familiarize high school students with the make-up and operation of state government.



SPECIAL EDUCATION STUDENTS of the Centralia City Schools were sponsored by Centralia, IL, Lodge for a trip to the Special Olympics recently held in Carbondale, IL. ER Gene White bade the teachers and students, clad in Bicentennial shirts provided by the Elks, good luck.



MOUNT PLEASANT, Pennsylvania, Lodge led the Southwest District in total contributions to the state major project during the past year with the sum of \$3,148.25 or \$3.027 per capita. Inspecting one of the 22 cerebral palsy mobile units supported by the donations were (from left) immediate PER Victor Stairs, ER Glenn Wolfe, Fund-Raising Chm. Joseph Wooleyhan, and Trustee Norman Rager.



THE STATUE OF LIBERTY was portrayed by Mrs. Burdene Smith on the grand prize-winning float entered by Oak Ridge, TN, Lodge in the local Bicentennial parade. The float's theme was also carried out by several historical American flags and enlarged copies of the Bill of Rights, the Declaration of Independence, and the first page of the Constitution.



GUEST SPEAKER at Schenectady, NY, Lodge's testimonial dinner honoring the all-freshmen varsity hockey team of Union College was Emile Francis (center), former coach and now general manager of the New York Rangers. (From left) Kip Churchill, team captain, Coach Ned Harkness, Dr. Thomas Bonner, president of Union College, and DDGER Alfred Verrigni were among the 200 people who heard Mr. Francis' address.



A BOUQUET AND CITATION were awarded to Mrs. Dollie O'Donnell, who was named Boston, MA, Lodge's Mother of the Year during lodge ceremonies on Mother's Day. Offering their congratulations were (seated, from left) Brother William O'Donnell Sr., Trustee Michael Coyne, and (standing) ER Gerald Ferguson, Secy. Thomas Donlan, Est. Lect. Kt. Harry Shea, and Est. Lead. Kt. Brian Cashman.



FOR THE FIRST TIME in the 53-year history of Palo Alto, CA, Lodge, the ritualistic team took first place in the West Central District contest. Admiring the trophy were (from left) In. Gd. DeLloyd Ulander, Esq. Harry Eighteen, Est. Loyal Kt. Don Sirena, ER Arthur Scholz, Est. Lead. Kt. Al Raynal, Est. Lect. Kt. Howard Esplund, and Chaplain Robert McSweeney.



A CONTINGENT of Falmouth, MA, Elks, which included (from left) Chaplain Floyd Black, Est. Lect. Kt. William Lyons, Trustee Thomas Allison, Tiler Wesley Garrett, and In. Gd. Michael Duffany, escorted horseman George Washington (Brother Donald Fish) down Main Street in the lodge's second annual Youth Day Parade. The procession terminated at the lodge where marchers were served refreshments.

LODGE NOTES

PALM SPRINGS, CA. The Silver Beaver Award was recently conferred on Bob Pelton, who is the lodge's Scoutmaster as well as chairman of his district. Brother Pelton received the honor from Brother Earl Thompson at a meeting of the California Inland Empire Council.

HOMESTEAD, PA. Treas. John Donohue's arrangement of 100 Bicentennial coins in the form of the Liberty Bell was given to the lodge to be raffled off for cerebral palsy. Donohue used 13 dollars to represent the original colonies, 37 half-dollars to represent the number of states 100 years ago, and 50 quarters to represent the number of states today.

HILLSIDE, NJ. High school students Michele Brockman and David Brodsky won the lodge-sponsored scholarship contest before going on to compete in the district and state competitions. ER Jerry Padovano presented \$100 bonds to each of the winners on behalf of the lodge.

REYNOLDSVILLE, PA. PDD Burt Burns, a 61-year member, was honored by the Reynoldsville Chamber of Commerce with an invitation to be Deputy Grand Marshall of the town's Bicentennial celebration.

MANAHAWKIN, NJ. Bonds and gifts were presented to the lodge's new poster child, four-year-old Larry Pearlman, during the annual Crippled Children's Charity Ball.

KELSO, WA. More than \$1,400 was raised at the lodge during a recent National Foundation Night. During the affair, Chm. Kay Hansen, PER Ivan Golden, PSP Al Berman, ER Charles Bacon, and Esq. George Gaze Jr. were recognized for having donated \$100 or more to the Foundation.

FULLERTON, CA. Visitation Chm. Bill Kenney and forty members of the lodge recently made a trip to Lakewood, CA, Lodge. Quarterly visits to neighboring lodges have become a popular activity with the Fullerton Elks.

MUNCIE, IN. The largest class in the history of Muncie Lodge was initiated in honor of Alva Cox, who served as Exalted Ruler for two years.

HONOLULU, HI. Retired Master Chief Quartermaster Al Barrett, USN, was designated guest of honor for the enlisted submariners' ball held on Waikiki Beach. An Elk for 45 years, Brother Barrett enjoyed a Navy career for over 46 years.

GROTON, CT. The Waterford Country School received \$500 worth of linens purchased by the lodge from money raised by the Major Project Committee. Brother Peter Moshier, and ER George Adkins were among those who met with school personnel to present the gift.

EVERGREEN, CO. A unique fashion show featuring lodge members as models was sponsored by the Elks' ladies to raise money for lodge building improvements. Proceeds from the affair amounted to \$500.

AN ELK IS NEVER FORGOTTEN



THE MOST VALUABLE PLAYER trophy was awarded to Earl LaComb Jr. (second from right) during a banquet given by the Youth Activities Committee of Massena, NY, Lodge for members of the Massena High School varsity basketball team. (From left) Brother Charles Boots, coach, Mrs. Leonard Prince, widow of the late charter member in whose name the award is presented, and ER John Casaw congratulated Earl.



THE PAST EXALTED RULERS of Hawthorne, NJ, Lodge sponsored a testimonial dinner to thank immediate PER Howard Roughgarden (standing, second from left) and Sonya Bogusta, past president of the Elks' ladies, for the services they rendered during their terms of office. Present for the tribute were (seated, from left) PDD A. Frank O'Plinus, ER Dominick De-Senzo, PER Ken Kimble, and (standing) PER Thomas Pratt, VP Mike Sandag, Chm. Matt Giannelli, and PER Joseph Reiser.

THE EFFORTS of Jeff Borer (left) and Doug Roggenbach (second from left) to aid fellow Norfolk High School student Bob Kirkpatrick (second from right) following an accident were lauded by Norfolk, NE, Lodge during a luncheon attended by 55 people. Displaying the GL Distinguished Citizenship Awards they received, the honored students accepted the congratulations of (from left) ER Tom DeLay, Youth Chm. Gene Vinkenberg, and Roger Shaffer, featured speaker at the event.



SELECTED by the Chamber of Commerce from among ten local organizations nominated by the community, Gilroy, CA, Lodge was presented the Outstanding Community Service Award for 1976. ER Carmen Filice accepted the plaque from Mayor Norman Goodrich (left), lodge secretary and Past District Deputy.



YOUTH GOVERNMENT DAY was recently observed by Oak Harbor Nav-Air, WA, Lodge with students from area high schools participating. At a dinner hosted by the lodge, the young people reported on their day in the city and county offices and heard an address by Mayor Al Koetje.



REDONDO BEACH, California, Lodge's new ER Don Brunner (second from left) had the privilege of receiving the gavel from his father, GL Auditing and Accounting Chm. William Brunner. The presence of PGERs Horace Wisely (left) and R. Leonard Bush at the ceremony made the occasion an especially memorable one.



A CAPITOL FLAG obtained through the office of U.S. Senator William Hathaway will fly over the newly obtained lodge building of the Presque Island, ME, Elks. Marine Sgt. Robert Derosby (left) and Army Sgts. Vincent Madore (right) and Barry Street (second from right), all members of the lodge, presented the flag to ER Richard Downing.

A \$1,000 CHECK contributed by the members of Glen Cove, NY, Lodge will benefit cerebral palsy patients throughout the state. VP John Fleischman (right) accepted the donation to the state major project from ER Maurice Murch.



TOP-RANKING ROTC students Ranae Lamb (second from left) and Delwin Wilmot (third) of Kearney State College were commended by Kearney, NE, Lodge for their scholastic achievements. ER Douglas State (left) presented them with plaques and \$50 savings bonds as Capt. David Warren, Military Science instructor and a lodge member, observed.

THE SEWING SKILLS of students from North Attleboro, Foxboro, Mansfield, and King Philip Regional high schools were spotlighted during North Attleboro, MA, Lodge's annual fashion show. ER William McBride complimented the young seamstresses on their prize-winning garments.

(Continued on page 38)

Few people gave sharks a second thought, horrendous creatures though they are, until the appearance of the best-selling book, *Jaws*, and its movie sequel. Then, almost overnight, approximately half the civilized world went into a dither over sharks.

Jaws also revived the perennial debate over the question: How serious a menace is the shark? Serious enough to justify the explosion of goose flesh that came in the wake of the sensational book and movie? Or can we accept at face value the assurance that a person is more likely to be hit by lightning than to be attacked by a shark... more likely, in fact, to be mugged than even to come close to one?

Well, as with so many arguments, there's truth on both sides. Ten times as many people die of bee stings in the U.S. every year as die of shark bites. Only about 100 recorded attacks occur annually throughout the world. (Note I said "recorded." Shark attacks in primitive regions rarely if ever get reported. Shipwreck victims killed by sharks don't count in the official totals. And beach resorts have been known to omit mention of non-fatal attacks lest they scare away the trade. I have a friend who was bitten in the ankle by a shark at New York's Jones Beach in 1953—he bears the scar to this day. As a doctor bandaged him up, my friend asked, "Are you going to pass the word?" "No," murmured the doctor, "there's no need. It's so seldom anything like that happens.")

Seldom or not, it does happen. As I write, the evening paper tells of a white shark half-swallowing a scuba diver off Santa Barbara, CA, and then literally spitting him up. And just one week earlier, the same paper told of a 14-year-old girl bitten on the arm off New Smyrna Beach, FL.

The fact is that, of all the creatures of the sea, sharks offer the greatest peril to man. They are perpetually ravenous, perpetually on the prowl. It's not that they dote on human flesh.

It's just that they tend to gobble up whatever gets in their way, be it people, fish or miscellaneous provender. Sharks caught and cut open have been found to contain such bizarre items as a sack of coal, a raincoat, an auto license plate, a goat, newspapers, a brick wrapped in a piece of cloth and a broken alarm clock. One 30-foot shark swallowed a hundred-pound sea lion whole. Modern-day marine scientists think, in fact, that it was a shark, not a whale, which swallowed Jonah.

It is popularly supposed that the shark danger exists only in the tropics. Not so. A considerable body of evidence exists that the shark belt around

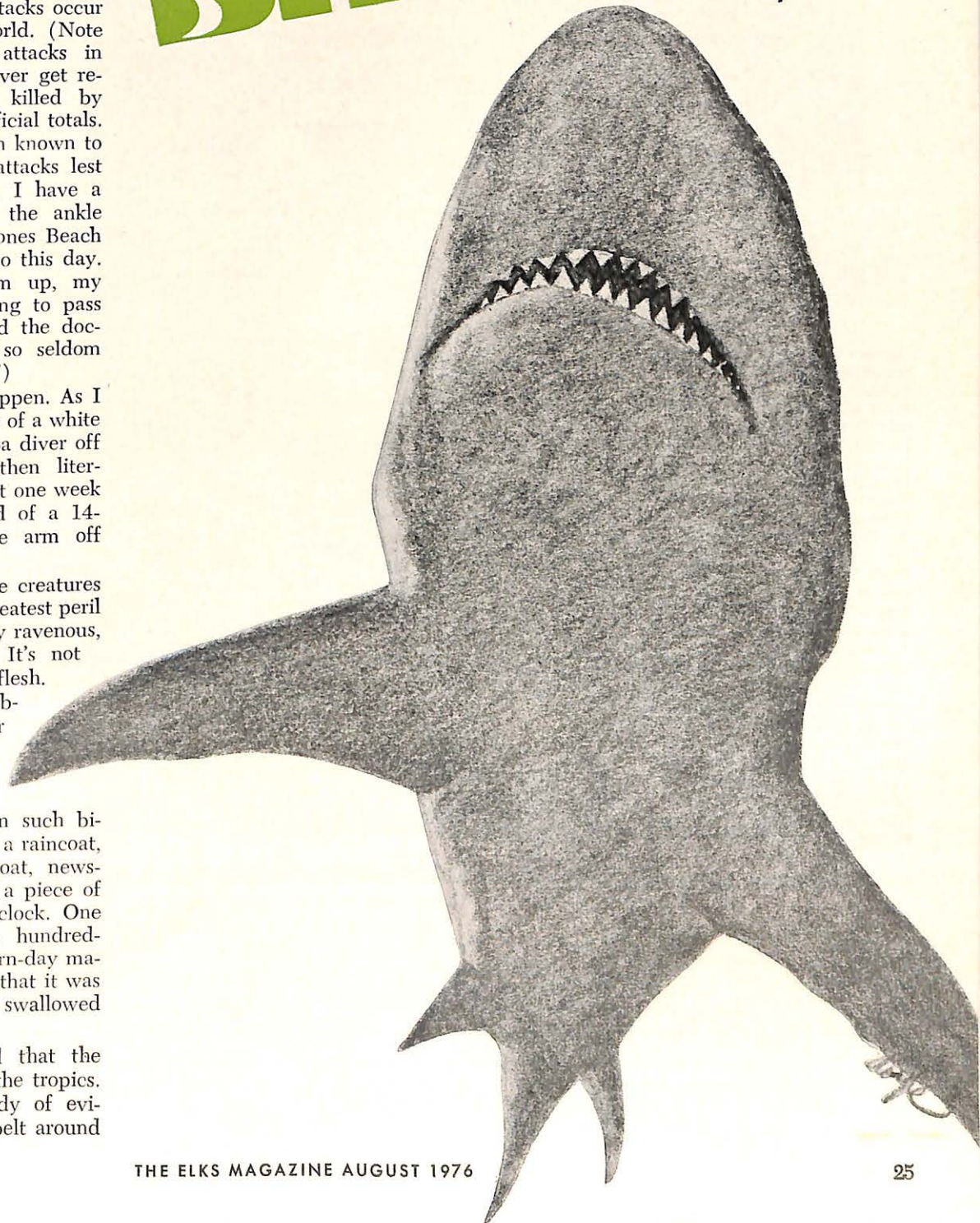
the world is at least 4,000 miles wide. Attacks in U.S. waters have been reported as far north as San Francisco on the west coast and Massachusetts on the east. And off Canada's Cape Breton Island in the early 1950s a 12-foot shark, probably weighing over 1,000 pounds, attacked and splintered a fishing dory with two men. One died.

Indeed, the most sensational series of shark depredations in U.S. history occurred, not off Florida or southern California, but off the coast of New Jersey. The time was July, 1916. Over a period of 10 days, along a 60-mile

stretch of coast, five persons were attacked. Four perished. One was badly mauled. Authorities suspected a single "rogue" shark of being responsible for the atrocities. In due time, a great white shark was caught by a fisherman near South Amboy, just 25 miles from Manhattan, with the bones and flesh of its victims still in its stomach, and with that the attacks ceased.

SHARKS!

by Joseph Stocker



There exist somewhere between 250 and 350 different species of shark. Twenty or more of them are known to have been involved in attacks on humans. Paradoxically, the giant of the species—called appropriately the whale shark—is pure pussycat. It ranges from 40 to 60 feet in length and is thus the largest fish in the world (if one bears in mind that the whale is not a fish but a mammal). It ambles along at a speed of 2 to 3 miles per hour, its mouth rhythmically opening and closing as it gulps mouthfuls of marine organisms. Once, west of Baja California, four swimmers came across a whale shark. Docile as an old cow, it let them clamber over it, using ridges of skin for handholds, even permitting them

to examine its mouth. The whale shark, says one expert, "wouldn't know how to eat a man if it met one."

At the other end of the spectrum is the No. 1 menace of sharkdom—the great white. (It was a great white that played villain in *Jaws*.) This formidable creature has been variously called "lord of the seas," "super carnivore" and the "largest, most voracious, most feared man-eater of the oceans."

No one knows for sure how big the great whites grow. "One day," reports Cliff Townsend of Marineland, near St. Augustine, FL, "a man brought in a tooth dredged up far offshore. It was a great white shark tooth, or that of an ancestor—and it was more than five inches long. The tooth of a 20-footer

is two inches." The great white of *Jaws* was portrayed as 24 feet long, and that—based on what marine biologists now know—appears to have been no exaggeration.

But this fearsome predator of the ocean deep doesn't have to attain its full growth to keep up its reputation for both ferocity and capacity. A young 10-footer can eat a 40-pound turtle, shell and all. Off the coast of Florida a fisherman caught a 15-foot white and, cutting it open, found inside two whole sandbar sharks more than six feet long. New Jersey's murderous "rogue" proved to be only 8½ feet long—a mere adolescent.

For anybody who doubts that a great white could or would literally eat a man

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."



Honor Roll

The Elks National Service Commission is privileged to list the outstanding District Deputies and State National Service Committee Chairmen whose leadership produced 100% participation in the 1975-1976 Veterans Remembrance Achievement Contest. We further acknowledge our gratitude to GL State Associations

Committee Chairman Frank Garland and Committeeman Richard W. Squires who supervised this significant contribution to the welfare of America's hospitalized veterans.

We record with pride the accomplishments of the following 1975-1976 District Deputies:

Leonard Bellgardt, Jr./AZ North Dist.
Wayne A. Westover, Jr./CA Bay Dist.
E. Reed Bells/CA Central Dist.
Frank E. Leino/CA East Central Dist.
John Borjan/CA Inland Dist.
Harry J. Lamphere/CA Metropolitan Dist.
Louis S. Nelson/CA Northwest Dist.
Leonard L. Gutmann/CA Orange Coast Dist.
Harry Kayajanian/CA South Central Dist.
I. Joseph Camilli/CA South Central Coast Dist.
Dr. Elmer P. Bogart/CA South Coast Dist.
Jack E. Poole/CA West Central Coast Dist.
Gunter Lippman/CO Central Northwest Dist.
George Jorgenson/CO Central Southeast Dist.
Troy A. Pollard/CO Mountain Dist.
Clarence P. Stout/CO North Dist.
J. Stanley Bollacker/CO South Dist.
Leonard S. Wethington/CO West Dist.
John J. Addario/CT Northwest Dist.
John R. Goodman, Jr./CT South Central Dist.
Darwin G. Shulsen/ID Central Dist.
Jack F. Butterfield/ID East Dist.
Alvin Krasnow/IL North Dist.
Lauren L. Truninger/IL West Central Dist.
Edward J. Meier/KY East Dist.
Ozell Haile/KY West Dist.
Robert F. Shell/MA Circle Dist.

Frederick W. Carone/MA East Dist.
William M. O'Neill/MA East Central Dist.
Lawrence B. Camerlin/MA Metropolitan Dist.
David H. Batchelder/MA North Dist.
Ronald E. Dow/MA South Dist.
Albert F. Santinelli/MA West Dist.
Bernard O. Gelineau/MA West Central Dist.
Clarence C. Oster/MN Metropolitan Dist.
Russell H. Stewart/MT South Dist.
Neil Durso/NJ Central Dist.
Erich K. Brand/NJ East Dist.
George Pregrim/NJ East Central Dist.
George Petrosky/NJ North Dist.
Stanley G. Novaco/NJ North Central Dist.
Jack C. Schwander/NJ Northeast Dist.
Fred W. Eagles/NJ Northwest Dist.
John T. Eller/NJ South Dist.
Stephen Holowack/NJ South Central Dist.
Donald V. Crosta/NJ Southeast Dist.
Carl Hansen, Jr./NJ Southwest Dist.
Joseph J. Jaidullo/NJ West Central Dist.
John Baudino/NM North Dist.
William R. Davidson/NM South Dist.
Robert A. Blumberg/NY Central Dist.
George J. Montalto, Sr./NY East Dist.
William J. Skinner, Jr./NY East Central Dist.
Donald A. Carter/NY North Dist.

Vincent J. De Santis, Jr./NY Northeast Dist.
Philip A. Verzello/NY South Dist.
Francis J. McCormick/NY Southeast Dist.
Paul S. Strobel/NY Southwest Dist.
Bernard P. Wirth/NY West Dist.
W. Henry Woods, III/NC East Central Dist.
Eb. M. Kimbrell/NC West Central Dist.
Woodrow R. Hansen/ND East Dist.
Howard D. Gorder/ND West Dist.
Ramon G. Hale/OK Northeast Dist.
Adrian J. McConnell/PA West Dist.
William J. McKeown/RI East Dist.
James P. Folcarelli/RI West Dist.
L. E. McDermott/SD East Dist.
Charles D. Kulesza/SD West Dist.
Doyle Pollard/TX Pan-Handle Dist.
Harry J. Levindofske/UT North Dist.
Harold Ward/UT South Dist.
Owen C. Williams/VT South Dist.
James W. Cole/WA Metropolitan Dist.
David C. Nixon/WA Northeast Dist.
Merlin E. Wilson/WA Northwest Dist.
Ernest O. Badgett/WA Southeast Dist.
James B. Roberson/WA Southwest Dist.
G. H. Ridder/WA West Central Dist.
W. C. DeWeese/WV Central Dist.

Sharing this honor are the following state association Vets Chairmen who had contest entries from every lodge in their states:

ALLAN J. BENNETT/Colorado
EDWARD J. MEIER/Kentucky
HENRY M. GIBBONS/Massachusetts
JAMES E. HANLON/New Jersey
JOE VIEIRA/New Mexico

WILLIAM C. SWEENEY/North Dakota
JOSEPH L. THIBODEAU/Rhode Island
W. B. McKENZIE/South Dakota
JOSEPH F. CRONIN/Utah
STAN SARVER/Washington

This important contest will be conducted again this year. All District Deputies and State National Service Committee Chairmen are urged to qualify for honor roll recognition. The purpose of

this contest is to place positive proof on record that the Elks are keeping their promise never to forget our hospitalized veterans.

alive, consider the sad case of Robert Pamperin. He was diving for abalone during the summer of 1959 with a friend, Gerald Lehrer, in southern California's La Jolla Cove, in waters not normally considered shark-threatened. Suddenly Lehrer heard his companion scream. He saw with horror that a 20-foot white shark had seized Pamperin and literally ingested him. All that protruded were his head and the upper part of his torso. Then shark and victim disappeared. Pamperin's body was never recovered.

What makes the great white and its score or so of man-eating cousins so lethal is, quite simply, their eating equipment. More specifically, their jaws and teeth. The jaws of a grown shark pack astonishing power. A scientist named James Snodgrass designed an instrument to measure a shark's bite. He tested it on an eight-foot shark and found that the creature's bite exerted a force of 20 tons per square inch!

The teeth of a full-size killer shark range to a length of three inches, are as sharp as a Musketeer's sword and grow in rows, one behind another. Some species have been found with no less than 15 rows of teeth. The reserve teeth lie flat in grooves in the shark's jaw. As front teeth loosen and drop out, or a rapacious but indiscriminating shark leaves them in a boat's hull or some other inedible object, the back teeth move up and become front teeth.

With some species of sharks, their very skin constitutes a weapon. It's covered with a myriad of tiny, sharp denticles. The general texture is that of a heavy rasp, and, in fact, sharkskin was used for sanding by early-day cabinetmakers. During World War II flyers were advised that if they had to ditch at sea, they should keep their shoes and pants on to avoid being cut by sharks brushing against them.

Buried in that same skin is a remarkable sensory system that enables a shark to pick up sounds at great distance. It's a network of fluid-filled canals supplied by nerves that run along the shark's body and meet in a special brain center near the ear.

This "lateralis" system, as it's called, has been the subject of some interesting experiments. In one, carried out by the Institute of Marine Science at the University of Miami, FL, divers using a hydrophone recorded the sound of a speared fish thrashing in the water—the same kind of sound, essentially, that a swimmer makes. The experimenters then headed into waters known to harbor sharks. They hung a transducer over the side of their boat and reproduced the sound of the thrashing fish. Within minutes no less than 18 sharks were in the vicinity, their spooky tri-

angular fins looming up menacingly from the surface of the sea.

In other words, with that sensory system of theirs, sharks not only can "hear" sounds at a great distance but locate those sounds in three-dimensional space. They don't need blood to home in on—although that's a pretty surefire shark lure, too, whether of a fish or a human. "Swimming noses," someone once called them, and with good reason. Their olfactory lobes account for two-thirds of their brain weight, which isn't very great at best (the shark is a conspicuously unintelligent beast). Evidence suggests that in a strong current a shark may pick up an odor a

quarter-mile away. It can smell out one part of human blood in 10 million parts of water.

Okay, so you've been consoling yourself with the information you picked up somewhere that at least sharks can't see very well. Don't be so darned sure. Marine scientists used to think as much, but there are those now who say that the shark can see better in dim light than in bright. And it's in dimly-lighted deep water that most scuba-diving takes place. That famous seafarer, Thor Heyerdahl, reported seeing sharks attack their prey at twilight as he crossed the Pacific on his balsa-wood raft, the *Kon-Tiki*. And it was in murky water



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that one of the most dramatic struggles between a human being and a shark took place.

It happened in 1963, at a beach just south of Adelaide, Australia. Forty skin divers were competing in an annual spearfishing contest. One of them, an Adelaide insurance man named Rodney Fox, was chasing down a 20-pound morwong, or "strongfish," when a huge shark came out of nowhere and seized him in its powerful jaws. Its teeth clamped tight around his chest and back. His left shoulder was jammed down its throat.

Despite his agony, Fox kept his wits about him. He reached with a free arm to try to gouge the shark's eyes. The shark, diverted by the counterattack, loosened its hold. Fox struggled free. The water was red with his blood. Thrashing and kicking, he managed to reach the surface. The frenzied shark bore in for the kill. Fox grabbed the creature and wrapped both arms and legs around it, trying to keep out of its terrible jaws. Shark and man plunged to the bottom, scraped on the rocks, then surged upward again. As they surfaced, the shark broke Fox's grip, circled swiftly, then swept in for a final attack.

Fox somehow managed to elude it. As the shark veered away, it seized his fish float—a hollow, buoyant container attached to his weighted belt and used for holding his catch. Fox clawed at the buckle to cut it loose as the shark pulled him back underwater, but it wouldn't disengage.

Then, suddenly, the line broke. The shark vanished. Fox struggled to the surface, screaming, "Shark! Shark!"

Companions hauled him out of the water. He was terribly hurt, with huge pieces of flesh torn away, his rib cage and lungs exposed, the bones of one hand and arm laid bare, but he survived.

Incidents such as that involving Rodney Fox raise an inevitable question: Is there any defense against sharks?

I put the question to an expert skin diver—a very tall and very pretty girl named Charla Hornung. She lives in Phoenix and is an officer and instructor of a firm called Scuba Sciences, Inc., which sells diving equipment and organizes diving excursions to southern California waters and the Gulf of California.

"There's no defense quite comparable to getting the hell out of there," Charla said laconically.

And if you can't get the hell out of there?

"We say to spearfishers: Get your back against something solid like a rock, or back-to-back with a buddy. If he comes at you, act aggressive. Beat at him with your spear gun. Don't try to spear him. He's hard to kill, and the blood will attract his sister and his brother and his mom and dad.

"Take your tank off. The regulator will still be on your face, so you can breathe. Hold the tank between you and the shark, or smack him on the nose with it if he comes in close. Keep him in sight and try to swim to the point where you can turn and swim straight up and leave the water. That way you'll be on the surface as little as possible."

There are anti-shark weapons avail-
(Continued on page 40)

GOLF CHAMPS ANNOUNCED



Top honors in the 15th Annual Elks National Invitational Amateur Golf Tournament sponsored by Southern Pines, NC, Lodge were taken by 1976 champion and seven-time winner Arman Fletcher (left) of Roanoke, VA, Lodge and runner-up Sam Patrick (second from right) of Goldsboro, NC, Lodge. Brothers Fletcher and Patrick earned their trophies by besting more than 500 golfers from throughout the country who competed in the May 27-29 contest. Presenting the awards were Southern Pines ER Dick Smith (second from left) and Brother Pete Piestrak, tournament director.

LODGE VISITS

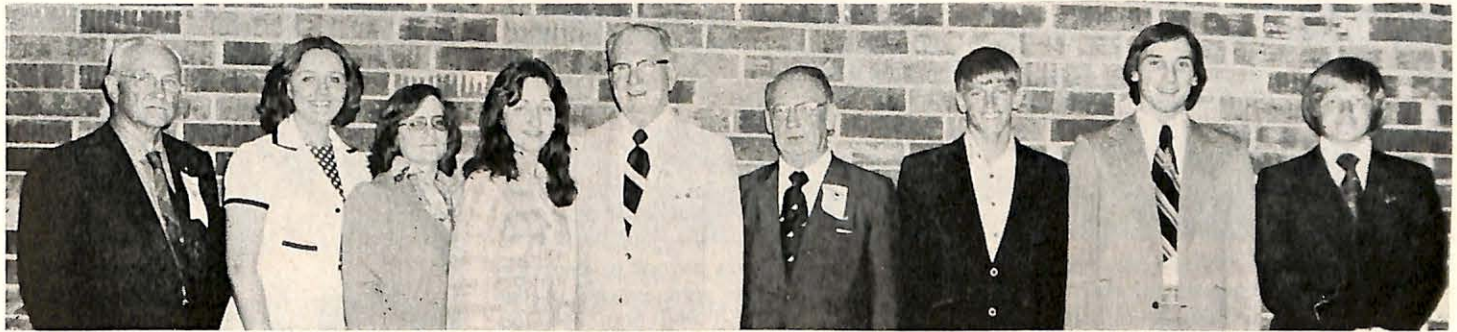
GRAND EXALTED RULER WILLIS C. McDONALD



Following the installation of officers by PGER Edward McCabe (right) at Sedalia, MO, Lodge, Brother McDonald (left) addressed the assembly. Immediate PER William Eltzholtz (second from left) and ER Paul Rialti thanked the Grand Lodge dignitaries for participating.



Congratulations were extended by Willis McDonald (left) and PDD Alfred Celia (right) to DDGER Burton Cloud, who was named Tennessee's Elk of the Year. Brother Cloud was awarded a plaque during the annual state convention hosted by Knoxville Lodge.



The winners of Oklahoma's Most Valuable Student Contest were afforded the opportunity to meet GER McDonald (center) and PGER Robert Pruitt (fourth from right) at the yearly convention of the state Elks held in Oklahoma City. State Scholarship Chm. Frank Hammond (left) introduced (from left) Teresa Heim, Tammy Niemyer, Deborah Brown, Sammie Coy, Mark Fitch, and Sandy Shearer to the distinguished guests.



A luncheon at Warrensburg, MO, Lodge featured Willis McDonald (third from right) as the guest speaker. Welcoming the GER and his wife Elizabeth (fourth from right) were PGP H. H. Russell, PGER Edward McCabe, ER Bobby Fisher, PGP Galen Marr, and their ladies.



Willis McDonald (second from left) joined the Kentucky Elks at their recent meeting at Frankfort Lodge. ER Wayne Smith (left) extended a special greeting to the GER, PGER Edward McCabe (right), and Will Lutkemeir, a 76-year member of the lodge.

NEWS OF THE STATE ASSOCIATIONS



When Willis and Elizabeth McDonald (second and third from left) arrived in Knoxville for the annual convention of the Tennessee Elks Association, they were greeted at the host lodge by DDGER Paul Elliott, convention chairman, PGER and Mrs. McCabe (fourth and fifth), and PSP Bill Banks.

REPORTS presented by Scholarship Chm. Michael Baloga and Treas. Edward Terry indicated that Tennessee would receive 30 Most Valuable Student awards and 30 allocated scholarships, and that 25 nursing scholarships were available this year. The announcements were made at the Tennessee Elks Association's annual convention held in Knoxville, April 1-3.

Then-GER Willis and Elizabeth McDonald and PGER Edward and Mrs. McCabe were among the 626 Elks and ladies in attendance. A "Western" party, a luncheon for the ladies, and the President's banquet and ball provided entertainment for the participants.

Kingsport Lodge bested six other competing lodges to win the ritualistic trophy. Bristol Lodge received second-place honors. In the Eleven O'Clock Toast contest Kingsport's newly elected ER Bill Moore was named the winner.

Chosen to lead the state association for the coming year were SP Victor Steffes of Paris Lodge, President-Elect

Harry Lester of Nashville Lodge, and Secy. Joseph McCulloch, also of Nashville.

The Tennessee Elks will gather at Columbia on October 8-9 for their mid-year meeting, while the next annual convention will be held March 31-April 2 in Memphis.

FEATURED SPEAKERS at the Missouri Elks Association's April 9-11 annual meeting included then-GER Willis McDonald and PGER Edward McCabe. Outgoing SP R. Max Frye and SDGER Bernard Watters were among the 489 members and their ladies in Kansas City, MO, who heard the addresses of the Grand Lodge dignitaries.

A new, two-operative mobile dental unit for the treatment of handicapped children was acquired during the past year at a cost of \$65,000. Services offered to children throughout the state exceeded \$250,000.

Jesse Edwards of Springfield Lodge headed the slate of newly elected offi-



Plaques were awarded to Columbus PER J. Franklin Harmon (left), Ohio's Elk of the Year, and Portsmouth PER Harry Stoops Jr. (right), who was named to the Elks Hall of Fame, by State Trustee James Ekelberry, chairman of the selection committee. The presentation took place during the Ohio Elks' 78th yearly convention in Cleveland.



Oklahoma boasted two champions in the national "Hoop Shoot" contest: Kevin Burdick (right), first-place winner in the boys' age 10-11 category, and Pam Kelly, second-place winner among the 8- and 9-year-old girls. At the state convention, they displayed their trophies to State "Hoop Shoot" Chm. Bill Wolf.

cers which included Vice-President-at-Large Henry Kaiser, De Soto; Vice Presidents Charles Dacus Sr., High Ridge; Walter Mueller, Clayton; Don Reinhart, Grandview-Hickman Mills; Jerry Holt, Poplar Bluff; Kenneth McNeel, Warrensburg; Secy. Robert Todd, Springfield, and Treas. R. Max Frye, St. Joseph.

Competing in the state ritualistic contest for only the second time, Clayton Lodge came away with top honors. Three members of the winning team were also named to the state all-star team.

Jefferson City will host the state Elks September 10-12 for their fall meeting. The 1977 spring convention will meet April 29-May 1 in Springfield.



Dean Settle (standing, left), director of the Kansas Elks Training Center for the Handicapped, explained one of the Center's programs to several convention participants. They included (standing, from left) then-GER Willis McDonald, outgoing SP Dale Mitchell, newly elected SP Ralph Dockstader, and State Secy. Lloyd Chapman.

A NEW PROGRAM undertaken by the Oklahoma Elks was the sponsorship of 50 young men at \$100 each to attend the Cadet Lawman Training Program conducted by the Oklahoma Highway Patrol. The project was approved at the April 23-25 meeting of the state Elks at Oklahoma City.

Close to 700 Elks, ladies, and guests were present at the convention. Among that number were then-GER Willis and Elizabeth McDonald, PGER Robert Pruitt, state sponsor, and Mrs. Pruitt, and Mrs. Mary James, widow of the late PGER Earl James.

An endowment fund memorializing PGER James provides college scholarships for dependents of Oklahoma police officers killed in the line of duty. It was also announced that supplemental scholarships totaling \$900 were awarded by the State Major Projects Committee to state winners of the Most Valuable Student program.

During the past year, a new 12-passenger van was purchased for the Cerebral Palsy Center. Over the past three years, the Elks' contributions to the Oklahoma Association of Retarded Citizens qualified the OARC to receive HEW grants. The newly approved state major projects budget continued the Elks' support by allocating \$10,500 for the OARC.

Heading the Oklahoma Elks Association for 1976-1977 are SP Dant Reichart, Oklahoma City; President-Elect N. B. Lorensen, Miami; Vice Presidents James Sandlin, Duncan; Bill Bishop, Holdenville; Merwin Rush, Pryor; James Maxwell, Enid; Secy. Ernie Smart, Claremore, and Treas. E. F. Carter, Duncan.

The team from Okmulgee Lodge was awarded the first-place ritualistic trophy. Winner of the Eleven O'Clock

Toast contest was PER Charles Overgard of Claremore Lodge.

The state Elks will return to Oklahoma City for a ritualistic clinic and business workshop September 10-12, and for their convention April 22-24.

APPROXIMATELY 1,200 delegates representing the 99 Ohio Elks lodges gathered in Cleveland for the April 22-25 convention. The state association's 78th annual conclave was presided over by outgoing SP Irving Davies.

It was reported that expenditures for youth activities amounted to nearly \$122,000, an increase of \$8,000 over the preceding year. An estimated \$195,000 aided various community service programs. Funds raised for treatment of cerebral palsy patients throughout the state amounted to almost \$66,000.

Outstanding young people were honored at a special luncheon. During the affair, 13 national scholarships of at least \$700 each were awarded, while 14 state winners received \$600 scholarships. "Hoop Shoot" Chm. Michael Mihalick congratulated the top six state competitors, including Cynthia Hannahs, a national champion.

Reports revealed that more than \$77,000 was collected for the Elks National Foundation. Around 11,000 patients in the five Ohio VA Hospitals were entertained with monthly shows.

Dover Lodge captured first place in the ritualistic contest. Teams from eight lodges had vied for the state trophy.

PGERs E. Gene Fournace and Frank Hise, Grand Est. Loyal Kt. Walter Penry, and Nelson Stuart, executive director of the Elks National Foundation, were among the special guests who congratulated the state officers elected for the coming year. They in-

clude SP Floyd Shambaugh, North Canton; Vice Presidents Robert Kennedy, Dover; Eugene France, Bowling Green; Richard Baker, Findlay, and Secy. David Straight, Parma.

THE 71st ANNUAL CONVENTION of the Kansas Elks took place April 29-May 2 in Wichita. During the proceedings, the exceptional growth and progress of the Kansas Elks Training Center for the Handicapped were noted. The Elks' ladies of the state, under the leadership of Jody Hibbert, Louise Evans, and Kay Mitchell, presented a donation of \$33,680 for the cause.

Among the 720 members and ladies at the affair were then-GER Willis McDonald, PGER H. L. Blackledge, and GL Committeemen Richard Deffenbaugh, Robert Earnest, and J. Arthur Drehle. Brother McDonald delivered the keynote speech during the banquet which highlighted the convention's social activities.

SPs Walter Shannon and H. Keith Mossman, who died in office during the past year, were eulogized along with PSPs Richard Pucka and Floyd Davis during memorial services conducted by Father John Moeder, State Chaplain.

In the ritualistic competition Beloit Lodge captured first place, followed by Wellington, Salina, and Abilene. Scholarship awards of more than \$11,000 were presented.

Ralph Dockstader of Beloit Lodge was installed as State President. His fellow officers include Deputy President Larry Meyer, Leavenworth; Vice President Ralph Evans, Chanute; Secy. Lloyd Chapman, El Dorado, and Treas. Clarence Chandler, Topeka.

Russell Lodge will host a kickoff meeting for the Kansas Elks Association August 21-22. A fall conference is scheduled for November 13-14 in Salina. Wichita will be the site of both a mid-winter gathering February 5-6 and the annual convention May 5-8.

ELECTED President of the Iowa Elks Association during the April 30-May 2 convention in Mason City was Wayne Ames. He will be assisted by President-Elect Robert Moore, Vice Presidents DeWayne Browning, Don Tucker, and Gary Haynes, Secy. Sanford Schmalz, and Treas. Tex Carter.

A number of distinguished guests were present for the recent session. They included PGER Glenn Miller, GL Committeemen Clarence Weber and H. E. Stalcup, SDGERs Harry Carney Jr. and Wendell White, and Ken Kew, mayor of Mason City. Total attendance was registered at 460.

A fall meeting is scheduled for November 5-7 in Cedar Rapids, but no date was set for the 1977 spring conference at Ottumwa.

DIGEST OF ANNUAL REPORTS



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



Willis C. McDonald

Grand Exalted Ruler

Optimism is the general theme of the report this year submitted by the Grand Exalted Ruler. All phases of Elkdom have prospered and gone forward during this year, and it seems that our Order is going to continue to grow and prosper as it increases its service to others. There were many hands that were responsible for the very fine records which were made this year, and to everyone who worked so hard, appreciation is extended. We are especially indebted to the Past Grand Exalted Rulers who gave so generously of their time, advice and knowledge during the entire year, as well as to the members of the Board of Grand Trustees, the Grand Lodge Committeemen, and the District Deputies, all of whom worked untiringly for the programs which were outlined, and, in most cases, exceeded the goals which were set at the beginning of this Lodge year.

A special note of thanks is given to my sponsor, William A. Wall, who was kind enough to place my name before the Grand Lodge for election as Grand Exalted Ruler. It has been a wonderful year, full of enjoyable, profitable and educational experiences, coupled with a wonderful satisfaction to see all of the things that are done throughout our

Order for the benefit of others. Our programs of assistance to little children are particularly to be noted for here we, in many cases, are performing a service which is not available from any other source.

We have traveled a great number of miles, have been warmly welcomed everywhere we have gone, have been most gratified at the enthusiasm shown by not only those responsible for a job to be done, but by those who have volunteered their services and worked diligently without any hope or expectation of reward.

Our family participation programs have been most successful, and we are very grateful to all the wonderful ladies who have assisted us in so many ways. To them we extend our sincere appreciation.

It has been a pleasure to work with the Grand Secretary, Brother Homer Huhn, Jr., during this year and with all of the members of his very able staff in the Chicago office. We have had no occasion where any request which we made had not been promptly and very efficiently handled and it has made the work of the Grand Exalted Ruler's office this year much easier than otherwise might be the case. To Homer Huhn, Jr., and to each of the members of his capable staff, I extend the appreciation of the office of the Grand Exalted Ruler for the wonderful cooperation and splendid results which have been achieved this year.

It is undeniable that our future rests with our young people who will take over when each of us lays down the reins of responsibility. The duty of making sure that these young people are properly trained and properly moti-

vated is a grave responsibility. For this reason we feel that a special tribute should be paid to all of those, individual members, Lodges, State Associations, the Elks National Foundation, and the Grand Lodge who have worked diligently for the improvement of those programs which serve our young people. Also, great credit should be given to the wonderful major projects of our states which have as their object the training, the curing, and the saving of our young people for the future.

In this respect our "Hoop Shoot" program should not be ignored and it is my pleasure to pay tribute to this program and the wonderful work which it is doing among our young people. This year more than 2,750,000 youngsters competed in this contest and were inspired to continue in athletic endeavors in the future. This program is notable because it serves not only the young boys in each community but the girls as well.

It was a great pleasure to me this year to be able to join with the Director of the Naismith National Basketball Hall of Fame in announcing that the names of the national winners of our "Hoop Shoot" Contest will, from this time on, be inscribed permanently in the National Hall of Fame. This should be an encouragement to these young people and to their parents and to the Lodges to continue to support this notable program and expand it as much as possible.

It is a gratification to be able to report that this year the net gain in membership has amounted to 28,404 members. It is also a satisfaction to note that the program to reduce as much as possible the lapsation figures has likewise been successful. We believe that this has been a major factor in the achievement of the net gain which we are able to claim for this year. We hope that work will be continued toward the improvement of our lapsation picture as much as possible for we believe that herein lies the secret for the maintenance and increase of our membership.

We have initiated during this year 126,688 new members which is a very fine indication of the fact that there are a great number of Americans who want to belong to our organization if they are invited to so do. It cannot be stressed too strongly that we would be a much better organization if we spent a portion of our time interesting these persons who have come into our Order and making them feel that they should remain and be active. It is to this end that the Lapsation Program is designed. It should be encouraged and expanded as much as possible in every Lodge.

It has been evident to Elizabeth and to me as we traveled across our great country that there is a new feeling of

wanting to be seen and to be heard and to have a part in the things that are going on each day. Only by participating in events can we have any effect upon their ultimate outcome. We have been impressed with the fact that the people in our Order are interested, are working, and are accomplishing great results in the communities in which they live. We believe also that it is for this reason that our Order has continued to grow and to prosper for so many years. We are confident that this shall continue into the future and that we shall become an even greater organization with a more profound effect upon the country in which we live.

We, too, have been impressed with the youth of the members who are being attracted to our Order and who will thus have an opportunity to express themselves and to shape and mold the future. We have definitely found this year that there is a resurgence in everything that is necessary to insure that we shall have a great feeling of "Pride in Elkdom—Pride in America."

Recommendations

1. It is recommended that greater emphasis be placed upon the Lapsation Program, the Indoctrination of newly made Brothers, and a follow-up to engage them in the activities of the Lodge and the other functions of our Order.
2. It is recommended that the programs which will improve the image of Elkdom in the various communities in which our Lodges are located should be continued. Such programs are the Outstanding Citizen Award, the Teenager of the Year Award, and the various Youth and Scholarship-Leadership Programs of the Grand Lodge and each Lodge of our Order.
3. The recommendation of several Past Grand Exalted Rulers' that the Statutes should be codified and properly indexed is repeated as a very important function which should be performed as expeditiously as possible.
4. It is again recommended that greater importance should be accorded to the Exalted Rulers of the Subordinate Lodges of our Order and that one of our principal training programs should be aimed at the Leading Knights who will become Exalted Rulers and if properly trained be better fitted to exercise the functions of the office for which they will probably be selected.
5. It is recommended that a portion of the time in the District Deputy January Clinic be devoted to informing the Exalted Rulers and the Leading Knights of the manner in which the Grand Lodge functions. It would

seem that these officers could be more effective if they knew of the great amount of assistance which they can receive by simply asking or by being supplied with the material which is necessary for the successful operation of the programs recommended by the Grand Lodge.

6. It is recommended that the idea advanced by Past Grand Exalted Ruler Gerry Strohm for a careful and cautious approach to protective politics be considered.



William J. Jernick
Chairman

Elks National Service Commission

At this point in the history of its activities, we review and assess the motivation, aims and purposes of the Elks National Service Commission.

The members of the Commission held the opinion that America's precious freedom was secured at great sacrifice by our military defenders. When the danger of losing this freedom threatened, public attention was focused on the members of our armed forces and the cause for which they were fighting. Enthusiastic and demonstrative appreciation of the military uniform as a symbol of our safety and the priceless value of our national heritage was the patriotic sentiment during times of armed conflict. However, when the battles are fought and the shooting stops the dead are brought home and buried and the sick and wounded are bedded behind hospital walls; normalcy is established and the fears, anxieties and brutalities of the conflict are things best forgotten. New generations appear on the scene and the war becomes a legend.

To the hospitalized sick and wounded the war remains very real. They suffer from the hurts of war. Many will carry their burdens for a lifetime.

The Commission theorized that particular appreciation is due to the hospitalized veteran. Their basic reason was the fact that to be accepted for service the volunteer or draftee had to be healthy, strong and fit as a requirement to offer his life and services for our defense. It was the stated opinion of the Commission that it was just or-

dinary decency to be concerned with the ailing veteran when he needed help.

Ill of mind or body is defeat. Health alone was victory for him and we do not want defeated American veterans.

The members of the Commission knew that time dims public memory and concern for the present would relegate wars and the consequences of wars to the recesses of forgetfulness. At the close of World War II a solemn pledge was made: "So long as there is a disabled veteran in our hospitals, the Benevolent and Protective Order of Elks will never forget him."

This pledge was not a mere patriotic gesture made at a time when it was a popular slogan. It was firmly implemented by the establishment of the Elks National Veterans Service Commission in 1946 to perform its fulfillment.

The purpose of the pledge was to communicate to the hospitalized veteran that regardless of his ailment the Order of Elks was behind him in his efforts to regain his health, return to his family and take his place in the community with dignity, to enjoy the freedom for which he served to protect.

Thus, the activities constituted a form of "Companionship Therapy" which takes over when the maximum of medical assistance has been given. The presence of Elks' Committees in the hospital serves to motivate the patient to get well and assist him along the long road to recovery. It has been said of the discouraged hospitalized veteran, "It will be lonely to be dead; but it cannot be much more lonely than to be alive." This holds true for the veteran without family or friends to visit him to bring a little cheer and encouragement. He senses the small still voice of gratitude expressed by an Elks visit. It means much to him. He appreciates it. It gives him needed courage in his own fight for existence.

Expressions of remembrance are made in many ways. Our Elks Committees are members of the local hospital's Veterans Administration Voluntary Service. They must have the following qualifications: 1. Sincere interest in people. 2. Sense of responsibility and dependability. 3. Willingness to accept hospital standards of conduct and supervision. 4. Ability to work with people as a group as well as individuals within a group. 5. Tact, patience, congeniality, warmth and kindness. 6. Physical ability to perform volunteer work. 7. Sense of pride in serving others.

Our Committees meet regularly with members of other organizations serving the hospital and care is taken not to duplicate effort.

Veterans Administration hospitals have a daily average of approximately 119,000 patients with more than

670,000 admissions and 654,000 discharges during the normal year. There are many types of patients. Nearly 50% of them are suffering from mental disorders. In general medical and surgical hospitals some are bedridden. Some are ambulatory. Many are confined to wheel chairs. Domiciliaries take care of the aging.

Elks programs, therefore, are designed to meet the particular need of any group. They are not occasional or subject to momentary enthusiasm. They are regularly scheduled every week, every month. They are constant year after year.

Live entertainment in the form of auditorium variety shows, ward strollers, etc. are very popular. Bingo games, boxing and wrestling bouts, outdoor carnivals, smokers, picnics, short trips to visit Elk lodges, baseball and football games and sports nights are included. Bedside visits, letter writing, shopping, home phone calls, wheel chair pushing, assisting chaplains, assisting in hobby and craft instruction . . . in fact any service within the capabilities of the Committee workers is performed cheerfully for the patient. Television sets for wards and bedside radios are regularly contributed for entertainment between participation programs.

The dedicated Elks and their ladies who carry on this work of mercy are specially gifted persons. They have a zest for helping others and convey their enthusiasm to the patients. They bring the outside world to the bedside. They give lively evidence that the patient will never be relegated to that hopeless limbo of the half forgotten—half remembered. They demonstrate that it is one thing to *tell* a veteran who has a serious disability or a long stay in a hospital it doesn't necessarily mean the end of the road. But it is quite another thing to help him see it for himself . . . to help him believe it . . . to restore his enthusiasm for living despite great odds. It is quite another thing to restore confidence, to convince a man he is useful—and can always remain useful so long as he is able to breathe. This is the kind of therapy that is beyond the scope of a busy professional staff. Our Committees express a love for fellow man and make personal unsung sacrifices which are beyond description. They are full fledged members of the hospital team. They provide the human ingredients of concern and compassion and reflect the heart and conscience of the nation for its sick and disabled veterans. This has been hailed as the exemplification of Charity, Justice, Brotherly Love and Fidelity in the noblest sense. This is patriotism that is deep and fervent. This is Elkdom in its truest benevolence.



John L. Walker
Chairman

Elk's National Foundation

Increased contributions, a conservative investment program, and sales of securities have resulted in another record year financially for the Elks National Foundation. The Foundation's annual report for the fiscal year April 1, 1975, through March 31, 1976, reveals contributions totaling \$2,469,875.85 bringing the 48-year cumulative figure to \$27,003,039.00 in donations. Sales during the year brought the cumulative gain on sales of securities to \$2,475,435.00.

During the 1975-1976 fiscal year the Foundation experienced its largest year of contributions in the history of the Foundation, an indication that the individual member is becoming apprised of the importance of the benevolent agency which has been created in our Order.

The following report of disbursements, made possible through the gifts of members and philanthropic-minded individuals outside our Order, contains no item of expense for administrative purposes. The foundation emphasizes again that as the Order's principal benevolent trust, it makes no deduction from income to defray administrative costs which amounted to \$319,778.82 and were paid by Grand Lodge.

Disbursements from Foundation income in 1975-1976 totaled \$1,270,250.87 and were distributed in the following manner:

State Association Projects—\$307,000.00. Foundation Funds annually assist State Associations with established major projects and those being organized.

Scholarships Allocated to States—\$270,345.00. Scholarship awards to students nominated by State Association scholarship committee judges.

"Most Valuable Student" Awards—\$339,427.67. This program provided scholarship awards ranging from \$700.00 to \$3,000.00 to outstanding students selected by State and National judges.

Emergency Educational Fund—\$250,373.22. This fund makes scholarship assistance available to the children of any Elk in good standing who lost his life or has become totally incapacitated.

Youth Leadership Scholarship Awards

distributed in the 1975-76 academic year totaled \$10,456.98 and represents the reserves held for students who had earned awards prior to the combining of the leadership with the scholarship program two years ago.

Hoop Shoot/Free Throw Competition—\$80,000.00. The Foundation made this sum available to the Grand Lodge for its youth program recognizing boys and girls in younger age brackets.

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

T. L. Bear Fund (Grants for Vocational Training)—\$9,000.00.

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

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



Alton J. Thompson
Chairman

Board of Grand Trustees

Following the close of the Grand Lodge Session and Installation of Officers in Dallas, Texas, July 9, 1975, the Board of Grand Trustees met, organized and elected Alton J. Thompson as Chairman; Lewis C. Gerber, Vice Chairman; Marvin M. Lewis, Approving Member; H. Foster Sears, Secretary; Leonard J. Bristol, Home Member; Robert Grafton, Pension Member; Kenneth V. Cantoli, Building Application Member-East; and Edward M. Schlieter, Building Application Member-West.

It is with deep sorrow and a great sense of loss that the Board of Grand Trustees records the death of Lewis C. Gerber on February 3, 1976. Brother Gerber was elected to serve a one year term in 1972, and was reelected to a four year term in 1973. His passing is mourned by all Elkdom. William H. Collisson of Linton, Indiana, Lodge No. 866, was appointed to fill the vacancy until July, 1976.

The Board held meetings during the year as follows: October, 1975, Elks National Home, Bedford, Virginia; Febru-

ary, 1976, Orlando, Florida; May, 1976, Elks National Home, Bedford, Virginia; and beginning July 1, 1976, at the Conrad Hilton Hotel, Chicago, Illinois. This last meeting will adjourn at the conclusion of this Grand Lodge Session.

By direction of the Grand Lodge in session in Dallas, Texas, the Board procured and presented suitable testimonials to retiring Grand Exalted Ruler Gerald Stroh; retiring Chairman of the Board of Grand Trustees George B. Klein; and retiring Vice-Chairman of the Board of Grand Trustees Melville J. Junion.

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

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

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

From May 1, 1975, to May 1, 1976, the Board received and reviewed 300 applications from Subordinate Lodges requesting approval to purchase, sell, erect new buildings, make alterations or additions to existing buildings, purchase new furnishings, and to place mortgages upon their property. Authorization was granted by the Board and concurred in by the Grand Exalted Ruler for all of said applications in an amount totaling \$37,995,376.44.



Wade H. Kepner
Chairman

National Memorial and Publication Commission

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

"That the sum of \$2,500,000.00 be appropriated for the purpose of purchasing a site and constructing a National Headquarters Building. That in addition thereto, the unexpended balance of the War Relief Fund remaining in the hands of the War Re-

lief Commission be also applied to this said purpose. That an appropriate sum be raised by special levies against the Subordinate Lodges, proportionate to the respective membership from time to time as needed, not to exceed \$1.00 per capita in any calendar year."

In that report there also appeared the following:

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

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

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

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

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

During the past year more than 53,000 people visited the Building. Since its erection total visitors number over 3,000,000. Expenses covering maintenance of the Building are paid from the earnings of *The Elks Magazine*.

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

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

Appropriate insurance coverage is

maintained at all times by the Commission.

The Elks Magazine

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

On May 31, 1976, there was concluded the 54th year of the publication of *The Elks Magazine*. During the year ended on that date there were printed 19,854,263 copies of the Magazine. Total pages in the 12 issues for the period being reported, including covers, totaled 764—an average of approximately 64 pages per copy.

The Elks Magazine was conceived and instituted to be entertaining, as well as instructive. Primarily its purpose is to place in the hands of each one of the more than 1,611,000 Elks comprising the Order a monthly volume of fraternal information that will insure recognition of the Order's beneficent power; a keen appreciation of its uplifting mission; a deeper pride of membership and a constant inspiration to the renewal of fraternal obligations and an incentive to greater fraternal activity.

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

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

In articles during the past year, the emphasis continued to be on such areas of wide reader appeal as business, human interest, medical technology, sports, and current events. In the field of medicine, for example, the Magazine carried an article entitled "The Doctor Lottery," which examined the problems of finding a family doctor, and another explaining the life-saving techniques of the Heimlich maneuver.

Public Relations

We have once again engaged the consulting services of the public relations firm, Jack McGuire and Associates for the convention in Chicago. This firm has worked most satisfactorily for us a number of times in the past several years.

With the assistance of the Hal Copeland Company, we were able to secure excellent news coverage from the Dallas media during the Dallas Convention, including backgrounder stories on the Order, extensive coverage on the election of the new GER, stories and

pictures on Lori Cox, the teenager who spoke to the convention on her efforts in Americanism, stories and pictures of the Massachusetts Elks placing a wreath at the John F. Kennedy Memorial, a front page story and picture on Organist Ramon Ringo, delegate pictures and stories on the convention in general.



Homer Huhn, Jr.
Chairman

Grand Secretary

During the year ended March 31, 1976, our Subordinate Lodges added to their membership rolls 126,688 by initiation, 22,615 by dimit and 12,980 by reinstatement. In the same period 77,481 were dropped from the rolls

for non-payment of dues, 217 expelled, 32,574 granted dimit and 23,607 lost by death. The total membership of the Order as of March 31, 1976, is 1,611,139, showing a net increase of 28,404. The total number of lodges on March 31, 1976, is 2,212.

The membership growth has been substantial. It is a pleasure to state that the Order is in fine condition and that Elks everywhere are stimulated to better work along charitable, patriotic and community welfare activities.

We have made membership gains, and it behooves us to maintain these gains. However, lapsation—or to put it in other words “failure to collect Subordinate Lodge dues”—continues to be a major problem. This is a matter of Subordinate Lodge responsibility, and local Lodge leaders should recognize this fact. The work of the lapsation committee should start immediately after each dues-paying period; and, a final effort to save members should be made in February and March of each year. Let these members know that

they are needed to keep up the good work their particular Lodge is doing. While a notice of delinquency sometimes bring about good results, a personal call is infinitely better and saves many a good member.

Statistics show that the average Lodge must annually add to its roll a number equivalent to approximately ten percent of its membership in order to end the year with a net gain. It has been frequently demonstrated that Lodges which have set a realistic and challenging membership goal and then followed a well conceived, intelligent selective membership effort along the lines outlined in the Membership Control Manual often achieved gains greatly in excess of their original objectives. I, therefore, urge every Lodge to set a membership goal which will represent a substantial gain in membership, especially in this the Bicentennial year of our nation, and organize a selective membership effort to reach every qualified and desirable potential member in its jurisdiction.

NEW LODGES

GRANTED DISPENSATION	NAME AND NUMBER OF LODGE	INSTITUTED
<i>Granted by Grand Exalted Ruler Gerald Strohm</i>		
3-7-75	Deale, Md., No. 2528	4-13-75
3-24-75	El Macero, Cal., No. 2529	6-28-75
3-25-75	Kinderhook, N. Y., No. 2530	4-27-75
3-31-75	Tucson-East, Ariz., No. 2532	5-10-75
3-31-75	Islip, N. Y., No. 2533	6-8-75
5-5-75	Manasquan, N. J., No. 2534	6-1-75
6-9-75	Americus, Ga., No. 2535	6-7-75
6-10-75	Placentia-Yorba Linda, Cal., No. 2536	
7-7-75	Valdez, Alas., No. 2537	6-27-75
7-7-75	Kinnelon, N. J., No. 2538	

Granted by Grand Exalted Ruler

<i>Willis C. McDonald</i>		
	Seminole, Okla., No. 2516	1-10-76
	Placentia-Yorba Linda, Cal., No. 2536	11-29-75
10-3-75	Kinnelon, N. J., No. 2538	10-19-75
10-8-75	Highland, Ark., No. 2539	11-8-75
12-5-75	Cape Henlopen, Del., No. 2540	11-1-75
12-11-75	Tri-City, Colo., No. 2541	1-4-76
2-13-76	Pawhuska, Okla., No. 2542	1-31-76
2-18-76	Poway, Cal., No. 2543	
2-23-76	Gaylord Area, Mich., No. 2544	3-20-76
2-23-76	Allton-Thayer, Mo., No. 2545	5-2-76
2-24-76	Issaquah, Wash., No. 2546	
3-8-76	Gallatin, Tenn., No. 2547	3-28-76
	Plymouth, Ind., No. 2548	4-11-76

Charters Revoked and/or Surrendered

*Ansonia, Conn., No. 1269	10-22-75
**Phil-Mont, Pa., No. 2345	1-6-76
Alvin, Texas, No. 2403	2-25-76
Mountain City, Tenn., No. 2488	2-9-76
***Memphis, Tenn., No. 27	3-9-76
Pampa, Texas, No. 1573	3-31-76
Hugo, Okla., No. 1909	3-31-76
*Merged with Derby, Conn., No. 571	
**Merged with Norristown, Pa., No. 714	
***Merged with Memphis North, Tenn., No. 2039	

BENEVOLENT ACTIVITIES

Below is a list of Charitable, Educational, Welfare and Patriotic activities in which Subordinate Lodges are engaged, together with the total moneys expended for the same during the Lodge year from April 1, 1975, to March 31, 1976:

ACTIVITIES	AMOUNT
Relief of Members, Widows, Orphans, Dependents, Burials, etc.	\$ 801,496
Summer Outings, Camps and Health Resorts	592,060
Cerebral Palsy	1,790,774
Crippled Children	1,888,569
Medical Aid and Hospitals	828,623
Care of Needy Families, including Thanksgiving and Christmas Baskets	1,260,954

Elks National Foundation	1,015,542
Youth Work (except for scholarships, free textbooks, etc.)	2,237,244
Scholarships, Free Textbooks, etc.	849,199
Red Cross, Salvation Army, etc.	356,447
Veterans' Relief	417,023
Miscellaneous	1,291,928
Flag Day, Constitution Day, Fourth of July, etc.	550,743
Total	\$13,880,602

Washington	569	
West Virginia		649
Wisconsin	478	
Wyoming	1,205	
Gain	32,234	
Loss		3,830
Net Gain	28,404	

MEMBERSHIP GAINS AND LOSSES BY STATES

State	Lodge Year Ended March 31, 1976	Gain	Loss
Alabama	859		461
Alaska	845		
Arizona	410		
Arkansas	1,847		
California	20		
Canal Zone	1,357		
Colorado	501		
Connecticut	764		
Georgia	13		829
Guam	101		
Hawaii	588		
Illinois	1,303		
Indiana	376		
Iowa	514		
Kansas	27		
Kentucky	205		
Louisiana	176		
Maine	563		
Maryland, Delaware and Dist. of Columbia	1,101		
Massachusetts	1,697		
Michigan	1,624		
Minnesota	1,177		
Mississippi	653		48
Missouri	1,031		
Montana	1,082		
Nebraska	699		
Nevada	236		
New Hampshire	1,464		
New Jersey	314		
New Mexico	715		
New York	998		595
North Carolina	1,239		
North Dakota	879		
Ohio	2,727		
Oklahoma	902		
Oregon			
Pennsylvania			
Philippine Islands			60
Puerto Rico			20
Rhode Island	5		
South Carolina	24		
South Dakota	1,026		
Tennessee			146
Texas			366
Utah	205		
Vermont	91		
Virginia			280

ACTIVITIES BY STATES

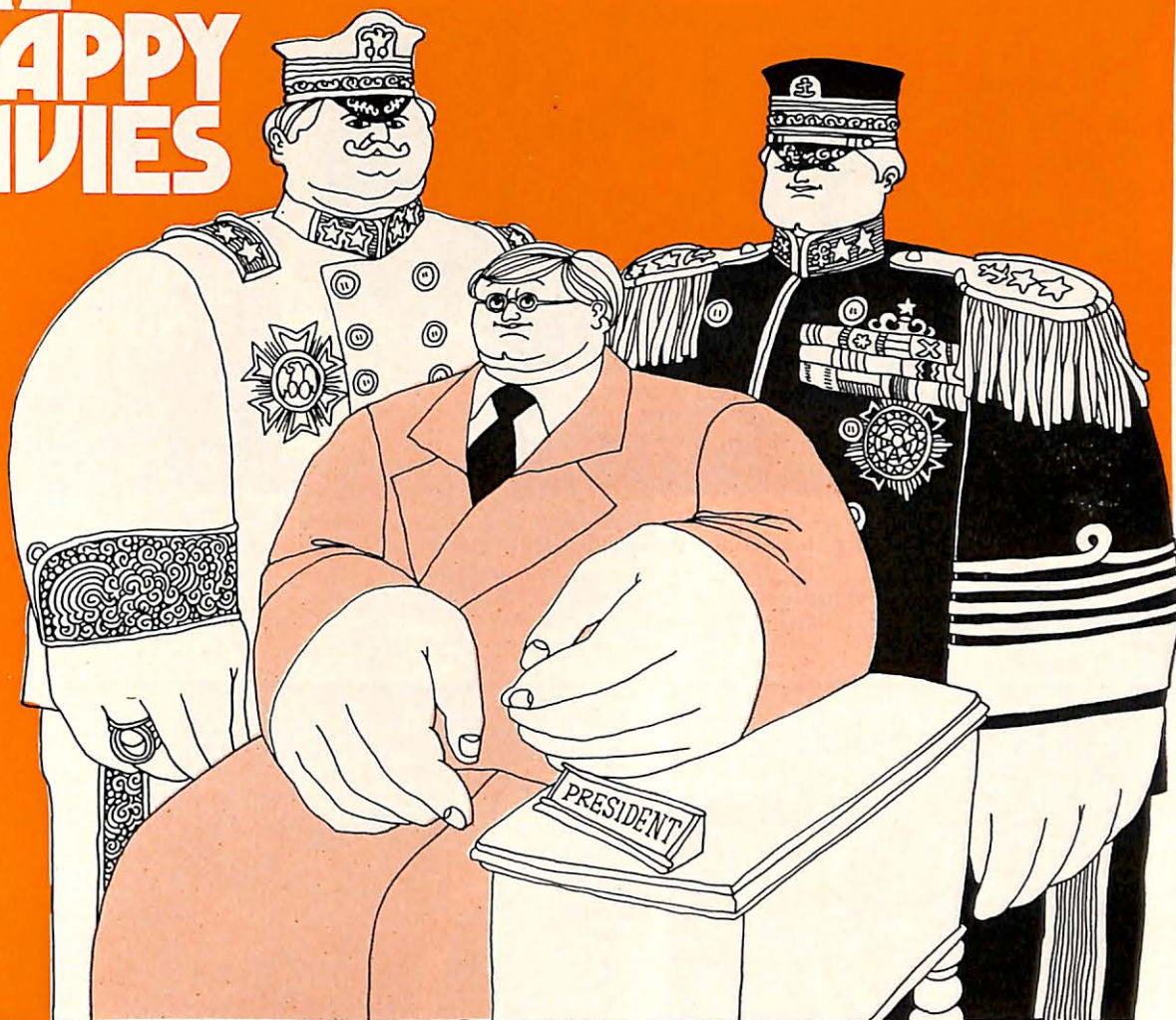
The following table shows the amount expended in Charitable and Welfare work by each State and Special Jurisdiction, during the period from April 1, 1975 to March 31, 1976:

State	Amount	State	Amount
Alabama	\$ 138,742	Nebraska	158,577
Alaska	135,738	Nevada	65,103
Arizona	251,767	New Hampshire	78,476
Arkansas	47,696	New Jersey	1,030,491
California	1,868,668	New Mexico	186,147
Canal Zone	25,791	New York	931,189
Colorado	491,066	North Carolina	130,617
Connecticut	242,537	North Dakota	116,570
Florida	1,061,504	Ohio	329,359
Georgia	95,842	Oklahoma	179,287
Guam	17,431	Oregon	523,823
Hawaii	41,500	Pennsylvania	616,859
Idaho	174,072	Philippines	127,853
Illinois	330,894	Puerto Rico	96,644
Indiana	292,849	Rhode Island	92,032
Iowa	120,116	South Carolina	139,096
Kansas	106,423	South Dakota	113,648
Kentucky	55,558	Tennessee	352,262
Louisiana	74,060	Texas	162,296
Maine	83,606	Utah	95,823
Md., etc.	188,863	Vermont	107,952
Massachusetts	786,252	Virginia	459,678
Michigan	395,587	Washington	95,638
Minnesota	138,045	West Virginia	147,681
Mississippi	32,926	Wisconsin	57,746
Missouri	171,624	Wyoming	
Montana	116,598	Total	\$13,880,602

The foregoing Digest of Annual Reports was prepared by the Staff of *The Elks Magazine* from texts of the official reports involved. Each of the reports was published separately in its entirety. In addition, the Grand Exalted Ruler, the Grand Secretary, and the several Chairmen presented supplementary remarks at Grand Lodge Session held in Chicago, Illinois, July 4-8. These remarks appear in the printed Proceedings of the Grand Lodge Session. ■

THE HAPPY HEAVIES

by John L. Kent



• Your social and business progress can be predicted by your height and weight. You doubt this? Extensive research says it's true. If you're under six feet and weigh less than 200 pounds, give up any thought that you may one day be president of the firm.

On the other hand, if you're about 175 to 200 pounds (the happy weight) and proudly write "6 ft. 1 in." on your driver license renewals, you have been chosen by Providence (or your personnel manager) for big things. You can forget about your horoscope, your lack of a post-graduate degree, or even the fact that your split-level-on-a-half-acre does not have a swimming pool. These are secondary. You got the height and weight—the only things (say the experts) that count!

Recent research by little known (almost unheard of) experts, including social scientists, disc jockeys and Watergate defendants, has conclusively shown that tall or fat men win wars, get to be presidents of corporations, get higher salaries as executives, and, of course, get the better looking women as wives.

There has always been a popular feeling that the tall man has an advantage. It is the "tall, dark and handsome" man who gets the girl. It is the western hero riding "tall in the saddle" who defeats his adversary (who is short, of course, and most likely an undernourished Indian). The short person is saddled with such popular sayings as "short-changed" and "short-sighted."

The most recent confirmation of the so-called Tall Man Theory (TMT) of progress-through-height comes from Leland Deck, personnel director at the University of Pittsburgh. His research has proved the theory in a number of ways. For example, his survey of recent graduates shows that men under six feet receive an average monthly salary of \$701. The six-footers receive \$719 while those six feet two inches receive a hefty \$788.

In a survey of older graduates, investigator Deck found that men under six feet averaged \$8,775 per year and those six feet and taller received \$9,670 per year. It is a certainty that if research were extended into other spheres of ac-

tivity, the results would similarly prove that TMT is true. (Tall men most likely make better car drivers, are most likely to be better lovers, are kinder to animals, have a higher regard for ecology and get higher interest at their savings and loan association.)

Take politics. Of the 35 U.S. presidents, 23 had been 5 feet 8 inches or taller. All of our highly successful presidents had been tall men—Washington, Jefferson, Lincoln—or real hefty: McKinley and Taft.

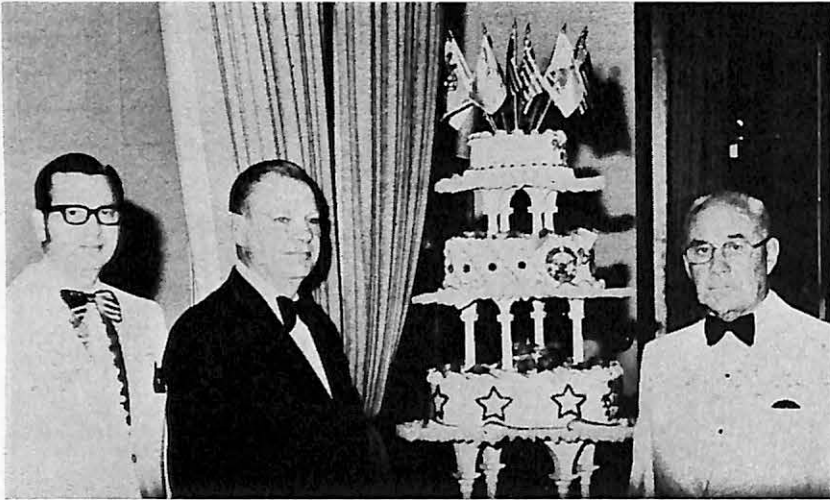
By contrast, criminals and other failures are almost always short. Dr. David Hamburg, chairman of the Department of Psychiatry at Stanford, made a study and found that every presidential assassin (except Booth) was a failure—socially, personally, economically—and "smaller than average stature."

Consider war. The tall guys always win. The tall Duke of Wellington defeated the short Napoleon at Waterloo. Gen. Douglas MacArthur was much taller than any of the Japanese admirals. When General Eisenhower and

(Continued on page 41)

NEWS OF THE LODGES

(Continued from page 24)



A BIRTHDAY CAKE, complete with 10 historical flags, was designed and baked by Brother Norman Johncock for the celebration of Kalamazoo, MI, Lodge's 90th anniversary. The festivities, held in conjunction with the installation of officers, were attended by (from left) PER Fred Tomquist, ER Joseph Chaney, and PSP Don Frisinger.



AMONG THE ELKS who convened in Montgomery, AL, for the recent state meeting were (from left) VP Ron Creel, then-SP T. Reginald Spraggins, and PGER Robert Pruitt, the state sponsor. The three officials discussed new plans for aid to the handicapped.



THE CHAMBER OF COMMERCE in Farmington, MI, pronounced Brother Chuck Schulkin (right) its Citizen of the Year. ER Steve Magyari congratulated his fellow lodge member and commended him for his charitable works over the past years.

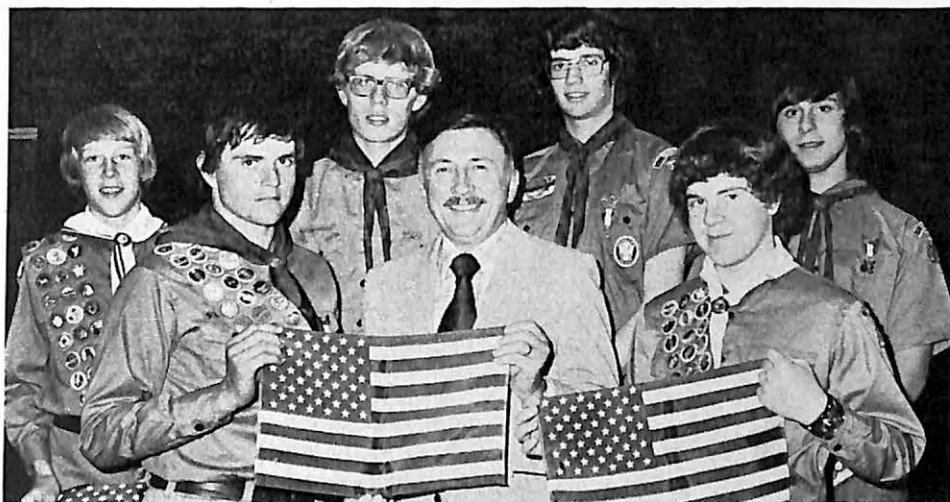


SPECIAL HONORS are common to the John family of Auburn, IN, Lodge. PDD Warren John (right) congratulated his son David (center) after installing him as Exalted Ruler of the lodge, while last year's "Elk of the Year," son Layton, observed.

THE LATE PAST GRAND Inner Guard and PSP Robert Burns (fourth from right) of Bessemer, MI, Lodge was honored when Ironwood Lodge initiated a class in his name. Present to pay tribute to Brother Burns were (from left) Ironwood's ER John Novak, PDD Alfred Wright, new member John Kolodziejczk, guest speaker PSP Carl Fernstrum, new members George Berquist and Eugene Valesano, and PDD Lloyd Lehto.



ON DISPLAY at Ludington, MI, Lodge were five ritualistic trophies from the state competition, including the first-place team trophy. Coach David Reimoehl (left) and fellow team members went on to compete in the national contest.



A YOUTH HONOR DAY banquet was the occasion for the presentation of American flags by ER Darold Adamson (front row, center) on behalf of Yankton, SD, Lodge to six local Eagle Scouts. Darrel Dolan (front row, left) and Chris Wagner (right) displayed their gifts while (back row, from left) Tim Bierbaum, Greg Schwenk, Steve Bauer, and David Leyden looked on.



THE BUILDING PROJECT of the Home for the Incurables in Louisiana was aided by a \$1,000 contribution from New Orleans Lodge. Brother Tom Landry presented the check to Frank Taylor, administrator of the Home.

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(Continued from page 28)

able. The problem is to have one with you when you need it, since, often as not, sharks turn up where they aren't supposed to. One such weapon is a "bang stick"—a metal stick with an explosive charge at the end. "You hit a small shark with one and you'll turn him into sawdust," says Donald W. Wilkie, director of the aquarium-museum at the Scripps Institution of Oceanography at La Jolla.

Chemical repellents sometimes work and sometimes don't, as flyers ditching in the ocean have all too frequently reported. One ex-Navy pilot told me, "We were issued a repellent that repelled sharks all right, but it attracted barracuda!"

"There is really no effective shark repellent," flatly asserts Dr. Eugenie Clark, famed lady ichthyologist.

Probably the most successful shark protection for flyers and seamen is a simple plastic bag. It hangs suspended from an inflatable orange ring. It fills with water, and you climb in and wait for rescue, reasonably secure in the knowledge that a shark isn't likely to attack you for the simple reason that it can't smell you.

Beach cities harassed by sharks have resorted to heroic defense measures. For 40 years the South African city of Durban had experienced no shark attacks. Then, for reasons never fully understood, sharks laid seige to its beaches. In a period of eight years, 19 swimmers were attacked, and six of them died. Durban called on the government for help, and it responded by installing an elaborate—and effective—system of protective nets.

Two attacks in 10 days along New Jersey beaches prompted an ingenious approach to shark defense. A bubble barrier was put up, using perforated hose laid on the ocean floor 200 feet from the beach. It seemed to work. Sharks were seen to approach the curtain of bubbles and then turn back.

But subsequent experience demonstrated that some species of sharks simply weren't fazed by the bubbles. They swam right through. Exit bubble barriers.

Someday, says Philippe Cousteau, son of the well-known undersea explorer, civilization must establish an "effective method of protection" against sharks. "Unless we do," he says, "our invasion of the oceans will be delayed or made difficult of accomplishment."

Amidst all this doom and gloom about sharks, isn't there something good we can say about them?

Yes, in fact, several things. In the first place, they're useful as scavengers. They clean up the bottom of the ocean, with those underslung jaws of theirs, prodigious appetites and digestive juices so strong that a single drop blisters human flesh.

Secondly, surprising as it may seem, they just could help us find a cure for cancer. Scientists have learned that sharks possess a double system of immunity to disease, infinitely more protective than that of man. Cancer cells, for instance, when mixed with shark-blood serum, are killed. We may thus be confronted some day with the delicious irony of the shark turning out to be more of a benefactor to mankind than a menace.

Finally, the shark is a model of durability, a throwback to the age of the dinosaurs. Other species have come and vanished. Man has had to change and evolve in order to survive. The shark is now just what it was 300 million years ago, uniquely, consummately adapted to its environment, the ultimate hunting machine.

"The shark," said one marine scientist, "is the most perfect animal in the world. He roams the world for free; he doesn't give a hoot in hell about anything."

The scientist spoke with quiet awe. "The shark," he said, "will still be here when everything else is gone." ■

Obituaries

PAST GRAND LODGE COMMITTEEMAN Marcus M. Archer of Rock Island, IL, Lodge died August 10, 1975. Brother Archer served his lodge as Exalted Ruler in 1935-1936, and held the post of District Deputy Grand Exalted Ruler for the Northwest District in 1942-1943. In 1947-1948 he was a member of the Grand Lodge Lodge Activities Committee.

PAST GRAND INNER GUARD Robert A. Burns of Bessemer, MI, Lodge died May 24, 1976. In 1945-1946 he was Bessemer's Exalted Ruler, and was appointed District Deputy Grand Exalted Ruler in 1950-1951 for the Northwest

District. Brother Burns served as Grand Inner Guard in 1963-1964.

PAST DISTRICT DEPUTY Andrew F. Polite of Madison, NJ, Lodge died January 13, 1976. A Past Exalted Ruler, Brother Polite served in the capacity of District Deputy Grand Exalted Ruler in 1939-1940 for the Northwest District.

PAST DISTRICT DEPUTY R. W. Evans of New Smyrna Beach, FL, Lodge died March 20, 1976. Brother Evans was a Past Exalted Ruler of his lodge, and in 1968-1969 he became District Deputy Grand Exalted Ruler for the East Central District.

The Happy Heavies (Continued from page 37)

Field Marshal Montgomery invaded the European continent, they faced all short German generals. The only tall one—Gen. Rommel—was at home enjoying a birthday party for his wife. And, it is no military secret that all the generals that Stalin put on the Eastern front were tall guys. How could they lose? Especially with all that American equipment.

Even a cursory examination of the history of art and literature reveals that the tall guys are the achievers. Michelangelo, Leonardo da Vinci and Rembrandt were all above average (in more ways than one!). Beethoven was a six-footer, so was Shakespeare and Dostoyevsky. The short, hunchbacked genius is a popular myth. Geniuses are always big. In fact, you could form a new theory—call it BGBG—the bigger the guy, the bigger the genius.

There is another theory—expounded by a lot of big, fat experts—that all the world's progress and good times occurred during periods when tall or fat men were in power.

This can be seen almost immediately if one but considers Henry VIII. Surely, you've heard of him and his 285 pounds of solid flesh! And, then there is the Duke of Buckingham. Haven't heard of him? Not surprising. He was a skinny, short, nervous nobody descended from King Edward III who was beheaded by Henry VIII for treason. (You got to watch out for the skinny guys, as Shakespeare points out in *Julius Caesar*.)

Consider also the 15th Century Czech Hussite leader, John Zizka. A bold military genius (he invented modern tank warfare by his use of artillery on armored wagons), he weighed over 260 pounds. Though totally blind, he gained brilliant victories over his skinny (150 pounds or so) opponent, Emperor Sigismund.

That leadership and greatness in any endeavor is related to above-average height and weight is readily apparent merely by reciting a list of those who had been called "the greatest." For example, "the greatest showman who ever lived," was P. T. Barnum. He weighed over 250 pounds. "The greatest tenor of modern times"—John McCormack—was over 200 pounds. "One of the greatest opera singers of all time"—Enrico Caruso—didn't require much stuffing to portray the role of Canio, the 250-pound clown in *I Pagliacci*.

In fact, one could say that the dividing line between obscurity and greatness is around 200 pounds. And, you just can't miss with a 250-pound man.

Of course there were some well-known men in history who were not tall or fat, but they were failures! Take

General George Armstrong Custer. He was a skinny guy, with long blond hair, and rumor is that he wore "elevator" shoes to make him taller than his men. Then there was Chief Sitting Bull, a hefty 300-pounder who ate raw buffalo meat. (Custer cooked his.) They met in 1876 in a God-forsaken place called Little Big Horn. You know what happened there.

So much for war. Now take peacetime. A brief examination of U.S. history will show that we had peaks of prosperity during the administrations of fat presidents and wars and other troubles when the presidency was held by short, skinny, nervous types. (Usually fat and big generals and admirals had to be called on to end the wars.)

The administrations of Presidents William McKinley, William Taft, and Theodore Roosevelt are good examples.

McKinley, our 25th president, was leader of our nation when it became a world power. He weighed about 220 pounds. He was called "the advance agent of prosperity" during his election campaigns. He believed in sound money and the protective tariff. It was McKinley who put the U.S. on the gold standard in 1900. (And, it was a sickly and skinny president who took the country off the gold standard in 1934.)

Taft was the only man to hold the two highest offices in the nation—first president and then chief justice of the Supreme Court. His size and famous chuckle made Taft a memorable figure.

He was just under six feet, with a fair skin and clear blue eyes. At the time he was president, he weighed 350 pounds. According to one biographer, Taft "accomplished a vast amount of work." Prosperity continued.

Theodore Roosevelt's rotund figure is known to all Americans through pictures in history books and old movie newsreels shown in TV documentaries. It was the reserve power of his solid build (about 220 pounds) that enabled him to lead his troopers up San Juan Hill. Can you imagine the skinny Woodrow Wilson leading a cavalry charge? Never. (Couldn't even ride a horse.)

When fat men are in power, tranquility is the order of the day. As the American writer, Washington Irving, wrote in 1809:

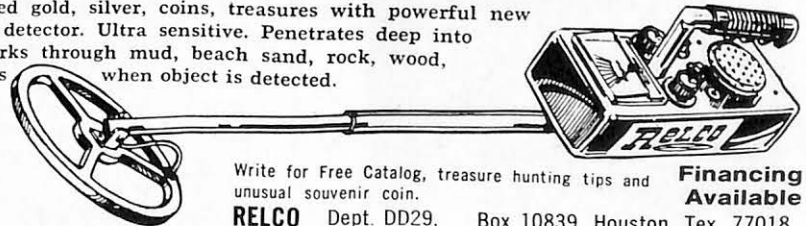
"Who ever hears of fat men heading a riot, or herding together in turbulent mobs? No, no, 'tis your lean, hungry men who are continually worrying society, and setting the whole community by the ears."

It is no accident that the presidents of most successful corporations are big, fat men and that at every bankruptcy hearing the participants are skinny, nervous types. (The last president of the bankrupt Penn-Central Railroad didn't even weigh 200 pounds.) Hence the truism: Fat and big men are the successful men.

The lesson of history is clear. Progress, prosperity and happiness can be correlated to the inches and pounds of the participants. Isn't it about time you put on a few more pounds? ■

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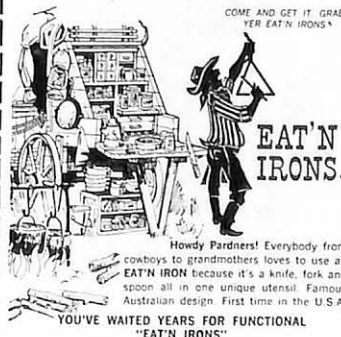


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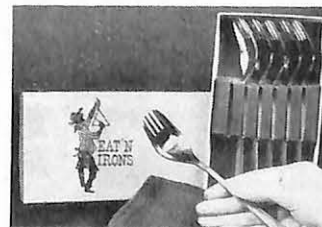
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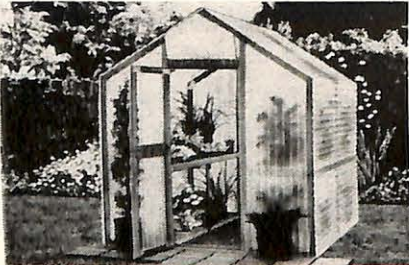
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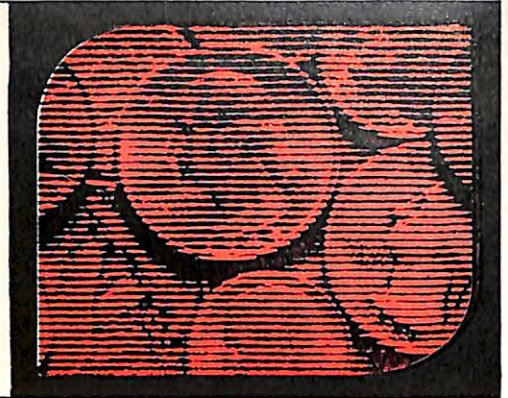
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by Mike LeFan



AUGUST BARGAINS

August bargains should save you money on several fronts. Check on the white sales, on bedding, and on furniture. You'll also find attractive buys on drapes and curtains, lamps, housewares, and general home furnishings. Air conditioners, gardening equipment, and camping goods ought to show up in the bargain column too.

Be alert to the following clothing buys: Early fall fashions, summer clothes clearances, swimsuits, and back-to-school clothes (and supplies). Men's and women's coats are especially worth watching. Prices are reduced on clothing accessories also.

Don't forget that new cars will be hitting the showrooms before long. And if you need baby goods or stationery, these are cheaper. Do keep a watchful eye on the pre-Labor Day sales.

Supermarket Snoop advises that August is a good time to buy fresh blueberries, nectarines, peaches, pears, plums, prunes, and sweet corn.

We've heard good comments on the "Auto-Cyclopedia" we told you about last month. If you haven't gotten one, do. This 160-page book will save you money on your car's fuel, repairs, insurance, financing, and more. For your copy, send \$1 to Armstrong Rubber, Dept. MM, 500 Sargent Dr., New Haven, CT 06507.

Brew your own substitutes for store-bought products and save money. You can make cleaners, lotions, and other

items with readily available ingredients. *The Formula Book*, by Normal H. Stark (Sheed and Ward, \$5.95) tells how. Get a copy at your bookstore. The formulas are simple: Brew lemon furniture polish by mixing 10 drops of lemon extract with one quart of mineral oil. Use a pump bottle to spray lightly on furniture, then polish with a soft rag.

Likewise, table salt's good for more than sprinkling on french fries. It's a real moneysaver. Use salt to keep plumbing in good shape by pouring a strong salt water solution (one cup of salt and one cup of boiling or very hot water) down your sink drain about once a month. Use the cheapest salt available. It'll prevent grease buildups and will destroy bad odors.

Are you thinking of buying a home? It's a good inflation fighter and offers you some tax advantages. For more info, here's a specially researched guidebook called *The Realities of Buying a Home*. Easy to read, full of moneysaving facts. Send \$1 to "Guidebook," National Gypsum Co., Dept. MM, Buffalo, NY 14225.

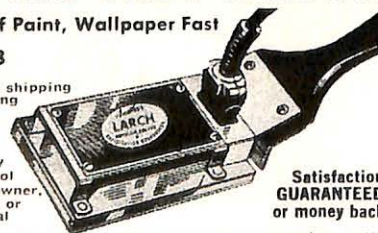
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away from your home too.

Q. "I just got a chain letter deal involving some kind of ball point pens. It said I can make money by sending some money to buy a pen. Is this legal?"—Toni G.

A. Probably not. The Postal Service says chain letters violate mail fraud laws. But even if it was legal, there's not much chance you'd make any money. You were probably told to add your name at the bottom of the letter, mark out the name at the top, send money to that person, and send copies of the letter to four friends. Then the money's supposed to roll in. The only person who stands a chance at all is the guy who started the thing. In fact, every name on the original letter is often an alias for the same person. You'll be wise if you don't add a link to that chain.

Is it tough to find enough "stretch" in your present income? Maybe it's time to give some thought to picking up some royalties on one of your brain children. A fellow has marketed over 125 of his own ideas and has put his system in a book for use by other creative people. *Your Ideas May Be Worth a Fortune* is the title. For details, write Woodie Hall, Dept. MM, 957 La Fiesta Way, Lake San Marcos, CA 92069.

Men's wool and wool-blend suits will cost more this fall, maybe 15% more. They say there's a cloth shortage. Many suits now include a vest, adding to the price. If you run across a good buy in a fall suit, better grab it while the grabbing's good.

Do you have a drawerful of coupons for brands and products that you don't even use? You can solve that problem by organizing a weekly, monthly, or otherwise regular "Coupon Party." Everyone brings his unwanted coupons and swaps for others that he needs, and it's a good excuse for getting together with friends.

Q. "What kind of cleaner and wax should I use on aluminum siding? I live on a lake and am constantly washing off spider webs and bugs from the sides of my house. What will ward them off?"—Mary B., Delton, Mich.

A. You can wash and wax with your water hose and a sprayer set usually sold at hardware, discount, and other stores (generally in the auto department). These sets have a wax pellet good for the job. Unfortunately, there's not much you can do about the bugs. Your best bet is to contact the nearest office of the U.S. Department of Agriculture, asking for pamphlets on controlling outdoor pests. And contact your county agricultural agent to see if he can suggest insecticides for bugs in your area.

Have any of you solved these buggy problems? How about sharing your secret with us.

Fresh fish is protein-rich, but there's no required government checks and so most fresh fish isn't inspected. To select the freshest fish look for bright, clear eyes; bright red or pink gills; clean intestinal cavity; firm, shiny flesh; and a mild, clean odor.

How the Small Taxpayer Can Take The IRS To Court is the name of a new booklet showing how you can ask the U.S. Tax Court to referee your dispute with the IRS if the case involves \$1500 or less. Tells where, when, and how. Send \$1.25 to Reymont Associates, Dept. MM, 29-C Reymont Ave., Rye, NY 10580.

Telephone Tip: If you plan on taking an extended vacation or on living away from home for a time, you may save money by temporarily suspending your telephone service. Check with a phone company service representative.

Money Saver of the Month: Did you try our recent tip on enriching the taste of powdered milk by adding whole milk to it? Mrs. Helen C. says you can "wean" yourself from adding the whole milk by gradually decreasing it in the mixture. You'll soon eliminate it altogether while still getting all your vitamins and minerals—at an even lower cost. It makes cents. You're welcome.

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

Shopping by mail can be fun and convenient. But you should know this about mail order merchandise.

- You have the right to know when you can expect your merchandise to be shipped.
- You have the right to cancel your order.
- You have the right to get all your money back if you cancel.

Federal Trade Commission

NEW: GARMENT BAG

New design for easy travel. Handles on both ends for convenient carrying. Not a lightweight vinyl bag. Made of heavy duty soft leather-like lined material with H.D. zipper for years of service 25" x 38". Plastic identification tag.

\$13.95 post paid
Ladies long dress length.
.75¢ extra



GOLF BAG COVER

Protect your valuable clubs and bag for traveling or storage. Heavy duty vinyl coated material with napped lining. Fits largest pro-bag. Heavy plastic identification tag incl.

\$12.95 post paid



PEARSON DISTRIBUTORS
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PLEASE SEND ME . . .

- # ___ Mens Garment Bags . . . @ \$13.95 ea.
___ Ladies Lg. Dress Lgth . . . @ \$14.70 ea.
___ Golf Bag Covers @ \$12.95 ea.

Check or money order encl. for \$ _____

Name _____

Address _____

City _____ State _____ Zip _____

Shows Actual Size

YOUR NAME & ADDRESS
(and/or anything else you want)
Printed Like This on 2 to 5 Lines
ON 300 GUMMED LABELS

WORLD'S BEST GIFT

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

SEND NO MONEY NOW! Pay for labels after they arrive and prove satisfactory.

Writewell Co., 813 Transit Bldg., Boston 02115



HOW TO LURE HUMMERS:

Hang one or more "Hummy - Bird Bars"® in your garden. It's a delight to watch them sip from the original four-at-a-time feeder. Beeproof; no drip or rust; glass bottle. Instructions. Guaranteed. \$4.20 Post Paid in U.S.A. Add 25¢ tax in Calif. No COD's.

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(Also makers of the Oriole "Fun-Bar") Made in U.S.A.

OUR 21ST YEAR!

1976

Our 25th Anniversary

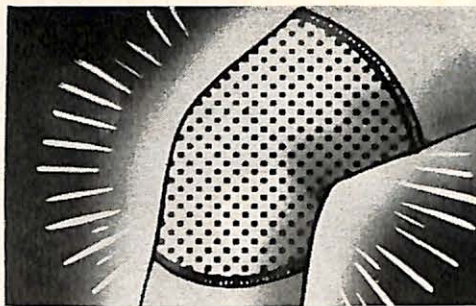
Beautiful 25th anniversary gift, new and different, a lifetime keepsake. (Black wood frame 11"x22"), red background, blue and silver lettering, 25 quarters set in date. Just \$39.50. Have limited supply of uncirculated Bicentennial quarters which will increase in value. Just \$49.50. (Ohio res. add 4% tax). Shipped prepaid, No C.O.D.'s, send check or Money Order to

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Collection of 21 genuine postage stamps honoring U.S. presidents in our Bicentennial Year from Rwanda, Monaco, many other countries. Portraits of FDR, JFK, Eisenhower, Lincoln, 12 other presidents, plus color paintings of Washington crossing the Delaware, etc. Also, other exciting stamps to examine FREE. Buy any or none, return balance, cancel service anytime, but this valuable collection of 21 stamps (plus 40-page illustrated catalog) are yours to keep. Send 10¢ today! H. E. HARRIS & CO., Dept. PR-7, Boston, Massachusetts 02117



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Relieve those aching joints. Warm-Ease pad seals in body heat and concentrates it where you need it most. Relieves aches, pains, strains, stiffness. Soft foam-filled jersey covered pad. Sanitary, washable. Fits snugly around knee, elbow, ankle for quick soothing comfort. Ideal relief for arthritis sufferers.

\$2.29 plus 35¢ postage
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SPORTY PIGSKIN SUEDE CAP looks just right in town and country. Feels comfortable too. Durable pigskin suede is Scotchguard-treated for water-repellency. Has snap-visor front, comfortable sweatband and full lining. In brown or loden green. S-M-L-XL. \$8.95. Add \$1.25 shpg. Deerskin Trading Post, Dept. PM, 119 Foster St., Peabody, Mass. 01960.



YOU DON'T HAVE TO BE FRENCH to love wearing the popular French Workman's Shirt. Casual and distinctive with European cartridge-case buttons and button-flap sleeve pocket. Machine washable, no-iron blue Chambray denim. S-M-L-XL. \$14.95 ppd. Lew Magram, Shirtmaker to the Stars Ltd., Dept. EL-8, 830 Seventh Ave., N.Y. 10019. Send for men's fashion color catalog.

ENJOY GOLF WITH ONE CLUB!

PUTTER
DRIVER
3 IRON
5 IRON
7 IRON
9 IRON

adjustable
ALL-IN-ONE GOLF CLUB

Get plenty of exercise playing golf without being tired from carrying a bag full of clubs! You'll have fun and exercise with the Adjustable All-In-One golf club. One club adjusts for all shots — driver, 3, 5, 7, 9 iron and putter. Play the easy way and enjoy the game. A real quality club. Carry it anywhere. **Special August offer** — FREE headcover, balls and tees — everything you need to play — with orders received by August 31, 1976. Money back if not pleased. \$44.90 postpaid, 2 for 79.50. Master Charge and BankAmericard accepted. Send card number and expiry date. Specify right or left handed and height for proper club length.

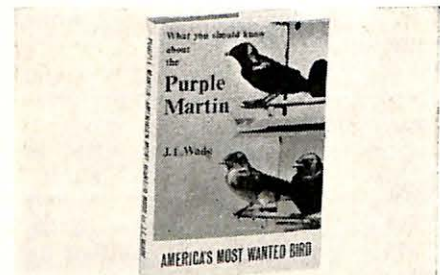
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1885B Campeau St., South Bend, Ind. 46617

Let "Chessie the Kitten" Crewel kit work its way into your heart.



This adorable feline, the official trademark of the Chesapeake and Ohio Railroad, is stamped on 100% linen and comes with 100% wool yarn, 100% embroidery thread, needle and easy-to-follow instructions. Delicately shaded the full design can be done in basic stitches. A charming edition to every home's decor. (14"x11" finished size, frame not included). \$4.50. Add 75¢ postage & handling. NYS residents add Sales Tax.

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STORY OF THE PURPLE MARTIN tells you all about that fascinating bird. For instance did you know this most useful bird eats 2,000 mosquitoes a day? Learn how to attract, feed, house and care for Purple Martins in this 218-page hard-cover volume. 24 pages are full color. Only \$3.95 ppd. Tree Top House, Dept. R-8, Box 502, Spring Green, WI. 53588.

Grass Seed Is For The Birds!

Zoysia Saves Time, Work, Money

Amazoy is the T.M. Reg. U.S. Pat. Office for our Meyer Z-52 Zoysia Grass. *Zoysia Farm Nurseries, 1976


Grass Seed Will Never Grow A Lawn Like This!

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No Need To Rip Up Present Grass Plug Amazoy Into Old Lawn Or New Areas

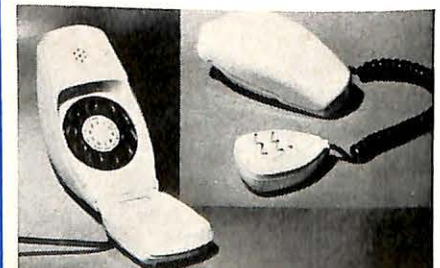
It's true, the things people are saying about Amazoy Zoysia. It grows so thick, walking on it is unforgettable... like walking on a thick, pile carpet. Amazoy lawns drive out crabgrass & weeds all summer. They stay green and beautiful in blistering heat when other grass burns out. They cut mowing in half. Amazoy never needs replacement; ends re-seeding forever. Won't heat kill or winter kill, just goes off its green color after frosts, regains fresh new beauty every Spring — true perennial. *Every plug guaranteed to grow in YOUR climate.* Should any plug fail to grow in 45 days, it will be replaced free.

Order now **➤** *If it isn't Amazoy you're not getting the grass that made Zoysia famous.*

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Please send me guaranteed Amazoy as checked below:

<input type="checkbox"/> Full Size Plugger \$4.95	<input type="checkbox"/> 100 Plugs & Bonus of 10 Free. \$6.95	<input type="checkbox"/> 100 Plugs & Plugger, Bonus of 20 Free. \$9.95
<input type="checkbox"/> 200 Plugs & Bonus of 20 Free. \$11.20	<input type="checkbox"/> 200 Plugs & Plugger, Bonus of 25 Free. \$13.75	<input type="checkbox"/> 300 Plugs & Plugger, Bonus of 50 Free. \$17.75
<input type="checkbox"/> 600 Plugs & Plugger Plus Bonus of 100 Free. \$27.95	<input type="checkbox"/> 1100 Plugs & Plugger Plus Bonus of 200 Free. \$39.95	

Name _____
Address _____
City & State _____ Zip _____

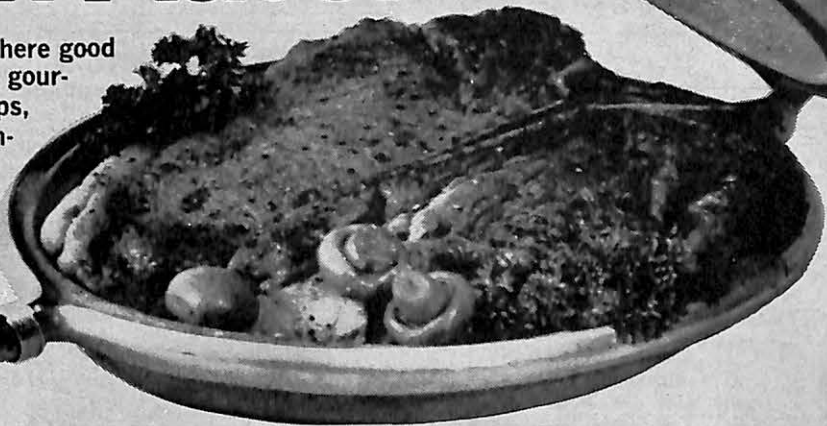


MINI-PHONE takes up mini space. The World's Smallest Phone folds in half to 6"x2 1/2". You pick up to use, lay down to shut off. Works on all phone systems. Complete with buzzer, extra long cord and plug. Fits all standard jacks. White with black trim, \$59.95 plus \$2.00 shpg. Send 50¢ for catalog. Grand Com Inc., Dept. E8, 324-5th Ave, N.Y. 10001.

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FOR TWO

LaCotta Steak MakerTM The Natural Greaseless Way To Turn On Flavor

From the wine country of Northern Italy where good food is a Tradition — this fantastic new gourmet cooking discovery makes steaks, chops, chicken, fish so exquisitely flavorful, so unbelievably succulent and tender, guests will beg you for your secret. But your secret is not a recipe it's a new way to cook. **WITHOUT FAT, GREASE, WATER OR SOFTENERS.**



LA COTTA IS TOTALLY AND TASTEFULLY DIFFERENT

It's made of special volcanic rock found only in Northern Italy's wine country. This porous rock works like magic to draw out fat, bitterness and acidity from food. Five different lead-free stones are ground together in a secret formula, then moulded into the cookware; aged, sun dried, and now ready for your gas or electric range. The result is a revolutionary new way to cook; a new taste experience.

THE LA COTTA COOKING REVOLUTION OBSOLETES THE METAL PAN

It doesn't build up the intense temperatures that toughen meat. ■ Porosity draws out fats, bitterness, acidity — Lets you taste natural food flavors. ■ Spreads and holds heat evenly, so there's less shrinkage. ■ Self-basting, preserves natural juices. ■ Makes meats tender, succulent without tenderizers or

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Please ship _____ (LS) La Cotta Steak Maker(s)TM at \$9.95. Save! Order 2 for only \$18.95. Add \$1.00 per order to partially cover postage and handling. Satisfaction guaranteed.

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Enclose check or money order. No COD's please.

CHARGE IT. Use your bank credit card. Just fill in your number and expiration date of card here:

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

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Amazing Mini-Vac

PUMP

Pumps Water Out
or In by the TON



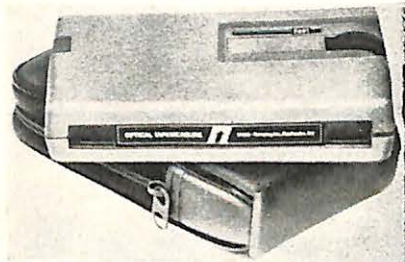
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Pumps up to 350 gallons (1½ tons) per hour . . . lifts water 20 feet . . . pushes water 50 feet high. Just plug into any electrical outlet and it's ready to use. It will drain or empty flooded basements, boats, pools, sumps, tanks, silt pits etc. Or in reverse it will water gardens, fill pools, fill a boat's water supply, etc. Everything complete in one kit. Built to commercial professional standards. Instant self-priming pump. Stainless steel wear plates, glass fiber reinforced case, rock rubber impeller. System includes air cooled motor, six-foot heavy-duty ground cord, two suction and discharge hoses, brass retainer, etc. Ten year replacement plan guarantee. **\$43.95** plus \$3.50 pp. and Hdtg.

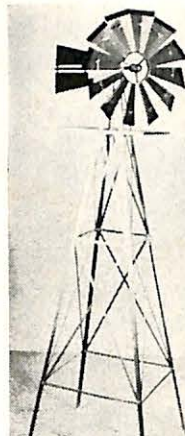
Send CHECK or M.O.

J. W. HOLST, INC. Dept. EP-86, 1864 E. US-23
East Tawas, Mich. 48730

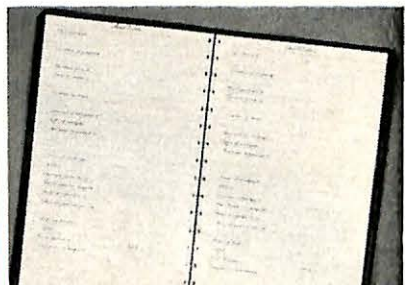
Elks Family Shopper



OPTICAL TAPEMEASURE. You can measure distance without using tape or moving an inch. Just sight object through viewfinder, turn dial until two images merge and read distance on scale. Measures from 6 ft. to 100 ft. 5"x3"x1". \$19.95 plus \$1.00 shpg. Carry Case, \$4.95. J. W. Holst Inc., Dept. EO-86, 1864 E. US-23, East Tawas, Mich. 48730.



7½ FOOT MINIATURE WINDMILL makes a great landmark on your lawn. The original Doty Windmill is 7½ feet high and has a no-rust, hard aluminum tower, pivot block, all-steel wheel and tail vane with ball bearings in wheel. Hand-balanced to withstand hard winds. Silver-trimmed with red. \$53.95 ppd. (CO. add 3% tax.) Personalized tail vane, add \$5. Dealer inquiries invited. Ladd, Inc., Dept. EL, P.O. Box 158, Wiggins, CO. 80654.



"WHAT MY FAMILY SHOULD KNOW"—a reference book for recording your assets and liabilities, insurance, bank accounts, real estate, securities, etc. Handy for you, invaluable for widow or executor. 5"x8"; 32 pages; leatherette cover, wire-bound. \$2.25 plus 50¢ shpg. 2 for \$4.95 ppd. The Writewell Co., 812 Transit Bldg., Boston, MA. 02115.

See Advertisement on Inside Front Cover

Haband's New 100% polyester DoubleKnit Slacks with the Indelible Crease, 2 prs. **\$19.95**
HABAND COMPANY, 265 North 9th Street
Paterson, New Jersey 07530

OK, Haband! I want to try . . . pairs of the new Indelible Crease Knit Slacks. My size & color choices are below & I enclose my remittance of \$. . . in full. **IS YOUR SIZE ON THIS CHART? NO IRONING EVER**
FIND YOUR WAIST AND INSEAM:
Waists: 29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54.

Inseams: 26-27-28-29-30-31-32-33-34.
GUARANTEE: If upon receipt I do not choose to wear these slacks, I may return them to Haband for full refund of every penny I paid you! **72C-025**

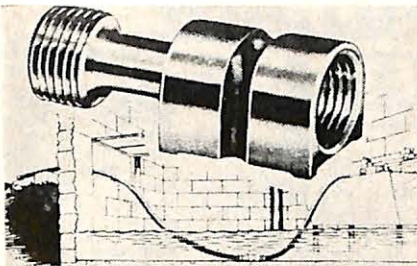
COLOR	How Many	Waist	Inseam
BLUE			
BROWN			
GREEN			
RUST			
BLACK			

3 for 29.75 4 for \$39.30 All 5 for 48.95

Name
Street Apt. #
City
State Zip Code



LADIES' ASCOT SCARF is tailored especially to fit the contours of the neck. So soft and elegant, it's made of fine denier imported polyester. Adjusts to size and stays in place. Wide choice of colors: navy, brown, rust, tan, beige, cream, red, peach, green, yellow, white or black. \$5.95 + 50¢ shpg. OST Cravates, P.O. Box 73, Champlain, N.Y. 12919.



NO MOTOR NEEDED TO DRAIN water from cellars, pools, boats. You hook Motorless Drainer between two lengths of hose and attach hose to faucet. Turn faucet on and normal water pressure makes drainer work. Fast and easy. Solid metal, chrome-plated. \$3.43 plus 55¢ shpg. Larch, Dept. EL8, Box 770, Times Square Sta., New York, N.Y. 10036.



ROLL OUT THE BAR to wherever you are. Indoors or out, it rolls to a convenient spot so you don't have to run back and forth to mix drinks. There's room for two covered buckets for ice and snacks, 10 bottles of liquor and mixes, and 12 glasses. Washable polystyrene in white or yellow. 20" x 23" h. \$14.99 plus \$1.00 shpg. Hanover House, Dept. Z-3316, Hanover, Pa. 17331.

See Advertisement on Inside Back Cover

HABAND'S made-in-U.S.A. Natural Suede Leather SHOES 2 pairs for only \$24.95 3 FOR \$37.40

HABAND COMPANY, Direct Service Dept. 265 N. 9th St., Paterson, N.J. 07530
Yes Sir: Please send me _____ pairs of your Soft Suede Leather Shoes, for which I enclose my remittance of \$_____.

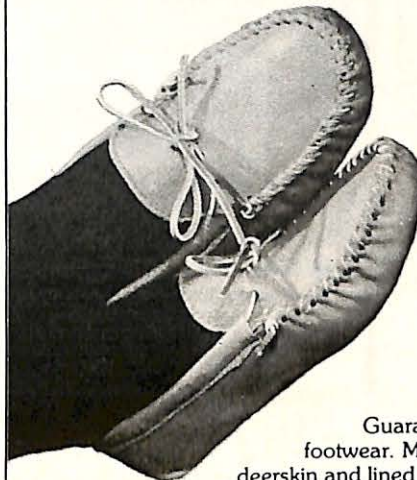
Guarantee: I understand that if at anytime I am not 100% delighted I may return the shoes for a full refund of every penny I paid you for them! 72D-424

COLOR	How Many	What Size	What Width
Brown Strap			
Grey Loafer			
Dk. Blue Loafer			
Tan Loafer			
Green Oxford			

Ship to:
Name _____
Street _____ Apt. No. _____
City _____
State _____ Zip _____



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The Softy

Genuine Deerskin Moccasin Slipper with Arch Support
Men's, \$16
Women's, \$15

Save! Buy 2 Pair for only \$27!

Guaranteed to be your softest experience in footwear. Made from our own genuine saddle tan deerskin and lined with soft, resilient deerskin suede with sponge rubber in between — the utmost in wearing ease!

Wear them for 30 days, risk-free!



MAIL YOUR ORDER TO:

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Dept. TF, 119 Foster St., Peabody, Mass. 01960

YOUR NAME _____

STREET & NO. _____ APT. NO. _____

CITY _____ STATE _____ ZIP _____

I understand that I may wear my Softies for 30 days, at no risk. If, for any reason, I am not completely satisfied with my purchase, I may return it and my money will be refunded in full.

Sizes: (Men) Whole sizes 7-13. Medium width. (Women) Whole sizes 4-10. Medium width.

Check Box	Item No.	Description	Size	Price
<input type="checkbox"/>	M-Z 0419	Men's Softies		\$16.
<input type="checkbox"/>	M-Z 0420	Women's Softies		\$15.
<input type="checkbox"/>	M-Z 2766	2 Pair Men's	1 2	\$27.
<input type="checkbox"/>	M-Z 2767	2 Pair Women's	1 2	\$27.
<input type="checkbox"/>	M-Z 2766	1 Pair Men's	M	\$27.
<input type="checkbox"/>	M-Z 2767	1 Pair Women's	W	\$27.

Add \$2 for shipping and handling. Enclose check or money order. Or charge to your:
 Master Charge BankAmericard American Express Diner's Club.

Your credit card number (minimum 12 digits required)

If bank card, give issuing bank name

Card expires



Your Signature _____

Personalized



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ELKS Ring—Handsome Genuine black onyx and two initials elegantly engraved. 10 KT. GOLD-Filled or Sterling Silver . M.V.V. of Watervliet, N. Y. 12189 writes: "Very Pleased With It." RUSH RING SIZE with \$19.95 and Specify Initials —Luxury Boxed—STADRI, 147-47 6th Ave., N, Whitestone, N.Y. 11357

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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.

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How thousands SLEEP BETTER —day or night

For over 40 years, SLEEP SHADE® EYE MASK—with its unique design—has provided the complete darkness needed for sound sleep. Over 3 million have been sold because SLEEP SHADE® EYE MASK provides absolute comfort and satisfaction.

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



Look for the original Sleep Shade in this box



Insist on this package when buying ear-stops

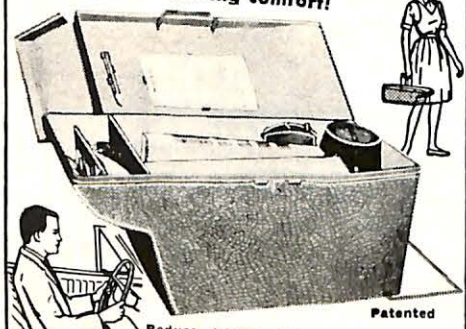
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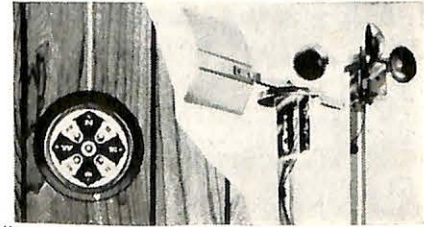


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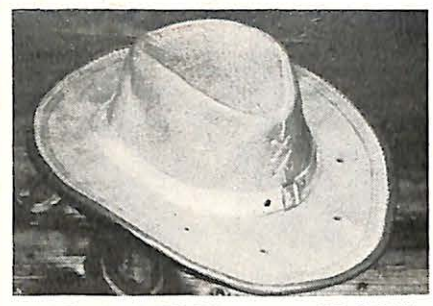
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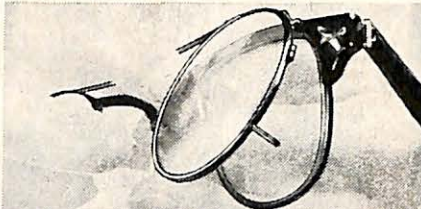
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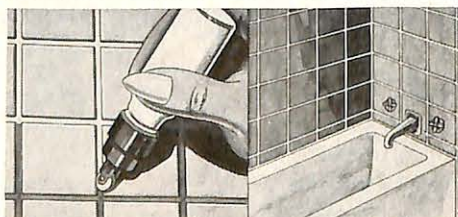
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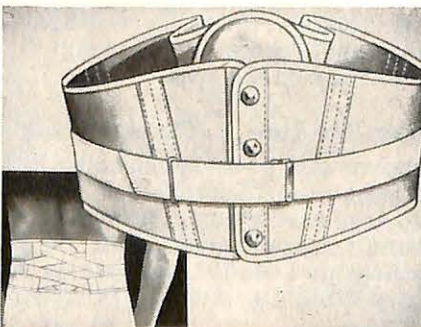
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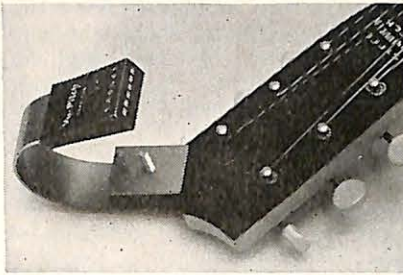


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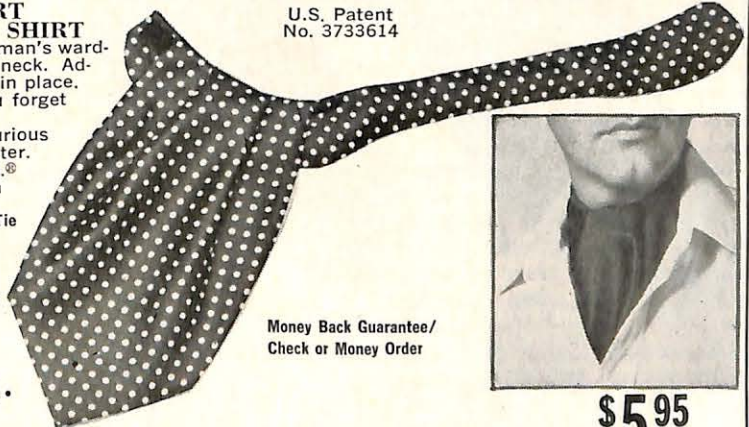
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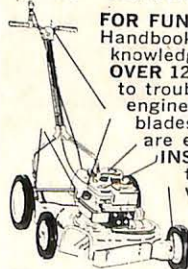
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YOU AND RETIREMENT

by G. W. Weinstein



GOOD HEALTH

How long do you expect to live? If, as you approach retirement, you are thinking of man's lifespan in terms of the Biblical three-score-and-ten, think again. The average American male, at age 65, can expect to live another eighteen years or so. Many live considerably longer. According to figures compiled by the Administration on Aging, Department of Health, Education, and Welfare, there are some 20 million people in the United States over the age of 65; that's one in ten of all Americans. There are more than a million people over the age of 85, and 15,000 over the age of 100. The years after retirement, no matter how you look at it, are years worth living well.

You have a lot to do with how well you live in the later years, how well you feel, and how healthy you actually are. If you stay in good condition, you can forestall some of the deterioration that otherwise occurs with advancing years. There are three avenues to good health, three means of staying in good condition: nutrition, exercise, and accident prevention. Important all through life, these three factors become increasingly vital with the years.

Nutrition. The single most important fact to remember is this: you need the same good, balanced diet as always, but you need fewer calories. It's very easy to let excess weight creep up on you, if you keep eating the same quantity of food. Overweight, at any age, is an enemy of good health. Cut down your food intake as you move into your sixties, especially after retirement itself, when you may be less active. Eat a sandwich without mayonnaise, turn down a second helping of cake, and you may eliminate the 500 calories that can make all the difference. If you find yourself snacking frequently, try several small meals a day instead of three large ones. And try becoming involved in interesting activities; many people overeat out of boredom.

Undernutrition may become a problem if you skip meals and don't eat properly. Even if you must eat alone, make an effort to make meal times pleasant and meals themselves well-balanced. A tray in front of the TV set, as well as a place at the table, can be neatly set with appetizing food.

In general, the same kind of nutritionally sound diet good at every age is good in retirement. You need adequate

amounts of protein, carbohydrates, and fat. All three will be found in a diet selected from the four major food groups: milk and milk products, meat and meat substitutes; breads, cereals, and other grain products; fruits and vegetables. If your diet is well-balanced and contains all of these ingredients, chances are that you will not need any extra vitamins or tonics. Don't, in any case, make major changes in your diet, or start taking vitamins, without checking with your doctor. For a good run-down on nutrition, including shopping tips and recipes, send for the "Food Guide for Older Folks," U.S. Dept. of Agriculture Home and Garden Bulletin No. 17; it is available through your Congressman or, at a nominal charge, from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

Exercise is an essential component of physical fitness and good health. Exercise helps you keep your weight down, helps you sleep well, and keeps you in overall good shape. The President's Council on Fitness and Sports and the Administration on Aging point out that "The way to keep lively is to be lively; the way to stay active is to move. Energy begets energy, and the only way to develop the capacity to expend more and more energy is to keep increasingly active."

Exercise means many things. It can mean a regular schedule of calisthenics, it can mean participation in recreational sports, and it can mean an energetic home improvement project. Exercise can be performed alone and it can be enjoyed with others. Whichever form you choose, work as much activity into your life as possible.

Senator William Proxmire, an ardent advocate of walking as exercise, suggests: Walk to the store instead of taking the car. Walk down stairs instead of taking the elevator—and walk up again once you feel fit. Walk slowly at first, move up to a brisk pace as your stamina improves. Don't embark on a program of jogging or running, however, unless you consult your doctor first.

Different forms of exercise take different amounts of energy. Dr. William Jacobs of Georgetown University describes exercise which takes relatively little expenditure of energy: golf, walking, badminton, dancing, table tennis, canoeing, and doubles in tennis. Moderate amounts

of energy are expended in skating, jogging, calisthenics, skiing and tennis singles. Large amounts of energy go into handball, squash, and vigorous swimming.

The nice thing about such activities as swimming (one of the very best activities, because it involves the entire body), walking, and calisthenics, however, is that they can be conducted at a pace to suit your physical condition. This is important. Every expert in physical fitness points to the dangers of excessive exercise for people who are not in tiptop condition. Build up your exercise program gradually. And always, even after you've gotten in the habit of regular exercise, warm up and taper off; abruptly starting, or stopping, strenuous activity puts an unnecessary strain on the heart. An excellent guide can be found in "The Fitness Challenge . . . in the Later Years," published by the Administration on Aging and available at 75¢ from the U.S. Government Printing Office.

Accident prevention is the third key to good health. Falls are the leading cause of accidental death in the home, according to the National Safety Council, and more than four out of five of the victims are 65 years of age or older. Falls, dangerous at any age, are much more dangerous when bones are brittle with advancing age. But many falls can be prevented. The National Safety Council suggests:

1. Light your way. Have adequate glare-free lighting throughout the house, especially on stairways. Keep a night light in the bathroom. Have a light switch handy at the entrance of each room, and additional light controls at bedside. Luminous cover plates for light switches are helpful.

2. Have non-skid floors. Get rid of scatter rugs, and don't wax floors to a high—and slippery—shine. Mop up spills as soon as they occur. Install a non-skid surface in the bathtub, and non-slip treads on stairs.

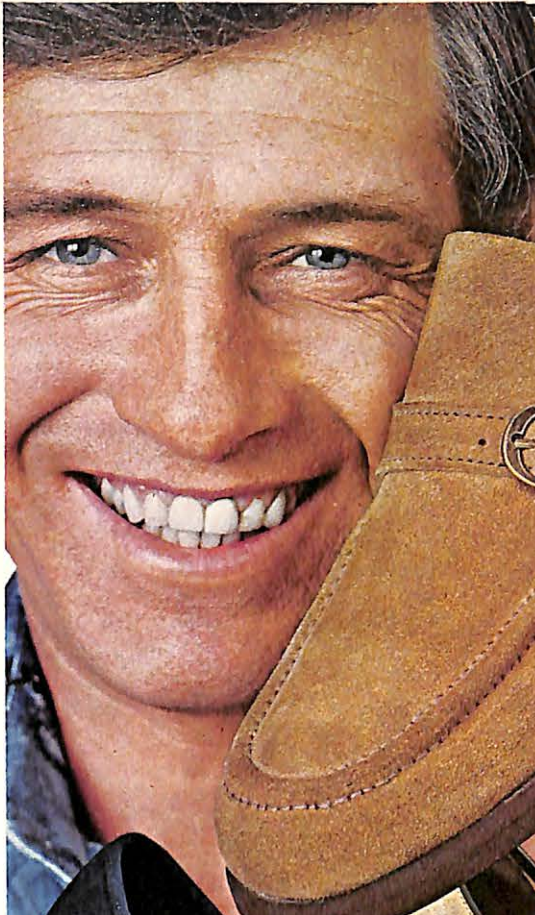
3. Wear shoes that tie, with solid support; don't wear loafers or slippers around the house.

4. Install railings in stairways, grab bars in shower stalls. Clearly mark top and bottom stairs for safety; many accidents occur through mis-steps at top or bottom.

5. Stay off ladders or, if you must, use a good solid ladder; don't climb on chairs. Better yet, arrange your home so that frequently used items are stored at a level which does not require stooping, stretching, or climbing.

6. Keep traffic patterns uncluttered: move furniture out of the path of travel, don't leave things on the stairs, don't have electrical cords where they invite tripping. Repair worn floors or linoleum. A wrinkled carpet can lead to a bad fall.

And another safety hint: Organize your medicine chest so that medicines taken internally are kept separately from medicines applied externally. Clearly mark, with a large red X or a piece of sandpaper on the bottle and its cap (so you can feel the bottle in the dark) any medication that should not be taken internally. Keep cleaning supplies away from the medicine chest. ■



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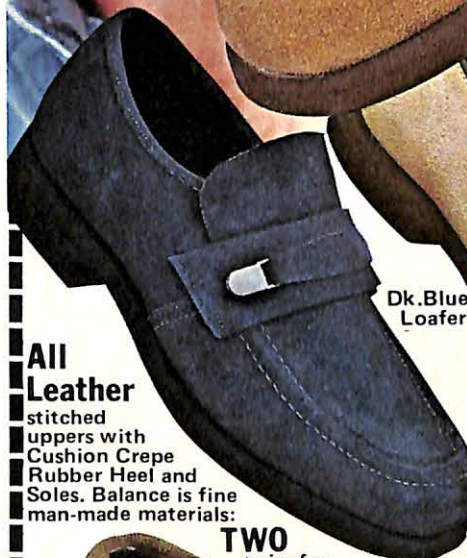
EXTRAORDINARY VALUES!

2 pairs for **24⁹⁵**

delivered to your door.

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Immediate Delivery



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Tan Loafer



Grey Loafer



Lt. Blue Loafer

All Leather stitched uppers with Cushion Crepe Rubber Heel and Soles. Balance is fine man-made materials:

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HABAND'S made-in-U.S.A. Natural Suede Leather

SHOES 2 pairs for only **24⁹⁵** 3 for 37.40

HABAND COMPANY, Direct Service Dept. 265 N. 9th St., Paterson, N.J. 07530

*Available in Sizes 6½-7-7½-8-8½-9-9½-10-10½-11-12-13. D (Med.) & EEE (Wide).

Yes Sir: Please send me pairs of your Soft Suede Leather Shoes, for which I enclose my remittance of \$

Guarantee: I understand that if at any time I am not 100% delighted I may return the shoes for a full refund of every penny I paid you for them!

72D-424

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Street

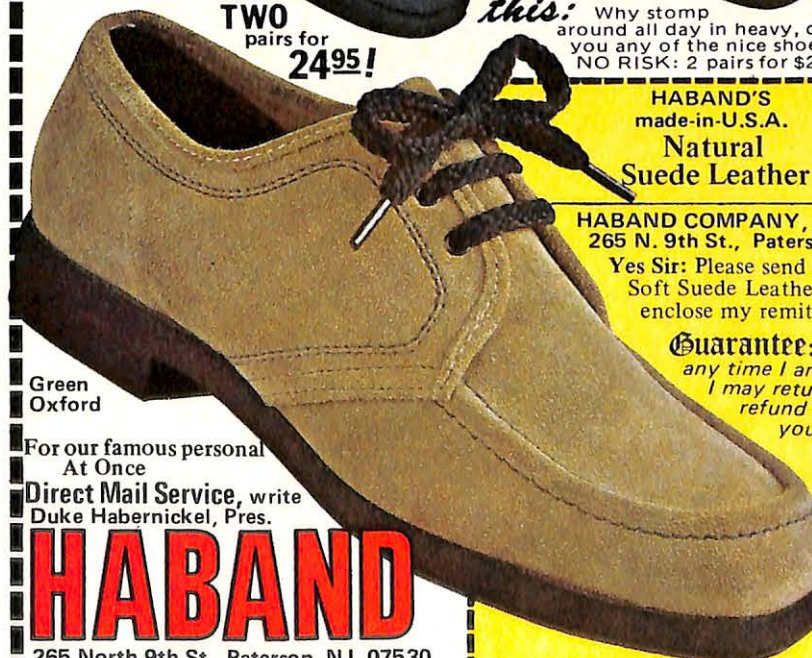
City

State

Apt. #

ZIP

COLOR	How Many	What Size	What Width
Brown Strap			
Grey Loafer			
Dk. Blue Loafer			
Tan Loafer			
Green Oxford			
Lt. Blue Loafer			



Green Oxford

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HABAND

265 North 9th St., Paterson, NJ 07530

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Just wind it and enjoy an out-of-this world shave!

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Now you can enjoy the same rugged, dependable shaver our astronauts used on moon mission flights. The shaver that doesn't require electric power, water or weight-and-space-wasting accessories! Just check off our checklist below, and you'll quickly discover why no other electric shaver or blade razor can match the Monaco space age shaver for performance, convenience, reliability, value!

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Convenience. Now you can forget about messy lathers, looking for electric outlets, replacing or recharging batteries. Everything you need for a close, comfortable shave is right in the palm of your hand!

Maintenance-Free Operation. All parts of this fantastic shaver are made of the very finest materials. The surgical steel blades are self sharpening, so the longer you use them, the better they get. The mainspring is made from the same Swedish Super-Steel used in the finest watches. And to ensure years of trouble-free performance, it's sealed and permanently lubricated.

Compactness. The Monaco is specially contoured to fit snugly in the palm of your hand—giving you complete control at all times.

Money-Saving Advantages. Just imagine how much money you'll save on shaving cream and blades. And if you use a shaver, you'll never have to buy batteries again, or pay for electricity. You just can't beat Monaco, the space age shaver.

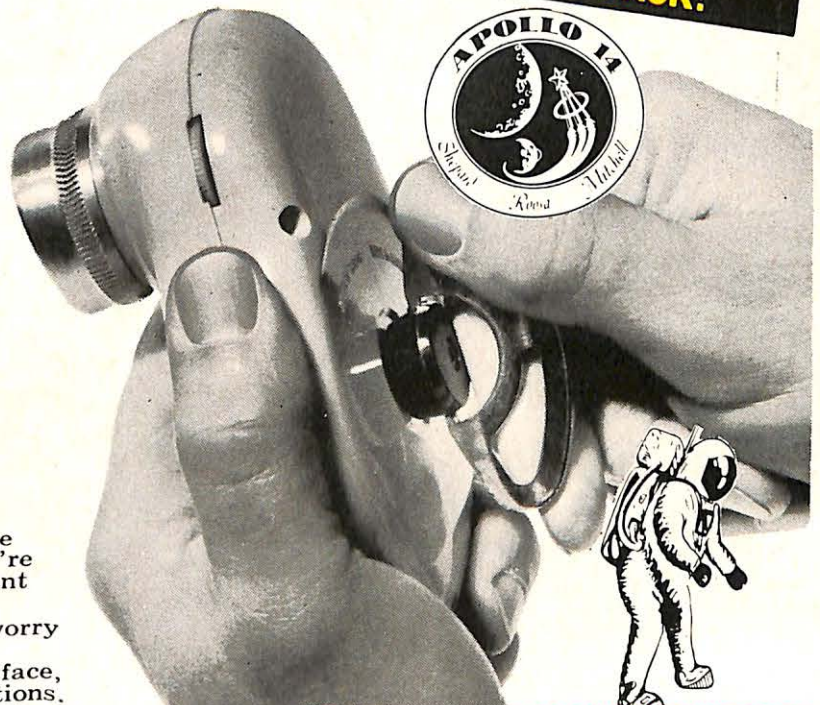
Now that you know why Monaco is the choice of America's astronauts, isn't it time you bought this "heavenly" shaver for yourself? Only \$19.99! Try it 90 days. If you don't agree it's the greatest shaver you ever used, just return it for refund. No questions asked.

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