

the  
**Elks**  
magazine  
DECEMBER 1976



*Sweet babe, in thy face  
Holy image I can trace.  
Sweet babe, once like thee,  
Thy maker lay and wept for me,  
Wept for me, for thee, for all,  
When he was an infant small.  
Thou his image ever see,  
Heavenly face that smiles on thee,  
Smiles on thee, on me, on all;  
Who became an infant small.  
Infant smiles are his own smiles;  
Heaven and earth to peace bequiles.*

Wm. Blake



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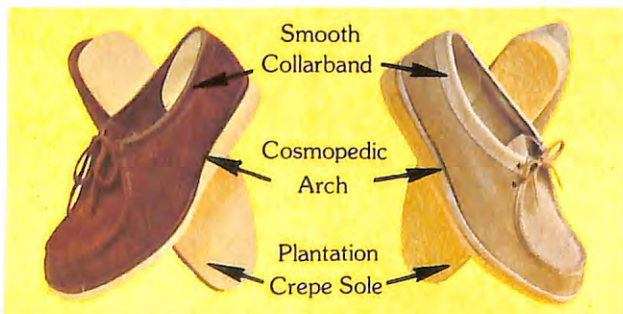
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A message from the Grand Exalted Ruler



## CLOSER TOGETHER

PROBABLY AT NO TIME of the year are Elks and their families drawn closer together than in the month of December. This is the season of the year when Christians celebrate the birth of Christ, and those of the Jewish faith observe Hanukkah.

WITH THE COMING of the holiday season, the helping hand of Elkdom is generously extended to those less fortunate. Our distribution of food baskets, parties for the senior citizens and children, and special gifts and programs for our hospitalized veterans are ample evidence of our belief in that principle of charity which we have characterized as the greatest of all virtues.

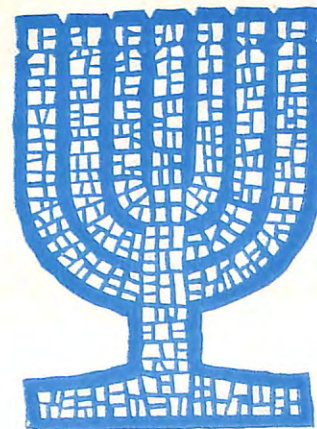
AS RUTH AND I have traveled over the country, we have been greatly impressed by the various projects conducted by the State Associations. All of these emphasize that our charitable acts are year-around activities carried on by the dedicated Elks of our Order.

RUTH JOINS ME in extending our warmest wishes for a truly Merry Christmas and Happy Hanukkah.



*Geo. B. Klein*

George B. Klein





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VOL. 55, NO. 7/ DECEMBER, 1976

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

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A circulation war pushed the meaning of sensational news to the extreme—and revolutionized the art of news writing. James Howard

10 CPR SAVES LIVES

More than *ninety percent* of the annual heart attack deaths could be avoided with this procedure . . . and it's not just for heart attacks. Robert Hale

14 SANTA WAS ONCE A TURKISH DELIGHT

Pale and lean, from southern Turkey yet, you wouldn't recognize him as our jolly friend. Jean E. Laird

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**We're with you for the long ride.**





• For many years I have felt that *The Elks Magazine* was one of the finest magazines published, so much so, that I always pass it along to others for reading. It is a tremendous credit to the Fraternity.

You have now outdone yourselves with the articles on the Heimlich method ["Could You Save Someone From Choking to Death," April, 1976] and hyperbaric oxygen ["The Fountain of Youth," October, 1976].

W. E. Perry  
Sun City Center, FL

• "Soybeans—From Soup to Nuts" [August, 1976] definitely hits one of the most widespread audiences in and out of agriculture. Read it to the very last word. No doubt soybeans are here to stay with many fields still to be uncovered.

Elmer Block, Treasurer  
Nebraska Soybean  
Development Assn.

• While reading the "Letters" column [September, 1976], I read the letter from Albert Vass and was amazed to learn the B.P.O. Elks of Canada was not generally known in the United States.

When visiting my father in Canada, in 1952, I was welcomed royally at Lodge No. 1 in Halifax, Nova Scotia. As a visitor, I was not allowed to enter into the opening and closing ceremony. Otherwise, the similarity is remarkable.

Since that time, I have traveled extensively, and have found an extended welcome hand and gracious hosts in every Elks Lodge visited.

George E. Neely  
Yucaipa, CA

• On an Elk emblem I noticed the words "Cervus Alces." No one seems to know its meaning.

Could you be of assistance in the translation?

Edward Mitzal  
Irvington, NJ

According to *An Authentic History of the Order of the Elks*, by Charles Edward Ellis, the term "cervus alces" was a familiar term in the early ritual of the B.P.O. Elks.

*Cervus* (deer), *Alces* (Elk), was originated by Linnaeus in 1766, to distinguish the moose from other members of the

deer family, and is the Latin term used in his *System of Nature*. However, changes in nomenclature cause most authorities to disagree, not to facts, but in different names given in scientific classifications—the most popular being *Cervus Canadensis* and *Wapiti*. According to Ellis, the early showmen who named the Order were "sidetracked" in their Latin.

• Congratulations for the excellent informative article by G. W. Weinstein about Social Security ["Social Security: A Tarnished Dream," October, 1976].

I am happy she mentioned the seldom thought of fact, that enforced idleness and poor health go hand in hand (AMA Committee on Aging). I am counting the 21 months until I will be 72 years young, so I can return to work at my trade, as a structural ironworker, full-time.

At present I am working part-time to stay healthy and make ends meet. I refuse to submit to the Social Security earning limitation of one dollar for every two earned above \$230 a month. I feel that no one has the right to stop me from working, and shorten my life.

Wolfgang Kratt  
New Smyrna Beach, FL

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



is hyperbaric oxygen  
**the fountain of youth?**

"Although this method [hyperbaric oxygen treatment] has its detractors, it appears to be effective in an amazingly broad range of uses . . . dramatically successful in reversing senility, treating strokes, osteomyelitis, gas gangrene and some other conditions," from the article by Paul Martin, October, 1976.

• . . . Amazing article.  
Howard J. Percy  
Fallbrook, CA

• . . . Hit the "jackpot."  
Versylla M. Banfield  
Horseheads, NY

• . . . Where can I obtain a list of hospitals?  
Mrs. Norman H. Cox  
Whiting, NJ

• . . . Interested in getting more information on, "The Fountain of Youth."  
Fred M. Reuter  
Houston, TX

• . . . This is an interesting subject—a treatment I had never heard of before.  
John O. Trueb  
Portland, OR

• . . . We live in a retirement home that houses some 300 men and women, all of whom could benefit . . .

Mrs. Mart A. Williams  
Medford, OR

Additional information about hyperbaric oxygen can best be found by getting in touch with one of the facilities offering treatment.

Many physicians are not familiar with it. Many physicians who do not understand it will tend to respond negatively to hyperbaric oxygenation. The only individuals qualified to speak about it are those who are familiar with how it works and what it will accomplish. Some of them are quoted in the article. Others can be reached at the hospitals and clinics listed here.

Veterans should be able to find a VA Hospital where they can receive hyperbaric treatment at no charge.

Paul Martin

As this issue went to press, *The Elks Magazine* was compiling a list of facilities offering treatment. To receive a copy, send a self-addressed, stamped business-size envelope to: HBO, *The Elks Magazine*, 425 West Diversey, Chicago, IL 60614.



# IT'S YOUR BUSINESS

by John C. Behrens



## ABA PRESIDENT SUGGESTS NEW PROCEDURES

Ralph X. has had enough. A neighborhood customer still owes \$4.98 for a pair of sneakers he charged at Ralph's store six months ago. The customer regularly pays other bills at the store but he refuses to settle the overdue account.

The sneakers were made of shabby material, the buyer contends. Yet he refuses to return them. Ralph insists that, although the sneakers were on sale without a guarantee, the merchandise must be returned so he can settle the debt.

Henry Y. buys a cabinet for \$300 and has it shipped home. He picks it up at the airport, takes it to his residence and unpacks it. The cabinet collapses as he lifts it out of the crate. Henry goes to a cabinetmaker who tells him that for \$400 he can restore the piece. The seller, meanwhile, says that the cabinet was sturdy when it was shipped. The airline insists that it has no evidence of damage enroute. Which leaves Henry with a quandary. He has a \$300 cabinet now worth kindling wood unless he puts another \$400 in it to make it whole again.

Sound familiar?

They're the kind of irritating stories that occur daily. They're the kind of stories that perpetuate the growing distrust among consumers; they're the kind of stories that foster "buyer beware." To the proprietor who is diligently trying to build an honest reputation in business, such stories create a sense of futility and frustration.

Of course, one can always go to court. But a civil litigation for a \$4.98 item would be as ridiculous as it would be expensive. A large chain might not hesitate to sue because it has the legal staff to pursue such delinquent accounts. A small businessman can't afford such a luxury.

A proprietor might minimize his costs by taking his case to a small claims court. But that takes time. He must keep his store or business open during normal customer hours and he can't afford to take several mornings or afternoons off. Worse, small claims court may be a disappointment.

A recent study conducted by students of the Queens College Chapter of the New York Public Interest Research Group (PIRG) showed that a growing number of litigation winners in one county received promises but no satisfaction from

their court complaints. The PIRG study involved claimants in Queens County, New York, who brought small claims cases during the first week of February in 1974, 1975 and 1976. The survey discovered that 43.8 percent of those in 1976 and 40.7 percent of those in 1974 and 1975 had not recovered anything from court approved settlements.

Existing legal procedures, in other words, may cause more frustration than satisfaction.

### Neighborhood Tribunal

Justin A. Stanley, president of the American Bar Association, believes that American businessmen and consumers could find faster and more efficient results from an informal procedure than the present dispute resolution process. His suggestion? A neighborhood tribunal.

In a speech to law school graduates at Southern Illinois University he advocated the block tribunal and noted that an ABA Task Force is currently studying such a suggestion and will report its recommendations in the spring. "Why should we not have tribunals located, not in downtown urban centers, but where people live, tribunals manned by specially trained judges who would not be passive arbiters but active, helpful seekers after truth, tribunals where the parties themselves could present their cases and lawyers would not be permitted to participate. There are such tribunals, and more will come, I think," Stanley said.

The bar association president also agreed with many who contend that legal services have become so high that in modest matters lawyers can't afford to undertake the work and clients can't afford retaining lawyers. "In the large urban centers finding the right lawyer to do the right job is a very difficult thing for unsophisticated people of modest means . . . We are employing a dispute resolution process that was designed for a much smaller society with more time and fewer disputes and our courts at all levels are overburdened and need help," he suggested.

Stanley doesn't envision a tribunal to merely offer advantages to special interest groups, however. Nor does he want such an informal program inundated with unsolved cases and issues carried over from the existing system.

"While I recognize the collection prob-  
(Continued on page 33)

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# The Yellow Kids

by James Howard

On the morning of February 12, 1897, nearly a million readers of one of the largest daily newspapers in New York City were buzzing with indignation. They were shocked by a five column headline spread across the front page of their morning edition.

Most of the readers were used to banner headlines and shocking stories. Indeed, those were the paper's daily fare, and along with the price—one cent—were the reason for its immense popularity. But this particular story, and the illustration that went with it, seemed to strike at the very heart of American chivalry.

**"DOES OUR FLAG PROTECT WOMEN?"** the headline demanded.

Apparently, reported the paper, trembling with rage, it did not.

The story related the misadventures of three young women traveling from Havana, Cuba to New York aboard the American steamer *Olivette*. At the time, Cuba was in the midst of one of its seemingly endless revolutions against the Spanish government, and the women were suspected of carrying dispatches to rebel sympathizers in the U.S.

The Spanish had good reason for being suspicious of anyone who traveled between Cuba and New York. The despised yellow press in that city had been spewing out rebel propaganda and agitating for war ever since the revolution began two years before. So when the *Olivette* passengers boarded, they were searched thoroughly in the customs shed and again on the dock.

In the case of the three women, Spanish police decided that was not enough. According to the story, police boarded the ship just before sailing, and after a brief argument with the captain, demanded a cabin where they could search the women again.

The captain stoutly pointed out

that the women were under the protection of the American flag, but his protests were brushed aside. As long as the ship was in port, she was subject to Spanish authority.

The cabin was reluctantly provided. The three women were herded together and stripped to their skins in a vain search for documents.

An illustration by Frederick Remington showed a naked woman standing in the midst of a group of Spanish police. They were staring at her with obvious interest.

A wave of outrage and shock struck the United States. Resolutions were introduced in both houses of Congress demanding an investigation. Furious editorials decried Spanish barbarity. America, on the brink of war, took one step closer to the edge.

The paper reporting the story was William Randolph Hearst's *Journal*. It was a story he was particularly proud of. It contained all the elements of his kind of journalism—sensationalism, sex, brutality—and it exposed a favorite villain.

In fact there was only one thing wrong with the story. It simply wasn't true.

On the day the story appeared, there was another kind of war raging in the streets of New York. It was fought without bullets on street corners, in press rooms, at newsstands, and wherever a man with a penny for a paper could be found. This was the circulation war which Hearst had declared on his next door rival, Joseph Pulitzer's *World*.

The battle between the two papers had been raging almost as long as the revolution in Cuba. In some ways the two wars were alike. Both were battles for survival. Both were fought with noise and propaganda. And both had moments that resembled comic opera.



At the *World*, a groan went up from the staff when they read the *Journal's* account of the *Olivette* incident. It was not an expression of sympathy for the women. It was a groan of pain. They had been scooped again.

Pulitzer himself, who had little to do with the daily workings of the paper, but who wrote its editorials, smelled a rat. He habitually referred to the *Journal* as a paper "edited by fools for fools," and he was not afraid to call Hearst a liar in print. Pulitzer promised *World* readers that his reporters would intercept the *Olivette* when it entered New York harbor and find the truth.

When the *World's* men clambered aboard and found the three women, the groan became a whoop of delight. The women angrily denied the *Journal* story, calling it insulting and ridiculous. They had not been stripped at all, they said. And the only search they had gone through was performed by other women.

So the *World* had a scoop of its own. "The Unclothed Women Searched by Men Was an Invention of a New York Newspaper," the *World* gloated in a headline five days after the original story.

All along newspaper row, where every big paper in the city had its of-





# Yellow journalism was sensationalism . . .

fices, laughter descended on William Randolph Hearst and the *Journal*. But if Hearst was stung by the exposure, he showed no sign of it. He knew his audience, and he knew that the public memory was short. Circulation of the *Journal* had gone up over a million copies a day after the *Olivette* story. The laughs did not change that.

In the end, the *Olivette* incident would have to be called a draw. Neither paper was hurt, and both benefited by increased circulation. In those days, the public enjoyed the spectacle of two giants punching at each other. Newspaper reading was an exciting sport.

The affair was typical of what one writer has called "The Paper War." Both Pulitzer and Hearst went to occasionally ridiculous extremes in their search for sensational news. And along the way they coined a new phrase—yellow journalism—and revolutionized the art of news writing.

Today the term yellow journalism stands for all that is bad in newspaper reporting. There is some justice in the judgement, but the critics often forget that the yellow papers also made lasting contributions.

Before Joseph Pulitzer came to the *New York World* in 1883, most newspapers were indistinguishable from timetables in form if not content. Long columns of grey type, unbroken by

photographs or illustrations, were topped by single column headlines in small letters. They did nothing to the eye. Pulitzer, and later Hearst, changed all that with a lavish use of illustrations and the spread headlines that became the yellow press trademark.

Most critics will grant the innovations. They point out in answer that the headlines were shrill, the illustrations misleading, and the stories that went with them downright fanciful. The charges are often true. There is also a charge that the yellow press found the lowest level of taste in society, dug a trench, and carried it even lower. By concentrating on murder, rape, sex scandals and disaster, then dwelling on every sordid aspect in loving detail, they went beyond bad taste. They obliterated taste altogether.

But the yellow papers had an answer of their own to the charges. From their point of view, it was the final answer. They sold a lot of papers—millions of them.

The news revolution began in earnest in 1895, when William Randolph Hearst traveled from San Francisco to New York to search for a newspaper. Hearst had already enjoyed a success with the San Francisco *Examiner*, but he wanted a bigger audience. New York was the obvious choice.

Hearst had always been an admirer of Pulitzer and the *World*, which was a

crusading paper "dedicated to the cause of the people rather than that of purse potentates," as Pulitzer himself declared. But more importantly, the *World* was readable and lively. Hearst had built the *Examiner* with the *World* as his model. What greater satisfaction than for the student to beat the teacher at his own game?

Hearst arrived in New York armed with more than experience and an unerring instinct for the public taste. He also had seven million dollars out of the fortune his father had left from his days in the Comstock Mines. His first act was to buy the ailing *Journal* from its previous owner for a paltry \$180,000. His second was to look around for a good staff. Naturally, the first place he looked was at the *World*.

His eye immediately fell on Morrill Goddard, the maniacal genius who presided over the *Sunday World*.

Goddard specialized in creating lurid features with titles like "Experimenting with an Electric Needle and an Ape's Brain" complete with illustrations. Goddard had succeeded in raising the *Sunday World* from a poor relation of the daily morning and evening editions to new circulation records that threatened to pass both. In the process he achieved a kind of infamy. One staff member said of the *Sunday World*, "No human tongue could describe it."

Hearst saw all this and summoned Goddard to the *Journal* offices one day. "How would you like to work for the *Journal*?" Hearst asked.

Goddard did not think much of the idea at all. Hearst was an upstart newcomer, and Goddard depended for much of his success on his carefully built staff. He did not want to leave them.

Hearst calmly handed over a check for \$36,000. "Then bring the whole staff," he said.

Pulitzer received a frantic message the next day. The entire *Sunday World* staff with the exception of a single secretary had resigned and gone to work for Hearst. Pulitzer angrily ordered his business manager, "Hire them back at any cost."

Goddard and his staff were hired back—for twenty-four hours. Hearst topped Pulitzer with a second offer and Goddard happily settled in permanently at the *Journal*. The first shot of the battle had been fired.

One of the most popular features on the *Sunday World* had been a comic strip drawn by R. F. Outcault entitled "Hogan's Alley." The main character in the strip was a street urchin who sported bright yellow clothes that stood out from the surrounding grey like a street lamp. Outcault was one of the defectors with Goddard, and he continued drawing the strip for the *Journal* under



"Isn't it wonderful? He's finally reading something that doesn't have cereal inside."



the new title "The Yellow Kid." Pulitzer hired a new artist to continue the *World* version, and New Yorkers were treated to two versions of The Kid's adventures. Some wit, inspired by the sight of the competing strips, gave the name "yellow journalism" to the antics of the two papers. It was a name that instantly took hold.

The most obvious feature of yellow journalism was its sensationalism. There was no such thing as a dull news day. If nothing was happening in the world to excite and astound the reader, the two papers went out to *create* news.

There was really nothing new in the idea. Probably the most famous instance of news orchestration had occurred in 1870, when James Gordon Bennett of the New York *Herald* issued a command to reporter Henry Stanley: "Find Livingstone!" For a full year, until Stanley succeeded in finding the elusive Livingstone, the *Herald* played the story like a tense serial drama.

Pulitzer had pulled off a parallel feat in 1889, when he sent a woman named Nellie Bly around the world in an attempt to beat Jules Verne's hero of *Around the World in Eighty Days*. Nellie made the trip in 72 days.

Not to be outdone, Hearst sent out his reporters with an order to find or to make news. They did just that. On one occasion *Journal* reporters succeeded in solving a murder case that had baffled police. It was a particularly grisly murder, with a dismembered corpse found floating in the East River and the only clue a patch of oilcloth that had been used to wrap the body. By a stroke of luck, a *Journal* reporter recognized the unidentified body, and Hearst's special "sleuth squad" went to work. They quickly found the woman who had been the victim's former lover and only after she had made a full confession for *Journal* readers did they turn her over to police.

The *Journal* crowed over its accomplishment and took potshots at the police and rival papers with the comment, "As usual, the *Journal* acts while others sit idly by and wait for something to turn up."

If all else failed, the Cuban insurrection always provided the two papers with a fertile field for news. Both the *World* and *Journal* spent enormous sums to send correspondents to Cuba where they routinely sent back stories of Spanish atrocities. Most of those stories were written from the comfort of Havana hotels. Rumor was treated as fact, and when rumor failed stories were created out of whole cloth.

The *Journal*, especially, was occasionally rabid in its agitation for war. War meant sensational news, and that meant more circulation. In one instance,

## ... There was never a dull news day.

Hearst made his intentions clear. Frederick Remington was sent to Cuba to draw pictures of the revolution during its early stages. (The techniques for reproducing photographs in newspapers had not been perfected yet.) Remington was unable to find any action, though, and cabled Hearst, "There is no trouble here. There will be no war."

Hearst made an electric reply: "Please

remain. You furnish the pictures and I'll furnish the war."

Both papers kept up active war campaigns for three years. Sometimes they were carried to absurdity like the *Journal's* reaction to the courtesy visit by a Spanish warship to New York harbor. The *Journal* treated the visit like an approaching attack on the city with  
(Continued on page 37)

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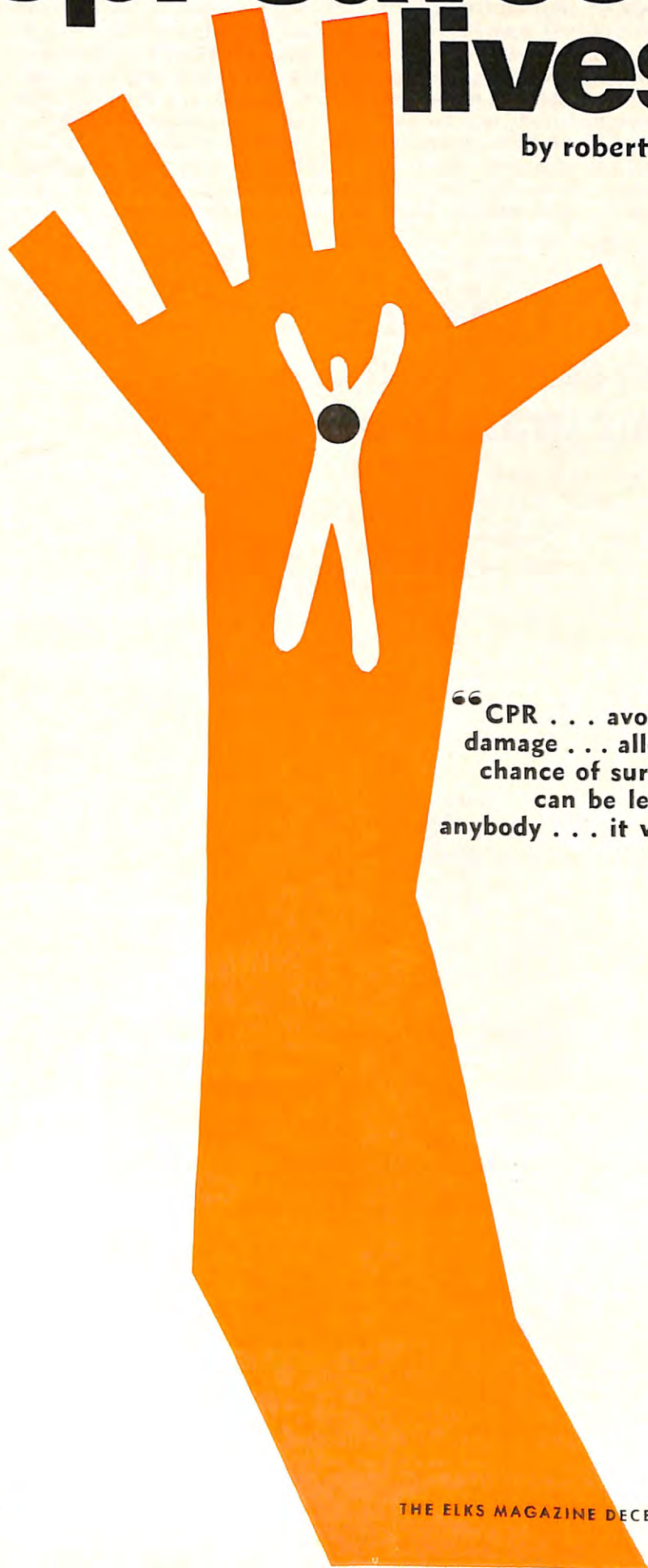


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# cpr saves lives

by robert hale



“CPR . . . avoids brain damage . . . allows high chance of survival . . . can be learned by anybody . . . it works!”

About nine o'clock on a warm summer morning in 1972, a party of backpackers stopped to fish a hole in Agnes Creek, deep in the rugged Cascade mountains of northern Washington. Fishing was excellent; as fast as 12-year old Tod Somers and his 15-year old brother Mark could bait their hooks and cast them into the pool, a wild, 12-inch rainbow trout struck. Their two companions, Steve Oakley and David Neishem, were having similar luck. The two adults on the trip, Charles "Bud" Somers, 36, and his wife, Darlene, watched as their sons and friends enjoyed the fishing.

Bud decided to try his luck, too, and he scrambled down an embankment to the creek. As he neared the bottom, he felt something like a pin prick on his left elbow. Then he saw some ground hornets flying from a hole in the earth next to him. One of the hornets had stung Bud right through his heavy wool shirt. "No matter," Bud thought. "I've had lots of stings before." But there was no point hanging around with a swarm of angry hornets. "Let's move down the creek a little bit!" he called to the boys, and he climbed back up the bank to the trail.

As Bud swung his pack on, he felt a little light-headed. Darlene looked at his face. It had turned pale. "You'd better take off your pack and rest a minute," she said. Bud agreed, and slid his thumbs under the straps. It was the last thing he remembers doing for several hours. Darlene watched in horror as her husband fell backwards, mouth frothing, and hit the ground. His eyes were wide open, their pupils fully dilated. "He's dead!" she thought.

"Mark! Tod! Come quick! I need help!"

But Darlene Somers felt sure there was little anybody could do to help her husband. A corpse has a look about it. The lips and nail beds turn blue. And there is a smell. Bud's bowels had relaxed and moved. It was one of the near-certain signs that life was gone. He was dead. Bud was dead. Oh my God.

Tod arrived first. "We've got to help Dad," Darlene screamed. "I'll give mouth to mouth. You go to work on his chest."

With a speed borne of panic, the mother and her 12-year old son pulled Bud's pack off and tore open the front of his shirt. Bud's teeth were clenched together, so Darlene grabbed a stick and pried his mouth open. With one hand on Bud's forehead and the other under his chin, she rocked his head backwards to open the airway to his lungs. Then she stuck her finger into



the now-open mouth and cleared the tongue from the back.

"I'm not sure I can do his chest right, mom. I might hurt him," Tod said.

"Do it!" Darlene answered. And she thought, "What can we lose?" Pinching Bud's nose closed, she placed her mouth over his and began breathing air into his lungs.

Young Tod put one hand on top of the other and placed them about the middle of his father's breastbone. With a rocking motion, he tried to push the chest down, compressing the heart against the backbone, to force blood into the arteries.

Tod was too small. He didn't weigh enough to compress the chest sufficiently. So he put his knee against Bud's breastbone and pressed.

By this time, 15-year old Mark had arrived. "Get off him, Tod!" he said. "I've had training. Let me do it." And the larger, stronger Mark began pushing on his father's chest, once every second. About every five seconds—who counts at a time like this?—Darlene blew her husband's lungs full of air.

Bud Somers, a strong young man,

had been killed by a sting. He was being breathed for by his wife; his son made a heart that had been stunned dead pump blood anyway. After what seemed like eternity, Bud Somers groaned. His eyes opened. He was alive. His heart began beating on its own, and he breathed. It was shallow, but by God it was regular.

They treated Bud for shock, and stood a long vigil over the man who had been dead just a short while earlier. He drifted in and out of consciousness during the day, but by six in the evening, he was able to walk again.

As soon as it became apparent that Bud would live, Mark and 15-year old Steve Oakley ran down the trail to the Ranger station at High Bridge—nine and one-half miles away. They ran the entire distance, broke into the station when they could not find the Ranger, and radioed for help. By the time a doctor could be flown to a site near where Bud had been stricken, Bud was moving around on his own. A hiker who had stopped to help met the incoming party and told them Somers looked all

right again. The rescue party turned back. The next day, the Somers family hiked out to the Ranger station at High Bridge. Except for a little soreness in his chest from the deep compressions, Bud Somers felt fine.

Doctors who examined Somers afterwards confirmed that the immediate treatment rendered by Darlene and sons Tod and Mark was the reason Bud was alive. On a high mountain trail with no medical equipment, they had brought him back from death.

The technique the family used is called CPR, for Cardiopulmonary Resuscitation. They had learned how to administer CPR from three-hour training sessions conducted by para-medics with the Seattle Fire Department. Since October, 1971, more than 100,000 residents of the Seattle area alone have been trained in CPR. They aren't all backpackers, fire fighters, police officers, or life guards—the kinds of people who have an immediate interest in keeping up with the latest developments in first aid. Most of the persons trained have been ordinary citizens who wanted to be of some help if they ever were confronted with a situation like Bud Somers had, where he was nearly killed by an allergic reaction

**Students give closed chest massage and mouth to mouth resuscitation to "Rescus-Annie," the training manikin. Training sessions are usually without charge and held anywhere there is room, schools, churches, lodge halls, even private homes.**





to a sting, or more commonly, when somebody around them suffers a heart attack.

Because according to figures compiled by the American Red Cross, more than *ninety percent* of the half-million heart attack deaths each year can be avoided if CPR is started immediately upon the heart attack's inception. Think of it this way. In hospital intensive care and coronary care units, patients often arrest several times, only to be revived by immediate care.

The problem with most heart attack victims is that although bystanders call for help quickly enough, they are unable to do anything during the time it takes for emergency vehicles to come. If the emergency vehicle gets to the scene just four minutes after being called (it's almost impossible to average any better than four minutes unless the heart attack takes place next door to the fire house) the victim's chance for survival drops to fifty percent. If it takes seven minutes, the victim has just an eight percent chance of living, and often it is with brain damage caused by the rapid deterioration of brain cells when they are deprived of oxygen for that amount of time.

This is why CPR is so effective. When a person's heart stops, breathing

stops also. CPR keeps the blood moving and provides fresh oxygen through the lungs, into the blood, and to the brain. CPR avoids brain damage and allows the high chance of survival for the victim.

The amazing thing is that CPR can be learned and administered by almost anybody. In just three hours time, a paramedic (or a doctor, for that matter, but most instruction seems to be done by paramedics) can teach a newcomer not only how to render immediate aid to a heart attack victim, but how to help an infant who is choking, or a child who has drowned, or even a drug-overdose case.

And the training works! Recently, a 59-year old man collapsed of a heart attack as he drove his car across a busy intersection on his way to a golfing date. A lighting department worker saw what had happened, radioed for help from his truck, and then rushed to give aid. He pulled the unconscious man from the car, began mouth to mouth resuscitation and closed chest massage—CPR. It happened that two other men who also were trained in CPR came by, and they assisted.

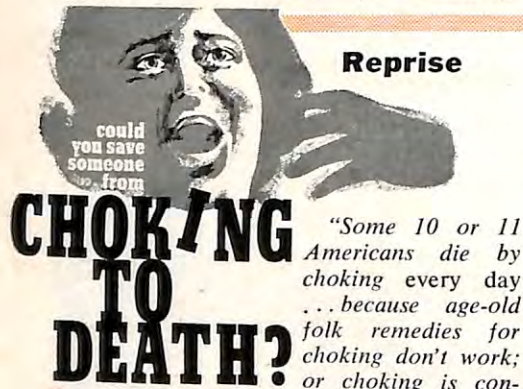
When paramedics arrived, they had to administer drugs and apply electric shock with paddles four times before

a heartbeat could be restored. They said their chances of success would have been next to nothing if the CPR hadn't been given.

All three of the persons who performed the CPR had been trained by the Seattle Fire Department program, which conducts nearly one thousand classes of between 25 and 65 people each year. They meet in schools, churches, lodge halls, auditoriums, even private homes, as long as there is room for seating and for practical instruction on one of their specially constructed manikins, called "Rescus-Annies."

Across the nation, similar classes are being held, sponsored by the Boy Scouts, the YMCA, local fire departments, or the Red Cross. Medical Associations as well as the American College of Physicians have endorsed the program. A person need only call his local Heart Association, Red Cross or fire department to learn where and how to receive such training. Usually there is no charge.

Training sessions follow a format of demonstration by the instructor, followed by practical work on the life-like "Rescus-Annies." Working in pairs, the students learn how to test for pulse and breathing. Then one member clears the airway and administers mouth to



## Reprise

# CHOKING TO DEATH?

"Some 10 or 11 Americans die by choking every day... because age-old folk remedies for choking don't work; or choking is confused with heart attack and nothing is done except call a doctor..."

"Now, a new, easy-to-apply technique—the Heimlich maneuver—has been devised by which choking can be alleviated without any equipment, by almost anyone at any time or any place," wrote Andrew Hamilton in the April, 1976 issue of *The Elks Magazine*.

Response to his article describing the technique developed by Dr. Henry J. Heimlich has been overwhelming. Since its appearance in *The Elks Magazine* the article has been reprinted in *Reader's Digest* and picked up by the Defense Information Guidance Service, which provides information for the Armed Forces. In addition, Mr. Hamilton's piece has been reproduced in numerous bulletins and newsletters.

### The Heimlich Maneuver

How do you tell whether a person is choking to death or suffering a heart attack?

First: the choking victim cannot speak or breathe. Any mass of food big enough to block the windpipe can also obstruct the larynx or voice box. Second: *he turns blue, then becomes unconscious*. Once you've identified a choking situation, these procedures are recommended by Dr. Heimlich:

*If the victim is standing or sitting:*

⊙ Position yourself behind him, wrap your arms around his waist.

⊙ Make a fist with one of your hands and grab it with the other—placing it above the navel and below the rib cage.

⊙ Press your fist into the victim's upper abdomen with a quick, upward thrust. Repeat several times if necessary until the food is ejected.

*If the victim is lying down:*

⊙ Place him on his back, and kneel astride his hips.

⊙ Place your hands on his upper abdomen, the heel of the bottom hand above the navel and below the rib cage.

⊙ Press into the victim's abdomen with a quick upward thrust—repeating if necessary.

⊙ A second person should be prepared to remove the ejected food from the victim's mouth.

*If you are alone when you choke:*

⊙ Try anything that applies force just below your diaphragm.

⊙ Press into a table or a sink. Use your own fist to force air from the lungs and "pop" the obstruction.

• In response to your article, I have personally suggested to Dr. Jerome Lackner, the Director of the California Department of Health, that California adopt an educational campaign similar to the one piloted by Arizona to help prevent choking to death.

Robert P. Nimmo, Assemblyman,  
Twenty-ninth District  
California Legislature

• ... Later I told myself, as probably many others have, "Now that I know how, I'll probably never have occasion to use it." How very wrong I was!

Robert J. Grady  
Horsehead, NY

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

Gloria Stoda  
Peoria, IL

• Every chance that I get, I tell people about the Heimlich method. I ask them to be very sure to show all members of their family how to apply this maneuver and pray to God that they never have to use it.

Frank J. Brogan  
Ishpeming, MI



mouth resuscitation, while the other gives closed chest massage. He learns where to place the hands on the victim's sternum (breastbone) so the heart is compressed thoroughly. If the hands are too high, the breastbone could be snapped in two. If they are too low, the tip of the sternum could be broken off, puncturing a lung or the liver. So the training is important.

More important, however, is being able to do *something* in an emergency. If nothing is done, death is the likely result. An alive, though injured person is better than a dead uninjured one.

At first, some students have a natural reluctance to take part in the practical portion of the class, but the reticence passes quickly. By the end of the session everybody is in agreement that while CPR isn't the sort of exercise they would like to do every day, if they are in a situation where it is required, they will be better able to lend assistance.

It might even be on their next visit to the supermarket. At least that is what happened one spring afternoon to an attractive young woman named Linda McNeil. Linda was working as a clerk in a modern Safeway, and she had just closed for her lunch break. As she walked to the employee's lunchroom, she found a 62-year old gray-haired woman lying on the floor, unconscious. A small crowd stood around, helpless. Another employee, Kim Cote, had been trained in CPR, and she was preparing to help the woman. Linda had learned CPR when she worked as a volunteer in a dispensary.

"You breathe and I'll pump," said Linda. "We can trade off when we get tired." The two young women went to work. The victim's face already had turned quite blue, and her eyes were wide open. There was no pulse or breathing.

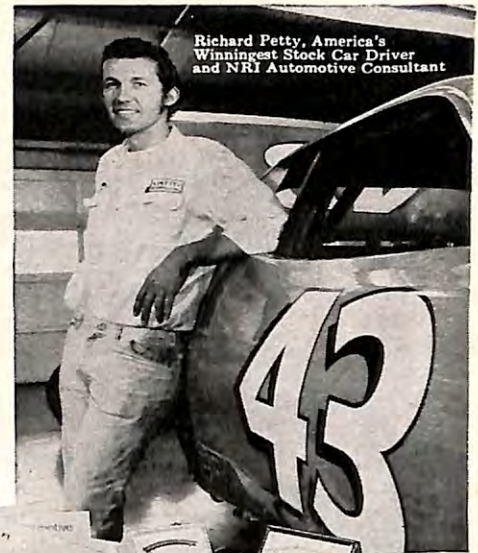
They removed the false teeth, loosened the front of the woman's dress, and began CPR. When the fire department crews came, it took two doses of drugs and several shots from the paddles to start the heartbeat. The medics credited the fast action of the employees, Linda McNeil, Kim Cote, and Vic Grinsburg, who also assisted, for making recovery possible.

As the woman was being placed on the stretcher for the trip to the hospital, a bystander said, "We should call your names into the radio station for the 'Good Citizen of the Day' award. You could win a Honda!"

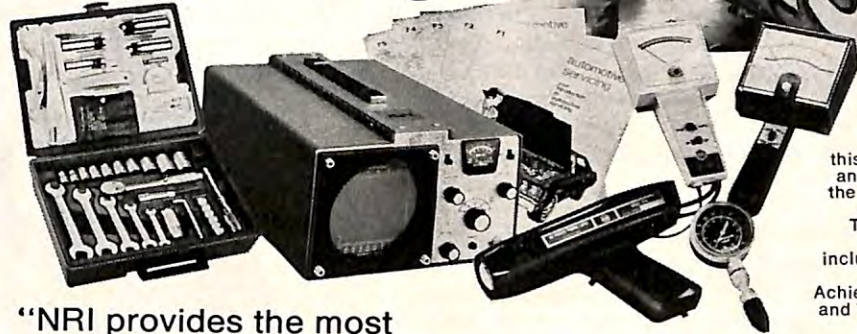
Linda, Kim, and Vic began to laugh. A Honda indeed! Who could think of a motorcycle at a time like this? Linda's hands started to shake. She laughed and laughed and laughed until tears filled her eyes, and she could not stop.

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# SANTA CLAUS

## Beloved Around the World

by Jean E. Laird

☞ That wonderful old fraud, Santa Claus, has been around for a long time! He makes us all smile when our feet hurt from standing in lines waiting for that feverish moment when the children we have in tow can touch his beard. He can be counted on to solve discipline problems for about six weeks out of each year. (Many American mothers may threaten their children with what their fathers might say, but that is nothing compared to being threatened with the disfavor of Santa Claus.) And, no matter what state of the world we can always depend upon him to return each Christmas season and make our hearts a little lighter.

Out of a few shreds of known fact, along with the bright tinsel of tradition and a whole bagful of myths, has come the legend of Santa Claus, beloved around the world.

To the very young, Santa triggers a trauma that results in what might be called Santa Claustrophobia. Many a moppet chickens out of the department store line to see Santa—the big red man with the fluffy white beard who seems like God himself . . . frightened beyond belief. (How many adults would sit on the lap of God without second thoughts?) One by one, the little ones discover that Santa Claus is a mortal who is padded with bed pillows and swears when the wing screws are missing to the new bike.

Yet every year this lovable old soul makes his flight into this country in his reindeer-drawn aerial sleigh, arriving simultaneously in every locality in the United States, including Hawaii and Alaska. During this very short winter's night, Santa Claus unerringly delivers two billion dollars' worth of individually-selected gifts to about forty million sleeping children. Out of what dim, half-forgotten eras does he come, and what rare ingredients went into the making of this indestructible being?

How did Santa Claus come to be? His history begins in southern Turkey—and not, as you would imagine, in the icy north. Pale and lean, he was unlike the popular Santa we know today.

It seems the legend traces back to a bishop who lived centuries ago and whose bones now lie in the Italian town of Bari. The legendary Nicholas was born in Asia Minor (now known as Turkey) during the third





century of wealthy Greek parents. At birth, it is said he frightened and astonished the midwives by standing bolt upright during his very first bath and for two full hours afterward, a record still unchallenged for 17 centuries.

Nicholas' entire life was filled with such miracles. For instance, when the old Bishop of Myra died, it was decided that his successor would be chosen in a strange manner. The first male who entered the cathedral on a secretly designated day would be named the new bishop. As the committee waited inside for the door to open, you can guess who walked in!

When Nicholas was named bishop of Myra, a church was built in his honor. The church of St. Nicholas still stands. It is a lovely white stone structure, bleached by centuries of sunlight. Today, the Church of St. Nicholas is below the level of the road and neighboring fields and sits in a kind of quarry. This is the result of soil deposits,

## No matter the state of the world . . .

over hundreds of years. And, a fine bird's-eye-view of the church can be seen from the ground above. At the west end is a three-tiered bel-

fry, and the most attractive features of the church are the clean, white masonry and the old columns topped by ancient Corinthian capitals.

Today, among the 200,000 pilgrims who pray each year at the saint's tomb at the white stone church, are young girls who beg for a husband, as well as sailors and fishermen who pay their respects before facing the hazards of the stormy Adriatic.

Why is Nicholas the patron of young ladies looking for a mate? It is said St. Nicholas discovered there were three daughters whose father had lost his fortune. As a result, the girls now had no dowries and would not be able to marry the men they loved. The kindly bishop visited the house while they were sleeping and left three bags of gold (or three golden balls, depending upon who is telling the story). The three damsels lived happily ever after (and future pawnbrokers were supplied with their symbol). Some say St. Nicholas threw a money bag filled with gold coins through the window. Others contend he threw the gold coins down the chimney and they landed in a stocking that was drying on the hearth—thus we have the legend of hanging our stockings to be filled. Today, pictures of St. Nicholas show him holding a book on which three gold balls are placed. These represent the three purses of gold.

The link between St. Nicholas and the sea is derived from historic fact. Myra is a bustling seaside town on the south coast of Turkey. In order to visit the fishing hamlets in his diocese, Nicholas undoubtedly traveled by boat, and the seagoing bishop, standing before the mast, blessing the faithful who hailed him from the beach or from a passing vessel, is said to have been a familiar sight.

Mariners facing shipwreck pray to St. Nicholas, and innumerable stories tell of his appearance before some storm-tossed crew. Nicholas is said to have the power of bringing a drowned sailor back to life, and Mediterranean fishing crews often carry his picture with them, parading it around the deck when danger lurks.

Many other miracles are also attributed to the resourceful bishop. Once, when the town of Myra was suffering a great famine, ships laden with wheat from Egypt dropped

anchor there. The wheat was for the emperor's granary in Constantinople, and the captains would be put to death if any were missing. Nicholas told them "Fear nothing! Unload enough grain here to feed my flock." The captains did so, and Myra was saved; yet when the ships arrived at their destination their cargoes were intact.

Nicholas died on December 6, about 343. And, in some European countries, St. Nicholas day is still celebrated on December 6. But, in the United States St. Nicholas Day has been merged with Christmas.

In the year 1087, some 50 sailors from the South Italian port of Bari, then a center of trade with the Near East, set sail in three merchant ships. They landed at Myra and made an offer of hard cash for Nicholas' remains. Only four monks guarded the tomb, and when the offer was turned down, the sailors smashed the stone lid of the tomb and made off with the bones. Triumphant they sailed to their home port with their precious relics, and here they still remain.

The flow of visitors to Bari reaches its peak in May, when Bari celebrates the anniversary of the great body-snatching expedition. A joyful medieval pageant takes place, in which a large wooden statue of St. Nicholas, dressed in jeweled robes, is transferred to the deck of a fishing craft. Sirens scream and flags wave as the crowds line the waterfront. Gaily decorated boats follow the gently bobbing saint as he travels around the bay.

Canonized after his death, St. Nicholas became the patron saint of children, sailors, marriageable maidens and, of course, pawnbrokers. And, this saint, who in his day, was but a minor luminary of the Christian Church, has become one of its brightest stars. Except for the great personages of the Gospel, no other saint enjoys such universal popularity among Protestants and Catholics alike. (In Russia, wherever the Orthodox faith is still alive, St. Nicholas ranks in holiness next to the Virgin Mary.) And, thousands of churches throughout Christendom are dedicated to his name—more than 400 in England alone.

More than 600 years after Nicholas' death, Vladimir—a Russian leader—was baptized in Constantinople, now Istanbul. He returned to his native Russia with tales of Nicholas, who then became Russia's patron saint. Presumably, it was his Russian associations that transformed him into a figure from the frozen north, for his original home was certainly far removed from Arctic snows and reindeer.

In Europe, St. Nicholas became a figure on a white horse, or donkey, who wore the robes of a bishop and sometimes carried a

## . . . We can depend on his annual visit.

bunch of twigs in one hand to punish naughty children and a bag of presents in the other for the good children.

Has St. Nicholas ever been denounced? In England, St. Nicholas Day festivities were banned when Henry VIII founded the Church of England. They were later resumed when Queen Victoria married a German prince, Albert. Then St. Nicholas returned as Father Christmas, a gentleman dressed in a long tail coat and square beaver hat. And, he appeared at Christmastime.

In the northern countries of Europe, St. Nicholas appears on the eve of his feast day, December 6, and he is still



# SANTA CLAUS

represented as a bishop with miter, crozier, and long white beard.

Also in Europe, children used to leave straw in their wooden shoes by the door for St. Nicholas' horse. The horse ate the straw and St. Nicholas left small gifts in its place, in the shoes. In some areas of this country, children still leave their shoes outside the bedroom door for St. Nicholas on the eve of December 6, and look forward to having them filled with pennies and small trinkets.

Christmas in Holland is still celebrated on December 6, and the Dutch are responsible for bringing the legend to America. They pictured him to resemble Father Knickerbocker, of Dutch legend. The Dutch called him San Nicolaas, or Santa Niklaus. This became Sankt Klaus, and then later to Santa Claus.

Are there any other names for Santa Claus? Yes. English children call him Father Christmas. The French call him Pere Noel. German children call him Kris Kringle, and in Scandinavia his name is Yule Tomten. Finnish children see their holiday patron as a goat, and Italy has a female gift bringer, whom they call Lady Befana. Befana rides a broomstick, comes down the chimney,

and gives presents only to good children. Bad children find ashes, pieces of coal, and rusty nails in their stockings.

Santa's appearance began to change when he came to America. Washington Irving created a new picture of him as a fellow who looked very much like a typical Dutch settler in the State of New York. In his "Knickerbocker's History of New York (1809)," Irving described the saint as the guardian of New York City. He pictured him as a jolly fellow wearing a broad-brimmed hat and huge breeches and smoking a long pipe. Irving's St. Nicholas rode over the treetops in a wagon, took presents from his pockets, and dropped them down chimneys.

Since St. Nicholas was created out of a few shreds of historic truth, why not give a new face to the kindly old gentleman with the same old heart of gold? Gradually, legend made Santa Claus jovial and fat, meaning liberality and good things to eat. The plump, bearded Santa as we now know him, was first drawn by the famous cartoonist, Thomas Nast, at the end of the 19th Century. Nast received his inspiration from the famous "Night Before Christmas" poem written by Dr. Clement Clark Moore, in 1822. Prior to this time, St. Nicholas was portrayed as being pale,

lean and almost to the point of being gaunt and fiery.

Has Santa ever been censured? Yes. Back in 1945, Psychiatrist Brock Chisholm wrote: "Any child who believes in Santa Claus has had his ability to think permanently injured." And, in 1949, a bank in Muskegon, Michigan, had this billboard message: "There is no Santa Claus—Work—Earn—Save." Protests forced changing the copy in haste!

Yes, we can be grateful for the mythical reality of Santa Claus. He doesn't widen the credibility Grand Canyon more than a fraction of an inch. He comes and goes quickly, bringing a flash of happiness and gaiety to millions. The story has changed over the 1,700 years since it began in sunny Turkey, but the spirit of the legend remains the same. It is the spirit of gentle kindness and love—or the spirit of Christmas!

So goes the story of Santa Claus—a mixture of truth, and undoubtedly a good deal of legend. And, so it was that the children who first allowed St. Nicholas into their lifestyle dreamed not of the Lapland reindeer, but of Turkish donkeys pulling carloads of Christmas presents, while they shouted—"Cok mutlu bir Hoel gecirmenizi dilerim," which is Turkish for—"Have a Very Merry Christmas!"

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### Elks National Foundation

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ER Bill Robbins (left) and National Foundation Chm. Frenchy Coulombe recently congratulated three Elks' ladies of Inglewood, CA, Lodge who completed their \$100 pledges. Accepting paid-up certificates were (from left) ladies' President Irene Perry, Vi Phillips, and June Erdman.

A trophy was presented to the Elks' ladies of Burbank, CA, Lodge in appreciation of their continued support of the National Foundation. Ladies' President Ruth Pegos accepted the award from ER Richard Garard (left) and Foundation Chm. Alfred Woodbridge.



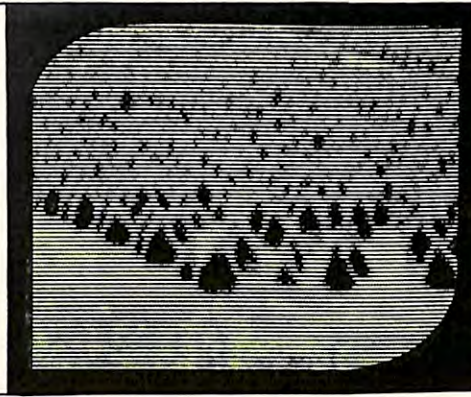
During a recent meeting at Seward, AK, Lodge, Brother William Estes was honored for donating \$1,000 to the National Foundation. He received his honorary founder's certificate from PDD and Foundation Chm. J. William Saindon.





# BACKYARD GARDENER

by Helen Rosenbaum



## CHRISTMAS TREES

Can you name the most popular Christmas trees?

Scotch pine and Douglas fir, according to the National Christmas Tree Growers Association.

**Tree Spree:** Thirty five million trees are cut for Christmas each year. However more than 85 million seedlings will be planted next spring by Christmas tree growers to replace the 35 million trees harvested this year.

The rule of thumb is to replace two or three trees for every tree cut. Furthermore, Christmas trees are planted on soil that is unsuitable for other types of crops, thus preventing soil erosion and providing scenic green belts throughout the country. Each acre of Christmas trees produces enough oxygen to meet the daily oxygen requirements of 18 people.

It takes between 6 and 12 years for a tree to reach the size most suitable for a Christmas tree, depending on the species.

The trees, covering some 450,000 acres are primarily grown on plantations and farms in almost every state and Canada. The Lake states, and those situated in the Northeast and Northwest are leaders in Christmas tree production.

How do you go about selecting a fresh Christmas tree?

Bend the needles of the tree. If the needle bends instead of breaking, the tree is fresh.

Another test: Bounce the tree stump firmly on the ground. If this causes a barrage of green needles to fall to the ground, the tree has dried out too much and you should look for another tree.

Also check your tree to be for shape and full branched regularity.

Here are some helpful tips on the care and feeding of your tree—before and after Christmas—from the National Christmas Tree Association.

◆ After you have selected the tree of your choice and brought it home, keep the tree outdoors and upright in a pail of water or the base of the trunk in snow—until you are ready to bring in your tree for decorating. The water will prevent the needles from drying and the boughs of the tree from drooping. Thus, the tree will remain fresh all through the holiday season.

◆ A fresh tree, with high moisture content in its needles, will not support combustion. So insist on a tree holder

with a built-in water well at the base. Christmas trees respond quickly to moisture given them if the tree is properly prepared before it is put in the water holding stand. This means sawing off about half an inch of the butt of the trunk before putting the tree in the stand. The cut removes possible clogged resins that could prevent the tree from absorbing the water.

◆ Then keep the stand filled with water by adding to it daily. A tree may absorb from a pint to a gallon of water each day, depending on its size and condition. You can also use one of the commercially available Christmas tree preservatives as an additive to the tap water. The water helps keep the tree needles pliable and the boughs in their natural shape. The

moisture also helps to maintain the natural Christmas tree aroma.

### Safetree

You can make this a safe Christmas by observing the following simple precautions:

Carefully inspect your electrical cords, sockets and connections for worn, cracked or overloaded circuits.

When decorating make sure there are no exposed wires or broken sockets on the lights.

Place the tree in a room away from heat sources like heating ducts, radiators, television sets, etc.

Avoid careless smoking near tree decorations. Do not use highly flammable paper or plastic decorations. Turn out tree lights when you retire for the night or leave the house. Be sure the tree is solidly anchored in its stand.

### Extended Use Ideas

- The boughs can be chopped off and used as mulch on flower beds.

- A green tree often adds a cheery spot to a bleak garden in the heart of winter.

- If you have a fireplace, there's no better wood than that from a Christmas tree. The pine needles continue to add a pleasant scent to the house and the trunk will furnish additional firewood.

- Instead of bonfires, more and more cities are using commercial chippers to dispose of their Christmas trees. The chips are useful for walks and other purposes, particularly as decorative mulches around flower beds.

## CHRISTMAS SPECIAL

## The Halvorfold

Loose-leaf Pass Case, Billfold Card Case. Note Exclusive features. Read Special Offer below

Billfold With Secret Money Compartment

Card Pocket

Name, address and any Fraternal Emblem in 23K Gold FREE

Exclusive Loose-Leaf Device

**\$12.00**  
**\$15.00**

BLACK OR BROWN WATER BUFFALO  
BLACK OR BROWN CALFSKIN

Lodge No. under inside emblem 75c add'l.  
Lodge No. with City under inside emblem \$1.25 add'l.  
Social Security No. 75c add'l.

8-pass capacity replaceable  
12 Pass 25c Add'l  
16 Pass 50c Add'l  
20 Pass 75c Add'l

Gold Filled Snap and Corners \$4.00 add'l.

Outside closing Flap means more Security

### "CUSTOM MADE FOR ELKS"

"NOW in its 50th year"—The HALVORFOLD billfold, pass case, card case. Just what every Elk needs. No fumbling for passes, just unsnap the Halvorfold and each pass shows under separate transparent face, protected from dirt and wear. Ingenious loose leaf device shows 8, 12, 16 or 20 passes, cards or photos. Three card pockets, extra size bill compartments and secret flap to cover large bills. Only genuine leathers are used; tough durable but soft in texture. Nylon stitched.

Halvorsen, P.C.M., 4868 Victor St., Jacksonville, Fla. 32207  
Dept. 124

Send the HALVORFOLD with goldstamping as below. If I decide to keep it I will send check at once. If not, I will return it within three days for full refund. Goldstamped with name, address and any fraternal emblem free. If you send cash with order, we ship postpaid. Parcel Post.

Name:..... 23K Gold Inside Emblem:.....  
Please Print

Address:.....  
S. S. NO. PLEASE USE ZIP CODE

### Free Examination!

Send No Money—Pay No C.O.D.

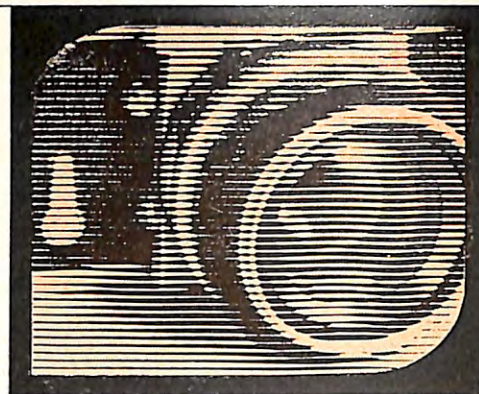
Means exactly what it says. No strings. Mail coupon. Halvorfold comes by return mail. Examine it carefully. Slip in passes and cards. See how handy it is. Show it to your friends and note their admiration. Compare it with other cases at more money. We normally ship parcel post. (Postpaid on cash orders)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

#### PLEASE CHECK HERE:

- Black Buffalo \$12.00
- Black Calfskin \$15.00
- Gold Filled Snap & Corners \$4.00 Extra
- 12 Pass 25c Add'l
- 16 Pass 50c Add'l
- 20 Pass 75c Add'l
- Elk Emblem Inside FREE
- Elk Emblem Outside 75c Add'l
- Lodge No. Under Inside Emblem 75c Add'l
- Social Security Number 75c Add'l
- First class .60 add'l



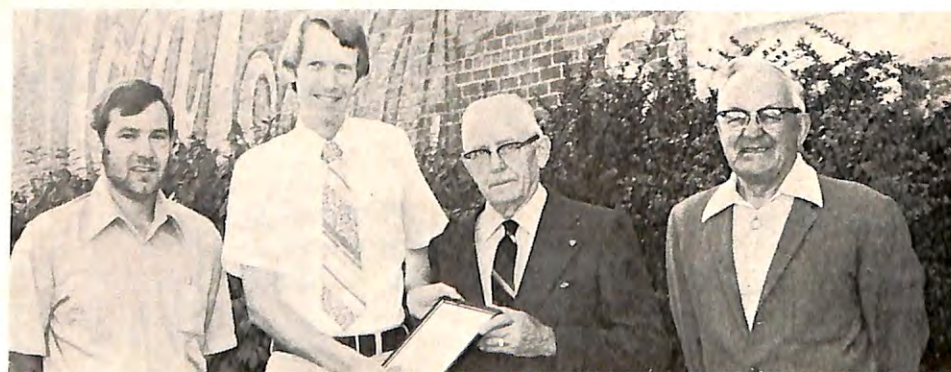
# NEWS OF THE LODGES



**A BICYCLE MOTORCROSS** constructed by Santa Ana, CA, Elks on one acre of lodge property attracts between 400 and 600 young people each month for lodge-sponsored semimonthly races. The track was designed by Brother Bob Stark who co-chaired the project with Brother Ron Reneker. Heavy equipment and operators for the construction were donated by the Hood Construction Company of Santa Ana.



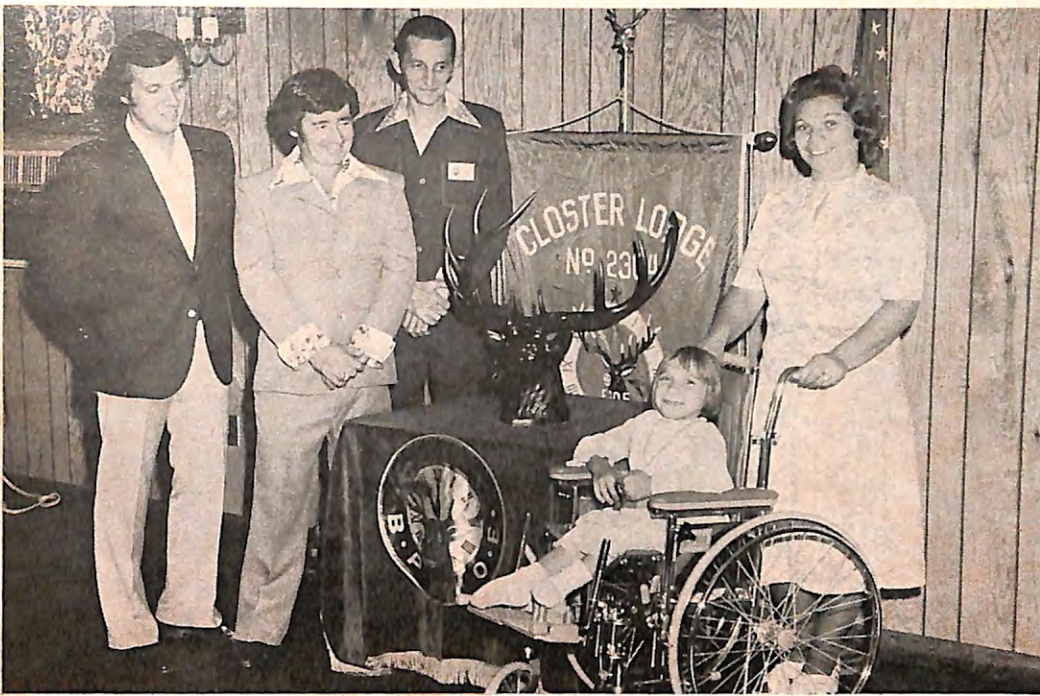
**A GERI-CHAIR** was obtained for cerebral palsy victim Robbie Ray through the efforts of Brothers Ray Felix and Dave Wagner and the support of the members of Waynesboro, PA, Lodge. Robbie, who attends Selinsgrove State School in a special program for CP students, received the chair on his nineteenth birthday.



**A DISTINGUISHED CITIZENSHIP** Award was presented by Eureka Springs, AR, Lodge to Wayne Brashear (second from left) in recognition of his work with the town volunteer fire department and emergency rescue service. Brashear accepted the citation from ER Grover Gilbert as Terry Bunch (left) and Ragnar Dalstrom, members of the award committee, observed.

**"THE JAWS OF LIFE"** recently donated by the local Elks to the town of Ludlow, MA, has already been used twice to successfully remove trapped victims from auto accidents. (From left) Brothers Robert Miller, Edward Teel, and Jack Mattot, and PERs Daniel Shotts and George Pope raised over \$5,000 to purchase the rescue equipment.





**CLOSTER, New Jersey,** Lodge's gift of a new wheelchair brought smiles to the faces of little Melissa and her mother. Participating in the presentation were (from left) Don Papalia, PER Dennis Ferra, and ER Frank Bauer.



**AS A PATRIOTIC PROJECT** West Deptford, NJ, Lodge distributed hundreds of American flag decals. Secy. John Heritage (left) and Sgt. Wayne Hires (right) watched as ER Daniel Riley transferred one of the decals to a township patrol car.



**A SWIM MEET** sponsored by Cobleskill, NY, Lodge attracted more than 250 boys and girls from the seven schools in Schoharie County. ER Emil Winzler and Esq. Dean Chamberlain, chairman of the meet, congratulated Vivian Gonzalez, Todd Chamberlain, and John Garner of Cobleskill Central School's winning team. All participants received T-shirts from the lodge.



**SEVEN REDWOOD SIGNS** for local parks were the Bicentennial gift of Kearney, NE, Lodge to the city. ER Douglas State (left) and Martin Rotunno, director of the Kearney Parks and Recreation Department, paused to inspect one of the signs, the handiwork of Art Pierce.

**FORMER ACTOR** George Montgomery (second from right) was one of several celebrities present at Huntington Park, CA, Lodge's Piggy Bank Day. Admiring Mr. Montgomery's bronze model of "Custer's Final Moments" which was on display for the occasion were (from left) Marge Stover, Edna and PER Stan Jones, Erin Hoy, and Bob and John Woods. According to Co-chairmen Ray Radgowski, Tony Barbaro, and Jim Lennox, the affair raised over \$600 for the major project.





**TOP HONORS** in Jamestown, ND, Lodge's 38th annual golf tournament went to William Spotts (center) of Bismarck Lodge. The champion golfer received his trophy from ER Ross Milne and DDGER Bob Kauphusman.



**A WORLD GOODWILL TOUR** was recently begun by Cynthia Fuente (center), who was chosen Latin-American Fiesta Queen. Ms. Fuente, who was sponsored by Tampa, FL, Lodge, received the congratulations of PER Carl Gabbert (left), a 52-year member of the lodge and a director of the Latin-American Fiesta Association, and her father Carlos, also of Tampa Lodge.

## LODGE NOTES

**HARTFORD, CT.** A surprise birthday party held at the lodge for 92-year-old architect Joseph Marchetti was complete with songs and dances rendered by the celebrant. A money tree bearing \$92 was the lodge's gift to Mr. Marchetti.

**LONG BEACH, CA.** Over 40 gentlemen joined the lodge recently during a ceremony conducted by the officers. The increase in membership was among the largest for Long Beach Elks in the past several years.

**RHODE ISLAND.** At the GL Convention in Chicago, Tino Esposito, head bartender at the Conrad Hilton Hotel, received two live lobsters from PDDs Reggie Sassi and James Folcarelli. The gift was the result of a promise made at the last Chicago-based convention, held three years ago.

**GOVERNEUR, NY.** Hospitalized veterans will benefit from the proceeds of the lodge's fourth annual golf tournament, which was held at the Gouverneur Country Club.

**WESTBROOK, CT.** The Self-Improvement through Riding Education (SIRE) program for handicapped children received a \$200 boost from the lodge.

**RAMAPO VALLEY (SUFFERN), NY.** Members accepted \$1,000 raised by Liberty Lodge for the family of a deceased Ramapo Valley Lodge Brother.

**NEW YORK.** Southeast District Elks gathered at New Hyde Park Lodge for a dinner held in honor of the visit of then-GER Willis McDonald. Among those who greeted Brother McDonald were GL Judiciary Chm. George Balbach and PGER Ronald Dunn.

**OAK RIDGE, TN.** Groundbreaking occurred and construction began on the new lodge building. Among those wielding shovels at the initial ceremony were PSP L. W. Anderson, ER Ralph Colman, and PER R. E. Simpson.

**BOWLING GREEN, OH.** A benefit which was organized by Brothers Ernie Spears and Al Spence for the family of a deceased member was generously supported by the lodge. Mrs. Dick Rood received \$1,500 from ER James Jenkins, who presented it on behalf of the lodge.

**ATLANTA, GA.** Mary Beth Busbee, wife of Governor George Busbee, was the guest speaker at an Americanism program sponsored by the Atlanta Elks and ladies.

**MIAMI BEACH, FL.** Project Chm. Ernie Bernstein and ER Harry Kleinman thanked participants from the convention of Cooperative Education Clubs of Florida for the canned food they donated to the Harry-Anna Hospital. About 7,500 cans of food were collected by the students.

**ARIZONA.** Texas Canyon was the setting for a Southeast District initiation hosted by Willcox Lodge. Past and present Exalted Rulers from the ten lodges in the district conducted the starlight ceremony.

**PEMBROKE-HANOVER, MA.** A baked ham dinner was prepared by members and their wives for over 800 local senior citizens. DDGER Gaetano Abruzzese was among the Elks officials who enjoyed an evening with the guests.

**WRAY, CO.** A community Bicentennial pageant entitled "I Love America" received financial and personnel support from lodge members.

**OHIO.** North Central District Elks and ladies participated in a golf tournament hosted by Mt. Vernon Lodge recently. Neel Fauber of Norwalk Lodge scored a hole-in-one during the competition.

**ATTLEBORO, MA.** A cookout at Capron Park was sponsored by the lodge for veterans from Brockton Hospital. The Attleboro Elks also entertained Hyannis Lodge at an annual family day picnic and softball game.

**SAN FERNANDO, CA.** Stops in Nevada and Utah were on the agenda for the lodge camping group, whose destination was Bottle Hollow, UT. During the trip, the Brothers were guests of both Provo and Vernal, UT, Lodges.





**THE FUND-RAISING CAMPAIGN** of the C.Y.O. Royal Jades Eastern States Champion Band started off with a bang, thanks to a \$1,500 contribution by Hudson, MA, Lodge. (From left) ER Albert Senecal delivered the lodge's annual gift to band member Linne Morris and Brother George Perkins, musical director of the Jades.



**THE NEWEST MEMBER** of East Hartford, CT, Lodge is also the oldest. ER Robert Shepard (right) congratulated 75-year-old initiate Alvin Bryant (center), who was brought into the order by his son Wayne. The lodge now boasts 20 such father-son memberships.



**A TRIBUTE** to the flag was presented by ER Fred LaWell (second from right) and Americanism Chm. Max Schroedter (right) of Phoenix, AZ, Lodge before 5,000 Phoenix Giants baseball fans during the annual observance of Real Estate Night. Brother Morton Stewart (left), chairman of the Arizona Realtors Association, looked on as Brother LaWell introduced "Uncle Sam" (nine-year-old Jeff Martin), who sang patriotic songs for the assembly.

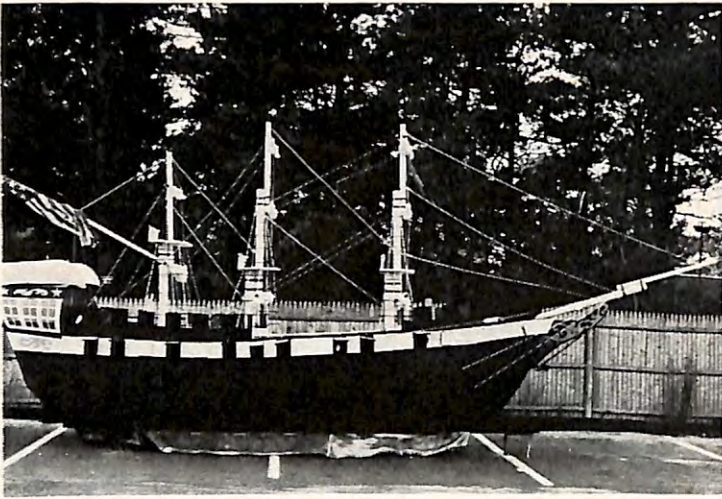


**TEN LODGES** are represented by the 11 Past Exalted Rulers who now reside at the Elks National Home in Bedford, VA. Comparing notes on their former lodges were (from left) Leon Coble of Greensboro, NC, Lodge; PSVP Edwin Heidenreich, Newburgh, NY; William Kehoe, Conneaut, OH; Oscar Fentress Jr., Danville, VA; Roland Duhamel, Biddeford-Saco, ME; Home Executive Director Doral Irvin, Lynchburg, VA; Virgil Davis, Harrisonburg, VA; L. K. Burnham, Lynchburg, VA; John O'Brien, Butler, PA, and Dr. Joseph Nichols, Homestead, PA. Not pictured is PDD Fred Snively, Greencastle, IN.



**CHARITY** was the winner when the Bicentennial softball team of Brick, NJ, Lodge and the local American Legion team competed for the Mayor's Trophy. Receipts from the game were donated to St. Edmund's School for the Handicapped and the Early Intervention Program for Developmental Disabilities.

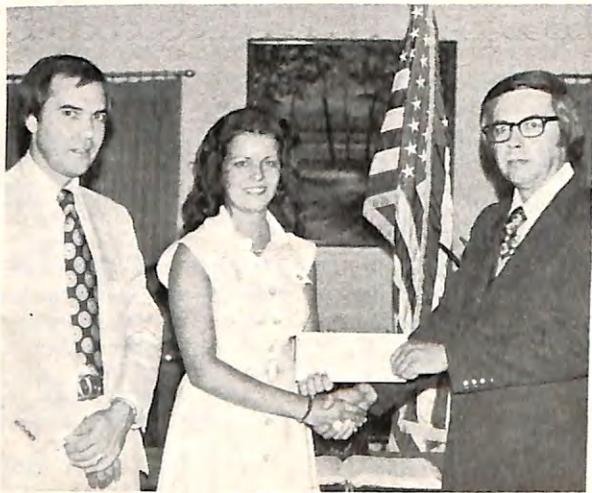




**HYANNIS, Massachusetts**, Lodge's float, which depicted the U.S.S. *Constitution* in Cape Cod's patriotic parade, received the civic committee's first prize. The ship was built by a crew of lodge members under the direction of PER Gerry Walters.



**ENLIVENING** the local Bicentennial parade were the clowns of Fresno, CA, Lodge. Formed nearly two years ago, the clowns' unit brings entertainment and cheer to hospital and convalescent home patients in Fresno and neighboring towns.



**A \$600 GRANT** from Scotch Plains, NJ, Lodge's National Foundation Emergency Fund was presented to Mary Kate Flanagan. Mayor Noel Musial (left) observed as ER Frank Lemos offered the check and the lodge's good wishes to the local student.



**A 12-MILE BICYCLE RACE** was a recent project sponsored by Newburyport, MA, Lodge. Chm. Frank Cole (center) awarded trophies to top competitors (from left) Roger Lundskog, who also cycled over 4,300 miles from Virginia to Oregon on a "Bikecentennial" route, John Wood, Wayne Morris, and Leonard Wallace.



**IN A SPECIAL CEREMONY** at Dothan, AL, Lodge, ER James Braswell (second from left) presented a life membership card to PDD W. Ben Word, who was the lodge's secretary for 16 years. Among those present to honor Brother Word were (from left) PERs J. R. Paul, Dick Burke, David McMichael, Frank Turrell, and George Barber.

(Continued on page 38)



# District Deputies (1976-1977)

AL Central	Royce E. Gunter	MT North	Clarence A. Munson	Cut Bank, No. 1632
AL North	Roebuck (Birmingham), No. 2123	MT South	Lawrence L. Gebhardt	Deer Lodge, No. 1737
AL South	Joseph P. Stopper Huntsville, No. 1648	MT West	Michael F. Lies	Polson, No. 1695
AK Central	Frank Laster Alexander City, No. 1878	NE Central	Edwin E. Butterfield	Broken Bow, No. 1688
AK East	Richard B. Rinc Kenai, No. 2425	NE East	A. R. Walter	Norfolk, No. 653
AK West	Robert H. Howe Juneau, No. 420	NE West	Kenneth C. Green	Scottsbluff, No. 1367
AZ E. Central	I. Dale Robinson, Sr. Anchorage, No. 1351	NV North	William L. Good	Fallon, No. 2239
AZ North	Charlie B. Webster Miami, No. 1410	NV South	Billy K. Dedmon	Henderson, No. 1956
AZ Southeast	John R. Gibson Flagstaff, No. 499	NH North	David S. Howland	Laconia, No. 876
AZ Southwest	William E. Rogers Sierra Vista, No. 2065	NH South	Robert S. Ordway	Concord, No. 1210
AR East	Vernon E. Bethany Maryvale (Phoenix), No. 2369	NJ Central	Arnold R. Siegel	East Brunswick, No. 2370
AR West	Marlo G. Moore Mountain Home, No. 1714	NJ East	Charles Schoener	Union City, No. 1357
CA Bay	Harold J. Perry Fayetteville, No. 1987	NJ E. Central	J. Milton Crans	Rahway, No. 1075
CA Central	Robert L. Granger South San Francisco, No. 2091	NJ North	Donald E. Wilson	Park Ridge, No. 2234
CA E. Central	Frank V. Johnson, Jr. Lodi, No. 1900	NJ N. Central	Frank J. McCann	South Orange, No. 1154
CA Inland	Larry Craven Visalia, No. 1298	NJ Northeast	Joseph Popadich	Garfield, No. 2267
CA Metro	Julius B. Girard Lancaster, No. 1625	NJ Northwest	Leroy F. Lippmann, Jr.	Florham Park, No. 2451
CA North	Ned E. Vento Arcadia, No. 2025	NJ South	Wilford D. Conn	Brigantone, No. 2428
CA N. Central	Edwin V. Loudon Yreka, No. 1980	NJ S. Central	Joseph R. Magnotta	Red Bank, No. 233
CA Northwest	Willis F. Dillon Carmichael, No. 2103	NJ Southeast	LeRoy P. Teeple	Lakewood, No. 1432
CA Orange Coast	Kenton Nash Vallejo, No. 559	NJ Southwest	Bernard Giehl	Bordentown, No. 2085
CA South	Ross E. Barnes Santa Ana, No. 794	NJ W. Central	William J. DuPree	Franklin Park, No. 2265
CA S. Central	James K. O'Keefe Twentynine Palms, No. 2134	NM Northeast	J. N. Wilmer, Jr.	Raton, No. 865
CA S. Central Coast	J. T. Bair Downey, No. 2020	NM Northwest	Willis S. Claus	Albuquerque, No. 461
CA South Coast	William D. Brunner Redondo Beach, No. 1378	NM Southeast	Earl E. Phillips, Jr.	Roswell, No. 969
CA Southeast	Harold J. Smith Encinitas, No. 2243	NM Southwest	William H. Fickes	Las Cruces, No. 1119
CA W. Central	Andrew W. Scherrer Yucaipa, No. 2389	NY Central	William B. Browning	
CA W. Central Coast	Henry P. Trincherro Palo Alto, No. 1471	NY East	Thomas Earey Northdale (North Syracuse), No. 2454	
Canal Zone	Harry W. Spencer Paso Robles, No. 2364	NY E. Central	Richard C. Brisky	Massapequa, No. 2162
CO Central Northwest	No Appointment	NY North	Wilfred J. Trombley	Middletown, No. 1097
CO Central Southeast	Clement R. Hackethal, Jr. Lakewood, No. 1777	NY N. Central	Robert E. Carville	Plattsburgh, No. 621
CO Mountain	Harold E. Clare Cripple Creek, No. 316	NY Northeast	D. Joseph Casey	Massena, No. 1702
CO North	Dwaine Hillberry Craig, No. 1577	NY South	Greg Emery	Saratoga, No. 161
CO South	Abe L. Bohlender Brighton, No. 1586	NY S. Central	Lynn R. Oliver	Peekskill, No. 744
CO West	James C. Beckley, Jr. Alamosa, No. 1297	NY Southeast	Fred T. Bartsch	Norwich, No. 1222
CT East	George W. Ray, Jr. Delta, No. 1235	NY Southwest	Frank Alois	Lynbrook, No. 1515
CT Northwest	Nelson King, Jr. Putnam, No. 574	NY West	Albert A. Danckert	Olean, No. 491
CT S. Central	David F. Brady Waterbury, No. 265	NY W. Central	Lionel A. Henderson	Bethlehem, No. 2233
CT Southeast	Lloyd H. Churchill West Haven, No. 1537	NC East	Beryl McMillen	Amherst, No. 1942
FL E. Central	Carl R. Ajello, Sr. Derby, No. 571	NC E. Central	Hilliard M. Eure	Seneca Falls, No. 992
FL N. Central	Charles F. Whalen Ormond Beach, No. 2193	NC West	John D. Koester	City-Beaufort, No. 1710
FL Northeast	George H. Roller Apopka, No. 2422	NC W. Central	Douglas French	Fayetteville, No. 1081
FL Northwest	Joseph E. Pozzio Gainesville, No. 990	NC East	Harry L. Agner	Gastonia, No. 1634
FL South	Matt A. Rigoni Perry, No. 1851	ND West	Robert F. Kauphusman	Salisbury, No. 699
FL S. Central	Armando Ramos Hialeah, No. 2352	ND East	Kenneth P. Mann	Jamestown, No. 995
FL Southeast	H. A. Durnell Kissimmee, No. 1873	OH N. Central	Sherman W. Haldeman	Dickinson, No. 1137
FL South Southeast	James W. Davidson Jupiter, No. 2469	OH Northeast (North)	Paul R. Kreitz	Marion, No. 32
FL Southwest	G. N. Van Horn Pompano Beach, No. 1898	OH Northeast (South)	Louis A. DeMars	Cleveland, No. 18
FL W. Central	Frank J. Spadafora Englewood, No. 2378	OH North	Harold R. Mayer	Youngstown, No. 55
GA Northeast	H. Lester Jeup New Port Richey, No. 2284	OH S. Central	John L. Wolfe	Wauseon, No. 1734
GA Northwest	Charles M. Haynie Toccoa, No. 1820	OH Southeast	George Dodsworth	Columbus, No. 37
GA Southeast	Thad E. Boggs Dalton, No. 1267	OH Southwest	James A. Berry	Stuebenville, No. 231
GA Southwest	Andrew F. Kinard Valdosta, No. 728	OH W. Central	Merlyn G. Davis	Springfield, No. 51
Guam	Sam S. Thompson Tifton, No. 1114	OK Northeast	Mike Guadagno	Defiance, No. 147
HT	No Appointment	OK Northwest	Bill B. Marshall	Pryor, No. 2320
ID Central	Merritt T. Laws Honolulu, No. 616	OK Southeast	Jon Ross	El Reno, No. 743
ID East	Charles A. Shaddock Burley, No. 1384	OR Metro	Lynus P. Miller, Jr.	Ada, No. 1640
ID North	D. Lloyd Broadhead Blackfoot, No. 1416	OR N. Central	John C. Andrew	Elk City, No. 2343
ID N. Central	Henry J. Buhrmester Wallace, No. 331	OR Northeast	Harry Steele Sherwood "Robin Hood," No. 2342	Portland, No. 142
ID South	Donald J. Rainville Lewiston, No. 896	OR Northwest	Don Rakestraw	Milton-Freewater, No. 2146
IL E. Central	Gerald W. Nicks Weiser, No. 1683	OR S. Central	Dan A. Linhares	St. Helens, No. 1999
IL North	Gale D. Maxfield Kankakee, No. 627	OR Southeast	James R. Winn	Lebanon, No. 1663
IL Northeast	Paul W. Marquette Des Plaines, No. 1526	OR Southwest	Nello Giovanini	Prineville, No. 1814
IL Northwest	Richard A. Hodapp Wheaton-Glen Ellyn, No. 2258	PA Metro	Leonard H. Kress	Roseburg, No. 326
IL South	Alan Swanson Rockford, No. 64	PA N. Central	Charles H. Nelson, Jr.	Carnegie, No. 831
IL Southeast	Bill M. Gasaway Carbondale, No. 1243	PA Northeast	Paul B. Woodring	Tyrone, No. 212
IL Southwest	Cloyce L. Johnson Lawrenceville, No. 1208	PA Northeast Central	Samuel S. Everitt	East Stroudsburg, No. 319
IL W. Central	Joseph L. Harding Granite City, No. 1063	PA Northwest	Earl E. Davis	Bloomsburg, No. 436
IN East	Marc Chapman Galesburg, No. 894	PA S. Central	Bruce E. Butler	Ridgway, No. 872
IN Northeast	James S. Fitzmaurice Union City, No. 1534	PA Southeast	Lloyd D. Yost, Jr.	Hanover, No. 763
IN Northwest	Olsene A. Curtis Wabash, No. 471	PA Southwest	Clyde W. Nash	Bristol, No. 970
IN Southeast	Ernest N. Christoph Hobart, No. 1152	PA West	Albert L. Protin	Charleroi, No. 494
IN Southwest	Jerry L. Sills Columbus, No. 521	PA W. Central	William F. Casey	Warrendale, No. 2249
IN West	James W. McElwain Sullivan, No. 911	Philippines	Edward E. Stewart, Sr.	Tarentum, No. 644
IA Northeast	Kenneth R. Pugh Greenfield, No. 1720	Puerto Rico	No Appointment	
IA Northwest	John D. Winger Mason City, No. 375	RI East	Frank L. Suffoletto	Woonsocket, No. 850
IA Southeast	Charles L. Ewoldt Storm Lake, No. 1636	RI West	Arthur E. Brown, Jr.	Warwick, No. 2196
IA Southwest	Paul A. Techel Ottumwa, No. 347	SC East	Edward D. Buckley	Charleston, No. 242
IA West	Albert E. Bornmueller Ames, No. 1626	SC West	William E. Greene	Union, No. 1321
KS Northeast	Eugene B. Bauer Clay Center, No. 2253	SD East	Johnny Drost	Mitchell, No. 1059
KS Northwest	Howard F. Houk Salina, No. 718	SD West	Eugene Banigan	Deadwood, No. 508
KS Southeast	John T. Kirkwood Galena, No. 677	TN East	Thomas F. Mullinix	Oak Ridge, No. 1684
KS Southwest	Gerald L. Abney Newton, No. 706	TN Middle	Leo Crane	Madison, No. 2473
KY East	George H. Albrink Covington, No. 314	TN Upper East	Joe E. Frazier	Erwin, No. 1985
KY West	Robert M. Bickett St. Matthews (Louisville), No. 2052	TN West	Robert L. Crattie	Paris, No. 816
LA East	Herbert G. Hostler Slidell, No. 2321	TX Central	C. H. Treybig	Bryan, No. 2096
LA West	William T. Riser Shreveport, No. 122	TX East	Louis P. Lichenstein	Beaumont, No. 311
ME East	Charles A. Walker Presque Isle, No. 1954	TX Gulf Coast	Buddy L. Ferguson	Houston, No. 151
ME West	Robert E. Crabb Portland, No. 188	TX North	Lee Bushman	Plano, No. 2485
MD, DE, & DC Central	Charles W. Bradford Baltimore, No. 7	TX N. Central	Charles L. Preston	Wichita Falls, No. 1105
MD, DE, & DC East	George M. Clear Pocomoke City, No. 1624	TX Northeast	Bob E. Goad	Greenville, No. 2437
MD, DE, & DC West	Terry L. Chrisman Hagerstown, No. 378	TX Pan-Handle	Ervin V. Stone, Sr.	Borger, No. 1581
MA Circle	Gaetano T. Abruzzese Milton, No. 1686	TX South	Cleo Vineyard	Weslaco, No. 2057
MA East	Ephrem Caron Salem, No. 799	TX Southwest	William Steeley, Jr.	San Antonio, No. 216
MA E. Central	Edward J. Mahan Framingham, No. 1264	TX West	Ed O. Davis	El Paso, No. 187
MA Metro	Thomas E. Donlan Boston, No. 10	UT North	Jerome M. Wright	Park City, No. 734
MA North	Edward T. MacGilvray Billerica, No. 2071	UT South	Woodrow F. Roberts	Price, No. 1550
MA South	Guistino Marsella North Attleboro, No. 1011	VT North	Lloyd C. Bowles	St. Albans, No. 1566
MA West	Frank A. Saccavino Chicopee, No. 1849	VT South	John P. Foley	Rutland, No. 345
MA W. Central	William P. Williams Fitchburg, No. 847	VA N. Central	Raymond M. Orndorff, Jr.	Manassas, No. 2512
MI E. Central	James L. Robbins Bay City, No. 88	VA Southeast	Paul L. Haynes, Jr.	Suffolk, No. 685
MI Northeast	Jere B. Stafford Marquette, No. 405	VA Southwest	Hunter B. Thacker	Lynchburg, No. 321
MI Northwest	Edmund J. Kowacic Calumet, No. 404	WA Metro	Dick Mitchell	Seattle, No. 92
MI S. Central	Weldon E. Decker Flat Rock, No. 1731	WA Northeast	Douglas Greene	Ephrata, No. 1816
MI Southeast	Robert E. Jennings Mt. Clemens, No. 2124	WA Northwest	Norman B. Triplett	Bellingham, No. 194
MI Southwest	Fred Wm. Tornquist Kalamazoo, No. 50	WA Southeast	Gerald A. Kesterson	
MI W. Central	James C. Varenhorst Ludington, No. 736			Lower Yakima Valley, No. 2112
MN Central	Harold F. Carlson Detroit Lakes, No. 2261			
MN Metro	Norman E. Schultz Hopkins, No. 2221			
MN North	Richard T. Iverson Hibbing, No. 1022			
MN South	Donald D. Jacobson Rochester, No. 1091			
MS North	George W. Smith, Jr. Greenwood, No. 854			
MS South	C. W. Hicks Hattiesburg, No. 599			
MO Central	Sam S. Tedesco St. Louis, No. 9			
MO Northeast	Robert T. Kunkel Macon, No. 999			
MO Northwest	J. Carl Inman			
MO Southeast	Grandview-Hickman Mills, No. 2088			
MO Southwest	Bill R. Wilcoxson Festus-Crystal City, No. 1721			
MT Central	Andrew E. Palo Joplin, No. 501			
MT East	Elmer L. Hamill Billings, No. 394			
	Wolf Point, No. 1764			



# Christmas Charities - An

**W**e hang the stockings, secretly wrap the presents, and suddenly find that we have journeyed back to our childhood. The wide-eyed wonder of an American Christmas is a tradition for young and old, for rich and poor. In this season, the members of Elksdom celebrate one of the oldest traditions—the Christmas gift of giving.



On rooftops, down chimneys, through doorways he comes—Santa Claus, Father Christmas, Kris Kringle, St. Nick—with dolls and red mittens and peppermint candies. The white-bearded fellow and his helpers at Cleveland, TN, Lodge brought laughter and delightfully mysterious packages to 150 handicapped and underprivileged children.



Shepherds and Magi journeyed to honor Him—gift bearers celebrating the miracle of life. The Elks' ladies of North Tonawanda, NY, Lodge traveled to the West Seneca Developmental Center and joined the residents for an afternoon of merrymaking.



The yule log is lit, the mistletoe hung—a time for fellowship among strangers and friends. Candy-filled stockings for the little ones followed the games and fun at Pontiac, MI, Lodge's family Christmas party.

Bring the evergreen tree indoors! Nature's gift is transformed with ornaments, tinsel strands, and colored lights. Boy Scouts from Troop No. 15 gathered 'round the tree during their Christmas party at High Point, NC, Lodge. The Elks sponsor the troop for mentally handicapped children.



# Elks Tradition



With turkey and dressing, yams and green beans, plum pudding and pies, the meal is served, heralding the family reunion. Baskets from Robinson, IL, Lodge help needy families preserve the feasting tradition.



Voices raised in carols of praise and joy, the children express the beauty of Christmas. A jolly Mr. and Mrs. Santa Claus led an impromptu song-fest at Paramus, NJ, Lodge's Christmas party.



Church bells peal at midnight, spreading hope of "peace on earth, good will towards men." Members of Cincinnati, OH, Lodge brought holiday cheer to 100 patients at the local VA Hospital.

Pass the wassail bowl, offer good cheer, a toast to your health this season, this year. Gifts were exchanged during the Christmas festivities sponsored by Birmingham, AL, Lodge for 125 elderly citizens.



## ELKS CHRISTMAS CHARITIES 1976

Hundreds of subordinate lodges throughout our Order enhance the image of Elkdom each Christmas by their service to the less fortunate of their respective communities. It is impossible to recognize all of our outstanding lodges with pictures in *The Elks Magazine*, but a vibrant Christmas Charities Program will certainly bring about local favorable publicity.

A "pat on the back" to the following Elks lodges for their outstanding Elks Christmas Charities Program for December, 1975: Birmingham, AL; Douglas, AZ; El Cajon, CA; Escondido, CA; Fresno, CA; Van Nuys, CA; Plantation, FL; Robinson, IL; Anderson, IN; Escanaba, MI; Midland, MI; Pontiac, MI; Cherry Hill, NJ; Hillside, NJ; Paramus, NJ; Woodbridge, NJ; North Tonawanda, NY; Asheville, NC; High Point, NC; Cincinnati, OH; Hillsboro, OR; Cleveland, TN, and Amarillo, TX.

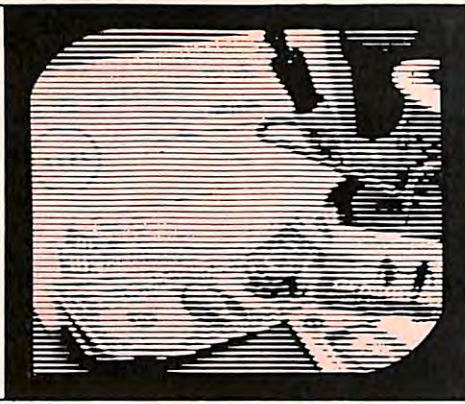
The feeling of satisfaction that one derives from any charitable effort is the goal of the Elks Christmas Charity Program. It is not one of the contests sponsored by the Grand Lodge. A limited number of subordinate lodge pictures will be selected for inclusion in the December, 1977, edition of *The Elks Magazine*.

Black and white glossy pictures with printed captions of your Christmas Charities Program should be mailed to Charles E. McGinley, Member; Grand Lodge Activities Committee, Area #2; 220 Lansdowne Drive; Verona, PA 15147, no later than February 15, 1977. IMPORTANT—pictures cannot be returned unless they are accompanied by a self-addressed envelope with sufficient postage. DO NOT send your pictures to *The Elks Magazine*.



# YOU AND RETIREMENT

by G. W. Weinstein



## LIFE INSURANCE REVIEW

Remember that life insurance policy you bought thirty years ago? You've paid the premiums ever since, but when was the last time you looked at the policy? Right now, as you think about retirement, is the time to review your life insurance coverage.

You have a number of options. Before you decide what to do, however, think about your present needs. Chances are that your children are grown and that their educational needs have been met. You still need some permanent life insurance, though, to provide an income for your wife and to pay for your own last expenses—unless you have other assets to cover these needs.

If you decide to keep your life insurance intact as you head into retirement, you should:

◆ Review your named primary beneficiary and be sure circumstances don't require a change;

◆ Name secondary beneficiaries in case your first beneficiary is not living to collect;

◆ Go over your policies with your wife; be sure she knows how much insurance you have, where the policies are kept, and the name and address of your insurance agent. Discuss with her, too, the pros and cons of taking insurance proceeds in a lump sum or in monthly payments. But try not to tie her hands by electing a settlement option in advance—any monthly payment you select now is all too likely to be inadequate 15 or 20 years from now.

If you decide that you don't need all that much life insurance any more, you can take the cash value and invest it in high-yield bonds—or take a trip around the world. If you do want insurance, but realize that premium payments will be a burden on a limited income, you can:

• Convert to a paid-up whole life policy, or

• Take the cash value and buy an annuity, or

• Do both: convert part of the policy to a paid-up form and put part of the cash value toward an annuity.

Or you could, of course, take the cash value and invest it as you please and then, several years later, buy an annuity policy. In fact, the longer you wait—assuming your health is reasonably good and you come from a long-lived family—the more advantageous the rates.

An annuity, designed to provide guaranteed income for life, is the reverse of life insurance. In life insurance you pay regular premiums to ensure a lump sum payment at death. In annuities you make a single purchase to ensure regular income for life. There are four basic types of annuities:

A *straight life annuity* pays income to you for the rest of your life; it provides maximum annuity income but it stops at death—even if death occurs right after the first payment is made.

A *life annuity with period certain* pays income for life but with a guaranteed minimum period of time—five years or ten years or twenty years; if the annuitant dies within that period, the income is paid, for the rest of the time period, to the beneficiary he has named.

An *installment refund annuity* also pays an income for life, but if the annuitant dies before receiving as much money as he has put in, his beneficiary receives the difference.

A *joint and survivor annuity* provides for lifetime payments to two people; its cost is based on the age of the younger partner.

Let's look at these options in terms of dollars and cents, in an example furnished by the American Council of Life Insurance:

Assume that George Smith, a thoughtful family man, purchased a \$20,000

whole life insurance policy at age 35, back in 1946. Now, thirty years later, his annual premium (forgetting about dividends and such) is in the neighborhood of \$540. George would rather not spend several hundred dollars a year from his limited retirement income. He reviews his options:

If he converts to paid-up insurance, he would have about \$14,000 of whole life insurance, with no more premiums to pay.

If he takes his \$9,820 in guaranteed cash value, he can buy:

• A straight life annuity, which would provide \$66 a month in income for the rest of his life, or

• A 10-year period certain annuity, which would provide \$62 a month, or

• A refund annuity, for \$59 a month, or

• A joint and survivor annuity which, if his wife is 63, will provide \$49 a month. (The joint and survivor form provides so much less because his wife is not only two years younger, she also has seven more years of life expectancy—and the annuity will have to last throughout her life.)

Although there is some small advantage to the immediate use of cash value proceeds to buy an annuity, in the form of a slightly better rate built into the original life insurance policy, this advantage can be more than overcome by the larger annuity you can buy at a later age. If George Smith, in other words, takes that same cash value of \$9,820 and buys certificates of deposit in a savings bank or savings and loan association for five years at 8% compound interest, he would have \$14,429 at the time he reaches age 70. At that point he could buy:

• A straight life annuity providing \$139 a month, or

• A 10-year period certain annuity, providing \$130 a month, or

• A refund annuity, providing \$128 a month, or

• A joint and survivor annuity (his wife is still two years younger), providing \$110 a month.

The later you buy an annuity, the better the deal. In inflationary times, in fact, it's not a bad idea to beef up your income before taking out an annuity. There's no medical test for an annuity, but there should be a self-selection process: If you have a heart condition, or a serious illness of some kind, there's probably not much point in considering an annuity.

An annuity offers certain advantages: it provides safe, guaranteed income, and only a portion is taxable. There are many aspects to be considered, however—most especially your personal financial situation and future needs. Consult your insurance agent, your lawyer and/or your bank before deciding on the best form of retirement income for you.

Address your question and comments to G.W. Weinstein, c/o The Elks Magazine, 425 West Diversey Parkway, Chicago, Illinois 60614.

Questions of general interest will be answered in a forthcoming column; Ms. Weinstein regrets that individual letters cannot be answered.

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**“Know  
a hawk  
from a  
handsaw...”**

Hamlet

---

## Travel tips for the wary explorer

by Jerry Hulse

Periodically we devote this space to a tips column for Elks Who Travel. It's a guide aimed at making your travels simpler and easier by pointing out short cuts, helpful texts, special interest tours and advice concerning inexpensive travel. In a time of inflation, the latter subject, we feel, is especially welcome. This year's guide tells all about budget bus tours and hotels, villa rentals, river trips, customs hints and a host of other subjects. We hope you will find the information helpful when planning your own travels in the coming year.

### Motoring in Europe

If you decide to motor in Europe next summer, should you rent, lease or buy? The answer depends on how long you intend to vacation. If you're only going to be on the continent for a short visit, then rent. If your trip involves five or six weeks, you should consider leasing a car. And if you intend a longer visit, it might pay to buy a car. There's a nuts 'n' bolts guide for motorists which is available from Exxon (tips on rules of the road, car ferries, insurance, shipping, etc.). Write to Exxon Touring Service, 1251 Avenue of the Americas, New York, NY 10020.

### Campers

A reader wants the name of a company with camper rentals in Europe.

Try Continental Campers, 84 State St., Boston, MA 02109. They're touting a model which sleeps four adults comfortably. Comes with refrigerator, heater, tent attachment, kitchen sinks. Another source: Stevens Travel, 94 High St., Hampton Hill, Middlesex TW 12 IPA, England. They'll get you a five-berth sleeper for about \$125 a week. The unit is equipped with sleeping bags, kitchen utensils and other items. Ask for the company's catalogue.

Here at home there's a new service for vacationers seeking motor homes at out-of-town locations. It's called AAA Motor Home Rentals. The company lists both commercial rental operators and private owners who put their units up for rent. For information about rates, locations of homes, etc., write to AAA, 2361 South Main St., Salt Lake City, Utah 84115. When you locate the camper you're looking for, the AAA people will process the reservation.

### Passports and visas

Passport information is obtained from the Passport Office, Department of State, Washington, DC 20524. Passports are issued at agencies in Boston, Chicago, Philadelphia, Los Angeles, Miami, New Orleans, New York, San Diego, San Francisco and Seattle. Or else apply at your local post office. Many (not all) are prepared to assist

you. Here's what you'll need: Proof of citizenship plus two photographs (2½ x 2½ or 3x3 inches). The best proof is a birth certificate. Naturalization papers, baptismal records or your old passport are also accepted. Note: Passport fee is \$13.

For visas, apply directly to foreign embassies, consulates or missions of the U.N. If you wish to save yourself all the fuss, engage the services of a professional visa procurement office. Your travel agent has details.

### Inexpensive hotels

For Europe-bound travelers, a couple of handy hotel guides tell all about inexpensive accommodations. One is Henry Seegall's Sav-On-Hotels (\$2.25 plus postage), c/o Traveltip Publications, P.O. Box 11061, Oakland, CA 94611; the other is Beverly Beyer's small pocket-size guide (\$2), c/o Passport Publications, Box 24684-B, Los Angeles, CA 90024. We've heard good things about both booklets.

You might also wish to get a copy of Temple Fielding's latest guide. His is one of the best on the bookshelves. Fielding doesn't please everyone. Indeed, certain hoteliers fume over his criticisms. The man often writes with venom. In his latest guide he goes into detail about the new One-Stop tour charters. There are also tips on low-cost hotels, restaurants, shopping. Altogether



er, Fielding covers a total of 26 countries. There's also a paperback companion: Fielding's Selective Shopping Guide to Europe. In it he evaluates more than 1,000 stores in 22 countries, cataloging the merchandise, everything from low-cost souvenirs to expensive perfumes. His spouse Nancy, a shopper's shopper, helped do the extensive research.

### Customs

The U.S. Government has listed customs rates for more than 100 items sold in foreign countries. It's all contained in a booklet titled "Customs Hints for Returning U.S. Residents—Know Before You Go." Besides duty rates, it explains customs exemptions and what merchandise may be imported. Send fifty-five cents to the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.

### Europe by bus

You'll be able to do Europe by bus next summer for next to nothing. (Last summer you could cross the continent for as little as \$57.) This is a London-to-Athens trip via Frankfurt, Munich and Salzburg. You travel in comfortable coaches with reclining seats; trip takes about two days. Contact Economy Holidays, 1324 Lexington Ave., New York, NY 10028.

### Villa rentals

"Villas are for everybody," says Thomas Vincent, president of World Wide Villa Vacations. He backs up the remark by promising to place vacationers in villas for as little as \$40 to \$50 a week per person (off season) in Portugal and Spain. Altogether he has 15,000 villas on the books. Vincent specializes in the Caribbean as well as Bermuda, Mexico and Hawaii. His cheapest Caribbean rental last spring was a studio apartment in Barbados (\$130 a week) on the grounds of the Paradise Beach Hotel. For a brochure, write to World Wide Villa Vacations, Bank of Nova Scotia Building, 44 King St. W. (Suite 2513), Toronto, ON, Canada M5H-1G8.

### Eurail guide

Elks planning to travel by train in Europe would be wise to obtain Marvin Saltzman's new edition of the "Eurail Guide," a 432-page directory packed with important tips on timetables, eating and sleeping on trains, making seat reservations, plus schedules for well over 4,000 rail journeys, including one-day excursions. Besides the Continent, the guide gives rail information for Great Britain as well as 40 countries beyond the borders of Western Europe: Australia, Canada, India, Ja-

pan, Russia, Taiwan and others. Copies of the latest Eurail Guide are available at major bookstores. Meanwhile, brochures telling about the popular Eurailpass and Student Railpass are available from Eurailpass Headquarters, WBA, 51 Ridgefield Ave., New York, NY 10304.

### Japan

Inflation has given Japan a bad image. This is especially true of Tokyo. To assist tourists, Japan Air Lines has published a free 98-page guide titled "JAL's Guide to Budget Dining in Tokyo." Lists 75 inexpensive restaurants and nightspots in the Ginza, Roppongi, Akasaka and Shinjuku areas of Tokyo. JAL's booklet gives prices and specialties and includes directions for the taxi driver (written in Japanese). This last item is important in a city where even the Japanese often become confused. For a copy, write to JAL Literature Distribution Center, Box 618, Old Chelsea Station, New York 10011.

Meanwhile, another booklet titled "Daybook '76" guides young travelers to coffeehouses and other offbeat attractions in Japan. Write to the Japan National Tourist Organization, 624 South Grand Ave., Los Angeles, CA 90017.

(Continued on page 34)

## 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."



Then-DDGERS William McKeown (left) and James Folcarelli (right) and State Vets Chm. Joseph Thibodeau (second from left) represented the Rhode Island Elks at the delivery of hides to the Veterans Home in Bristol. Louis Alfano, commandant of the Home, expressed his thanks for the state association's gift.



A maxibus equipped with a self-operated wheelchair hoist was donated by the Oregon State Elks Association to the VA Hospital in Roseburg. Patient George Russell (center) demonstrated the hoist equipment for Grand Forum Justice Sidney Nicholson (right), state trustees chairman, and State Vets Chm. Wally Wright, who delivered the \$9,000 vehicle.

Examining one of the entries in the arts and crafts contest sponsored by the South Carolina Elks at the VA Hospital in Columbia was Mrs. Joan Kershner, hospital director. Boyce Jones (third from left), the contest's first-place winner, received his award from VAVS representative Augustus Fitch Jr., as (from left) John Lufkin, VAVS deputy representative, and David Kilcoyne, assistant hospital director, looked on.



# LODGE VISITS

## GRAND EXALTED RULER GEORGE B. KLEIN



A ripe melon was selected by GER George Klein from the crate of cantaloupes he received with the compliments of Rocky Ford, CO, Lodge. PDD J. Stanley Bollacker offered the lodge's gift to the GER during Brother Klein's visit to the annual convention of the Colorado Elks, held in Grand Junction.



Over 200 people were present in Kearney for the fall conference of the Nebraska Elks. GER George Klein (second from left) and PSP Vincent Collura (third), secretary to the GER, were welcomed to their home state by (from left) SP Ken Muirhead, Kearney ER Douglas State, and State Secretary Chester Marshall.



GER George Klein (center) honored the Illinois Elks with an appearance at their fall meeting in Moline. Brother Klein and PGER Glenn Miller (third from left), the state sponsor, "talked shop" with members of the Macomb delegation, including (from left) Grand Trustee H. Foster Sears, Est. Loyal Kt. Larry Kwacala, Est. Lead. Kt. Bob Williams, In. Gd. Art Crone, ER Bill Heap, District Scholarship Chm. Charles Gill, and PER Vic Moon.



Ohio SP Floyd Shambaugh (right) and his wife Dorothy (second from right) greeted (from left) GER George and Ruth Klein and PGER Gene and Rita Fournace as they arrived in Cleveland for the Ohio Elks Association's fall conference. Planning sessions for charity programs, the presentation of state and Grand Lodge awards, and a ritualistic clinic occupied participants at the three-day meeting.



"Alaskan-size" vegetables, served up as a surprise for the GER's visit to Anchorage Lodge, were admired by Brother Klein (right), Mrs. Klein (second from right), and PGER Robert and Mrs. Yothers. During his stay, Brother Klein presented a citation to Palmer, AK, Lodge for its participation in Grand Lodge programs.



# NEWS OF THE STATE ASSOCIATIONS



Annapolis, MD, ER Ed Hart (second from right) introduced the coaches and members of the lodge-sponsored lacrosse team to then-GER Willis McDonald (right), present at the lodge for the Tri-State convention. The young men have been invited to go to England to play and teach youth teams in that country.

THE CHILDREN'S COLONY was the recipient of a \$4,000 contribution from the Arkansas Elks, it was announced at the annual convention hosted by Jonesboro Lodge. Another \$6,700 was given to other enterprises throughout the state. SDGERs Charles Lilly and Jerry Bowers were among the 256 Elks in attendance at the May 15-16 gathering.

Delegates elected SP Murry Hodge, Vice Presidents Maurice Bell and Fred Carter, and Secy.-Treas. Russell Paulus to lead the state association for 1976-1977. A fall meeting of the association was scheduled for October 15-17, with North Little Rock Lodge as the host.

DIGNITARIES present at the dedication of the gate at Camp Barrett, the Maryland, Delaware, and District of Columbia Elks Association's camp for underprivileged boys, included then-GER Willis McDonald and PGER William Jernick, Tri-State sponsor. The dedication was one of the many activities held during the June 25-27 convention. Annapolis, MD, Lodge hosted the affair.

Carmine Pisapia of Dover, DE, Lodge was chosen President of the association. Future meetings of the Tri-State Elks were planned for October 16-17 in Cumberland, MD, January 29-30 in Easton, MD, and April 23-24 in Glen Burnie, MD. Next year's convention is scheduled for June 24-26 in Hagerstown, MD.

THE 23 LODGES in Idaho pledged over \$13,000 in contributions to aid victims of the Teton Flood Disaster during the 54th annual convention held June 17-19. Special guests included then-GER Willis McDonald, PGER Frank Hise, the state sponsor, California-Hawaii PSPs Dan Davis and James Spence, Oregon SP Jack Lambert, and SDGER Robert Tancredi. Brothers McDonald and Davis addressed the 317 Elks, ladies, and guests assembled at Sandpoint Lodge.

Heading the slate of new officers is SP Don Gummersall of Boise Lodge. He will be assisted by Vice Presidents Dr. James Lynn Jr., Wallace; John Nanninga Jr., Lewiston; Don Bowman, Nampa; Sherman Akers, Pocatello, and

Secy.-Treas. Leonard Wilson, Boise.

Idaho Falls Lodge will be the site of a midwinter conference January 14-15. The next annual convention will take place June 23-25 at Twin Falls Lodge.

A VISIT by GER George Klein and his wife Ruth highlighted the August 12-14 meeting of the West Virginia Elks in Huntington. PGER Wade Kepner, Grand Secy. Homer Huhn Jr., Grand Forum Chief Justice Thomas Goodwin, GL Committeeman William Rosen, and PSDGER Dewey Kuhns were among the 723 people in attendance.

A report on the major project revealed that a total of 99 youngsters attended the state's two camps for crippled children. The West Virginia Elks voted to continue sponsorship of the camps. The ritualistic championship went to the team from Princeton Lodge.

Elected State President was Paul Duffy, Weirton. His fellow officers include Vice Presidents Charles Dunnington, Fairmont; Thomas Thornton, Princeton; Albert Yanni, Moundsville; Secretary Donald Finnegan, Weirton, and Treasurer Ralph Adams, Huntington.

Wheeling was chosen as the site of the next annual session, August 11-13. A mid-year meeting will be held at Moundsville.

GREELEY LODGE, national ritualistic winner at the Grand Lodge convention in Chicago, again took the Colorado ritualistic championship. The contest was held at the yearly conclave in Grand Junction. Some 1,534 Elks and ladies were registered for the September 9-11 session, with GER George Klein and his wife Ruth as the guests of honor. A parade featuring floats from different lodges, clowns, and the Jolly Corks, a nationally known band sponsored by the state Elks, was one of the highlights of the gathering.

It was reported that the Colorado Elks contributed \$95,104 to the National Foundation this past year. They also contributed \$119,815 to the state major project, Elks Laradon Hall, a school for exceptional children located in Denver.

A plaque and gifts were presented to James Sterling, commemorating his 30 years as editor of the state publication and his 17 years as State Secretary.

Officers chosen for the coming year include SP A. Wayne Patterson, Grand Junction; Vice Presidents Edgar McMechen, Lakewood; Jay Hatfield, Englewood; William Gregory, Leadville; Secretary James Sterling, Canon City, and Treasurer James Flanigan, Aurora.

No location was selected for the 1977 convention, but a fall quarterly meeting was planned for November 5-6 at Denver Lodge.





□ There was the soldier who finished a night on the town by borrowing an Army tank and joy-riding down miles of public turnpike, scattering frantic civilian cars. He was tired of being bullied in his own small private car and wanted for once to be king of the road.

The problem of staying alive in a small car on today's highways is real and, yes, one solution might be to give up, buy a larger car, and meet them on their own terms. But small cars are fun to drive, easy to handle, and economical to buy, to own and to maintain. If you enjoy a small car, you don't want to change, nor do you want to do battle with other cars. Since small cars continue to sell in large numbers and draw premium prices on used car lots, they seem to be here to stay.

The trouble is, in any incident between cars, the smaller one is most likely to suffer more. So are the driver and passengers.

Most small car drivers are gentle, peace-loving people, willing to turn the other cheek, to avoid trouble and to motor defensively. If they don't start out that way, they soon acquire these pleasant driving habits. They learn

that compacts and subcompacts lack the power and getaway of their larger counterparts. A quick burst of speed to get out of trouble is not so available in a small car. The lighter weight of a little car makes it more susceptible to wind and gusts from passing trucks. Smaller, lower profiles make them more difficult to see.

Out on the front lines, on the highway, it is no contest at all. Just about anything you hit with a small car will do you more damage than you will do it. The trick is to drive so that you don't hit anything and so that nothing hits you.

Here are nine proven suggestions to help the harassed compact and subcompact car driver to survive on today's streets and highways.

#### Learn to "Read the Road"

At the end of the 1967 Indianapolis Speedway Race, leader A. J. Foyt was charging through turn three when, on the main straightaway just a few hundred yards ahead but out of sight, four racers were spinning and bouncing. The accident nearly blocked the narrow track. There seemed no way that the speeding leader could avoid the crash. Yet, approaching the fourth turn, Foyt

suddenly slowed. On his last lap, charging toward the checkered flag and a great victory after a hard fought race with Parnelli Jones in the turbine car, Foyt reduced his speed dramatically.

Because of this, he was able to slowly pick his way through the wreckage and debris and take the checkered flag (displayed with the yellow and the red flag to stop the race) for his third Indy win.

Why did he slow down? Foyt wasn't exactly sure himself. He had a feeling in his stomach, he said, based on his superb ability to "read" the road. It may have been the actions of the fans in the fourth turn grandstands who, instead of watching him seemed to be turned away, looking down the straightaway. Whatever it was, it worked.

Chances are none of us will ever race at Indy, but developing a road sense is one way to stay alive in a small car, or any car for that matter. This should not be a white-knuckled attempt to concentrate on every sound, every smell, every motion, everything inside and outside the car, but rather a relaxed, eye-moving effort to be aware of what is happening all around. Front, sides, rear, front again, listening, feel-



ing by the seat of the pants, checking gauges, being *aware*.

### Know your own small car

Every car handles in its own unique way. Wind, for example, can bounce a small rear engine car around more than any other type. Front engine, front drive cars tend to be most stable in heavy winds, while front engine rear drive cars fall in-between. Every small car driver quickly becomes aware of the blasts of current from passing heavier vehicles. They prepare for it. They watch for the gusts of wind coming around hills, and at the entrance and exit to a tunnel.

Learn every detail about your own small car, the distance it takes to stop, the time it takes to pick up running speed, the area it uses to turn, to park, and to open doors and load and unload passengers and cargo. Know its fore and aft dimensions and exactly where the fenders are located.

Whatever type of small car you drive, if you understand what it *can* do and what it *cannot* do you will be far ahead when another driver tries to force you into a game of highway one-ups-man-ship.

### Take pride in your driving

Driving well is fun and driving a small car is even more fun. Keep your techniques sharp and "drive" at driving. Enjoy it. Be proud of the fact that you are doing it well. There is not a small car on the road today that cannot handle most traffic situations if it is in the condition it should be.

With the lower speed limit (most drivers are staying somewhere within the general range) everybody can drive like an expert, including economy car drivers. You can enter traffic and remain in the flow, passing when you wish, if you develop and hone your sense of timing and pride in your driving skills.

If every driver of a small car could keep from doing what bothers him

about other drivers, accidents would be reduced in this injury-prone size range.

### Let them pass

Forget the fact that small cars generally have a lower top speed. The speed limit is now 55 miles per hour all over the United States. There are few cars, small or large, that cannot maintain this maximum all day long.

In a rear end collision situation, however, the small car is certain to suffer more. Larger car drivers often seem to take offense at small cars in the fast lane. They try to get around even though the smaller car is at the maximum legal limit.

Let them go by moving over. Don't *allow* them to tail-gate.

Here's an interesting fact. It is illegal to block a lane of traffic and this includes the fast lane even if you are traveling at the legal limit. Because you are at the limit does not mean that the car behind you has no right to flick his lights or honk to pass. You are not his keeper, nor should you *want* to be in a small car. Yes, he may get a citation for speeding, but you can just as quickly get one for lane-blocking if you do not allow him around by moving over.

### Blend instead of battling

Small car drivers have an advantage if they would only use it. The compact or subcompact car can move forward easier in more crowded traffic without being underfoot. The small car fits in much nicer than the big car.

The late Ken Miles, a superb driver of race cars and a passenger car developer and tester, once made the trip from Hollywood to Riverside Raceway in Southern California in a then-secret compact car he was testing for an auto company. Although the streets and freeways were relatively crowded, Miles managed to maintain a speed near the maximum limit by skillfully blending into and around traffic. Never once did he make another car brake

nor draw an irate look or angry horn from another driver over the entire one hundred mile journey.

Yet he and his passengers arrived fresh and ready for strenuous track testing long before less skilled drivers making the same route. Miles made the small car do what he wanted it to do. He fit his car into the traffic pattern, moving forward when an opening of sufficient area was presented, but never drawing too close to other cars and always allowing himself room to maneuver.

Small car drivers learn to blend into faster traffic, on the highway and as they enter heavily traveled freeways, superhighways and turnpikes. Small cars do not have the pickup of larger ones, so they must adjust their speed and watch to the rear for an opening. This doesn't mean picking up running speed on an on-ramp. There may not be an opening in traffic just where you want it to be. What it means is adjusting your speed as you watch for an opening so that you can blend in without a burst of speed or without stopping on the on-ramp.

Remember, many drivers still think that the car on the on-ramp has the right-of-way. It is the car on the *highway* ultimately having the right to the lane. He might slow down out of courtesy, but he doesn't *have* to slow down by *law*.

### Know when to hit the gas pedal

The small car has another advantage over its larger sisters. A small car can dodge with much greater alacrity than a ponderous Detroit bathtub. You may not be able to out-speed a dangerous situation over the long run, but you can *out-dart* it much easier than a larger car's driver can do. This is especially true in city traffic situations in intersections and at traffic signals.

If you have a manual shift transmission in your compact, try to learn to  
(Continued on page 47)





## It's Your Business

(Continued from page 5)

lems that businessmen often have, the kind of tribunals I have in mind would not be designed simply as collection agencies," he told me recently. "Frequently, consumers have complaints against businessmen regarding the quality of products purchased, warranties and the like. Disputes among neighbors also often give rise to a need for some sort of formal resolution at a minimum of cost and expense. Consequently, I would expect extensive use of mediation and negotiations. But I would see no reason why they could not handle grievances of small businessmen as well as those of anyone else."

What about the businessman or consumer who merely wants advice on such subjects as Social Security benefits, warranties and other topics where a legal interpretation or explanation may be needed?

"Currently the main solution to this problem is any one of the Lawyer Referral Services operated by many state and local bar associations," he noted. "In Chicago, the Chicago Bar Association has such a service. Last year, I am advised, through the use of radio announcements and other means they handled about 25,000 referrals, a substantial increase over prior years. In each case, the individual receives an initial consultation at a nominal fee. Often the problem is completely cleared up in this one visit; if not,

the person can decide whether or not he or she wants to retain the lawyer for further work."

The ABA has found other solutions, too. Prepaid legal services—where money is paid in advance for legal aid in a manner similar to group health insurance plans—and clinics may become commonplace in the years ahead. A clinic is a kind of walk-in law office, located in the neighborhood and especially equipped to deal with simple and commonly recurring problems on an efficient and inexpensive basis.

Stanley concedes that appeals, in states where permitted, could jeopardize neighborhood tribunals. "Those with means could always force a jury trial, and thus cause the case to be removed to a regular court," he points out.

But should every litigant continue to have the right to appeal from an adverse decision of a court of first instance?

Says Stanley: "The appellate judges to whom I talked uniformly tell me that from 50 to 90 percent of the cases before them should not be there. Given the burdens of our courts and the cost in time and money in appeals, I wonder if we can afford the luxury of what we now permit."

Businessmen wonder, too.

*What business topics would you like to read about? Send your ideas and suggestions to John C. Behrens, c/o The Elks Magazine, 425 West Diversey Parkway, Chicago, Illinois, 60614.*

## PUBLIC IMAGE CONTEST

Each of our Elks lodges has a public image. Whether that image is good or bad depends largely upon the success or failure of each lodge's leaders to recognize and respond to the needs of their community. Almost universally, those lodges enjoying the highest esteem are those that have been willing to reach out and help the young, the old, and the underprivileged.

The image of your lodge can be improved. Each subordinate lodge officer should evaluate the quality of his lodge's commitment to those worthwhile projects which so vitally affect public respect as well as our own self-respect.

Be sure that the story of your work gets told. Develop good relations with those in the various communications media so that the message of your efforts can be most effectively related to the public. Keep a file of photographs, news releases, and clippings that relate to the success of your work. Compile this material into a brochure for entry in the Public Image Contest. Send the brochure to the undersigned by March 1, 1977, along with a letter from your Secretary certifying your lodge membership.

Winning brochures will receive awards at the Grand Lodge Convention in New Orleans, next July. First-, second-, and third-place awards will be presented to winners in various divisions according to lodge size. Brochures will be displayed at the convention and be picked up there by your lodge representative. Winners will be announced in *The Elks Magazine*.

Active, imaginative, and planned participation in this contest will be a significant step toward keeping America and Elksdom—Moving Forward.

Larry McBee, Member  
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## "Know A Hawk . . ."

(Continued from page 28)

### World guide

The latest edition of Pan Am's excellent World Guide is crammed with helpful hints. A total of 140 countries are listed with tips on hotels, restaurants, sightseeing. Price: \$6.95. There's a companion book: Pan Am's U.S.A. Guide (\$5.95) which contains travel tips on all 50 states plus Puerto Rico, Guam and the U.S. Virgin Islands. If your bookstore doesn't stock it, write to Maureen Hickey, Pan American World Airways (48th floor), Pan Am Building, New York, NY 10017.

### Paris perfumer

Jacques Reich, the Paris perfumer, now operates shops at two locations. The new address is 212 Rue de Rivoli, just across the boulevard from the Tuileries. This is a great shopping area. Reich's other address is 3 Rue du Helder (less than five minutes by foot from the Opera). Besides perfumes he deals in scarves, charms, umbrellas, leather goods and jewelry. He also stocks a fine selection of ties.

### Travel gadgets

A new mail order company specializes in travel items. Wahlstrom Travel Aids (9737 White Oak Ave., Northridge, CA 91324) stocks everything from electrical converters to inflatable clothes hangers. One of the big sellers is a collapsible luggage cart. Other items include money belts, sewing kits, fold-up raincoats. For an order form listing prices, send a self-addressed stamped envelope to the company's California address.

### River tours

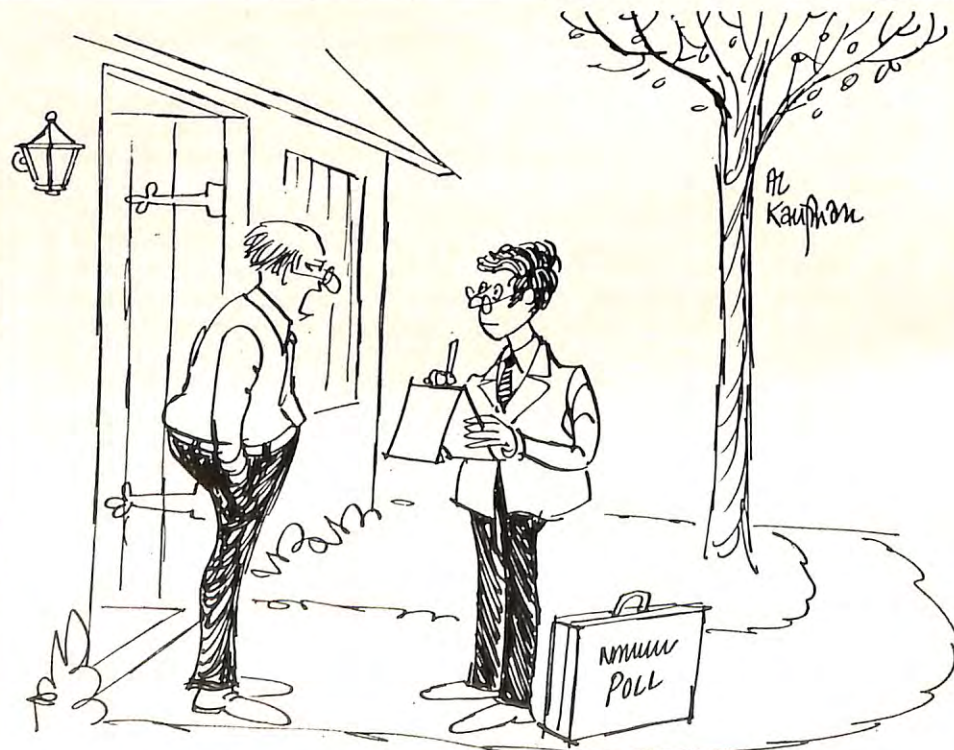
We've had several inquiries lately about river touring. One of the big ones is the American River Touring Assn. (ARTA), 1016 Jackson St., Oakland, CA 94607. ARTA will take you rafting in California, Montana, Idaho, Colorado and Oregon as well as other locations. Here's another: Outdoor River Specialists (OARS), P.O. Box 67, Angels Camp, CA 95222. OARS specializes in a dozen wilderness waterway tours.

### Home exchange

I'm still getting inquiries about house swaps. It's that game vacationers play: you move into their house and they move into yours. The granddaddy of the switcheroo is Vacation Home Exchange, 350 Broadway, New York, NY 10013. They've more than 2,000 listings, both in the U.S. and overseas.

### British guides

In Britain the pound remains low which means the dollar goes a long way. As a result, the British are expecting record crowds during 1977. In preparation, they've published a new guide which lists 233 hotels, 56 guest houses and more than 50 restaurants of various price ranges. The title: "Britain—Commended Country Hotels, Guest Houses & Restaurants." The 72-page booklet sells for \$1.25. Here's another bigger publication: "Britain—Hotels & Restaurants." Lists nearly 5,000 hotels and more than 1,000 dining establishments, along with dozens of maps and descriptive notes on more than 25,000 cities, villages and small towns. (Price: \$6.50.) Both books may be ordered from the British Travel Bookshop, 680 Fifth Ave., New York, NY 10019. ■



"Do I support the President? I can't even support my wife!"



□ An office boy with an eighth-grade education who has developed his creative imagination has a greater chance for success in life than the university graduate who has failed to put his imagination to work. For creative imagination isn't a special gift of the genius. It can be developed by anyone.

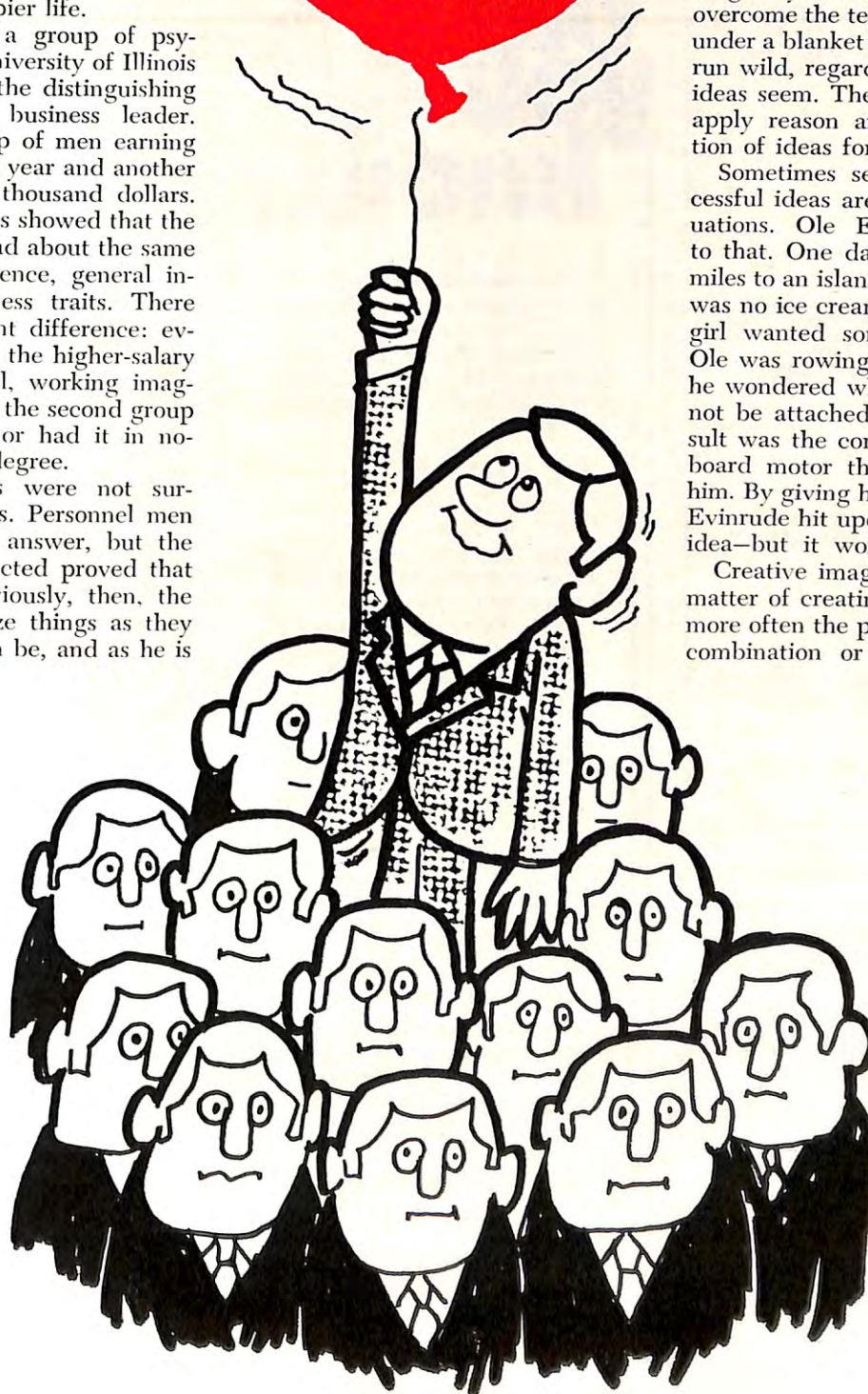
The unimaginative person, confronted with a tedious problem, usually asks, "Why doesn't someone do something about that?" He is the same person who, when someone has done something about it, says, "How simple—now why didn't I think of that?" Yet there's no particular trick involved in developing a creative imagination. It is a talent within the reach of everyone—a talent which rewards its possessors with a fuller, richer and happier life.

Several years ago a group of psychologists from the University of Illinois set out to determine the distinguishing characteristics of a business leader. They selected a group of men earning ten thousand dollars a year and another group earning thirty thousand dollars. The psychologists' tests showed that the men in both groups had about the same foundation of intelligence, general information, and business traits. There was just one important difference: every one of the men in the higher-salary group had a practical, working imagination, while those in the second group didn't have it at all or had it in nowhere near the same degree.

Business executives were not surprised by the findings. Personnel men had long known the answer, but the scientific study conducted proved that they were right. Obviously, then, the man who can visualize things as they should be, as they can be, and as he is

# How to use your "Creative Imagination"

by Irwin Ross



going to make them, has a decided advantage in life.

Everyone needs imagination and everyone can have it. It is just a matter of following a simple but specific program for developing it.

First of all, you must learn to observe and be curious. Select almost any common object—a hairpin, a jackknife, a doorknob. Study it, then play a game of question and answer. Does it have to be that way? Could it be improved? Day after day study the same object. Write down your answers and let your ideas grow on paper as proof that the game is training your imagination. You'll be able to see improvement in days.

The second step in your program is to give your imagination free rein, to overcome the tendency to smother ideas under a blanket of doubt. Let your mind run wild, regardless how fantastic your ideas seem. There will be time later to apply reason and make careful selection of ideas for development.

Sometimes seemingly wild but successful ideas are born of accidental situations. Ole Evinrude would testify to that. One day Ole rowed his girl 2 miles to an island for a picnic. But there was no ice cream at the picnic, and the girl wanted some. While the gallant Ole was rowing wearily back to shore, he wondered why a small motor could not be attached to a rowboat. The result was the compact one-cylinder outboard motor that made a fortune for him. By giving his imagination free rein, Evinrude hit upon a seemingly fantastic idea—but it worked.

Creative imagination is not always a matter of creating something new; it is more often the process of making a new combination or assembly of old ele-



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ments. Stewart Hartshorn, for instance, was the first man to put the spring inside window-shade rollers. Just another case of creative imagination at work.

Once you have practiced giving your imagination free rein, learn to tie it to your emotions, to a need, to performance of a service. Gail Borden's emotions were aroused in 1851 when he was crossing the Atlantic. There was no refrigeration for the milk aboard the ship, and several babies died. Borden was greatly disturbed. By letting his emotions stimulate his imagination, he developed a method of condensing and canning milk.

## did you know.



The largest single class initiated into an Elks lodge was in Portland, Oregon, when Gateway Lodge No. 2411 was instituted. There were 3309 sworn in at one time. New Orleans Lodge No. 30 at one time initiated 2200.

☆☆☆

With the exception of the session of 1877, which was held in Philadelphia, the Grand Lodge, from the date of its origin met in New York City. It began to move to other cities in 1890, when it was convened in Cleveland, Ohio. The first convention in a southern state was held in Louisville, Kentucky, in 1891. The first in a western state was in Salt Lake City, in 1902. The first in the southwest was at Dallas, in 1908.

☆☆☆

It was at the Grand Lodge session of 1891, that a proposal was made to extend the Order beyond the borders of the United States, but the move was voted down.

☆☆☆

One of the most baffling problems faced by the Order in its earliest years was the preparation of a satisfactory funeral ritual. It wasn't until the 1912 Grand Lodge session in Portland, Oregon, that the present funeral ritual was formally adopted.

☆☆☆

The early annals of the Order reveal that the first Brother on record as having delivered the sentimental toast, "To Our Absent

Then there was Murray Spangler, a department store janitor whose back ached constantly from the work required to keep the store clean. His emotions became involved. There must be an easier way to clean a store, he decided. Spangler put a long hose on a reel mounted on a wagon, attached one end of the hose to a tank, contrived a motor to create a vacuum. He put one end of the hose to a pile of dirt, and presto! the dirt was sucked into the hose.

Ideas have a way of growing. Houses get dirty, too, Spangler reasoned. If he could develop a simpler device, housewives would clamor for it. He interested W. H. Hoover, a harness maker, (Continued on page 47)

Brothers," was charter member George F. McDonald. Official records show that this first Eleven O'Clock Toast was given at a social session on May 31, 1868.

☆☆☆

Probably very few present-day Elks know that at one time the Order sponsored an insurance branch known as the Elks Mutual Benefit Association. Records indicate that it was started in 1878. It went well for a number of years but found disfavor during the latter part of the 19th and early 20th centuries. In the Order's Constitution, proposed in 1906 and adopted in 1907, it was decreed that "There shall be no insurance or mutual benefit features," in the Order.

☆☆☆

The first national ritualistic competition took place at the 1930 convention in Atlantic City. The winners were:

1. Wilmington, Ohio  
Lodge No. 797
2. Norwood, Massachusetts  
Lodge No. 1124
3. Cocoa, Florida  
Lodge No. 1532

Competition has been kept each year since. From 1933 through 1949, the contests were directed by the State Associations Committee. Beginning in 1950, they were put in the jurisdiction of the Grand Lodge Ritualistic Committee, as they are today.

☆☆☆

The cornerstone of the beautiful Elks Memorial Building and National Headquarters was laid in 1924 and the structure was officially dedicated July 14, 1926. It cost over \$2½-million and is valued at over 4 times that amount today.



# The Yellow Kids

(Continued from page 9)

huge and sweeping war-scare headlines.

Cuba also gave Hearst an opportunity to devise one of his wildest news making schemes. One of his correspondents reported the story of a pretty young Cuban woman who had been jailed by the Spanish for attempting to rescue her father, convicted of revolutionary activity. The *Journal* printed the story with a few essential facts altered. According to the *Journal*, the woman, Evangelina Cisneros, was thrown in jail for resisting the advances of a Spanish officer.

Under Hearst's skillful direction, Miss Cisneros's plight became the object of an American crusade. Other papers soon picked up the story, and she became known all over the United States as the Cuban Joan of Arc. Petitions demanding her release were signed by thousands of people including President McKinley's mother and the widow of ex-President Grant.

Then at the height of the furor, the *Journal* announced dramatically that one of its correspondents had pulled off a daring rescue. Evangelina had been freed, and even now was being smuggled to safety in the United States.

Scoop seems too mild a word for the *Journal's* feat. They played the story for months, and by the time it began to wear thin, the papers had a new Spanish victim to avenge.

On the night of February 15, 1898,

an explosion rocked Havana harbor. The battleship *Maine*, tied up at mooring, was ripped nearly in half as the ammunition in her forward magazine erupted. Over 250 sailors and marines died instantly.

In New York, the *World* was stunned into creating one of its more moderate headlines the next morning: "U.S.S. Maine Blows Up in Havana Harbor." The *Journal* used the same head, but kept up its tradition of never getting anything quite right by referring to the *Maine* as a cruiser.

The *Journal* quickly recovered from the shock, and proclaimed on February 17: "The Warship Maine Was Split in Two by an Enemy's Secret Infernal Machine."

This was just one more example of imaginative reporting. No one knew the cause of the explosion. Hardly anyone believed that the Spanish would commit such a foolhardy act. But everyone knew what the explosion portended. As if to remind them, Hearst bannered in the evening edition the same day: "War! Sure!"

He was right. America went to war with Spain and emerged with a clear cut victory and a small empire. It was what John Hay called in a later letter to Teddy Roosevelt a "splendid little war," which would eventually propel Roosevelt into the White House and change the course of American history.

All because of the excesses of two giants locked in a struggle to sell more papers.

## Elk Of The Year

The selection of the Elk of the Year should be made early in February and the name of the recipient should be forwarded to Grand Secretary Homer Huhn Jr., 2750 Lake View Avenue, Chicago, IL 60614. An Elk of the Year certificate and a Bicentennial lapel pin for the Brother to be honored will be issued by the Grand Secretary's office. Plaques on which the certificate may be mounted are available from the Grand Secretary's office at a nominal cost. The certificate and pin should be presented at a lodge meeting, or at an Elk of the Year dinner at which the honored Brother's family and friends can be in attendance.

The Elk of the Year Program was designed to give recognition to those of our Brothers who are not current lodge officers, but who contribute so much to the welfare of the local lodge. One more basic rule—only ONE Brother may be chosen per year—NO TIES!

Please do not send any Elk of the Year material to *The Elks Magazine*.

Charles E. McGinley, Member  
GL Lodge Activities Committee

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# NEWS OF THE LODGES

(Continued from page 22)



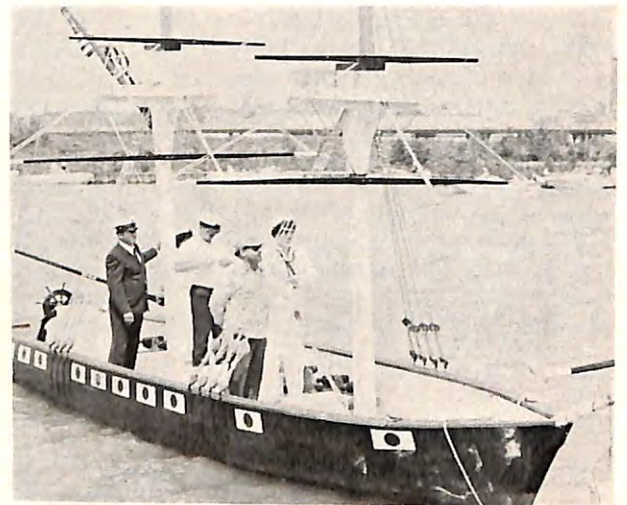
**A MONETARY BOOST** for the Harry-Anna Hospital in Eustis, FL, was delivered by Brothers Gilbert Pipes (left) and Richard Farret (right), both of Fort Pierce Lodge. Hospital Administrator Jim Oliver accepted the \$2,000 contribution.



**THE TANOA KAI** Polynesian Revue from New York City provided entertainment for Colonie, NY, Lodge's recent Hawaiian Night. On behalf of the more than 600 in attendance, (from left) Vic Stevenson, Paul Symanski, Frank Shannon, Frank Ryan, Chm. Gil Conrad, and Bill Stangle complimented two members of the dance group.



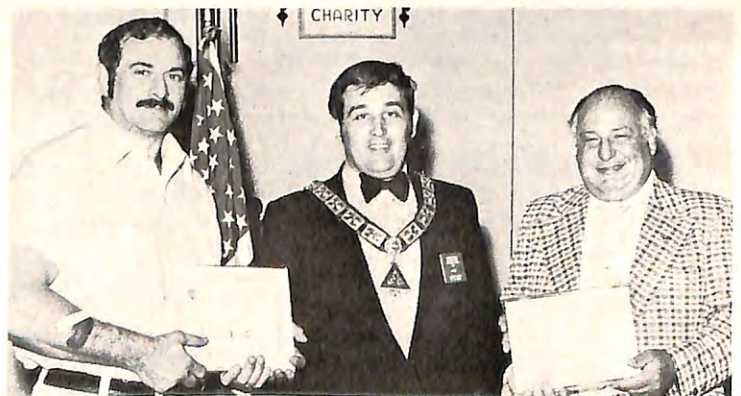
**THE CRIBBAGE TEAM** of St. Johnsbury, VT, Lodge displayed the first-place plaque they won at the state championship games. (Front row, from left) Henry Fuller, George Schiff, Roland Maurice, Ferdinand Ouellette, and (back row) PER Howard McKee, ER Daniel Lowell, PER Willard Reed, Richard Magoon, Philip Lanctot, and Marc Poulin gathered for a post-game celebration at the lodge.



**A LAKE ERIE BATTLESHIP** from the War of 1812 was the model for the U.S.S. *Niagara* built by McKinley Vocational High School students. Buffalo, NY, Lodge furnished the ship with a 13-star flag for the launching and later, in conjunction with the New York State Elks Association, presented an Americanism citation to the school.



**MARCHING** through Cambridge, MA, in a Bicentennial pageant were local Brothers (from left) Richard Calkins, PER Walter Marchant Sr., Michael Kapopoulos Sr., PDD Charles Cremens Sr., Francis Corcoran Sr., and PER William O'Brien. Mayor Alfred Vellucci, who is also a lodge member, led the town's 3½ hour parade.



**ACCOLADES** for public service were awarded by ER Ronald Poirier (center) of Attleboro, MA, Lodge to Dr. Arthur Volpe (left) and Frank Trifoglio. Dr. Volpe's work at the Paul Dever State School and Mr. Trifoglio's work for veterans of the local area earned them the certificates of appreciation.





**DECLARED THE BEST UNIT** in the state convention parade, members of Perth Amboy, NJ, Lodge gathered to admire their first-place trophy. ER Joseph Ur displayed the award which honored the lodge for its marching exhibition.

**THE MUSICAL EXTRAVAGANZA** "Elks on Parade," presented by Fort Lauderdale, FL, Lodge, recently entertained a capacity crowd. Proceeds from the show were to benefit the Harry-Anna Hospital building fund.



**TRANSPORTATION** was the theme of Middletown, NY, Lodge's float for the Orange County Bicentennial Parade. Among the members who prepared for the big event were (from left) Joseph Munro, William Young, ER William Weale, Samuel Terilli, Lynn Morse, DDGER Richard Brisky, George Cole, and Anthony Leo.



**WEBSTER, Massachusetts,** Lodge donated its Bingo Night proceeds to the town's fund for a minibus to transport the elderly. (From left) Ronald Stelmach and ER Richard Ravenelle presented the check to Brother Michael Magnan, chairman of the town board of selectmen, while John Nicholopoulos observed.

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by Mike LeFan



**DECEMBER MEANS SHOPPING**

December means Christmas, and that means shopping. Since the demand for Christmas goods is highest right now, so are most prices. But there are good buys this month worth marking on your bargain calendar.

Watch the Christmas promotion sales. There'll be occasional savings, but be sure you know what you're getting and how much you're saving. Sometimes the merchandise is only a cheap look-alike and the "reduced" prices aren't so reduced. Even so, this is a good time for buying several types of items.

For instance, this is the time to get vacation resort and cruise wear. If you need new blankets, get them this month. Children's clothes are sale priced now, also baby needs and women's coats.

December is traditionally a good time to buy a used car.

In general, watch the before- and after-Christmas sales and the New Year's Eve clearances (more on after-Christmas savings in a minute).

At the supermarket, watch for savings on winter produce like Brussels sprouts, cranberries, tangerines, turnips, and rutabagas—again.

The weeks right after Christmas are a great time to save on next year's

holiday items—Christmas cards, wrapping paper, ribbon, artificial trees, and decorations. Stores must move these out to make room for new merchandise so they're selling cheap. Make them an offer and they may well take it.

Remember too that you can get a lot of Christmas supplies for free. Save used wrapping paper, ribbon, colorful shopping bags, and other reusable things.

Besides finding those savings, the day after Christmas is a good time to start looking for buys on costume jewelry and toys you might want during the year. Beginning after Christmas and on through January is a good time to shop for women's dresses and purses, and shoes for the whole family.

Flash: Supermarket Snoop has learned that beef prices will be up by the first of the year. If you have a freezer, now's the time to stock up and save.

*HELP: The Useful Almanac* is a new paperback book on where to get help on just about everything. It tells where there's help from government, from outside government, on appliances, clothing, taxes, food, health care, utilities, cars, and much more. Send \$4.95 to Consumer News, Inc., Dept.

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Attention cold weather drivers: snow tires are scarce this winter. The recent tire workers strike is the reason. You could try to buy now, some dealers saw the problem coming and stocked up last year. Retreads are a good alternative, and quality is federally controlled. Or you can use regular radial tires if you don't have to drive in heavy snow areas.

We got a couple of more reminders that the American Assoc. of Retired Persons (1909 K St., N.W., Dept. MM, Washington, DC 20049) offers a fine discount pharmacy to people 55 or older. Heard that from Frank Cook of Norfolk, VA, and Fred Reuter of Houston, TX. Thank you both.

Thinking of buying a car? Remember you can call a trouble-shooting Hot Line toll free to see if the new or used model you're looking at has a history of defects. The National Highway Traffic Safety Administration operators will quickly answer your questions. The toll free number is 1 800-424-9393.

Make your own inexpensive copper and brass cleaners instead of buying costly products. Mix equal parts of salt, flour, and vinegar to form a paste. Coat the copper or brass item with this paste, let dry for about an hour, then polish with a soft cloth. Or you can rub off the paste immediately, and then polish with a clean, soft rag.

A few months ago we told you about *The Formula Book*, by Norman Stark. It told how to brew inexpensive household products. Now there's *The Formula Book 2* by Mr. Stark. It tells how to mix new formulas for household, garden, and beauty products previously available only in preparations where most of your money goes for the package and advertising. Simple instructions tell how to make these items at a fraction of their re-

tail cost. Make your own cold cream, foot powder, insect sprays, soaps, mildew proofer, floor wax—even a compound to treat golf balls for more yardage on tee-offs. And more. The book's published by Sheed Andrews and McMeel. Cost is \$5.95 in paperback at your bookstore. (Let me know if you have trouble finding a copy.)

Here's a simple reminder from Energy Expert: when you're doing your holiday roasting or baking, avoid opening the oven door to check on the dish's progress. Every time you open that door a significant part of the oven's heat escapes—and that costs you money.

"Dear Mike: In your September column you mentioned using salt as a drain cleaner. Just how much salt do you put down the drain, and do you follow up with boiling water?"—Mrs. C. J. Hermsen, Tacoma, Wash.

A. You use a strong cup-for-cup salt water solution. That means you dissolve one cup salt in one cup of very hot water and pour that down the sink drain now and then. Let stand a couple of minutes and follow with more hot water if you like. This treatment will prevent foul odors and grease buildup in the sink drain.

Money Saver of the Month: Did you ever hear of a 93-watt, 69-watt, or 36-watt light bulb? There is such an animal and several companies, including Sylvania, make them for industrial use. They give as much light as regular 100-, 75-, and 40-watt bulbs but they save a considerable amount of electricity. That means you can save money by using them. Check with lighting dealers in your area. You're welcome.

Send questions, tips, and other mail to Mike LeFan, c/o "More For Your Money," 425 West Diversey, Chicago, IL 60614. ■



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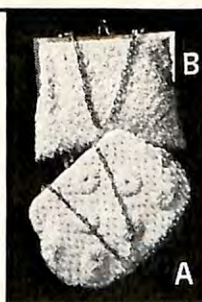


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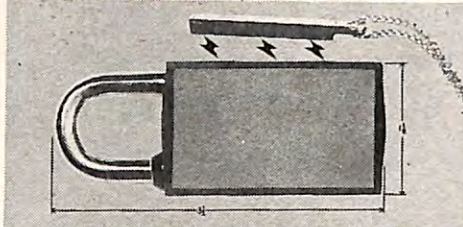
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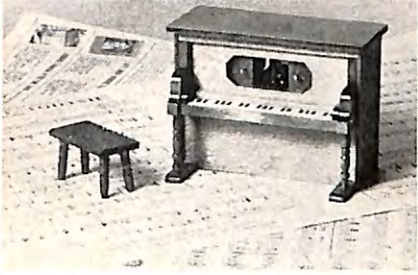
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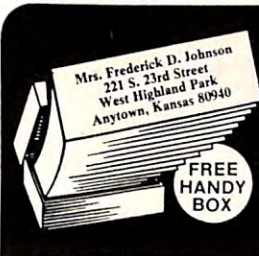
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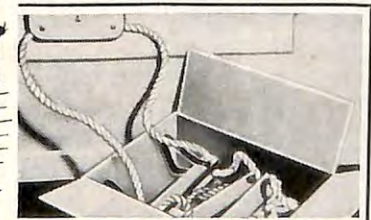


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See Advertisement on Inside Back Cover

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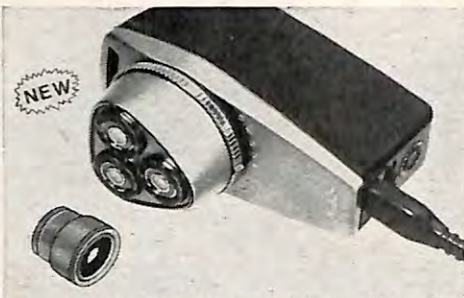


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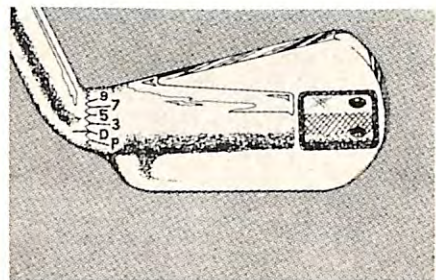
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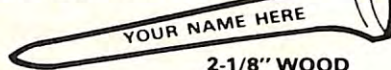


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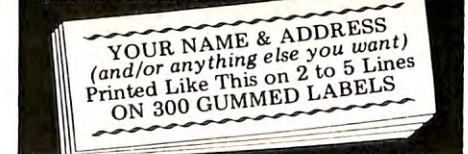
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# "Creative Imagination"

(Continued from page 36)

in the idea. Hoover let Spangler use part of his shop for his experiments. The Hoover vacuum cleaner was the result.

Anyone who wants to improve his creative imagination can do so by using the exercises I have suggested. But they must be used constantly to be of much service. The person constantly trying little imaginative experiments is conditioning himself for the day when he will use his imagination on an important problem and get results far beyond his expectations.

Creative thinking is not a sharply disciplined process. Some people are driven by an almost irresistible creative urge, it is true, but such people are rare. For one person with a spontaneous urge to create, there are a score of creative men and women who deliberately follow this procedure:

◎ Recognize a problem, a need for some product, a need for some new way of accomplishing something, a puzzle to be solved.

◎ Prepare to meet the challenge of that recognition. This involves thorough study, research, determination of essential angles of the problem. It also involves the hard work of digging out similar problems and studying how and why they were solved.

◎ Do some mental coasting. After isolation of the problem and its study, relax for a while. In this stage, the thinker virtually ceases to think. He lets his subconscious mind work on the facts acquired in the earlier steps.

◎ Arrive at your solution. In some miraculous way things suddenly become clear. This sudden dawning is the reward for the tedious work involved in the recognition of the problem, the exhaustive preparation, the mental coasting.

◎ Verify the soundness of your idea. Not infrequently this, too, involves tedious research and effort. At this point your work has just begun, for while you can develop your creative thinking to a point far beyond present abilities, a bright idea will be useless unless you do something about it. You must take steps to make it operative, bringing your creative imagination to its full growth. ■

(Continued from page 32)

stay in gear and not shift in an intersection. If you are between gears when another car runs a red light, a stop sign, or makes a wrong turn or lane change, you are helpless. If you are in gear, your little car can often quickly dodge away from the danger with a punch of the gas and a twist of the wheel.

If any accident situation develops around you, you have the ability to move more quickly away from it. Slamming on the brakes is not always the best answer, especially in a small car.

## Let them see and hear you

There are few things on the highway more annoying than a horn-blower. You see the car . . . you know what to do . . . no need to raise such a racket. Hold on. A small car driver who announces his presence with a tap on the horn is being intelligent. The little car is more difficult to see and the driver knows it. The car may be in the blind quarter (the right and left rear quarter of the leading car) just as the lead car is planning to change lanes. Never take offense at the small car driver who honks the horn, nor be reluctant to honk your own.

Many small car drivers, aware of their size on the highway, use their lights as an extra visibility factor. This is vital under conditions of poor visibility, fog, rain, haze, snow or some other visibility limiting factor.

Use the horn and lights on your small car and forgive the small car

driver who does the same, for he is protecting both of you.

## Look back in apprehension

Every driver should know what is behind, but to the small car driver this can be a matter of life or death. If you know what is behind, or what is approaching from the rear, you will be better prepared to take whatever action might be required. You might have to swerve out of the way or simply change lanes to allow a faster car to pass.

Stopped for a traffic signal? Looking back is just as important. A rear end collision is dangerous and can be disastrous in a small car. You might have to jump over or quickly move ahead.

## Keep your distance

You are not driving a drag racer so you'll need extra room to increase your speed for a lane change. Suppose a truck slows dramatically in front of you. You'll need the extra space to maneuver and you want the car behind to have room to avoid rear-ending you.

A good traffic interval is especially important if you are driving a small car.

Most of the standard rules and techniques for driving any car apply when driving a small car. Sure you'll fasten your seat belts, keep your car in good running order, and obey every traffic law. You'll use good common sense.

But these nine special tips for small car driving are above and beyond; any one of them could save you an annoying or costly repair bill . . . or much more. ■

# Obituaries

**PAST GRAND LODGE COMMITTEEMAN** Guy D. Moore of Joplin, MO, Lodge died recently. Brother Moore held the position of District Deputy Grand Exalted Ruler for the Southwest District in 1950-1951 and was a member of the GL State Associations Committee from 1957 to 1959.

**PAST DISTRICT DEPUTY** Richter Castle of Union City, IN, Lodge died September 4, 1976. In 1947-1948 Brother Castle held the post of District Deputy Grand Exalted Ruler for the Central District.

**PAST GRAND ESTEEMED LECTURING KNIGHT** I. Walter Hawkins of De Land, FL, Lodge died recently. District Deputy Grand Exalted Ruler in 1937-1938 for the East District, Brother Hawkins served as Grand Esteemed Lecturing Knight in 1938-1939.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION required by the Act of August 12, 1970, Section 3685, Title 39, United States Code for THE ELKS MAGAZINE. Published monthly (12 issues) at 425 W. Diversey Parkway, Chicago, IL 60614 for October, 1976. Annual subscription price—Elks \$1.25; Non-Elks \$2.50.

The names and addresses of the Publisher, Editor and Managing Editor. Publisher: National Memorial & Publication Commission-B.P.O. Elks of U.S.A., 425 W. Diversey Parkway, Chicago, IL 60614. General Manager: John R. Ryan, 425 W. Diversey Parkway, Chicago, IL 60614.

The Owner is the Benevolent & Protective Order of Elks of the United States of America (a National Fraternal Organization), 2750 Lakeview Avenue, Chicago, IL 60614.

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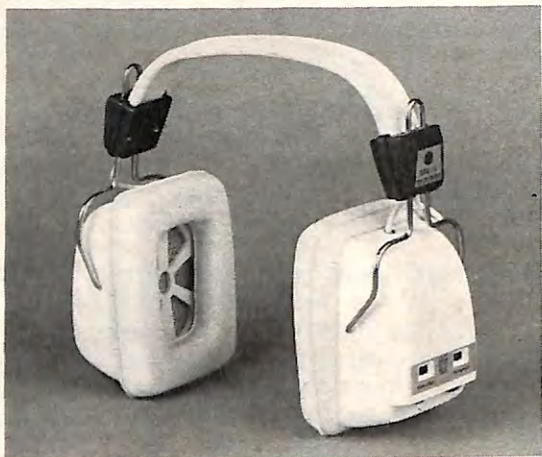
	Average No. of Copies Each Issue During Preceding 12 Months	Actual No. of Copies of Single Issue Published Nearest to Filing Date
Total No. of Copies Printed . . . . .	1,661,832	1,659,300
Paid Circulation		
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Mail Subscriptions . . . . .	1,650,766	1,648,036
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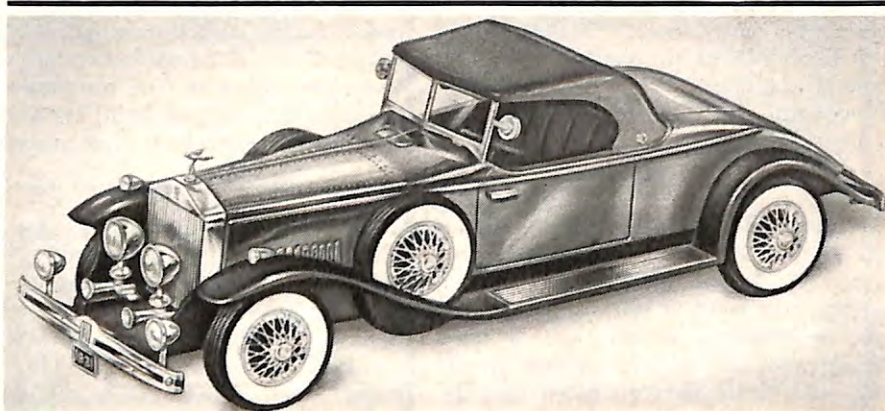
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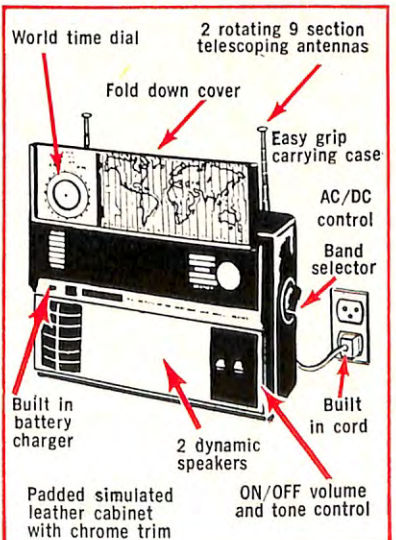
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