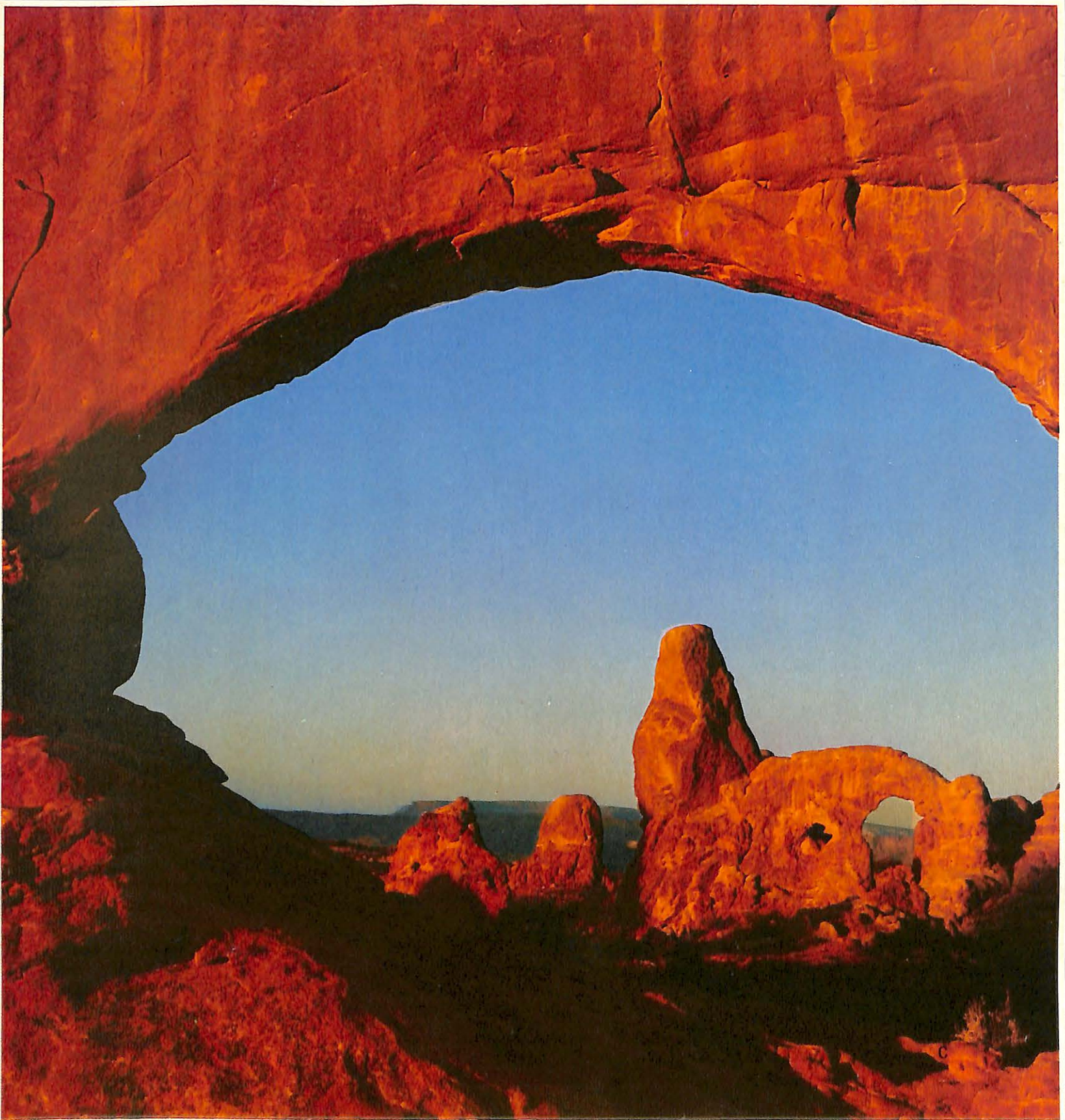


the
Elks
magazine
June 1977

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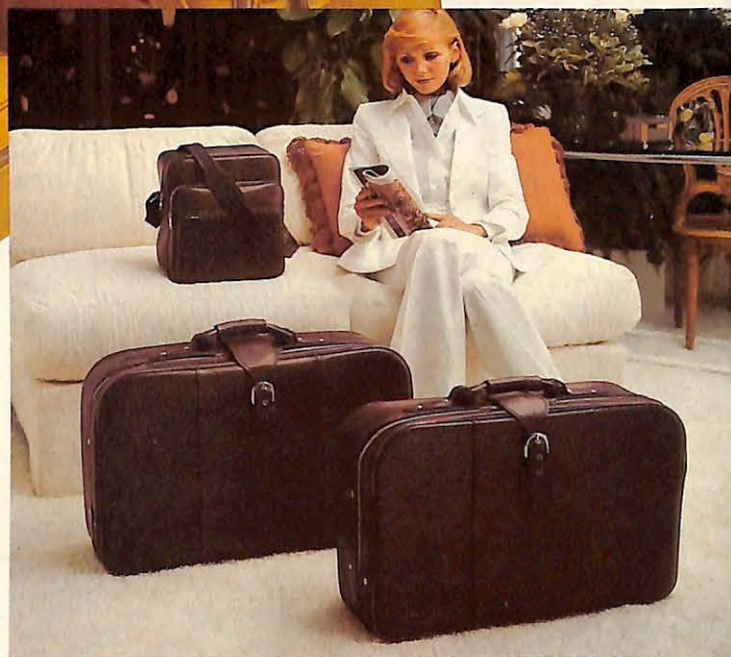
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A message from the Grand Exalted Ruler

From Bondage to Spiritual Faith...



IN MY MESSAGE for the October issue of *The Elks Magazine* I quoted a friend about his feeling for our nation and our flag and in this month of June we all pay honor to the flag of our country. Flag Day will be observed by the Lodges of the Order on June 14th. This observance which is mandated by the Grand Lodge should fill us all with pride because we as Elks originated the observance long before it was officially adopted by the Congress. It is my hope that every Lodge will conduct an impressive ceremony not only for the members of the Lodge but also their community.

JUNE also notes the completion of 201 years of existence as a nation. This is especially significant as it has been observed that the average life of a particular civilization is 200 years. Civilizations have often followed this pattern:

FROM bondage to spiritual faith
FROM spiritual faith to great courage
FROM great courage to liberty
FROM liberty to abundance
FROM abundance to selfishness
FROM selfishness to complacency
FROM complacency to apathy
FROM apathy to dependence
FROM dependence back to bondage

IF WE ARE TO AVOID the same fate we must, as Elks and Americans, give full support to those ideals and principles that saw us through our first 200 years. The spirit of America as re-kindled during the Bicentennial year can be strengthened by our fraternal bonds. Brotherhood draws us close together and as a group we can be a powerful influence in the affairs of our community and nation. Edwin Markham wrote the following of brotherhood:

*There is a destiny that makes us brothers,
No one goes his way alone;
All that we send into the lives of others,
Comes back into our own.*

LET US, as brothers, unite in **KEEPING AMERICA AND ELKDOM—MOVING FORWARD.**

Geo. B. Klein

George B. Klein



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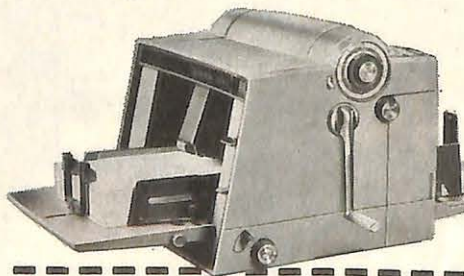


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the **Elks** magazine

VOL. 56, NO. 1 / JUNE, 1977

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

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10 "SMART" MACHINES ARE MAKING YOUR LIFE EASIER

"This is the second industrial revolution. It multiplies man's brainpower with the same force the first industrial revolution multiplied man's muscle power."

Larry Holden

14 THE NEW WILDERNESS ETHIC

A quiet revolution is afoot among the nation's backpackers. The goal is complete revision of our hiking and camping habits.

Robert L. Reid

17 WAR WITHOUT BLOODSHED

Chess is one of the few games which can be played by contestants who don't speak the same language. In fact, you don't even have to be sane to win.

Joseph Stocker

31 ELKS COLLECTIBLES

A way to expand your knowledge of the Order—and have fun, too.

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Welcome to New Orleans

Brother Elks and Their Families

Bon jour:

Unfortunately you may not be greeted in that fashion any more in New Orleans but then you may. Many of the old customs are fading in the rush of modern living with the urgent things elbowing aside the important. However, there are still many charming customs which will greet you in our old-new city.

The food is still uniquely delicious, served in some of the most famous restaurants in the world. Oysters Rockefeller, seafood gumbo, red beans and rice, grits for breakfast, coffee (if you can afford it) and beignets (light, powdered doughnuts) at Cafe du Monde or Masson's Coffee House in the French Market, all either originated or have been featured here for generations. Created in the depression thirties, the Po-Boy was the poor man's delight. It is still around—try it.

St. Louis Cathedral, the Cabildo (state house under the Spanish regime), the Presbytere (their administrative building), the Pontalba apartments (first apartment buildings in the United States), all surround Jackson Square and are readily accessible to lovers of history. The Vieux Carre, literally the Old Square, abounds in beautiful old buildings reminding us of yesterday. Perhaps you would prefer to ride a carriage drawn by a hatted horse to savor these gems of architectural art. Almost an island New Orleans is bounded by the Mississippi River, by Lake Pontchartrain, shallow but beautiful, and by Lake Borgne and other bodies of water nearby. Tarpon have been caught in the city limits. Water sports abound and you are urged to view and participate. Now well known and appreciated the Garden District is visited by many each year to view the charm and elegance of a bygone era. It is the only place in the world you may view a "cornstalk fence," and you may get to the Garden District by riding the St. Charles trolley car, one of the few remaining in the country.

Stand on the levee at Jackson Square, now known as Moon Walk, and view three hundred years of history. It could be here that the French Canadians, under Iberville and with Pere Marquette, landed their canoes after their voyage of discovery on the Mississippi River.

All is not steeped in the past; view ships from every nation in the world in the country's second largest port; down river from where you will be the largest boosters for space travel were assembled and components for the space shuttle are now being built; up river the petro-chemical and grain shipment complexes form what has been termed the Ruhr Valley of the United States; and New Orleans and one of its sister cities supply nearly half the oil and gas for the nation.

These all combine with a distinct Mediterranean culture which for generations has been making people welcome for enjoyment, for refreshment, for education, for development. We joyously invite you to join with us to conduct your affairs, to do good, to savor the pleasures of this unique city, and we hope you return home safely, refreshed, imbued with a greater desire to serve, and with lagniappe*. During it all we hope you will walk closely with Le Bon Dieu.

Au revoir,

Willis C. McDonald
Past Grand Exalted Ruler

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IT'S YOUR BUSINESS

by John C. Behrens



DEBT COLLECTING: BOTH SIDES

Congressman Frank Annunzio (Dem.-IL) was undoubtedly trying to right an obvious wrong when he introduced HR 29—a bill called the Debt Collection Practices Act—earlier this year. A number of debt collectors have disregarded informal rules of decency, conduct and ethics in recent years and embarked on ruthless tactics of intimidation, harassment and debasement. It has to be stopped.

But Congressman Annunzio's bill may create serious problems for the honest professionals in the business who believe that bill collecting is an enterprise that must be conducted because a growing number of Americans don't pay their debts. They worry, furthermore, that such legislation will be misinterpreted as a victory for those who purposely delay, ignore their responsibilities and scheme to pay nothing.

The resolution has been the topic of hearings before the House banking subcommittee where witnesses in and out of the collection business have told shocking stories of excessive pressure and devious tactics. A former California collector said that false statements about litigation and threats of legal actions are commonly made to debtors. Another collector from an eastern state said that those who work in the field aren't engaged in a normal business, "They are merchants of misery." A third told how bill collectors misrepresent themselves as attorneys at times and make late night calls.

The House acted last year to ban such harassment. The Consumer Credit Protection Act provides the mechanism for government agencies to investigate unfair practices. Congressman Annunzio apparently doesn't believe it's explicit enough. But while some collection organizations and those in debt support the legislation, smaller agencies and one-man offices are much more apprehensive.

They see trouble ahead in the following provisions of the bill:

- ▶ A collector will not be able to obtain information about the location of a debtor from anyone in person. He will have to make his request for information by telephone, mail or telegram.
- ▶ A collector will not be able to communicate with anyone other than the debtor's attorney about such information once the collector knows the customer is represented by counsel.
- ▶ A debt collector will not be able to initiate communications with consumer or his

spouse in connection with the collection of any debt without prior consent of the consumer or the express permission of the court.

▶ Communications with a customer cannot be made before 8 in the morning or after 9 at night or at any unusual time known to be inconvenient to the consumer or spouse or . . . after the initial communication, further contact cannot be made more than twice during any seven day period.

▶ Without permission of a court or the consumer, no debt collector may communicate with the consumer or his spouse about the debt at the place of employment more than once; or

▶ If the debt is \$100 or more and is at least 60 days overdue and if the consumer has not furnished the creditor or the debt collector with a telephone number where the consumer can be reached after 8 a.m. or before 9 p.m., no debt collector may communicate with a consumer or his spouse in connection with a debt more than twice in any thirty day period at the place of employment of the consumer or his spouse.

Bill Binderman, a small businessman and a collections agency owner from Beckley, West Virginia, certainly isn't happy with HR 29. Bill has spent 40 years in the clothing and bill collecting businesses and he's watched changes in American attitudes toward credit.

"I've listened to about every excuse and every situation you could possibly imagine," he says. "I've become cynical about people wanting to pay their bills. Frankly, if I can't force payment, I can foresee many problems. The worse one, of course, will be the increased cost of merchandise and services. Once the word gets around that debtors cannot be made to pay, the cost of doing business will zoom upward because many people now pay because they feel they can be forced to do so. My experiences indicate only 5 to 8 percent of the people deliberately try to beat the bill now."

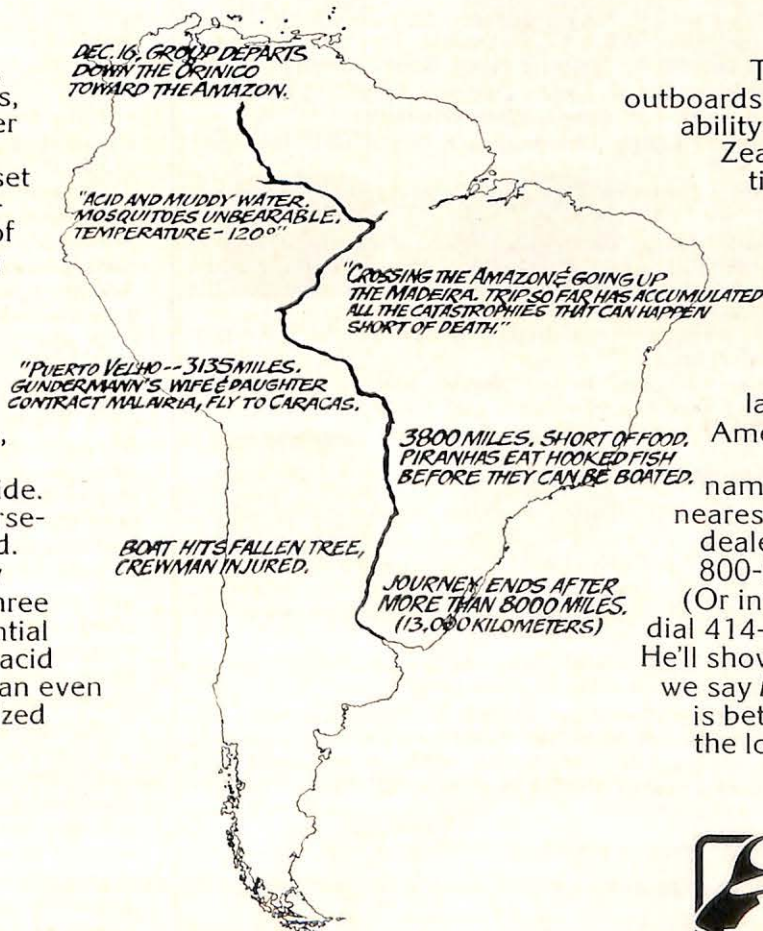
The rest of the delinquent accounts are usually people who have lost a job or whose financial picture has changed from the time of indebtedness, he adds. "But remove the pressure to pay and I feel 25 percent of the small bills will remain uncollectible. It will be very difficult to collect from those people. This then must be covered by an increase in the cost of
(Continued on page 47)



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**113th Session Grand Lodge, B.P.O. Elks
New Orleans, Louisiana, July 10-14, 1977**

REGISTRATION

SATURDAY, JULY 9, 9:00 AM and continuing daily during the Convention. Representatives (Exalted Rulers), Grand Lodge members, visiting Elks and ladies—The Rivergate Auditorium, #4 Canal Street, New Orleans, LA. This is the Information Center for delegates, their families and visitors. The first obligation is to register so that all concerned will be properly informed about the Convention and the facilities offered by the City of New Orleans, recommended restaurants... ladies information, sightseeing tours, etc.

REGISTRATION HOURS

Saturday—July 9	9:00 AM to 5:00 PM
Sunday—July 10	9:00 AM to 5:00 PM
	8:00 PM to 10:00 PM
Monday—July 11	8:00 AM to 5:00 PM
Tuesday—July 12	9:00 AM to 5:00 PM
Wednesday—July 13	9:00 AM to 5:00 PM
Thursday—July 14	9:00 AM to 10:00 AM

GRAND LODGE SESSIONS

All held at the Rivergate Auditorium as follows:

SUNDAY, JULY 10, 8:30 PM—Official Grand Lodge Opening Ceremonies. Addresses of welcome by local dignitaries and Hon. Willis C. McDonald, Past Grand Exalted Ruler, who will preside. Principal address by Grand Exalted Ruler George B. Klein.

MONDAY, JULY 11, 9:00 AM—Opening Grand Lodge Business Session. Election of Grand Lodge officers for 1977-78. Report of Americanism Committee.

MONDAY, JULY 11, 10:00 AM—Special Ladies Entertainment, North Hall—Rivergate Auditorium.

MONDAY, JULY 11, 2:00 PM—District Deputies-designate—photos as per advance notification and schedule.

TUESDAY, JULY 12, 9:00 AM—Grand Lodge Business Session. Following business session, at 1:30 PM Grand Exalted Ruler-elect's personal conference with Exalted Rulers and State Presidents in which the Grand Exalted Ruler-elect will outline the Grand Lodge program for the coming year—Rivergate Auditorium.

(Note: Arrangements have been made for a hosted luncheon at the Rivergate Auditorium for Exalted Rulers only.)

WEDNESDAY, JULY 13, Open Session of Grand Lodge. Reports and awards by Elks National Foundation, Elks National Service Commission and Youth Activities Committee.

11:00 AM MEMORIAL SERVICE

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

WEDNESDAY, JULY 13, 9:00 PM—Grand Ball—Rivergate Auditorium honoring all Exalted Rulers and their families. All Elks and ladies invited. Admission by badge. Surprise entertainment. Refreshments available. Local laws prohibit carry-in beverages.

THURSDAY, JULY 14, 9:00 AM—Final Grand Lodge Business Session. Installation of newly elected Grand Lodge Officers (11:00 AM). Ladies invited.

FRIDAY, JULY 15, 9:00 AM to 5:00 PM—Induction of District Deputies-designate, followed by Conference with Grand Exalted Ruler. State Association Presidents invited. Fairmont Roosevelt Hotel. This session will conclude at approximately 5:00 PM. Advance return reservations for those involved should be determined by this mandatory schedule.

RITUALISTIC CONTEST

SATURDAY, JULY 9, SUNDAY, JULY 10, MONDAY, JULY 11, Preliminary Contests—Grand Ballroom Hyatt Regency Hotel.

WEDNESDAY, JULY 13, Finals Grand Ballroom Hyatt Regency Hotel. Details of schedules will be available in final printed program of the Convention upon registration.

EXHIBITS

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



• ... I would like to know where I might obtain the names and addresses of tracing companies mentioned in "A Fortune Waiting ..." [April, 1977] by Jean E. Laird.

Mrs. R. C. Anderson
Calhoun, TN

• ... I have stock in the Associated Gas and Electric Company purchased in the 1920s ...

Eugene Sautters
Ft. Myers, FL

• ... Who does one contact?

Mary Griffin
Rich Hill, MO

• ... The name Mary Griffin has strong family connections ...

John Griffin
Kilworth, County Cork,
Ireland

• ... Can you tell me who to contact for more information?

Mary Griffin
Madison, WI

• ... I had an aunt Mary Griffin ...

Thomas W. Griffin
Oceanside, CA

Here are a few reputable tracers who will—for a nominal sum—tell you if a stock is worth anything—East Coast—Tracers of America, 515 Madison Avenue, New York, New York 10022 (Attn.: Daniel M. Eisenberg); West Coast—William J. Linhart Tracers, Richmond, CA 94800; Canada—Stock Market Information Service, Montreal, Canada.

If you get a letter from any tracing company, informing you that you have money coming to you if you agree to pay 50% of it to the tracer, hesitate. This may be a stockholder-finding company that gets paid by you, not by the corporation. If you should get such a letter, check with the corporations you own stock in, and check the stock holdings of any deceased relatives. If a tracing company asks you to sign such an agreement, the charge should be more reasonable—10% or so, depending on the total amount. Some companies, like Tracer Co. of America and Shareholder Communications, bill the corporation for the expense of finding you.

If you, or a relative, have lost a stock certificate, don't remember what corporation issued it, and can't get in touch with the broker who sold it, write to the Internal Revenue Service for back issues of your tax return (assuming you received dividends on the stock).

And, to all you Mary Griffins out there, send your addresses to the tracer who reported the missing stock, Tracers of America.

Jean E. Laird

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

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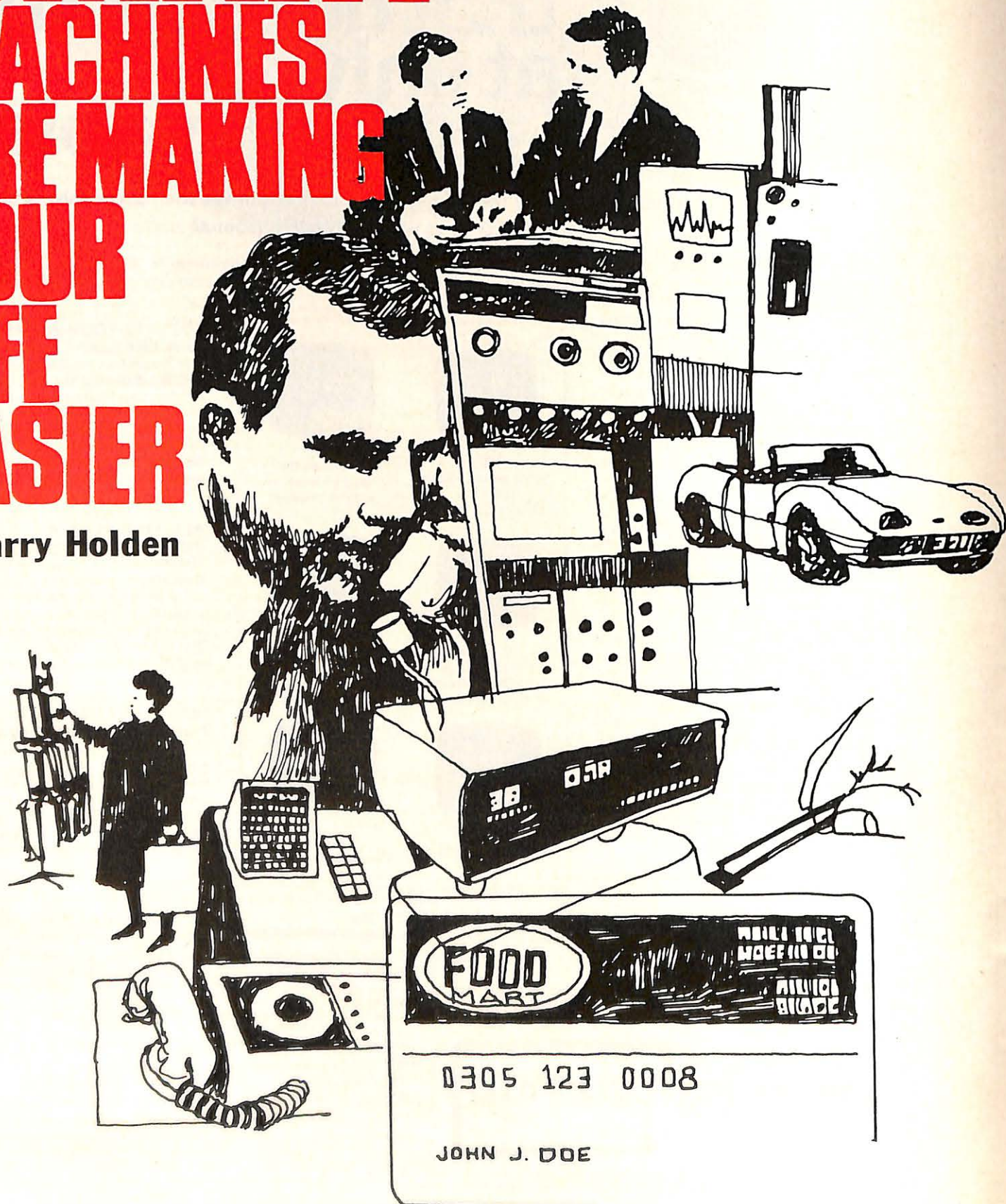
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'SMART' MACHINES ARE MAKING YOUR LIFE EASIER

by Larry Holden



□ "Smart" machines—phones that do the shopping, watches that talk, computers that do the cooking and cars that automatically avoid collisions—are only a few of the dramatic products now in the consumer's future because of new earth-bound space age technology. Some of these amazing devices are already altering the way you live and other changes are just around the corner.

The key to this just-erupting revolution of smart products is the remarkable microprocessor, or "computer-on-a-chip," that allows the addition of features such as decision-making, arithmetic actions and memory to a machine's usual functions. This tiny slice of silicon is the brain behind the new computer-controlled devices and it's only about the tenth the size of a postage stamp!

"This is the second industrial revolution," notes J. Sidney Webb, executive vice-president of TRW, Inc., in discussing the application of the microprocessor. "It multiplies man's brainpower with the same force that the first industrial revolution multiplied man's muscle power."

A tidal wave of smart products is on the way. The computer-on-a-chip, powering the brains of these devices, will add "intelligence" to current products and create totally new ones. Microprocessors will drastically affect the consumer as they are introduced into homes, appliances, autos and other goods.

"Between seven and ten microprocessors will be in each home by 1980," comments Andrew A. Perlowski, head of Honeywell Inc.'s microprocessor activities.

The "smart" machines won't be outrageously expensive because of the low cost of microprocessors themselves. C. Lester Hogan, vice-chairman of Fairchild Camera and Instrument Corporation starkly demonstrated this element recently. He pulled 18 microprocessors from his pocket and tossed them out to a convention audience saying, "That's \$18 million worth of computer power—or it was 20 years ago." Hogan explains that his \$20 microprocessor is as powerful as International Business Machine's first commercial computer, which cost \$1 million in the early 1950s. "The point I'm making," he adds, "is that computer power today is essentially free."

This cheap power factor contributes to the current \$10-and-under digital watches and calculators. And the same factor makes today's other "smart" devices—and those to come—reasonable in price.

An already-existing microprocessor application is inside AT&T's *Transaction* telephone. Now available to businesses, such as banks and retail stores, the *Transaction* phone is slated for at least limited in-home distribution within two or three years. Produced by Bell Laboratories, the impact of this device will unquestionably be staggering.

"One of these days, people will not only be able to credit or debit their personal banking accounts from their home by using the *Transaction* telephone, but they'll be able to shop via the phone as well," notes Joe McNamara, News Service Manager for Southwestern Bell. "Customers will be able to dial up a department store or a supermarket and after viewing a product on a video-display screen they can buy that product by phone. The customer's banking account would automatically be debited for the merchandise and the store's account would automatically be credited."

The basic *Transaction* telephone is a phone augmented by additional features to expedite and facilitate financial inquiries and transactions. Such transactions include a customer checking his own bank or savings and loan account balance, retail credit card authorizations, the

electronic transfer of funds from one account to another, say a savings account to a checking account, and scores of other uses.

"The basic *Transaction* phone, the MOD I, is in service now and the newer version, the MOD II, is being introduced this month," explains McNamara. One of the options of the MOD II is a digital display feature for visual reporting of the monetary transaction. The MOD III version is only conceptual in design but it's expected to include most of the features of the MOD II set, plus such added facets as push buttons for one number dialing, additional function keys and a separate but connectable printer-imprinter.

"The printer-imprinter would provide the customer with a written record of the transaction he had just implemented by phone," comments McNamara.

By combining the concept of a *Transaction* phone with a video-display screen and the printer-imprinter, McNamara delved into a little speculation—but speculation that will probably become reality.

"In the future," states McNamara, "instead of subscribing to a newspaper, a consumer will subscribe to a news or information-type service. While drinking his coffee in the morning, he'll simply dial up this service and on the display screen will appear the headlines for that day. If a certain headline appeals to the consumer, he'll recode his phone and the article will appear on the screen for his review. And, if the consumer wanted it, by pushing another button a copy of the article would come out.

Too much like a bit from a science fiction movie? Not really, since most of the technology to accomplish the above event is already developed. The picture-phone, for example, is a reality, with the primary hurdle being in the transmission of the data not in the instrumentation. And, too, a hard copy print can be obtained from a video display of the material. Both of these parts to the overall concept are available now, today.

"Most likely," admits McNamara, "the first *Transaction* phones for home use will not have the video aspect, but they will drastically change the shopping and banking habits of consumers."

Dr. Walter S. Baer of the Rand Corporation backs up McNamara. Baer predicts that "by the 1980s" a microprocessor and associated memory will be added to the 12-button residential telephone, converting it into a relatively low-priced (\$100 to \$200) terminal suitable for such applications as: one-line banking and credit card transactions; mathematical computation services to aid in monthly bill paying and income tax preparation; stock quotation services; and "voice libraries" of recorded information, ranging from emergency first-aid procedures to a dial-a-joke compendium.

"We're pretty close to a breakthrough in placing *Transaction* phones in the home," states McNamara. "Such a move will revolutionize the telephone."

When you consider the impact the *Transaction* phone will have on communication, shopping, banking, transportation and dozens of related fields, the word "revolutionize" may be an understatement.

The changes the consumer faces with what he puts on his wrist may be as startling as the new telephone capabilities.

"Watches that talk are technically feasible," explains John M. Bergery, president of Time Computer, Inc., producer of the top-of-the-line Pulsar digital watches. "It's highly probable there'll be talking watches on the market

'SMART' MACHINES

in the next five years, simply because in this enterprising country of ours there are always people who will do something just because it can be done."

So a person will be able to punch a button and the watch will actually say what time it is, notes Bergey. Or, possibly, the person will ask the watch "What time is it?" and the watch will answer.

Either Time Computer, Inc., or one of a handful of other firms will soon introduce a new digital watch that permits the programming of a certain date. "A watch that sounds an alarm or gives some sort of a signal to denote a special date is now being 'worked on' by a number of companies," states Bergey.

"So very soon a person will be able to buy a watch that can be programmed with the date of a spouse's birthday or an anniversary date or the day of a critical business meeting. And the watch, months after being programmed, will remind the wearer of the important date. That way, the person can rush out and buy a gift or gather up necessary material or whatever."

Time Computer, Inc.'s hottest item, according to Bergey, is its new Time Computer Calculator. Worn on the wrist, the new product combines the

industry-leading Pulsar quartz watch with a sophisticated miniature calculator. A businessman or housewife now has an extremely convenient mini-computer that adds, subtracts, multiplies and divides that he or she can actually wear, points out Time Computer, Inc.'s president.

Bergey is quick to note that "the Pulsar calculator timepiece is the first step towards the evolution of the watch into a wearable personal information center. The 'watches' we'll have on our wrists in just a few years will do so much more than just tell time."

The youngish president explains: "The microprocessor will do two things. First, it will extend what can be done with dates and times. For example, people will soon be able to buy watches that flash reminders and programmed messages. Second, and of much greater importance, the microprocessor will allow the creation of watches that can do more significant things. One strong example is that in just a few years people who have a health problem will be able to monitor their own body functions with a device strapped to their wrist.

"The 'personal monitor' will soon be a major consumer item," continues Bergey. A woman with a heart problem could have a personal monitor-watch that constantly keeps her informed of her heart's rhythm—alerting her instant-

ly if any irregularity develops. Her doctor could then be contacted immediately. A personal monitor could be a fantastic aid for numerous other medical problems.

The "personal monitor-watch" could even be used to transmit a person's heart rhythms over the telephone to a doctor's electrocardiogram (EKG) unit for rapid analysis and diagnosis. Each monitor watch could be adjusted by a physician to respond to the specific danger signs of an individual patient. A soft tone would alert the wearer if abnormal rhythms are detected and the doctor could be phoned. Then, simply by holding the monitor watch up to the phone's receiver a clear EKG could be transmitted to a special unit. If diagnosed in time, medication can usually stabilize the heart rhythms and prevent a serious attack.

"Recently," notes Dr. Stephen Rosen, "doctors at Saint Vincent's Hospital in Portland, reported checking the EKG of an over-excited fisherman" who was wearing a portable heart monitor. "The 56-year-old angler, feeling the effects of landing a big fish, transmitted his EKG to the hospital via shortwave radio from a boat five miles out at sea." The portable heart monitor used by the fisherman was a bulkier device than the proposed personal monitor-watch, but the principle is the same. The monitor-watch would be much more convenient—and it would be capable of handling many other functions.

A wristwatch EKG transmitter has already been assembled by the Southwest Research Institute of San Antonio, Texas. And it's been estimated by the Stanford Medical Center that at least 100,000 lives could be saved each year if all high-risk heart patients were outfitted with portable heart monitors. Just think of the countless other lives with various medical problems that will be saved when the personal monitor-watch hits the market. And it's coming very soon.

Running slender fingers through his chestnut hair, Time Computer, Inc.'s Bergey continues: "Another way watches will soon be used, besides just telling time, is as communication devices. I've long maintained people are more interested in communication with others than in knowing what time it is. So I'm positive that in the very near future a communication watch, maybe a two-way radio type of unit, will be on the market." If that sounds like the famous Dick Tracy wristwatch radio or a James Bond item, it should.

Time Computer, Inc. even has the patent for a more James Bondish product: an atomic watch. "The nuclear powered watch," explains Bergey, "is an item that's not too far down the line, if the consumer wants such a time-

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piece. A nuclear powered watch would be far more accurate than any watch ever made and it wouldn't need the battery charges that present electronic watches require."

With watches talking and doing calculations and monitoring body functions and serving as two-way radios, can computers that do the cooking be far behind? No way.

The importance of the kitchen and the power of microprocessors will combine to produce the robot-managed cooking area—where the food moves automatically from the refrigerator to the oven to the table. The recent introduction of Amana's Touchmatic microwave oven is a giant step in that futuristic direction. The Touchmatic's microprocessor replaced the knobs and buttons with an electronic touch keyboard and digital display that provides the exact timing accuracy to cook any food.

For the first time—with the introduction of the microprocessor—an oven can be programmed to perform in a series: for example, defrosting, pausing to equalize the temperature, then cooking. "The homemaker can now take a five-pound roast directly from the freezer," notes Amana's president George C. Foerstner, "put it in the 'Touchmatic' Radarange oven, touch in the required defrosting and cooking time, activate the unit, and the oven does it all automatically. When all the operations are completed it will let the homemaker know with a pleasant beep."

Foerstner tacks on: "The solid-state computer times the cooking functions with accuracy never before possible in ovens. It's accurate to a fraction of a second."

More "smart" microwave ovens will be introduced this year. Tappan and Litton are expected to announce computer-controlled models, and Amana will produce a more advanced version.

The age of computerized cooking is in its infancy, but it has most assuredly arrived. Other home-oriented microprocessor arrivals include the sewing machine and the air conditioner.

The Singer Co., an American tradition, jolted its competitors recently with the introduction of the world's first electronic sewing machine. Called the Athena 2000, the new product employs a revolutionary solid-state control system that replaces 350 mechanical parts. The brain of the Athena 2000 is a microprocessor chip less than one-quarter of an inch square which contains more than 8000 transistors.

"Continuing market research indicates that the American housewife wants a sophisticated sewing machine that is simple to operate," notes John S.

(Continued on page 48)

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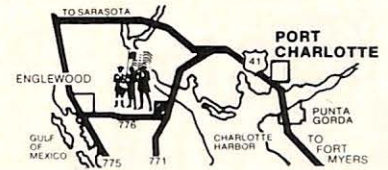
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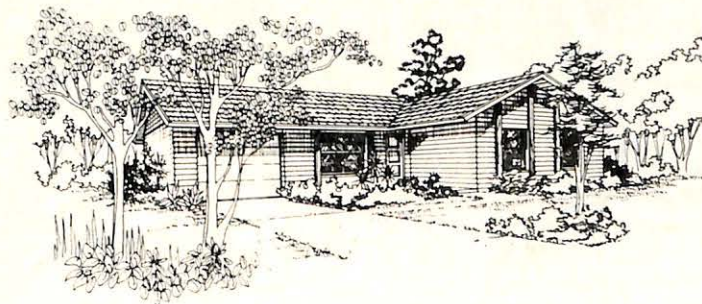
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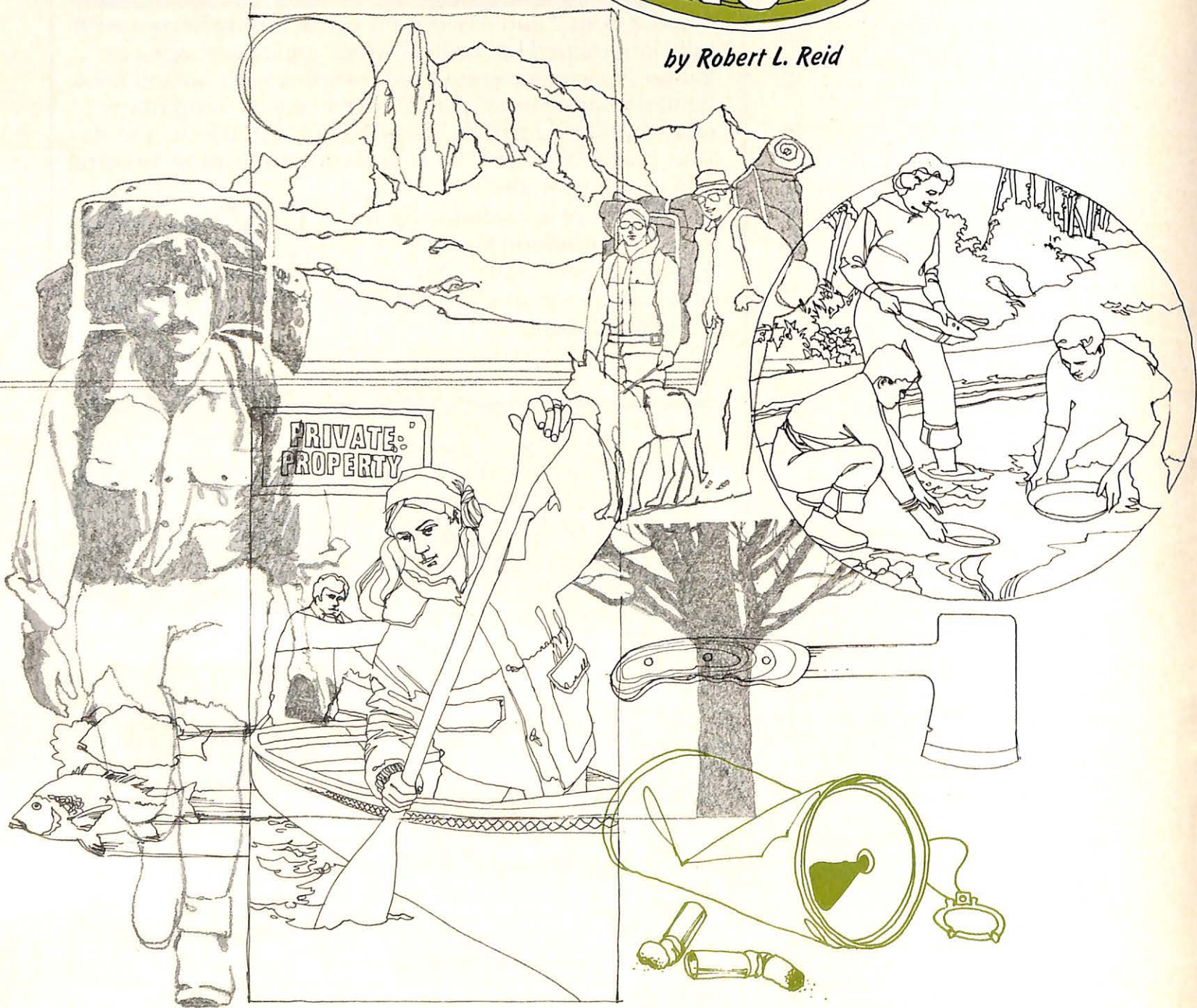
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THE NEW WILDERNESS ETHIC

by Robert L. Reid



□ Last summer, a father and his young son spent a day hiking in California's beautiful Sequoia National Forest. Throughout the day, they strolled along winding mountain trails which wandered in and out among alternating stands of red fir and Jeffrey pine, and occasionally broke out into open groves of ancient giant sequoia trees. Then, in the late afternoon, the two hikers pitched their tent beside the South Fork Kern River, built a small fire, and sat down to enjoy a hearty meal together.

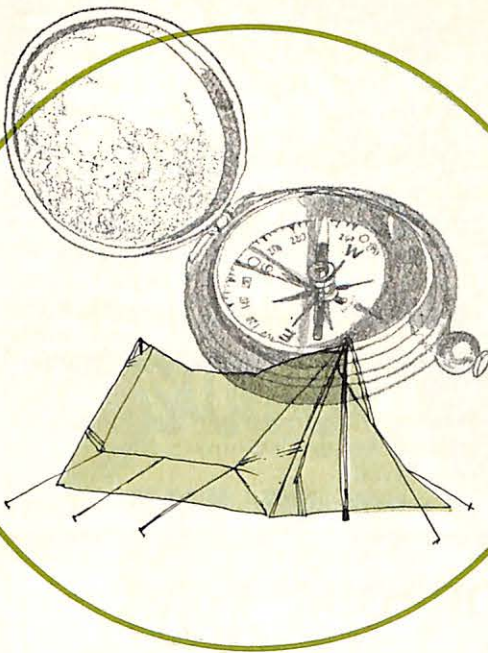
Like many of the millions of groups of people who go backpacking in the United States each year, the father and son had gone out in search of fresh air, exercise, and a brief taste of freedom from the complexities of their everyday urban existence. They got these—and more. In the early evening a forest ranger strode into their campsite and stunned them with an embarrassing reprimand for their failure to obey National Forest regulations. You can't camp beside the river, they were told. So many people have done it during the past few years that both the river and its banks have suffered extreme damage from overuse.

The two hikers were lucky, for they could have received a penalty considerably more severe than a mere reprimand. Without knowing it, they had actually broken a federal law. According to the Code of Federal Regulations Title 36, Sections 251.25 and 261.11(j), the South Fork Kern River is designated as a Restricted Use Area, and all overnight camping is prohibited within 100 feet of the water. Maximum penalty for violation: a \$500 fine and six months in prison.

The example illustrates an unpleasant fact of life which is now being confronted by users of America's wilderness areas. To their great consternation, they are learning that a significant number of state and federal laws have been passed that place strict controls over their backcountry behavior. Where they camp, how many people they camp with, even to some extent where they travel while backpacking, are all subjects of recent legislation. The irony of the situation is not difficult to see. Backpackers who head off into the wilderness seeking temporary escape from the constrictions of urban life, now arrive at their destinations only to discover that life there can be as closely regulated as that which they left behind.

Sad to say, if anyone is to blame for this development, it is backpackers themselves. And though most of them bristle at the prospect of strict govern-

mental controls over their activities, few will deny that it is their own careless treatment of America's wilderness areas which is responsible. From Maine's Mount Katahdin to California's Mount Whitney, backpackers shortcutting across trail switchbacks have initiated serious hillside erosion. In Idaho's Sawtooth Wilderness, millions of bootsteps have worn deep ruts into delicate alpine meadows. In California's High Sierra, large areas have been completely stripped of their firewood supply. Throughout the nation, backpackers have polluted streams with dishwashing detergents, trails with cigarette butts, and potential campsites with tin cans and toilet paper. The imposition of regulations has simply been government's response to the fact that backpackers, left to themselves, were taking the wilderness that they professed to love so much, and trampling it to death. The message from Washington



to the hiking community is clear: Clean up your act—or we'll do it for you.

Faced with such a choice, few backpackers will hesitate to opt for the former alternative. Accordingly, a quiet revolution has begun to take place among America's wilderness users, a revolution whose goal is nothing less than a complete revision of this country's hiking and camping habits. If successful, one of the nation's most fundamental historical notions—that wilderness exists to serve man's physical and spiritual needs—will be supplanted, among backpackers, at least, by a new one: man must serve wilderness. Wilderness areas will be met on their own terms, not ours. Hikers will go into the backcountry as respectful temporary

visitors only, dedicated to leaving as little sign of their passing as possible.

Though the new ethic hardly has achieved universal acceptance, signs of its gradual embracing are becoming more and more evident. Many hikers now scan trails and campsites for litter left behind by others, and willingly carry the debris out to civilization in their own packs. The old motto, "Pack out what you packed in," has become, "Pack out *more than* you packed in."

Numerous outdoor recreation groups such as the Boy Scouts of America have adopted startling changes of policy. For decades, the Scout's camping habits derived directly from those of the pioneer American, exploiting the forest to serve their own physical comfort. Thus, Scouts were taught to cut fir boughs to sleep on, to dig rain trenches for collecting runoff from tents, and to construct camp furniture from raw materials found in the woods.

Today, the Scouts recognize that they are no longer pioneers, and that a continued policy of subduing nature can lead only to backcountry bankruptcy. Therefore, they have abandoned their traditional camping habits in favor of new ones giving precedence to nature's needs over their own. The Scouts acknowledge that in the long run a fir bough is more useful to a fir than it is to a human being, and now challenge themselves to leave forest and campsite exactly as they were found. The Scout's ultimate goal: to minimize their impact on all wilderness areas that they visit.

Perhaps no example of the new attitude toward wilderness better illustrates the backpacker's willingness to change than his growing disenchantment with campfires. For most of us, a cheerful campfire has always symbolized the freedom of outdoor living. No matter how long the trail might have been, no matter how weary our bones, we could always find in the dying embers of an evening campfire a convincing argument that it all had been worthwhile.

Yet at the same time that a fire was warming our spirit, it was inflicting serious harm on the forest floor. Campfires destroyed slow-to-recover topsoil. They used up huge quantities of wood which left untouched would have decayed naturally to enrich the soil and to host organisms for larger animals to feed on. More immediately, campfires started countless forest fires, frightened animals, and left behind a ring of blackened rocks to diminish the wilderness experience of later campers.

Now, more and more backpackers are discovering the benefits of the lightweight gas or butane stove. Stoves



are clean, efficient, and extremely simple to operate. They eliminate the need to search for

firewood in darkness or inclement weather, or in any of the growing number of areas where hordes of campfire builders have exhausted the supply of fuel. With a stove, the pleasures of a roaring fire are exchanged for the knowledge that precious, slowly-renewable resources have been left undisturbed, and that no charred calling card attesting to one's visit has been left behind.

None of these changes in America's camping habits might have been necessary had not the sport of backpacking undergone an astonishing increase in popularity during the past fifteen years. Camping industry sources estimate that before 1960, fewer than one million persons backpacked regularly; by 1975 that figure had skyrocketed to well over ten million, with possibly twice that number of persons having tried the sport at least once.

During the same fifteen-year period, both National Park and National Forest visitations tripled, growing from eighty million to nearly 250 million annual visitors each. Though not all of these people hiked into the backcountry, those who did swelled their ranks impressively. For example, from 1967 to 1971, the number of hikers in Grand Teton National Park doubled, while in the decade following 1965, wilderness use in Rocky Mountain National Park increased four-fold.

Capitalizing on the popularity of the sport, a myriad of new businesses sprang up to serve the backpacking community. These included manufacturers of hiking equipment, publishers

of books and periodicals, schools teaching wilderness skills, and hundreds of new shops retailing freeze-dried food and lightweight equipment. In some areas of the country, "backpacking-chic" became the rage, as fashion-minded hikers vied with each other for the brightest-colored tents, the handsomest pairs of boots. Inevitably, millions of newcomers hit the trail, in too many cases carrying some of their worst urban habits along with them.

The impact on the fragile backcountry was devastating. Not surprisingly, as backpackers continued to foul their own nests, state and federal regulation of their activities increased. Whereas before 1960, the few statutes then in effect had been written principally to serve as guidelines to sensible wilderness "etiquette," after 1965 tough legislation with stiff penalties for violation had been enacted. Though actual apprehensions of lawbreakers remained infrequent, this was due more to the remote location of most infringements than to any lack of commitment on the part of officials charged with enforcement.

A few examples of recent legislation:

- ▶ In New Hampshire's Great Gulf Wilderness, no camp may be set up within ¼ mile of another, or within 200 feet of a trail or stream.
- ▶ All designated camping areas along the Appalachian Trail in Great Smoky Mountain National Park are strictly limited to fourteen persons each.
- ▶ A fine of \$500 has been set for failure to safeguard one's food cache against bears in Yosemite National Park.
- ▶ Only 75 persons per day are permitted access to California's Mount Whitney Trail.
- ▶ A computerized Wilderness Permit

System now places strict controls over admission to National Wilderness Areas, and is used in a general way to plan the itineraries of all persons who are granted entrance.

In each of these cases, and in dozens more like them, the reasons given for the imposition of controls have been the same: loss of natural resources through overuse and destruction of an area's wilderness character.

Widespread voluntary adoption of conservation-minded backpacking practices may offer the only hope of slowing, and perhaps halting, this trend.

Toward this end, many concerned wilderness users are now abiding by the following backcountry guidelines:

- ✓ Camp only on mineral soil (not meadows or soft vegetated areas), at least 100 feet from streams and lakeshores. Whenever possible, camp at already existing campsites.
- ✓ Attempt to keep all trails and campsites in as natural a state as possible. For example, do not blaze trees, build "improvements" of any kind, cut wood, or otherwise disturb the natural setting.
- ✓ Pack out everything that you packed in. If you find litter left by others, pack it out as well.
- ✓ Use a stove instead of a campfire.
- ✓ Wash yourself and your dishes without soap (water only), away from lakes and streams.
- ✓ Bury all human waste at least 8" deep and at least 150 feet from water.
- ✓ Stay on the trail. Never shortcut.
- ✓ Make it your goal to leave any wilderness area in exactly the same condition that you found it.

No one would argue that voluntary adoption of these guidelines is needed simply to forestall the enactment of further, perhaps even more restrictive legislation. After all, any self-indulgent camper, far from civilization, can safely disobey either voluntary guidelines or compulsory laws without the slightest fear of being caught.

Instead, the guidelines are intended to suggest a course of action which backpackers can undertake to help preserve the remaining wilderness areas of this country. Though preservation is customarily defended on the grounds that these areas should be saved "for our own enjoyment, and for that of future generations," the new ethic recognizes the selfishness implicit in that defense, and proposes another, based on a belief in the independence of wilderness from man. Wilderness should be preserved, not for our own pleasure, but because it possesses an integrity of its own. The wilderness areas of America are as vital a thread in the complex fabric of life on earth as man is. If for any reason we ourselves deserve to be preserved, then, for precisely the same reason, so must they. ■

July 4th, A Day To

HONOR OUR FLAG

The preamble in the Grand Lodge Americanism Manual states that "the ambition and goal of the Americanism Committee is to stimulate an awareness—a genuine feeling of pride and respect toward patriotism—so that we as Brothers of the Benevolent and Protective Order of Elks will lead our nation to HONOR OUR FLAG." No finer time falls on our calendar to make this preamble meaningful than July 4th.

This day is sort of an "All-American Day" for every citizen of our nation who believes in the precious heritage left to us by our forefathers. It is a day for family gatherings, picnics, and community celebrations. But, most of all, it is a day for realization of the Independence and Freedom that our nation's founders worked and fought for.

As Elks we should take the lead in proclaiming this day by making every effort to see that the Stars and Stripes are flying everywhere. As the Liberty Bell announced our independence in 1776, so should we ring the bells in each community proclaiming this day of our nation's birth.

The Americanism Committee takes this opportunity to extend to each of you our warmest regards and heartfelt thanks for helping to remind the people of our nation that our strength truly lies in our love of our nation and there is no finer way to display that love than to HONOR OUR FLAG.

James W. Damon, Chairman
Grand Lodge Americanism Committee



without bloodshed

by Joseph Stocker

An Oriental monarch being asked, "What is chess?" replied, "What is life?" Sigmund Freud's official biographer, Ernest Jones, called it "a play substitute for the art of war." The chief economist for one of America's largest insurance companies gets his kicks out of chess, but he considers it "the most nerve-wracking game there is."

Certainly it is among the most ancient of games, tracing its origins back a full 14 centuries. It is one of the few games which can be played by contestants who don't even understand each other's language. More than 15,000 books have been written about it—the greatest mass of literature to accumulate around a single pastime.

One of the largest stakes ever posted in sports —\$5 million—was offered recently by the government of the Philippines for a chess match between the U.S. whiz, Bobby Fischer, and the present world's champion, Anatoly Karpov. Yet the true devotee gets all the thrill he could ever

want from a game in which not a penny changes hands. Perhaps the essence of its appeal is the fact that luck plays no part in winning at chess, and there can be no cheating or bluffing. The better player always wins.

Indeed, you don't even have to be sane to win. Cambridge University in England once challenged Bedlam, the asylum for the insane, to a game of correspondence chess, and Bedlam won.

"In chess," said an American topnotcher, "what counts is what you know, not whom you know. It's the way life is supposed to be, democratic and just."

The variations of play are literally endless. Although the chess board has just 64 squares, the number of possible moves in an ordinary game is approximately 1 followed by 50 zeroes—a figure so large that it doesn't even have a name. The possibilities in just the first 10 moves have been calculated at 1.6×10 to the 28th power.

WAR

without bloodshed championship matches is such that players have been reduced to tears, the shakes, even nervous breakdowns. A Dutch champion named Max Euwe became so overwrought during a contest with a Russian refugee, Alexander Alekhine, that he had to have relaxing massages in the course of the match.

Alekhine was world champion in the 1920s, one of the all-time chess superstars and an indisputable genius. He was reputed to have memorized every game played between masters since 1900. He could play 100 good opponents simultaneously, spend no more than 3 or 4 minutes at each board and usually win every game. But he was also a vain and arrogant man and a vicious racist who wrote propaganda for the Nazis during World War II. Known as the "sadist of the chess world," he drank to excess and was given to hurling his cane across the room and smashing hotel furniture whenever he lost. Once, during an exhibition match, an onlooker murmured innocently, "Your opening is not according to the book." Alekhine fixed him with a withering stare and snapped, "I am the book!"

Equally cantankerous was Wilhelm Steinitz of Czechoslovakia, who held

the world title in the 19th century for a record duration of 28 years. Harold C. Schonberg of the *New York Times* says of Steinitz that he was "the most unpopular chess player who ever lived"—"not only a bad loser (but) also a bad winner." During a tournament in Paris he got into an argument with his British opponent over some trifle and wound up spitting on the poor fellow. At the time of his death he was hopelessly insane. His obsession was that he could make phone calls anywhere in the world without picking up the receiver. (There's nothing intrinsic in chess to un hinge the mind, but the fact remains that the game has produced many eccentrics and not a few mental cases. Paul Morphy, an American champion of a century ago, was convinced that people were trying to steal his clothes. The Mexican prodigy, Carlos Torre, undressed on a Fifth Avenue bus and ate 15 pineapple sundaes a day. Akiba Rubenstein of Poland had a germ complex. He wouldn't shake hands. He kept his mouth covered whenever he was away from the table. And he ate only in his room—never in public.)

Chess used to be regarded as a quaint, abstruse game played mostly by lovable old men. Then came Bobby Fischer and the classic match between

him and Russia's Boris Spassky at Reykjavik, Iceland. The entire civilized world was caught up in a chess frenzy. Membership in the United States Chess Federation doubled. Chess experts estimate that in the past 10 years the number of Americans who know how to play the game has grown from 6.5 million to 23 million.

It's a simple game to learn, although truly mastering it is quite another matter. It is waged on a checkerboard between two armies of pawns (front-line soldiers), rooks, knights, bishops, a queen and a king. The objective is to "checkmate" your opponent's king, i.e., force him into a position where he cannot move without being captured.

The greatest majority of players are what the chess aficionado calls "wood-pushers" or "patzers" (from the German word *verpatzen*—"to make a mess of"). But there are at least 50,000 or 60,000 serious players in the U.S.—serious enough, in any case, to belong to the U.S. Chess Federation. Many of them play around in USCF-sanctioned chess tournaments and contend for coveted ratings—"expert," "master," "senior master" and the ultimate official accolade, "grandmaster." You gain a rating by amassing so many points in official tournament play—2000 for "expert,"

(Continued on page 32)

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."



The Social Work Service Fund of the Albany VA Hospital benefited from contributions made by New York's Northeast District lodges. William Kelleher (left), assistant hospital director, and Dr. S. Ciccio (right), hospital chief of staff, accepted the checks from DDGER D. Joseph Casey.

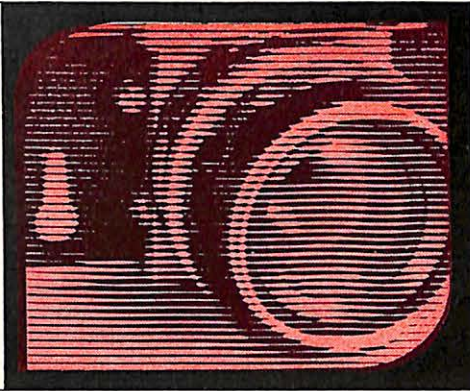


Commissary merchandise books will be purchased for patients at the Veterans Hospital in Miami with a donation from South Miami, FL, Lodge. Vets Chm. Harold Slater (left) turned over the lodge's check to Thomas Doherty, hospital administrator.

Over 1,000 books, playing cards, and puzzles were collected by the Americanism Committee of Red Lion, PA, Lodge for patients at the Lebanon Veterans Hospital. Harold Templin (left), hospital representative, thanked Committeeman Thomas Taute for the items.



NEWS OF THE LODGES



ALL HANDS were lost at sea when the fishing boat *Patricia Marie* sank off Provincetown, MA. Delivering Hyannis, MA, Lodge's \$500 contribution to *Patricia Marie* Memorial Fund trustee John Cook (second from left) were (from left) Est. Lead. Kt. Charles Peluso, ER John Marsden Jr., and Esq. Bill Cericola.



OFFICIATING at Johnson City, TN, Lodge's mortgage burning were (from left) Est. Loyal Kt. B. Burgess, PSP and PER Stanley Smith, ER A. Blaine Carr, PGER Edward McCabe, and SP Victor Steffes. Following the ceremony, the lodge celebrated the happy occasion with a dinner-dance.



THE QUARTERLY VISIT of the Red Cross bloodmobile to Gardena, CA, Lodge was highlighted by the bestowal of two awards by Catherine Hunter, local Red Cross blood program chairman. Leonard McDade (center) received his 10-gallon donor pin and PER Fred Jones, lodge blood program chairman, accepted a certificate of appreciation recognizing the lodge's 14 years of participation in the program.



AMERICAN LEGION Post 225 recently collaborated with Alexandria, VA, Lodge to donate two wheelchairs to the Alexandria Public Health Department. Making the presentation to Dr. A. Cardona (right), public health director, were (from right) ER Bert Silverman, Mrs. Silverman, and Arlington-Fairfax, VA, PER John Keegan, senior vice commander of the Falls Church American Legion, who was instrumental in obtaining the chairs.



THE RIBBON-CUTTING ceremony officially opening Havre de Grace, MD, Lodge's new addition was performed by ER Cleaver Peirce Sr. (left) and Trustees Chm. Douglas Hawkland. The recently dedicated structure is valued at a quarter of a million dollars.



A REST AND RECREATION cruise for three Past Grand Exalted Rulers and their wives took them to Cristobal in the Canal Zone where they were joined by PDD Robert Johnson, a lockmaster of the Canal Zone company, and his wife Carolyn (second couple from right), who accompanied them through the canal to the city of Panama. Interested passengers observing the S.S. *Golden Odyssey's* progress through the canal included (from right) PGER Horace and Kay Wisely, Brother and Mrs. Johnson, PGER R. Leonard and Nita Bush, and PGER Gerald and Kay Strohm. Throughout their stay, the Grand Lodge dignitaries were entertained by Elks from the two local lodges.



BANNER HEADLINES and regal attire marked the reign of Keith Williams and Julie Ann Porta as the 1977 Elks Krewe of Orleanians king and queen. Brother David Nelson photographed the royal couple with Chris Valley, organizer of the Elks Krewe of Orleanians yearly Mardi Gras Parade, and his wife during the 43rd annual parade awards dance sponsored by New Orleans, LA, Lodge. The grand prize winner was the Jolly Jacks Carnival Club's "Elephant of Siam" entry, while the Chris Valley Organizer's Award went to the "Telephone Jacks" float, a creation of the Hi-Ballers Carnival Club.



THE REMODELING of Baker Hall, one of the historical landmarks of the Clarke School for the Deaf, was supported by the Northampton, MA, Elks with a \$1,000 donation. The money, which was raised by the lodge's Bingo Committee, was presented to Dr. George Pratt (center), school president, by PER and Secy. William Scott (left) and Bingo Chm. Charles Bryant. An additional \$1,500 lodge gift to Cooley Dickenson Hospital will help to purchase modern cancer treatment equipment.



DISPLAYING the jewels donated to Atlanta, GA, Lodge by the Elks' ladies were Est. Loyal Kt. U. Fred Palmer (left), ER Edward Gregory (second from right), and Est. Lead. Kt. Wyvis Harper. The surprise presentation was made by ladies' President Marge Froelich (center) and VP Pat Blackstone.

ON THE AIR, Orlando, FL, ER George Passaway (second from left) and "Hoop Shoot" Chm. John Krapp (standing) presented a plaque to Orlando TV Channel 9, citing the station for its coverage of the lodge's "Hoop Shoot" program. Promotion representative Clifford Pine (right) accepted the token on behalf of Channel 9 as announcer Pete Forgiione looked on.

LODGE NOTES

WAYNESBORO, PA. The lodge's Student Aid and Cerebral Palsy Committees recently co-sponsored a bonanza night to supplement their income. Each program received nearly \$1,000 from the evening activity.

RESEDA, CA. Tex Williams, Smokey Rogers, Monty Montana, Nudie, Pedro Gonzales, Iron Eye Cody, and Daryl Anne Lindley were among the performers who donated their services at the lodge's Western Dinner-Dance. Brother Bud Cardos, chairman of the event, made the arrangements for the celebrities' appearance at the affair which raised funds for the state major project.

ROCKY FORD, CO. A penny a day from members filled a five-gallon glass jug for Elks Laradon Hall, the state major project.

BELVIDERE, IL. A "wild game night" stag was sponsored by the lodge for the benefit of the youth activities fund. Among the 430 Brothers at the feast were SP Wes Waterhouse, ER John Walter, Esq. and State Easter Bunny Chm. Verl Kiner, and Est. Lead. Kt. Robert Velin.

HERRIN, IL. A class of candidates was recently initiated by ER John Hoague. Among the 15 new members was Brother Hoague's son Scott.

EL PASO, TX. Brother A. J. Clanan and DDGER Ed Davis designed the float which appeared in several parades and won a first-place award for its patriotic theme.

LAKE HAVASU CITY, AZ. Volunteering to pave the lodge parking lot at cost, local contractors Jim Carr and Ed Frederico saved their Brothers about \$9,000. The project was supported by the Elks' ladies, who raised the necessary funds through various programs.

NORWOOD, MA. Under the chairmanship of Bill Morganstern, 161 Brothers became members of the National Foundation during the past 12 months.

SAN FERNANDO, CA. Actor Andy Devine, alias Jingles on television's "Wild Bill Hickok" show, died recently. A Past Exalted Ruler of the lodge, Brother Devine began his movie career in 1926.

HANOVER, PA. The celebration of the lodge's 75th birthday was highlighted by the visit of GER George and Ruth Klein. Following a tour of the Hanover Shoe Factory and the Shoe Farms, the official party, which included PGER E. Gene Fournace and SP Earl Case, attended a luncheon at the farm of PER Clair George and a dinner-dance at the lodge.

BOISE, ID. Residents of the local veterans hospital Jim Shirley and Steve Clements won the arts and crafts contest sponsored by the Elks. ER James Minas presented awards to the gentlemen.

PHOENIX, AZ. Among the guests at Past Exalted Rulers Night were visiting PERs from Alhambra, CA; Prescott, Flagstaff, and Glendale, AZ; Bay City, MI; Minot, ND; White Plains, NY; and Hibbing, MN.

AMSTERDAM, NY. The lodge's \$1,000 donation to the major project was presented by PVP William Janeski to VP Malcolm Neils, chairman of the Capitol District fund. DDGER Al Danckert and PSP Robert Bender Sr. were also on hand for the presentation.

HEMET, CA. The championship Little League team sponsored by the Elks was treated to hamburgers during an awards ceremony. Members of the Elks' ladies made their first \$100 donation to the National Foundation.

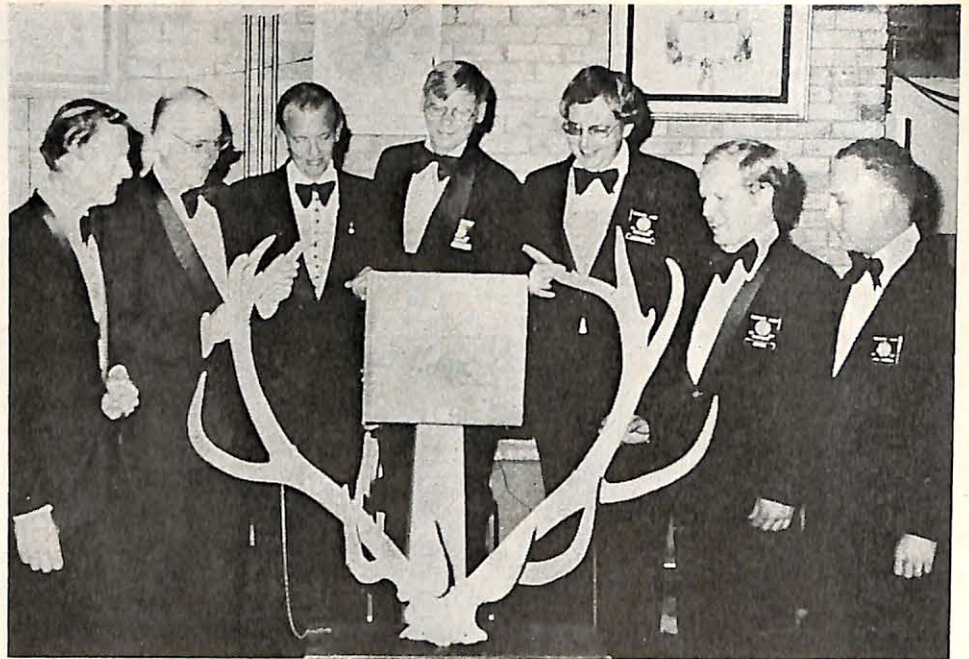
WESTWOOD, NJ. A beefsteak dinner prepared by Chef Louie Gaggero followed the Old Timers Night ceremonies where life memberships were presented to six Brothers. PERs Henry Bolash and Leo Donges, and Richard DeHeer, Philip Follety, Philip MacLaren, and Fred Meese received their cards.

SOMERVILLE, MA. Fifty youngsters between the ages of 5 and 15 participated in the lodge's first youth bowling league. The program is conducted by Allan Webster, Jack Carroll, George Mitchell, Marty Corbin, and Helen Johnson.

YUCCA VALLEY, CA. In recognition of public service "toward helping people realize their full rights and responsibilities under Social Security," the Department of Health, Education, and Welfare presented a certificate of appreciation to the lodge. For many years, the Yucca Valley Elks have allowed the Palm Springs Social Security Office to maintain a contact station at the lodge.



ANTLERS which had been found on the prairie near Rapid City, SD, in the late 1800s were donated to Rapid City Lodge by Robert Burton, the lodge's only living charter member. Admiring the antlers, which had been in Brother Burton's possession since 1903, were (from left) Esq. Dale Burke, ER Dewayne Borszich, PER Corky Schultz, Est. Loyal Kt. Don Seefeldt, Est. Lead. Kt. Terry Raetz, Est. Lect. Kt. Craig Mack, and In. Gd. Doug Vernier.



THE MEMBERS of Middletown, PA, Lodge will look up to their new Brother, 21-year-old Craig Coble, who was initiated on PER Night. Standing 6 feet, 6 inches, Craig is Middletown's tallest Elk. Following the initiation ceremony, Craig was congratulated by his father, PER Clyde Coble, who presided at the annual affair.



WINNERS of the New Hampshire "Hoop Shoot" contest held at Littleton received their trophies from SP Samanto Quain (left). State and regional "Hoop Shoot" chairmen Douglas Robarge and Harry Mullen were also present to congratulate free throw champs (from left) Linda Butler, Debra Gurectis, Diane Croteau, Joe Cargy, Andy Hamer, and James Perron.



THE AMERICANISM COMMITTEE of Princeton, NJ, Lodge recently honored Chris Fogelin (third from left) of Troop No. 40 and Bill Stokes Jr. (fifth) of Troop No. 43 for achieving the rank of Eagle Scout. Sharing the special occasion with the young men were (from right) SP Joseph Russo, Mrs. Fogelin, and Americanism Co-chm. Bill Sponholtz and Thomas Cavanaugh.

A HAIRY CHALLENGE issued by Brother Brian Burke (seated) of Bellows Falls, VT, Lodge resulted in the collection of \$450 for Silver Towers Camp for retarded children. Brother Burke declared that he would get his hair cut if his fellow members donated at least \$100 to the state major project. His challenge met, Brother Burke submitted to a good-natured "cutting up" by Silver Towers Chm. Larry Sargent before hair stylist Simone Nuzz took over.



OVER 350 PEOPLE turned out for Woodland, CA, Lodge's 10th annual celebrity sports banquet to benefit youth activities. During the evening, Debbie Lyle, world women's lightweight wristwrestling champion, demonstrated her technique to Pete Ranzany, world welterweight boxing contender, as (standing, from left) Denver Broncos quarterback Craig Penrose, Joey Lopez, Ranzany's manager, ER Kenneth Kerr, and Miami Dolphin Kim Bokamper observed.



PAST EXALTED RULERS Night at Troy, NY, Lodge saw the initiation of 50 new members, one of whom was Joseph T. Owens (center). Presenting the new Brother with his official membership card were his son Joseph E. Owens (left) and his grandson Timothy, who also belong to the lodge.



ELKDOM is a family affair for the Heim family of Hoxie, KS, Lodge. PER Jerome (left) and ER Gerald (right) welcomed their father Bill Sr. and their brother Bill Jr. into the order following a recent initiation.

PROCEEDS from the 11th annual Vermont Sports Award Banquet were delivered by Gifford Hart (left), president of the Vermont Sportswriters and Sportscasters Association, to Montpelier, VT, ER Winston Perron (center) and immediate PER Robert Holden. Silver Towers, the state Elks' camp for exceptional children, benefits from the yearly affair which is co-sponsored by the Association and Montpelier Lodge.



MORE THAN 100 BOYS from eight teams participated in Greenwich, NY, Lodge's fourth annual Eighth Grade Invitational Basketball Tournament. Presenting trophies to Matt Fauler, Mike LeBarron, Bob Witherell, and Chris McLenithan, who represented the competition's top four teams, were ER Roland Mann Jr. (left) and Edward Roach, tournament chairman.



(Continued on page 34)

Where Charm Survives...



by Jerry Hulse

□ Should anyone be longing for the United States of a half century ago, the same simplicity and charm survives today in New Zealand. Indeed there is a story visitors tell about an airline pilot who announces to his passengers each time he approaches Auckland: "Ladies and gentlemen, we'll be landing in New Zealand soon... please fasten your seat belts and turn your watches back 50 years." This isn't to imply that New Zealand is out of date or uncomfortable. On the contrary, many of its hotels are every bit as modern as our own. But there is a peacefulness which many of us have forgotten—or possibly never had the opportunity to know.

There are plains and valleys (lush valleys white with sheep), undulating hills, lakes and fjords, snow-capped mountains (with some of the best skiing in the world), thermal regions and quaint villages and towns. No smog, no maddening traffic snarls, no talk of a population explosion. Instead there are mile after mile of unpolluted lakes and streams, lovely forests, verdant valleys, meadows and hillsides that are mottled with sheep.

It is a slice of Montana and Wyoming, along with the Rocky Mountains of Colorado and the fjords of Norway



Base of Mount Egmont (8,200 feet).



Oriental Bay, Wellington.



Wintertime at The Chateau, Tongariro National Park (above) with Mount Ngauruhoe in the background.



Modern Inter-Island ferry (left) at Picton Harbor.

and the greenness of Ireland. Pure air, pure water, miles of emptiness and freshly laundered skies—this is New Zealand. It is a land with little crime and a great deal of friendliness; there are few big cities and dozens of picturesque villages of the sort Norman Rockwell painted on those old *Saturday Evening Post* covers.

Serenity: this is the primary purpose for visiting New Zealand, its two emerald islands reaching 1,000 miles into the Pacific. They spout with geysers and startle the visitors with the Southern Alps. Off in the pleasant village of Rotorua steam rises from streets and fogs over the golf course. This is the home of the red hot mud pie and the ground percolates like boiling chocolate. Geysers spout off constantly and guests at the Geyserland Hotel watch the displays from a lounge which looks out on the steaming gardens.

Nearby, the Maoris have established a village on the fringes of the geyser display. A dozen years ago a lake formed from the waters which boil up from depths three to ten miles below the earth's surface. Nearby is a mud pot 20 feet across where the earth leaps up and then settles back like fudge dripping from a spoon.

I arrived in New Zealand via Tahiti,

which is a pleasant bonus for the traveler. One may also stop over at Rorotonga, one of the Pacific's newest island destinations. The final destination, though, is worth every hour of the long flight from the U.S. mainland—and inexpensive, too. Beth Bryant, who prepared the new Arthur Frommer publication describing New Zealand, insists you can visit this South Pacific destination on \$10 a day. She is speaking, of course, of meals and accommodations; the rest are extras, but those extras are bargains, too. Take car rentals: compacts are available for as little as \$4.50 a day (plus mileage and insurance) and drop-off privileges are provided free on each island.

And then there are the popular farmhouse holidays where you will spend anywhere from \$10 to \$15 a day for the works: room, meals and the run of the property. (Figure on about \$7.50 a day for youngsters.) On farm holidays the guests help with the haying, the shearing of sheep; they ride horses, fish, hunt and otherwise make a wide detour of the cardiac trail so many of us travel the rest of the year.

These farms are spread out across New Zealand, from the northern tip of the North Island to the Invercargill country of the South Island. While

many farms run sheep, others concentrate on cattle and dairy cows. Whatever, they range from remote ranches miles off the regular tourist routes to pleasant spreads near the main roads. And at least one (Linden Downs) has its own stocked trout streams, boating lakes, swimming pool and riding trail. This is a 700-acre sheep farm near Masterton on the North Island.

Similarly, camping is inexpensive (tent sites for less than \$2 a day) and cabins are up for grabs for as little as \$5 a day, some roomy enough for a family of four. Remember, however, that many are rustic and that if you're used to the Hilton-Sheraton circuit, you'll undoubtedly be miserable. On the other hand, if the idea of getting lost in New Zealand's piney wilderness sounds appealing, this could very well be your own vacation preference.

In addition, motels and hotels are generally priced within a bargain-hunting traveler's budget as well. (Excellent motel accommodations are available for under \$20 a day.) Note: ask your travel agent about the inexpensive fly/drive holidays in which transportation and accommodations are included in one inexpensive package. Indeed, New Zealand's tourist officials have launched an all-out campaign aimed at con-

Where Charm Survives...

vincing Americans they can afford to visit New Zealand, even at the great distance.

And now for some highlights of this country, which James Michener has described as "probably the most beautiful country on earth."

Auckland

Doubtless you'll be arriving in the Queen City with its picturesque harbor and lovely suburbs. Cruise ships call here, as do the long-haul jets flying in from the U.S. and other distant points. Situated on a peninsula between the Pacific and Tasman Sea, Auckland is the perfect place to rest up for a day or two while studying your itinerary which, if properly planned, will include visits to the geyser areas, the Maori arts and crafts centers, beaches and other attractions.

Waitomo

Visiting New Zealand without seeing its famed Glow Worm Grotto would be like traveling to Niagara and missing the falls. Silently, visitors in small boats sail through the underground chamber of blackness, gazing up at what appears to be a sky filled with stars but which in fact is the eerie and

remarkable world of the glow worm. It's an experience that shouldn't be missed.

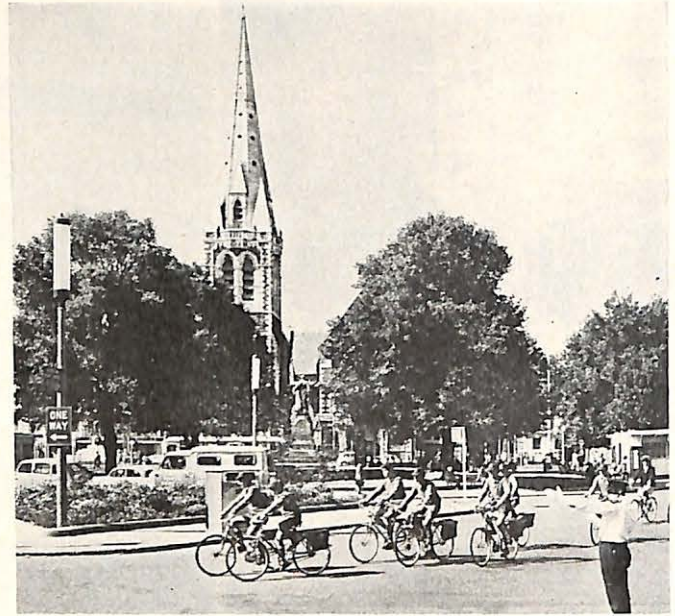
Rotorua

Here is New Zealand's geyserland, the heart of the North Island's thermal action and the most spectacular display of boiling waters this side of Yellowstone. The mud bubbles. Steam rises from the ground. So great is the supply of hot water that locals tap into it to supply their homes. Visitors travel thousands of miles to soak in the mineral baths and to steam away aches in sauna rooms. Rotorua is Maoriland and, because of this heritage, it ranks as one of New Zealand's foremost destinations. In the high season it becomes crowded, although with more than 100 visitor accommodations there are usually sufficient rooms for all comers. In this remarkable area of New Zealand one may study the Maori as he carves figures,

while his wife prepares the evening meal in boiling backyard pools.

Wellington

Wellington (pop. 300,000) offers the visitor botanical gardens, a spectacular harbor, a zoo where one can see the



Cathedral Square, New Zealand

kiwis being fed; there are cable car rides, visits to an observatory, a museum and an art gallery. This is a sug-

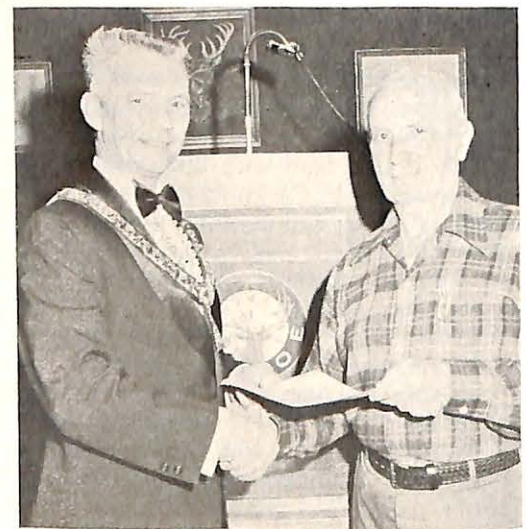
THE JOY OF GIVING

Elks National Foundation

2750 Lakeview Avenue • Chicago, Illinois 60614



John P. Burns Post No. 36 of the American Legion became Tucson East, AZ, Lodge's first honorary founder when a delegation including Harry Burd (second from left), finance officer W. L. Fairis (fourth), and B. K. Watts (fifth) delivered a \$1,000 check for the National Foundation during a recent lodge meeting. (From left) Esq. Bill Murray, ER Bill Hogan, and Foundation Chm. Bob Sherlock accepted the check on behalf of the lodge.



A \$1,000 donation made by Brother H. Schnipper (right) of Oceanside, CA, Lodge in memory of his late son was recognized recently with the presentation of an honorary founder's certificate. ER Jack Gilmore thanked Brother Schnipper for his generosity.

Dances, raffles, a fashion show, and similar activities conducted by the Elks' ladies of Waycross, GA, Lodge enabled them to raise \$1,000 for the National Foundation. The contribution, accepted by ER Jimmy Renew, was made in honor of Mrs. J. Lee Parker, local president, and Mrs. Walter Kearson, Mrs. Tom Spence, and Mrs. C. P. Shiver, past state presidents, of the ladies' organization.

gested stopping-off point for a day or two before continuing your journey to other areas of New Zealand.

Christchurch

Known as "the most English city outside of New England," Christchurch is situated among rolling green hills, with the Avon River meandering along grassy banks and through rural villages. This is one of the gems of the South Island. Christchurch being to New Zealand what San Francisco is to the U.S.: hilly, filled with history, lovely gardens and homes.

The Seasons

When it's springtime in the Rockies the leaves are just beginning to turn *down under*. Thus with the seasons reversed, remember to dress accordingly.

Spring—Blossoms start appearing in September and the springtime tempo continues through November. Although still a bit chilly, this is a pleasant time to visit New Zealand.

Summer—Hotels, inns and highways are crowded during December, (Christmas in midsummer!), January and February. Advance reservations are advised.

Autumn—Colors begin changing in March, with the spectacle continuing into May. By now, the summer crowds are gone—an excellent time to enjoy the charm of both islands.

Winter—Bring along warm wraps for June, July and August. While we're sunbathing back home, the New Zealanders are stoking the fires in their homes. Advance reservations should present no problem. One exception: the popular ski areas.

Fishing

Trout fishing, particularly in the Taupo and Rotorua areas and in the rivers and lakes of the South Island, is excellent. Rainbow and brown trout literally leap into your net. The angling season in most regions opens the first Saturday in October and extends to the end of April, although Taupo and Rotorua are open year round. Fishing licenses will cost you \$4 a month or 75 cents per day.

Ski Planes

One of the spectacular adventures of a visit to New Zealand is a ski plane hop to the Mt. Cook area. Planes land on Tasman Glacier, where at 7500 feet you'll see for miles in all directions. Later, in flight, your pilot will take you over ice and snow fields and glide breathlessly close to jagged peaks.

Until the last decade New Zealand remained a land unfamiliar, too distant for the ordinary American traveler. Then, with the dawning of the jet age, all this changed. Instead of days, the vast ocean trip now takes mere hours. The result of all this is that things are looking up down under. Especially for the tourist. ■

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BACKYARD GARDENER

by Helen Rosenbaum



COOL AS A CUCUMBER

Most varieties of cucumbers have branching vines that will reach 4 to 8 feet in length by midsummer. However they take up a lot of space unless trained up frames, fences, or tepees made of poles. A slanting frame covered with galvanized hog wire, allows the heavy cucumbers to hang down on the inside where they can be easily reached.

Seed breeders have introduced compact-vine hybrid cucumbers in recent years, some with vines that will not grow beyond a 2½ foot circle. These are best suited to small gardens or containers. In larger gardens, the more vigorous, wide spreading hybrids will bear more fruit over a longer period. Regardless of which you plant, cucumbers will pay off because of the amount you can harvest from a given area.

Cucumbers come in "slicing" or "pickling" types. You can pickle either type. The difference is that pickling cucumbers are short and blocky for packing whole. The fruits of slicers are long and have to be quartered or sliced for pickling.

Perhaps more with cucumbers than with any other vegetable, it is important to plant modern hybrids that are resistant to crippling plant diseases such as mildew and mosaic virus. The very newest hybrids are "gynoecious" and have a high proportion of female blossoms that can develop into fruit. They can yield prodigious crops!

Old-Fashioned Dilled Cucumbers

Peel and thinly slice 2 cucumbers (makes about 2½ cups). Sprinkle with 1¾ teaspoons salt. Cover and refrigerate 2 to 4 hours. Drain; rinse with water and drain again. In a medium bowl combine cucumbers with 2 tablespoons onion flakes, 4 teaspoons sugar, 1 teaspoon dill weed, ¼ teaspoon ground white pepper and ½ cup white vinegar; blend well. Refrigerate thoroughly before serving. Yield: 6 servings.

Cucumbers Au Gratin

3 unpeeled cucumbers
1-inch boiling water in saucepan
1½ t (teaspoon) salt
¼ t ground black pepper
¾ C (Cup) shredded sharp American cheese
2 T (Tablespoon) butter or margarine
¾ C soft bread crumbs

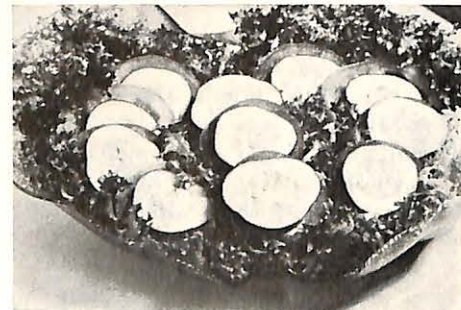
Wash and slice cucumbers ¼-inch thick.

Place in a saucepan with 1-inch boiling water and ½ t of the salt. Cover and simmer 3 minutes. Drain. Place in a 10 x 6 x 2-inch casserole. Sprinkle with remaining salt, ground black pepper and cheese. Toss lightly. Melt butter or margarine and mix with the bread crumbs. Sprinkle over the top of cucumbers. Bake in a preheated moderate oven (350° F.) 35 minutes or until crumbs are brown. Yield: 6 servings.

Cucumbers Country Style

2 T flour
2 T fine dry bread crumbs
½ t salt
⅛ t ground black pepper
⅛ t garlic powder
3 C thinly sliced unpeeled cucumbers
¼ C salad oil

Combine flour with bread crumbs and seasonings. Dredge cucumbers with flour mixture. In a large skillet heat oil. Add cucumbers; brown on both sides. Drain on absorbent paper. Serve at once. Yield: 4 servings.



Stuffed Cucumber Rings

Stuffed Fresh Cucumber Rings

2 cucumbers
1 package (3 oz.) cream cheese, softened
2 T chopped walnuts
1 t paprika
½ t instant minced onion
¼ t ground black pepper

Cut cucumbers in half crosswise. Remove centers with an apple corer or sharp narrow knife; discard. Chill cucumbers until firm and crisp. Combine cream cheese, walnuts, paprika, minced onion and black pepper. Stuff into cavities of cucumbers, packing firmly. Wrap in transparent wrap. Chill until stuffing is firm. Cut into slices ¼ inch thick. Arrange on beds of mixed greens. Serve with mayonnaise. Yield: 6 servings.

LODGE VISITS



GRAND EXALTED RULER GEORGE B. KLEIN



A flower-filled welcome awaited GER George Klein, Vincent Collura, secretary to the GER, PGERs Horace Wisely, R. Leonard Bush, Gerald Strohm, and Willis McDonald and their wives when they arrived in Hawaii recently. A live telecast featuring Brother Klein highlighted the Grand Lodge party's stay, which was hosted by Honolulu Lodge.



A meeting of the Wyoming Elks State Association held at Thermopolis Lodge had for its special guest GER George Klein (left). ER Richard Oberosler presented Brother Klein with a rare "Jack-a-lope" as a memento of the occasion.



During a visit to Pasadena, CA, George Klein (second row, center) and his secretary, Vincent Collura (back row, second from left), were given a VIP reception. SP Marvin Pike (front row, second from left) joined PGERs Horace Wisely (second row, second from left), R. Leonard Bush (fifth), Gerald Strohm (left), and Willis McDonald (second from right) and a host of Grand Lodge and state dignitaries in welcoming the GER and his party.

East Stroudsburg Lodge was one of the stops on the itinerary during the GER's tour of Pennsylvania. Brother Klein (front row, center) talked with ER Kirk Shaw (left), DDGER Samuel Everitt (right), and (back row, from left) PDD and Treas. John Hauser, PDD Clifford Fansen, and Secy. Arthur Kitzman before he was feted at a lodge luncheon.



GER George Klein displayed good form as he rolled a strike to open the Elks' 57th annual bowling tournament, hosted by Lansing, MI, Lodge. Afterwards, the Elks National Bowling Association presented Brother Klein with a \$1,000 check for the National Foundation.



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by David Smith

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YOU AND RETIREMENT

by Grace W. Weinstein



MOBILE HOMES

Mobile homes are better than ever. They present an increasingly attractive housing alternative for older Americans, for a host of reasons.

Single family homes are escalating in price, to the point where they are out of reach for many people of moderate means. In late 1976 the average price of a new home had reached \$50,500 according to the Federal Home Loan Bank; the average price on a resale was \$43,300. Mobile homes, by contrast, sell for about \$12 a square foot or, depending on size, for \$6000 on up to \$25,000 or more. The average price for all mobile homes sold in 1975 was \$11,750. The average price on double-wide units, which provide about 1900 square feet of living space or about three-quarters that of a typical one-family home, was \$16,460. And the price on a mobile home, while it does not include land, does include furniture and appliances.

Today's mobile homes are spacious and attractive; they are a far cry from the "tin cans" of years ago. Today's mobile homes, of course, are not mobile, they are factory-built and transported to a location where, once installed, they are more or less permanent. They can be moved, in other words, but are not likely to be. The typical mobile home today, according to the Manufactured Housing Institute, is a single unit 14 feet wide by 65 feet long, providing 910 square feet of living space. Double-wides, which are taking over an increasing share of the market, are literally double-wide, made of two single units combined on the site. A typical mobile home today contains a living room, complete kitchen (including major appliances), separate dining room or dinette, one or two bathrooms, one or more bedrooms, built-in cabinets and closets, an automatic heating system (gas, oil, or electric), and water heater. Although relatively spacious, mobile homes do appeal primarily to one and two-person families. Almost one-third of mobile home owners are over 55; more than half, according to a survey taken in late 1975, moved to mobile homes from traditional single family housing.

New government safety standards went into effect in June, 1976. All mobile homes built after that date must meet stringent requirements designed to reduce the danger mobile home residents have faced from fire and from wind. Mini-

mum standards for design, construction and performance now ensure quality, durability, and safety.

Among other things, the new code provides:

- ✓ Interior materials must be fire-resistant, and each bedroom area must have a smoke detector.

- ✓ There must be two exterior doors remote from each other, and every bedroom must have at least one door or window through which residents can reach the outside.

- ✓ Structural strength and rigidity must be built in, and adequate wind protection must be provided in the form of tie-downs which anchor the home.

If you buy an older mobile home, you can still provide tie-downs and smoke detectors. You can add fire-resistant materials, such as asbestos or metal, to the bottom of kitchen cabinets over the range. And you can be careful. A run-down of safety tips, "Playing It Safe In Your Mobile Home," is available from Mobile Home Safety Booklet, One State Farm Plaza, SC-3, Bloomington, IL 61701; send along a 13-cent stamp with your request.

Mobile homes, in short, are becoming more like "real" housing, both in terms of appearance and in terms of economics. Financing, for example, has traditionally been more closely related to auto loans than to home mortgages, with high interest rates and short loan periods. Today, however, there is a shift toward lower financing costs and longer loan repayment time; savings and loan associations in many areas are now offering 12 to 15 year loans. As a long-range investment too, mobile homes have always depreciated rapidly, like automobiles. This is changing: a large, well-constructed and well-kept mobile home is less likely to depreciate today; it may even, although you should not count on it, appreciate in value.

Several readers have raised questions about the estate and gift tax provisions of the Tax Reform Act of 1976, summarized in "You and Retirement" in March, 1977. I have checked with the Internal Revenue Service and have been advised that, as of April, 1977, the new law has not been translated into operating regulations; until it is, the IRS cannot answer questions. When guidelines are available, I'll pass them on.

Elks Collectibles

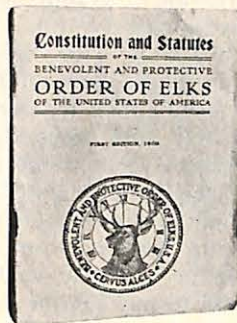


Plate from the Jo Irwin collection

First issue of *The Elks Magazine*, June, 1922



Badge marked: Annual Outing, Hoboken, 74, 1910



Constitution and Statutes, First Edition, 1909



China mugs from the Jo Irwin collection



American Eagle stood atop flag pole in front of The Elks National Memorial Building for 50 years



Fathers of Elksdom print, copyright 1911

Want to expand your knowledge of the Order and have some satisfying fun, too? Think collectibles—Elks Collectibles.

Collecting comes naturally to many people. Your collection may have already started. Perhaps the stein you returned with from the last state convention. Or maybe, somewhere in the attic is grandfather's trunk with a couple of large Elks badges. It may not take much to learn that these badges were the sort once worn at Grand Lodge Conventions. Finding out that these were once traded during the conventions is intriguing. Discovering that they were the "grand-daddy" of the colorful pins now wildly exchanged at modern Grand Lodge meetings is exciting. Now you're collecting *and* learning.

When we talk about collectibles we are talking about something different from *antiques*. The U.S. Customs office defines antique as having been produced prior to 1830. Even the looser 100 year definition leaves easily found BPOE related items out of the antique category.

This isn't to say that collectibles are undesirable. According to John T. Hotchkiss, author of *Limited Edition*

Collectibles A Handbook With Prices (182 pages; \$5.95, published by Hawthorn Books, Inc.) over four million people have acquired a collectible within the last five years. Another two million people, he says, will enter the field in the next two years.

"Those who think it a means to a fast buck," Hotchkiss warns, "will find greater opportunities in racing forms or commodity markets."

Hotchkiss suggests collecting to expand your interest and for your own satisfaction. With those key factors in mind, many are finding Elks Collectibles a pleasurable way to learn more about the Order.

It is best to consider a series of pro and con questions before purchasing each item. The questions should help you decide if you *really* want the item, and if the price is right. Some of the questions might be: Is it beautiful? Would others appreciate it as a gift? How important is it historically?

Price swings of 300 percent are not unusual due to factors like competition, geographical location and current popularity. "There is always a great tendency," Hotchkiss offers in a final word of caution, "on seeing a price in print to assume that it can be used

almost universally for the item described. The printed word carries an aura of authenticity. Nothing could be further from the truth..."

Once your interest is piqued you may find yourself looking for "just a few more items." Mrs. Lyle Irwin, author of *BPO Elks Collectibles* (60 pages; \$6.95 ppd. Write: Jo Irwin, Box 24, Ainsworth, NE 69210) suggests haunting flea markets, antique shops and auctions. Estate auctions, she advises, can be an especially good bet for discovering an exceptional or unique piece.

In late 1975, at the encouragement of George T. Hickey, Special Deputy Grand Exalted Ruler, and Past Grand Trustee, the Archives Room of the Elks National Memorial Building was founded. Donations to the Archives Room have arrived from all parts of the country, including items well over 100 years old. The Jolly Cork Charter, original jewels, and convention badges from nearly every lodge are now on display. When in Chicago be sure to visit the Archives Room as well as the Elks National Memorial Building. There you will quickly feel the significance of Elks Collectibles, and their value as part of history. ■

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WAR without bloodshed

(Continued from page 18) 2200 for "master," 2400 for "seniormaster." "Grandmasters" (2500 points and over) are rated only by the world chess organization—the Fédération Internationale des Echecs, or FIDE.

There are fewer than 100 active international grandmasters, and Russia has four or five times as many of them as we have. That, of course, is because over there chess holds the status of a national sport. Russian chess greats are treated with approximately the same reverence that we accord football players and movie stars. When Mikhail Botvinnik was world champion in the late 1940s, audiences at the Bolshoi Theater in Moscow would rise as he entered to pay him homage.

Russian grandmasters are subsidized by the government. A grandmaster may be ostensibly an engineer or a scientist, but in actuality he's a chess pro sustained—and often quite well—by the state. Thus the profound chagrin of the Russians when Fischer defeated Spassky—a chagrin somewhat assuaged by the fact that every world champ from 1948 until Fischer was a Russian, and the current champ, Karpov, is a Russian. (However, he won the crown from Fischer not in match play but by default. Bobby wouldn't compete under certain conditions were met, and FIDE refused to impose the conditions.)

The true devotee lives, eats and breathes chess. He spends all his spare time at chess clubs. He memorizes openings, analyzes games, recites whole series of plays in the arcane language of chess ("We were getting into the end game, and he went Rook to Queen 8 check. I moved King to Bishop 2. Then he went Pawn times Pawn with a discover check. I went King to Knight 3, and Black resigned..."). "It's the same addiction as alcohol or golf," said one longtime observer of the chess scene, "or beating the wife, or liking raspberry sodas."

Winning at chess is essentially a triumph in military strategy. It calls into play a contestant's ability to outguess and outfox his opponent, to plan ahead, to concentrate, to remember. "It is just two people pitted against each other mentally in a contest of wills that demands patience, intense concentration and gut decisions," said a businessman who spends most of his spare time at the chessboard.

To win consistently at chess you would be well-advised to cultivate something else. Experts call it the "killer instinct." "You cannot play at chess," goes a French proverb, "if you are kind-hearted."

"Grandmasters in tournament play," writes Association Editor Jack Straley

Battel of the magazine *Chess Life & Review*, "are like sharks. For the most part, they sniff cautiously at one another. But when they sense a weakness, they strike and kill."

That instinct for the jugular was especially conspicuous in Bobby Fischer as he moved toward his triumph at Reykjavik. Once, on the Dick Cavett show, Fischer was asked what he liked most about the game.

"When the other fellow's ego begins to crack," he replied.

"You mean," pursued Cavett, hands outstretched, fingers crooked to simulate the choking of a human neck, "when you crush the man and—?"

"That's exactly the feeling I'm talking about," said Fischer with stern relish.

Along with the "killer instinct" in chess champs—often, to be sure, an indispensable part of it—is an ability to "psych out" one's opponent. "My favorite gambit against male opponents," said an outstanding woman player, "is *Sitzfleisch*. If you sit long enough, staring and pondering, you don't have to have a fast mind. The other person will become so annoyed and tired that he finally slips."

Some of the grandmasters have been a good deal more unscrupulous. Dr. Emanuel Lasker of Germany, who ruled the chess world for 27 years, was accused by his opponents of deliberately smoking cheap cigars that threw off anesthetizing fumes. Players have been charged with trying to hypnotize their adversaries. Finger-drumming, humming and singing are familiar distractions—so much so that they are officially prohibited in tournament play. As early as the 14th century, in one of the first manuals ever written, a Spanish cleric suggested: "If you play by day, place your opponent facing the light, which gives you a great advantage. Also, try to play your adversary when he has just eaten and drunk freely."

You can get considerable argument over whether chess is as rigorously intellectual a pursuit as it is often depicted. Schonberg says straight out that there seems to be "no correlation between intelligence and chess." "Memory, rather than intelligence, is the most important factor in chess playing," said C. A. Claremont in his book, *The Chemistry of Thought*. To which George Steiner, in his book, *Fields of Force*, adds, "A chess genius is a human being who focuses vast, little understood mental gifts and labors on an ultimately trivial human enterprise."

Certainly formal education doesn't seem to be a prerequisite to excellence in chess. Fischer dropped out of high school in his junior year. "High school is for dumb bunnies," he said. "Why do I need a diploma to play chess?" He

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had already, at 14, won the U.S. championship. At 15 he became the youngest grandmaster in the history of the game.

He was only the latest in a succession of child chess tigers. José Capablanca, who dominated the game in the post-World War I years, learned to play when he was 4 by watching his father. By 12 he held the championship of Cuba. At 10 Paul Morphy was able to whip all comers. Samuel Reshevsky, another American called by Schonberg "the most remarkable of all child prodigies," traveled the nation when he was 7, playing (and usually beating) whole teams of opponents—20 to 40 at a time.

Frank Marshall, longtime U.S. champion, played at least one game of chess every day from the time he was 10. When he went to bed, he took a miniature chess board so that when a play occurred to him in the middle of the night he could work it out. One night he developed a particularly ingenious new play. He kept it secret for an entire decade, waiting for the best moment to spring it. The time came during a match with Capablanca. The Cuban calmly examined Marshall's long-hoarded maneuver and then, almost effortlessly, devised a counterattack to beat it.

As the examples of the youthful prodigies would seem to suggest, chess has a special attraction for the young. In fact, there are those who contend that, contrary to its whiskery image, it is more of a young man's game.

"Today's typical chess player," says E. B. Edmondson, executive director of the U.S. Chess Federation, "is around 16. Youngsters are turning on to chess as an alternative to watching TV." And Edmondson explains: "I think the game is wonderful for them. It develops the values of logic, of clear thinking under stress and of deliberation in action, and it teaches the knack of profiting from defeat." George W. Church, Jr., a Texas fried chicken tycoon who competes in official amateur chess tour-

naments, reports ruefully: "My opponents seem to be getting younger—and better—than I am. This is one game where you have to be prepared to be beaten by a kid of 15."

What young people have that old ones don't is stamina, and chess, sedentary though it may seem, is—as the experts well know—as much a physical game as a mental one. "It takes a healthy, youthful body to stand up to the rigors of match or tournament play—those five-hour sessions of concentrated brain-boiling, of playing off adjourned games the next day and of going without sleep while the mind races through variation after variation," wrote Schonberg in his book, *Grandmasters of Chess*.

At Temple University in Philadelphia, researchers conducted laboratory tests, measuring the physical stress of tournament chess by pulse rate, skin temperature and other indexes. They concluded that chess took as much out of a player as a 10-round boxing match or five sets of tennis. "I gotta stay in shape or it's all over," was the way Bobby Fischer once put it.

Over the long haul you can bet your bottom pawn that the game itself will remain essentially unchanged—a one-on-one matching up, as between two flesh-and-blood players, of skill, intellect and endurance. Somebody once called it the "game of games." It is all of that—and more. "Is it not an offensively narrow construction to call chess a game?" inquired Author Stefan Zweig. "Is it not a science, too, a technique, an art...?" (It is) the only game that belongs to all people and all ages...to slay boredom, to sharpen the senses, to exhilarate the spirit."

It took a great chess player, though, to speak what may be regarded as the last word about chess. He was a German, Dr. Siegbert Tarrasch, an irascible little man with a club foot. But he was a poet of the chessboard. "Chess, like love, like music," said he, "has the power to make men happy." ■


Americanism and Flag Day Contest Brochures

Lodges and State Associations submitting brochures in the annual Americanism and Flag Day Contest should mail their entries to:

James W. Damon, Chairman
Grand Lodge Americanism Committee
Elks National Convention
c/o GES/Manncraft Exhibitors Service
401 North Cortez Street
New Orleans, LA 70119
Attn.: Ray Herkert or Bryan McKeogh

Contest rules, including the Division entry instructions plus suggestions on preparing your brochures, are contained on pages 14, 15, and 16 of the 1976-77 Americanism Program booklet.

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NEWS OF THE LODGES

(Continued from page 23)

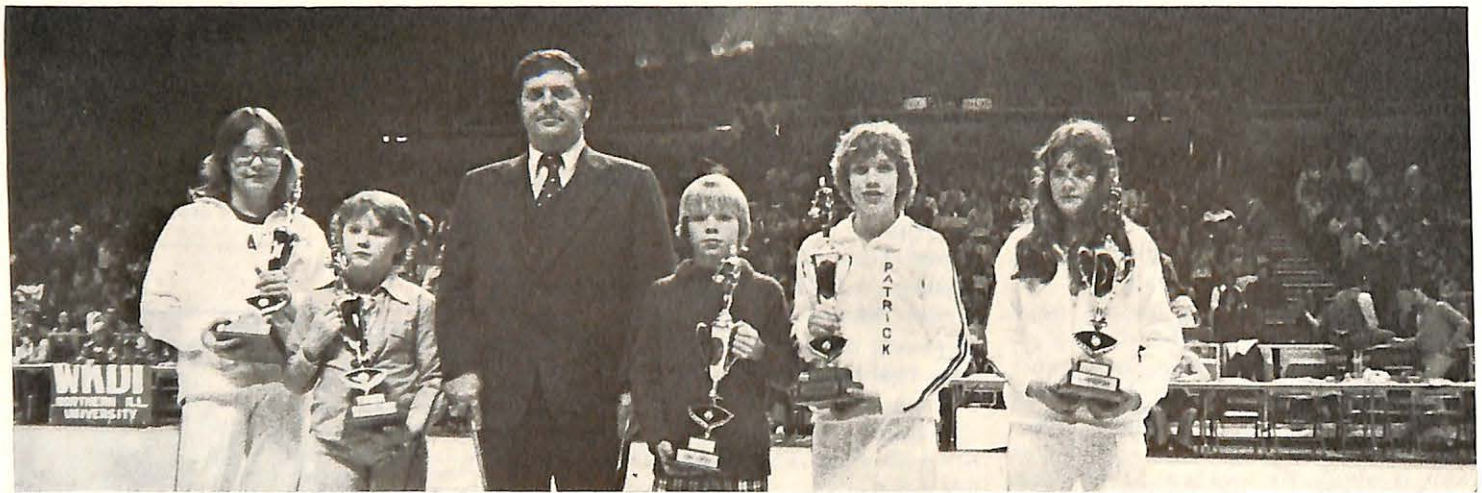


"DUIN' NUTHIN' " just comes naturally to (from left) Frank Lowry, Dick Wakulat, PER Monroe Whaley, Bill Arveson, PER Flic Reynolds, PER Curt Frook, PER Mark Glendenning, Carl Allemang, Bob Straub, and Harry Mohl, all members of Traverse City, MI, Lodge and from the charter group of the "Du Nuthin' Bunch." Requirements for participation in their Wednesday lunches at the lodge, where there are no speakers, no projects, no collections, no youngsters, and no attendance taken, are minimal—members must be retired or semi-retired Elks of 62 years of age or more, who meet for an afternoon of camaraderie.

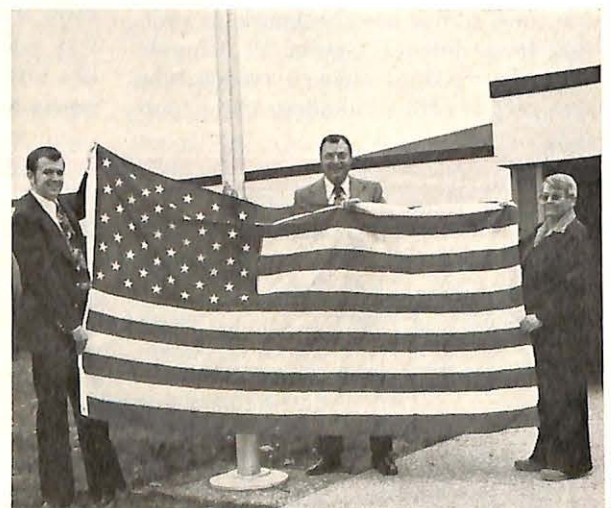


MICHAEL GREENAN (third from left) greeted his grandfather Frank Pirkel (right) and his father Wesley Greenan (left), both Elks, following his initiation at Mason City, IA, Lodge. A membership card was presented by ER Alec Eichman to Michael, who was one of 15 new members.

INDIANA, KENTUCKY, and Ohio were the home states of regional "Hoop Shoot" winners Linda Stookey, Kelly Meier, Scott Hill, Patrick Hamilton, and Kelly Lane, who received their trophies in front of 9,147 basketball fans at Toledo University. Regional Chm. Rollie Morgan presented the awards to the youngsters.



IN A RAFFLE held at East Chicago, IN, Lodge, Herbert Nicholls (left) won the oil painting donated to the Elks by artist Walter Sobol (third from left) and admired by (from right) ER Joseph Walkowiak Jr., DDGER Ernest Christoph, Foundation Chm. Alfred Tracy, and Co-chm. Julius Elish. The National Foundation profited from the proceeds of \$225.



THE AUTUMN Hill School for handicapped youngsters in Union, MO, recently received a flag from Washington Lodge. Mrs. Chuck Otte (right), principal, helped Est. Lead. Kt. Paul Martin (center) and Americanism Chm. Hank Jones prepare to hoist the flag.



AMONG the twelve citizens of Ray, ND, who were initiated by Williston Lodge were the three sons of Brother Norman Simpson (left photo, back row) and the three sons-in-law of his brother Marshall Simpson (right photo, back row). The members of the younger generation welcomed to the order included (left photo, from left) William, Donald, and Thomas and (right photo, from left) Charles Daniel, James Simonson, and Dave Anderson.



WITH TROPHIES held high, the six young winners of Ohio's "Hoop Shoot" contest (front row, from left) Jane Fritz, Lisa Gerfen, Shawn Steward, Edward Yorkiewicz, Richard Simms, and Dan Christie accepted the congratulations offered by (from left) VP Robert Kennedy, State Chm. Mike Mihalick, GL Committeeman Larry McBee, and SP Floyd Shambaugh. The state's free throw contest was held in Mansfield.



WINTER "blahs" were conquered and the Michigan Elks major project benefited when tournaments were held at the nine-hole miniature golf course erected in the lounge of St. Joseph, MI, Lodge. The idea was originated by Ted Zuppke (right), whose charge of two dollars per couple for 18 holes of golf went to the major project. Brother Ted and his wife Pat finished the season in third place.



TWO VISITORS to Springfield, OH, Lodge joined Est. Lead. Kt. Robert Langen (right) in congratulating Brother Charles English (second from left) for his 49 years of membership. Satch Davidson (left), National League umpire, was guest speaker for Old Timers Night which was also attended by Congressman Clarence Brown, who brought a Capitol flag for Brother English, the oldest member present.



THE ELKS' ladies of Nashville, TN, made their annual donation to the National Foundation recently. Pres. Jane Johnson presented \$100 to Nashville Lodge Foundation Chm. Verne Gauby (left) and ER Kenneth Sledge.

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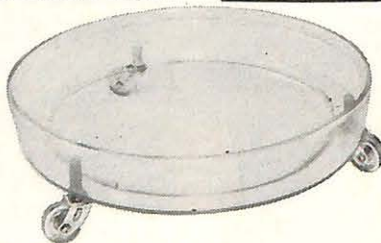
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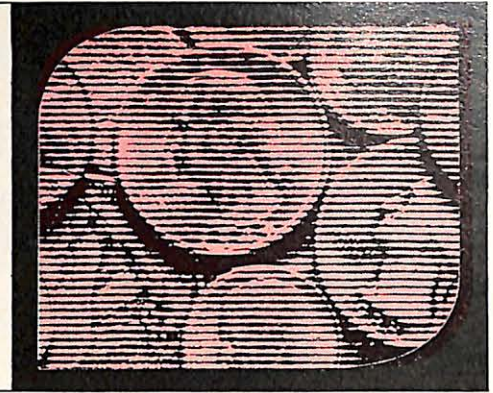
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by Mike LeFan



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In fact, you can save on most all summer clothes and fabrics: men's and boys' wear, sleepwear, lingerie, hosiery, and women's shoes. The best savings on men's and boys' wear will be after Father's Day.

Check the good buys on these items for your home: bedding, floor coverings, storm windows, building materials, furniture, and major appliances. Among appliances, TV sets are really good buys, along with washing machines.

Supermarket Snoop says these fresh fruits and vegetables are best buys for June: apricots, blueberries, cabbage, cucumbers, nectarines, peaches, plums, prunes, sweet corn, snap beans, and tomatoes.

"Dear Mike: I tried your dog snack recipe . . . Never seen such a soupy mess. I'm sure it's cheaper to buy dog snacks. Check the recipe. Think someone goofed, badly," Mrs. A.J. Fein, Beaverton, OR.

A. Sorry about that. I have no dog so didn't test the recipe. Guess it was a bum steer.

Elks decals: order your 3½-inch transfer decal (Code: Sacrist) for 17¢ each plus 13¢ postage from Russell Hampton Co., Dept. MM, 2550 Wisconsin Ave., Downers Grove, IL 60515.

Here's some help for Mrs. D. Simrod on getting rid of sparrows in the

garage: Vera Friend of Kendallville, IN, says, "Use a real stuffed owl or substitute a plastic one (sold by places like Sunset House). Simply hang it up in the garage." And Dorothy M. of Chicago says the way to run off sparrows is to "Adopt a cat. Make its home in the garage and the birds will go elsewhere." One caution, don't make it too easy for the cat to set up house-keeping in the rafters or you'll just trade one headache for another.

Got another tip on using plastic lids from cans to stack hamburger patties, this one from Mrs. R. Farrell, Norfolk, NY.

Is camping your kind of vacation? Then you've wrestled a tent and will like the ease and speed of setting up a REDI-TENT. It's literally ready in seconds, is durable, and is very portable. For full info write A.J. Schroeder, Tent Manufacturing & Sales, Dept. MM, 1390 E. 6, Suite 6, Beaumont, CA 92223.

If motels are more your idea of vacation lodgings, then you're probably looking for a way to beat the high cost. "Budget motels" are springing up all around the country, some with rooms for as little as \$8 a night. Get a list of over 30 budget motel chains. It tells where to get full info, directories, and rates on hundreds of motels coast-to-coast, plus ideas on what to expect from these accommodations. Order *Budget Motels List* for 50¢ and a self-addressed, stamped business-size envelope from: More For Your Money,

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Color TV sets will cost less in the months ahead. Manufacturers and retailers are cutting prices on big models as part of a price war with Japanese TV makers. If you're in the market, the next few weeks will be the best time ever for color TV bargains.

Mentioned the *Toll Free Digest* a few months back, saying get one at the newsstand. Well, you can't. The book contains over 15,000 toll-free numbers. Order your copy for \$2 from Toll Free Digest Co., Inc., Dept. MM, Box 800, Claverack, NY 12513. You may save the price of the book the first day in free phone calls.

Soap has come a long way since grandma made it in a boiling pot of fat and lye, but it's still basically the same. The price differences are due to extra perfumes, colors, and advertising. At about a nickel per ounce, here are some of the better soap buys: A&P Deodorant Bath and Beauty Soap; Sweetheart Lime Deodorant Soap; Cashmere Bouquet Beauty Soap; Ivory Soap; Truly Fine Deodorant Beauty Soap (Safeway Stores); and Jergens Lotion Mild Soap.

If you're nature-oriented, make your vacation even more enjoyable with the *Nature Guide*. This unique book will put you in touch with knowledgeable volunteer guides who will show you the natural treasures in their areas—covering the U.S., some of Canada, and even England. The book also lists all the Nature Centers, Audubon wildlife sanctuaries, National Wildlife Refuges, and favorite birding places. Order your *Nature Guide* for \$1.30 from Nature Guide, 34915 Fourth Ave. South, Federal Way, WA 98003.

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Supermarket Snoop says that in selecting strawberries, the redder the better. Papayas are good eating only when at least half yellow. Pineapples too, the yellower the better.

One in every 10 of us has a hearing or speech disorder. But only a fraction of you have sought help—and it's available to nearly everyone with one of these communicative problems. Find out what help is available, or just learn more about hearing and speech problems. Get free *Hearing and Speech Booklets* from Nanette Fabray, Dept. MM, Box 1840, Washington, DC 20013.

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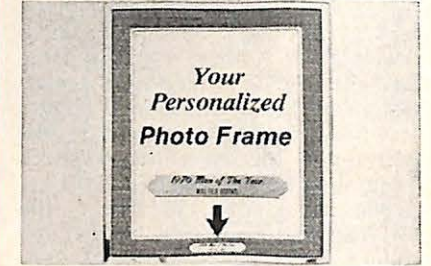
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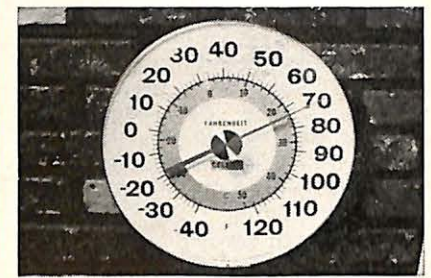
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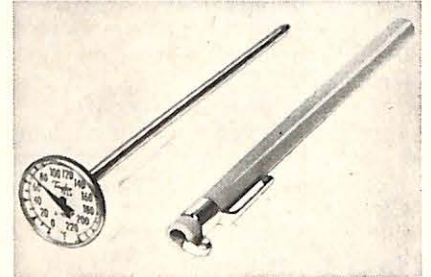
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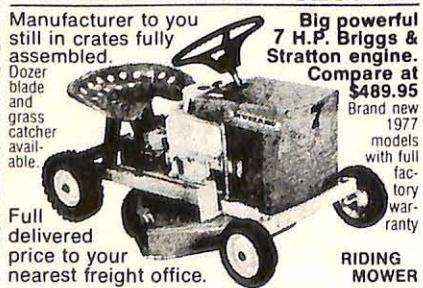
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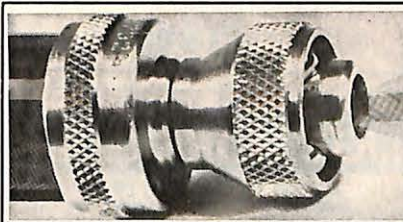
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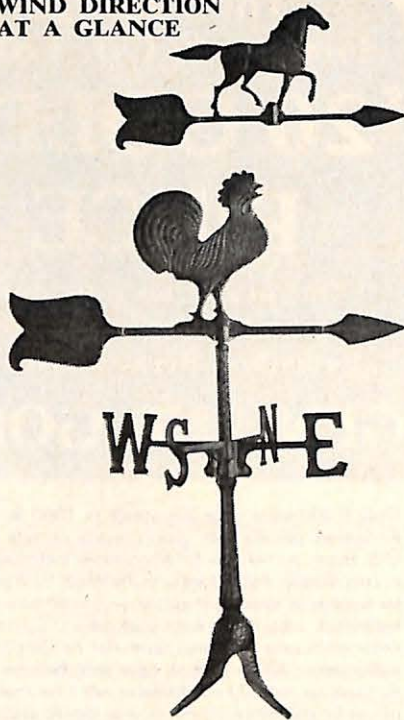
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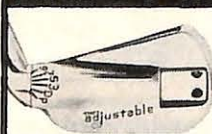
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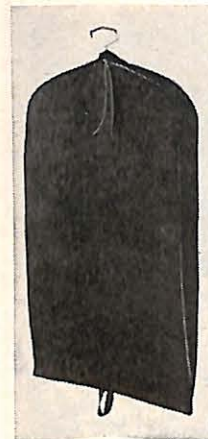


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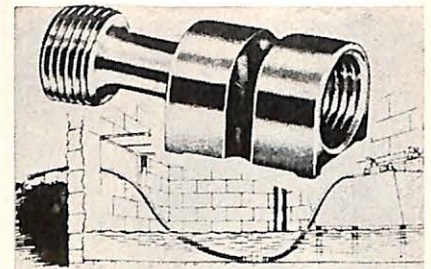
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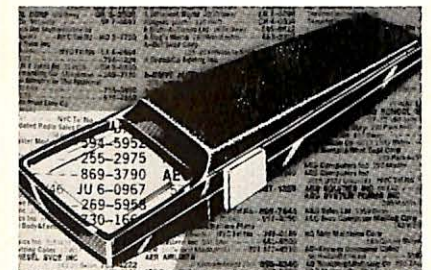
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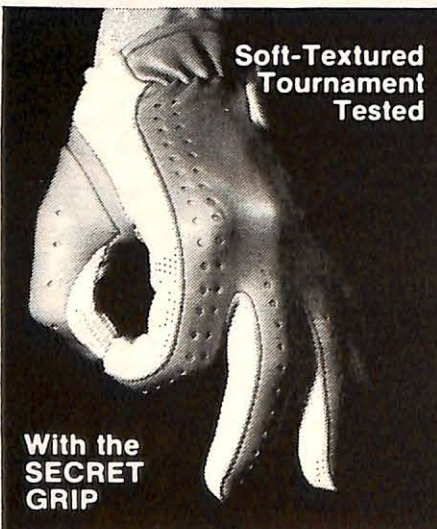
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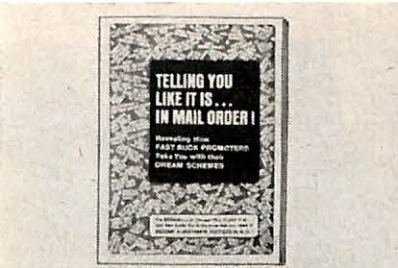
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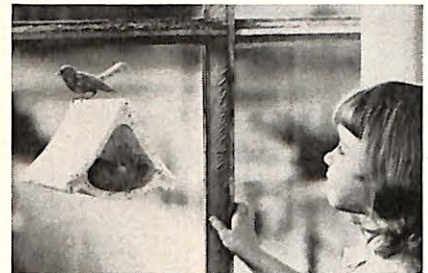
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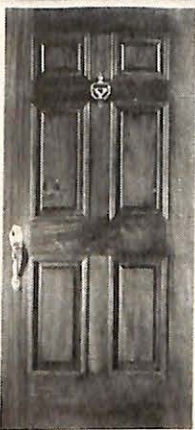
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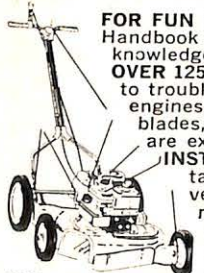


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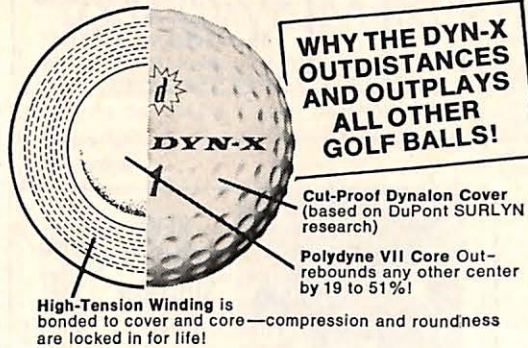
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DYN-X balls conform completely to British (R&A) international specifications ... are 1.62" in diameter, and weigh 1.62 oz. Top American pros change to this British-size ball, any time it's legal—because they know it handles better in a wind ... goes farther and straighter! 30 yards farther! And the DYN-X ball cuts down on the cause of hooks and slices—because you have much more margin for error with the smaller ball ... and are much more likely to make contact with the "sweet spot" on the club head! No wonder one of America's top pros stated point-blank that, any time you have the choice, it's silly to play the big ball.

Drive One Club Longer
Use the DYN-X ball—and you'll be driving at least one club longer than you ever did before. So you'll be able to hit one club less on your short irons ... to hold the green better and end up closer to the pin! On those long par 5's, you'll have an easier shot to reach the green in 3 (or even 2, if you're already a long hitter). You'll find yourself in position to birdie those shorter par 4's. Even if you're a duffer, you'll find yourself shanking fewer shots, because you can hit this ball off-center and it'll still go straighter! And, on the green, you'll find yourself sinking more short putts and leaving those long putts closer to the hole—because the DYN-X ball starts off faster and runs truer ... so you have less worries about the way the putt will break! With all this going for you ... if you don't cut at least 3 to 5 strokes off your score every round—you aren't really trying!

Guaranteed to Cut 3 to 5 Strokes Off Your Score Or Your Money Refunded

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GUARANTEE NO. 2: We will immediately replace FREE (for 25¢ postage and handling) any DYN-X ball which cuts, goes out of round, or loses its perfect inbuilt balance at any time!

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One Pack of 3 Balls @ \$5.00 (plus 75¢ postage, handling = \$5.75)

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I understand I may play these balls for 30 days entirely at YOUR risk. If not 100% delighted for any reason, I may return them for full refund of the purchase price.

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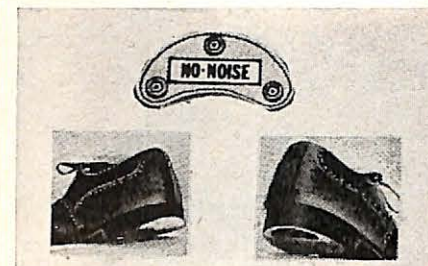
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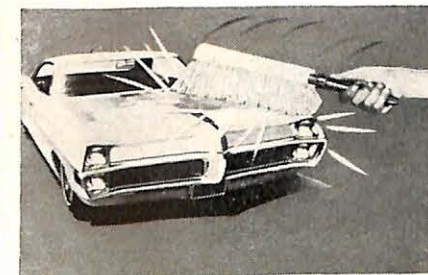
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See Advertisement on Inside Back Cover

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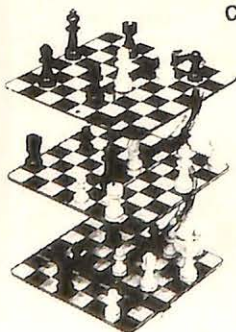


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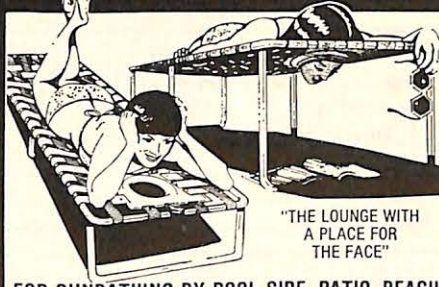
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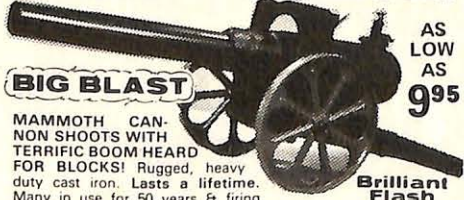
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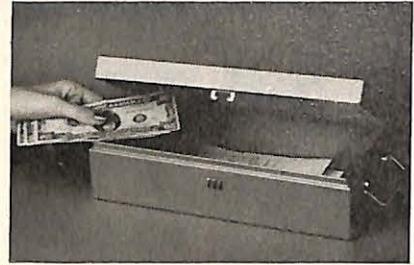


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It's Your Business

(Continued from page 6)

goods to cover the loss the same as theft is now covered."

Some small business experts agree. "The entrepreneur should not hesitate to apply pressure for payment even though he may know the customers personally, for it has been aptly said that 'he who hesitates is lost,'" authors H. N. Broom and Justin G. Longenecker tell readers in their book "Small Business Management."

"Perhaps the most effective weapon in collecting past-due accounts is the debtor's knowledge of possible impairment of their credit standing. This impairment is certain if an account is turned over to a collection agency. Delinquent customers who foresee continued solvency will typically attempt to avoid damage to their credit standing, particularly an impairment that would be known to the business community generally. It is this knowledge that lies behind and strengthens the various collection efforts of the business."

Attorneys, Bill points out, generally don't want to handle the small accounts. "The \$300 to \$400 debts are virtually ignored so we take action in the small claims court. It now costs debtors a minimum of \$32.50 court fees here to be garnished for a bill up to \$1500. This may sound small for \$1500 but remember, most of the small accounts average

\$30 to \$40 so this is a large amount of cost to add to a small bill."

Binderman uses the small claims court whenever possible if he can't persuade a debtor to make small regular payments. "In our letters to debtors we stress small regular payments. But the courts seem to lean toward the debtors. Customers obligate themselves for payments beyond their ability to pay. Then, if they lose time from their work, they fall behind."

What can be done?

Congress can provide one answer, Bill believes. "I feel we should have a national garnishee law. A minimum of 10 percent on all wages. And that should include all government and military personnel, too. Credit is a way of life with everyone today. That's an accepted fact. It should be recognized that collecting from those who are delinquent should also be accepted as a way of life and an established practice for businessmen to employ."

"I've been a collector, a door knocker, a constable, a letter writer and a phone caller and I've worked every facet of the collection picture. In my opinion, business—especially small business—will find HR 29 a real dilemma. I believe it will cost the American public."

What's your opinion?

Send me your reactions. Address your questions and comments to John C. Behrens, c/o The Elks Magazine, 425 Diversey Parkway, Chicago, Illinois, 60614. ■

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"Hoop Shoot"

The Fifth Annual Elks National "Hoop Shoot" Free Throw Contest concluded March 6th in Kansas City's Kemper Arena.

Present for the contest, trip to the Truman Memorial Library at Independence, MO, and Sunday night banquet were (second row above, from left) Frank Hise, PGER, Corvallis, OR; Bernard M. Watters, SDGER, Kansas City, MO; Edward

W. McCabe, PGER, Nashville, TN; Homer Huhn, Jr., Grand Secy., Mount Pleasant, PA; Gerald L. Powell, National "Hoop Shoot" Director, Peru, IN; and Norman S. Lien, GL Youth Chairman, Watsonville, CA.

The Winners: Girls Champion in the 8-9 age group was Renea Hooten (first row, fourth from left) of Nashville, TN. Sponsored by Madison Lodge No. 2473, Renea went 18 for 25 shots. Second place went to Kelly Meier from Henderson, KY, sponsored by Henderson Lodge No. 206. Boys Champion in the same division was Ronald Price (first row, third from left), Spencer, VA. Ronald, who was sponsored by Martinsville Lodge No. 1752, went 24 for 25 in competition, and 10 for 10 during the half-time exhibition at the Kansas City Kings-Milwaukee Bucks NBA game. Charles A. Hansen, Las Vegas, NV, sponsored by Las Vegas Lodge No. 1468, was second place in the boys 8-9 group.

Boys Champion in the 10-11 age group was Mark Nadolny (first row, second from left) of Easthampton, MA. Sponsored by Northampton Lodge No. 997, Mark hit 21 of 25 shots. Second place went to Jay Ladner, Hattiesburg, MS, sponsored by Hattiesburg Lodge No. 599. Lanae Saunders (first row, second from right) of Mesa, AZ, won the girls championship in the 10-11 division, hitting 20 of 25. Lanae was sponsored by Mesa Lodge No. 1781. Second place went to Angie Thomas, Northport, AL, sponsored by Tuscaloosa Lodge No. 393.

In the 12-13 age group Kari Mangan (first row, far right) of Omaha, NE, won the division with 19 out of 25. Kari was sponsored by Omaha Lodge No. 39. Second place went to Barbie Kavanagh, Missoula, MT, sponsored by Missoula "Hell Gate" Lodge No. 383, with 17 for 25. Boys champion in the same age division went to Tom Fisher (first row, left) Muscatine, IA, sponsored by Muscatine Lodge No. 304. Second place winner was Jeffe Hauge of Bridger, MT, sponsored by Red Lodge "Beartooth" No. 534. Both boys went 23 for 25, shooting 92 percent. The final winner was decided by a shoot-off.



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'SMART' MACHINES

(Continued from page 13)

Rydz, vice president of research and products development for Singer's Consumer Products Operation.

Ease of operation and fool-proof sewing are key points of the new electronic machine. Touching a button instantly programs the machine to sew one of 24 different stitches. No cam changing or dialing is necessary.

To make the homemaker's life even easier, optimum stitch width, length and density are automatically programmed into the machine. Buttonholing is also automated for both standard or short-type buttonholes.

The electronic sewing system is a technological breakthrough representing the first major change in the basic operation of sewing machines since Singer electrified them in 1884. Singer's electronic design was recently selected as one of "Four Inventions of the Year" by the U.S. Patent Office.

Obviously, the Singer design is a spring-board for further microprocessor applications to the sewing machine. Many companies, including Singer, will be embodying the computer-on-a-chip in their upcoming, soon-to-be-announced models. It's inevitable.

Microprocessors have already made inroads into the field of air conditioners, and more applications are on the way. Heil-Quaker Corporation's new central air conditioner uses a diagnostic monitor that shuts down equipment and alerts the homeowner to problems.

Computer control for other major appliances isn't far behind. "It will take three to five years for such products as dishwashers, dryers and washing machines" to utilize microprocessors, says William H. Slavik, director of advanced research and development at Rockwell International Corporation's Admiral

Group. On a dryer, for example, adds Slavik, the chip can sense the wetness of the clothes and automatically calculate the exact amount of heat needed for proper drying, plus decide the precise time and speed of the cycle. Never again will clothes come out of the dryer either over-dried or still damp. Dryers will be computer controlled.

Microprocessors will soon be appearing in smaller appliances too, giving them added dimension. "Making a digital clock alone is a wasteful application of a microprocessor," comments Admiral's Slavik. "Once you've got the microprocessor built in, you've got power to add features that won't quit."

On the market today are automatic timers that can turn on appliances, say a coffee pot, at a certain time. The microprocessor can make a "dumb" clock-radio "smart"; then the radio can be programmed to turn on the coffee pot exactly five minutes before activating the alarm or radio volume. Plus, if you're one of those Americans who sleep through the radio's coming on, the tiny computer-on-a-chip can also increase the volume level automatically after a programmed period, say five to ten minutes.

More and more appliance manufacturers will be incorporating the amazing computer-on-a-chip in their products and the consumer can't help but be a winner. Like the winner he is now becoming in the area of home entertainment.

Fairchild Camera & Instrument Corporation recently unveiled its "home entertainment center"—the first of the smart video games. The micro-computer, connected to a TV set, has a memory that can be programmed to play as many as 200 different games. The micro-computer pulls the game information out of a cartridge and sends it to a video processor chip which puts the game on the TV screen. Fairchild is also considering educational and scientific cartridges.

"What will grow out of the game is more exciting than the game itself," explains Fairchild's C. Lester Hogan, who believes his company's game will spawn the long-predicted home computer center. "Every home has a display—the TV set—and a 10-digit keyboard—the push-button phone," says Hogan. He adds that by coupling these two devices with a micro-computer a basic home computer is formed. Fairchild is definitely aiming efforts toward the introduction of the home computer center.

Of course, the large computer firms are also in this ball game. The Sperry Univac Di-

vision of Sperry Rand Corporation predicts that such a center may be a standard feature in many homes by 1985.

"The in-home centralized computer network will link together a variety of appliances," explains Dr. Earl Joseph, Univac staff scientist. "The vacuum cleaner, refrigerator, electronic range and other appliances will have been made smart by the addition of microprocessors and the center will then net these into a system that allows the devices to 'communicate' or cooperate with each other."

The multi-function home computer center concept can easily be shifted to the auto industry since the central car computer will also be brimming with microprocessors. Such a complete central car computer is only a spot on the consumer products horizon, but the computer-on-a-chip is already in some autos.

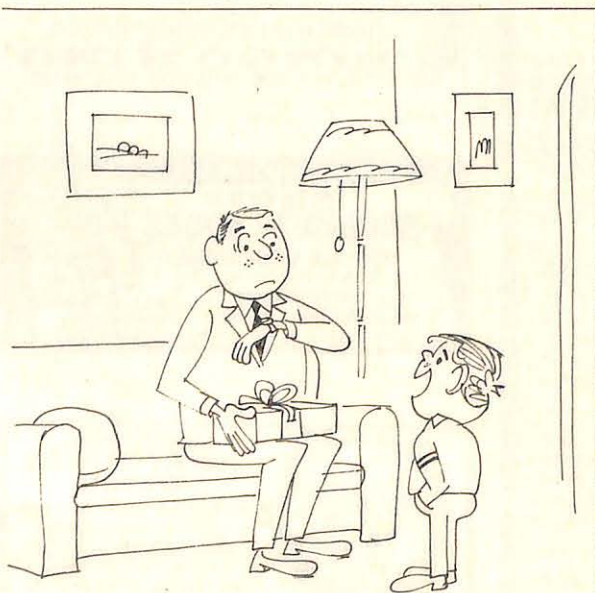
The first smart cars—some Chrysler Corporation models and Oldsmobile's 1977 Toronado—rolled off the assembly lines late in the summer of 1976. These autos employed microprocessors to control the engine spark advance. Chrysler's Spark Control Computer involves eight sensors that aid driveability, emissions control, fuel economy and engine power.

According to some experts, more than 60 tasks could be handled by automotive microprocessors. Some of the exotic capabilities of the chip-computer are automatic "station-keeping" in highway traffic (maintaining a safe distance from the car ahead), the continuous monitoring of the driver's brain waves to detect impending undesirable mental states such as drowsiness and the prediction of an imminent crash.

"A collision avoidance system is already being tested," notes Univac's Joseph. The chip receives the radar impulses constantly being emitted from the car and bounced back, and computes the time to impact. When this time to impact becomes critical, that is when the driver can no longer react fast enough to prevent a collision, the microprocessor sends signals to accuate the gas pedal, brake and steering wheel. It automatically and safely stops the car."

So the consumer is about to be barged with a batch of "smart" products for his auto and home. A tiny chunk of silicon is going to dramatically alter today's lifestyle. The power of the computer-on-a-chip seems limitless. So does its application.

James Hiller, executive vice president of the RCA Corporation forecasts: "The microprocessor will create a host of new products that even our most imaginative people cannot conceive of today." ■



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And we pay the Postage!

WEAR THEM EVERY DAY OF THE WEEK!

Men who pay the \$25 apiece "Famous Brand" prices have to save their Qiana's for weddings, special parties, and only the most important business occasions. But if that kind of scrimping puts you off and you want to look your best every day, see how much better you can do! You can get our excellent, top grade, deluxe made-in-U.S.A. Executive Dress Shirts **TWO for \$19.95! Full cut too!**

All Genuine! There's a big "Qiana" label sewn in every shirt, but you don't need a label to know Du Pont's splendid new Qiana nylon yarns or Klopman's famous dress knit shirtings. They have such soft, appealing colors. An almost sensuous silky feel. Yet for all their extravagant luxury looks, they are still 100% automatic machine



NO-IRON WASH & WEAR!

Let's start with the hidden inside "make." You get 100% "Dacron®" polyester linings in collar and cuffs. Permanent sewn-in collar stays. Seven-button top center front. Smooth fitted separate collar band. Even pearly lustrous no-chip buttons anchored on to stay on! The shirts are **FULL CUT** with long tails, a big pocket, full yoke and shoulders, and excellent executive fit throughout!

NOTE:

All **SIX** Colors shown here available in **ALL SIZES** (see chart) and in

Your Choice of Long **OR** Short Sleeves!!!



(Qiana is an excellent no-rumple Summer Shirt, too!)

What is the Higher Appeal of Qiana? See for Yourself!

We will be glad to send you any 2 shirts for \$19.95, on money-back approval!



Haband's
Qiana® DRESS SHIRTS
Registered Du Pont Trademark for Qiana Nylon

2 Shirts for Only **19⁹⁵**
3 for 29.95

HABAND COMPANY, Direct Service Dept.
265 N. 9th Street, Paterson, New Jersey 07530

Dear Haband: Please send me of these sensational shirts! My remittance in full in the amount of \$ is enclosed.



GUARANTEE: If at any time for any reason you are not 100% delighted with these shirts, return them to Haband for full refund of every penny you paid us!

Collar	14 1/2"	15"	15 1/2"	16"	16 1/2"	17"	17 1/2"	18"	18 1/2"
Sleeves	30	✓	✓	✓	✓	✓	✓	✓	✓
	31	✓	✓	✓	✓	✓	✓	✓	✓
	32	✓	✓	✓	✓	✓	✓	✓	✓
	33	✓	✓	✓	✓	✓	✓	✓	✓
	34	✓	✓	✓	✓	✓	✓	✓	✓
	35	✓	✓	✓	✓	✓	✓	✓	✓
	36	✓	✓	✓	✓	✓	✓	✓	✓

*Please add \$1 for extra large sizes.

COLOR	Collar Size	Sleeve Length	Check for Short Sleeves!
BLUE			
WHITE			
TAN			
GREEN			
MAIZE			
Light WINE			

HABAND
265 N. 9th Street
Paterson, N.J. 07530
Established 1925

Use this Coupon:

Literally millions of busy executives send to Haband for important savings on all their clothing needs. It is easy, fast, & no fooling around! Now is a good time to see for yourself! Just tell us your choice and stand back! All orders shipped at once! **TRY IT!!!**

72H-102

Name:

Street Apt. #

City

State ZIP CODE

\$50 SHOES

VS

2 PAIRS for Only 19⁹⁵ from HABAND

It's a fact! The newest, freshest, most elegant executive shoes coming over from France, Italy & Switzerland are beautiful! But they cost \$40, \$50, even \$65 per pair!! Could you feel comfortable in such extravagance?

Haband, the direct mail order people have a better idea. They copy the best imported styles and make them up in highly respected modern shoe factories here in the U.S.A. The best American man-made materials! Exact American sizes & widths. And our famous 2 pair for \$19.95 price includes FREE Matching Belt!

These are excellent shoes. Handsome, lightweight, and long wearing. LOOK WHAT ALL YOU GET: Full life-of-the-shoe one-piece sole & heel. Built-in support shank in the arch. Built-in hidden elastic gore. Heavy metal buckles. Deluxe bindings, and super-comfort insoles — THE WORKS! You get fine quality, the latest style, even our famous 100% Guarantee!

And it is NICE to save money again!



White Loafer

Champagne Loafer

Get TWO Perfect Outfits with

THE NEW WHITES! THE NEW CHAMPAGNE!

Here you see the latest in a famous line of Executive Style Shoes for both Business and Resort wear. But the price will amaze you! It hasn't changed in years! TWO PAIRS for \$19.95!! How can such prices be?

Haband Company is a small, conscientious family business in Paterson, N.J., established in 1925 & doing business almost exclusively by United States Mail. We ship direct to over 2 million leading executives in every city & town in America. You have probably seen our shoes on men you know & wondered where to get them!

YOU ARE NOW INVITED TO WEAR TEST

Any 2 Pairs AT NO RISK!

Take your choice of any two pairs of shoes shown here. Tell us your exact size and choice of color, and send us your order. If at any time for any reason you are not completely delighted with your purchase, return the shoes for full refund of every penny you paid us! ALL THIS AT 2 PAIR for \$19.95! You can even keep the free belt! For immediate delivery, use this easy Direct Service Order Form

Black

Lt. Brown Loafer

Lt. Brown Side Buckle

this FREE TWO-WAY MATCHING BELT!

It's Like TWO Belts in One!!!

The same belt is white on one side and Champagne on the other, so whichever shoes you wear you have an extra perfect outfit to wear with any slacks you own! Available in Black/Brown combination if you prefer.

We will include a FREE BELT with every order — Just tell us your size on the order form below:

2 PAIRS of EXECUTIVE SHOES 19⁹⁵ 3 for 29.90 4 for 39.75

HABAND COMPANY
265 North 9th Street
Paterson, NJ 07530

Gentlemen:
Please send me pairs of your new Executive Shoes as specified hereon, for which I enclose my remittance of \$ in full. If not satisfied, I may return the shoes and **keep the Free Belt!**
72G-429 (911)

THIS ORDER GETS FREE TWO-WAY BELT!

We have your size

	5	6	6½	7	7½	8	8½	9	9½	10	10½	11	12	13
A														
B														
C														
D														
E														
EEE														

Style	Size	Width
White		
Champagne		
Black		
Lt. Brown Loafer		
Brown Gator		
Lt. Brown Side Buckle		

BELT SIZES 30 to 54
Check Choice:
 White & Champagne or
 Black & Brown
BELT SIZE:
Buy 4 pairs & get BOTH Belts (All 4 colors) Free!

HABAND

265 North 9th Street, Paterson, N.J.
M. Habernickel, Jr. Duke Habernickel

Name Apt. #
Street City State ZIP